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IJCR 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 a 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 research content in the field of communication and media studies.

The journal derives strength from the highly qualified faculty of the department, engaged in well-structured research programmes on specialised areas of mass communication including Science and Technology Communication, Print Media, Broadcast Media, New Media, Film Studies, Advertising, Corporate Communication and Public Relations, History of Journalism, Urdu Journalism, Development Communication, Media & Cultural Studies and Human Rights and Media. Eminent academicians serving on the editorial advisory board and the empanelled 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

Constant addition of spectacular features against a continuously declining price has made the smartphone an easy gateway to an amazing virtual world of excitement. For journalism, social media and Mobile Apps have brought generational transformation. Citizen journalists are using platforms like blogs, YouTube, and Twitter to broadcast their versions of the events to online audiences via the interactive web. Netizens scan information, express views and share news on their social media networks like Facebook, WhatsApp or elsewhere. Unlike the linear flow of news to the audiences, the interactive features of the Web 2.0 have transformed news platforms into interactive discussion forums.

The access to media is no more subject to the approval of the media gatekeepers. The news dissemination function is no more a prerogative of a journalist having accreditation to a mainstream media platform. The user has the freedom to question a point of view, react to it, and add a different perspective to a story. Most importantly, the journalistic space has expanded hugely, democratising the media cosmos. Interactive technologies have enormously increased the modes of news sharing and drastically changed its nature as newer ways of storytelling have emerged.

This issue of the IJCR focuses on issues confronting journalism in the age of smart technology. In their paper, Niky Kumari and Dr. Pitabas Pradhan have explored the social media induced changes in news production through a newsroom study of selected media organisations in India. Dr Afrina Rizvi and Nisa Askari provide a theoretical perspective on the framing of climate change in the print media. Moirangthem Indrakumar Singh and Dr Ganesh Sethi have discussed the adoption of social media in the teaching-learning process through an online survey among the stakeholders. Asad Faisal Farooqui traces the contribution of Raham Ali Al-Hashmi to journalism education at its infancy. Sana Abbas attempts to measure the shift in news prioritisation of the Indian media post 1990s through content analysis of two mainstream newspapers.

Dr. Pitabas Pradhan and Sachin Agarwal explores the role of mobile in delivering governance to the citizens through analysis of the *Mobile Seva* platform. In his paper, Jitendra Singh analyses the role of Bollywood in setting the political narrative in the run-up to the Indian general elections in 2019. Dr Shahnaaz Zabi explores the role of strategic communication in promoting education through case studies in the Ranchi district of Jharkhand. Hina Habeeb discusses the role of social media in marketing through a study of selected online advertisements. Dr Suresh Chandra Nayak and Shradha Rathore have explored the use of Instagram in influencer marketing through a survey among Instagram users.

M. Shafey Kidwai

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Social Media Induced Changes in Journalism: A Newsroom Study in India

Dr. Niky Kumari*

Dr. Pitabas Pradhan**

Abstract

Media has always defined the way news was offered to the audiences. But, the change brought about by new media is phenomenal. Social media has multiplied the modes of news sharing and brought profound changes in the way news was being disseminated. The journalistic space has expanded hugely, democratising the media cosmos. As new ways of storytelling using multimedia content forms increased, mainstream media organisations were under pressure to make their contents available on various web platforms, the most prominent being social media. Social media users get their information, express their opinions and interact with others on their networks like Facebook, WhatsApp, which transforms social media as a news source for the mainstream media. The interactive technologies have transformed news platforms into interactive discussion forums and hugely altered the process of news production. This paper examines the impact of social media on the news production process of the mainstream media.

Introduction

The wider diffusion of social media has transformed India into a networked society, where people have more extensive access to sources of information, better scope for information sharing and networking with others. The interactive nature of the technologies, enable users to express their views and comments, which constitute an alternative source of news for mainstream journalists. Social media sites like Facebook, Twitter, YouTube and the like offer journalists' alternative channels for gathering information and sharing of their stories. Social media technologies, indeed, have massively altered the process of news making. New technologies have stretched the scope of journalism and changed its nature. In the post-convergence era, traditional newsrooms are converted into multimedia newsrooms. However, in an age of information overload, verifying the facts from the sea of unverified data possesses challenges to professional journalism. Against this backdrop, this study examines the influence of social media on the mainstream media with particular reference to the structural and functional facets of the news-making process.

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Objectives of the Study

This study seeks to find out the impact of social media on the mainstream media's news production, especially the use of social media in Indian newsrooms, the changes in newsroom structure and functions, and the changing nature of news consumption. In exploring how social media is changing the news making process of Indian mainstream media, the study follows the following objectives:

- To analyze the trends in social media use by Indian journalists;
- Identify the social media tools used by journalists in news making;
- Examine the impact of social media integration on journalistic work and newsroom configuration;
- To explore the opportunities and professional challenges of social media integration;

Research Questions:

- RQ1 - How do Indian Journalists use social media in their professional life?
- RQ2 - How does social media influence news production?
- RQ3 - What are the essential journalistic skills of a social media environment?
- RQ4 - How social media has altered the newsroom configuration?

Research Design and Methodology

This study has adopted a mixed methodological approach combining both qualitative and quantitative methods. The quantitative approach of the study includes a survey among Indian journalists on issues about the influence of social media on the news making process. Under the qualitative approach, the study conducts an in-depth interview of senior mainstream journalists in editorial positions which seeks their perspective on social media usage in the news production process of mainstream media.

As part of the survey views of 125 journalists was gathered through a questionnaire consists of 19 questions, covering various issues related to the impact of social media on mainstream media's news production. The questionnaire consists of three profile-related questions, one single-choice question, eight multiple-choice questions, and seven Likert-scale items. To record the attitude of the respondents on the various aspects of the study, a five-point Likert scale was used.

An interview schedule was used to record the views of senior journalists on impact of social media on news production. 'IBM SPSS 16.0' was used to perform advanced statistical operations to find out the mean, standard deviation (SD) and significance level (p-value) of the data. Descriptive statistics, Kruskal-Wallis test, and Chi-square tests are used for testing the hypotheses of the study.

Review of Literature

Forwarding the argument that social media is reshaping journalism, Hermida (2012) claims 'journalists are normalizing social media tools to fit in with existing values; these tools have become an integral part of the daily routines of journalists, and they are using those tools to gather, filter, and disseminate the news'.

In a study focusing on the interplay between mainstream media and social media, Newman (2011) claims that *"It is mainstream media that drive the majority of news conversations in social media. The news itself may emerge via Twitter, but it is the mass media that pick it up and package it for a mass audience"*.

A study by Newman (2009) has found, *"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 reports that social media and UGC (User Generated Contents) are fundamentally changing the nature of breaking news; they are contributing to the compression of the 'news cycle' and putting more pressure on editors over what to report and when. According to the study, journalists are embracing social media tools like Twitter, Blogs and Facebook, but within the framework of their organizational norms and values.

As newsroom configuration changes with social media, positions of 'social media editor' or 'community editor' are being created in newsrooms (Alejandro, 2010). Guidelines are being rewritten; social media editors and twitter correspondents are being appointed; training and awareness programs are underway (Newman, 2009). Social media plays a vital role in making editorial decisions about which stories to be covered and what treatment a story will get by newsrooms based on what is 'trending' on social media platforms (Adornato, 2016; Bloom et al., 2016).

Highlighting the growing use of UGC, Johnston (2016) finds that journalists are increasingly engaging in social media newsgathering for images, footages, contacts, and eyewitnesses accounts across multiple platforms. The growing use of user-generated contents in news work has forced journalists to master a variety of new skills, which has made journalism multi-skilled. Johnston (2016) finds that journalists' working practices are changing with the influx of user-generated contents in news coverage; the role of the journalist is being redefined and as are the skills needed by journalists.

In the face of growing fake news, a study by Brandtzaeg et al. (2016) suggests that social media contents are used as a primary news source by journalists, but they have to develop skills to verify those contents particularly visual footages, and also for combating unsupported rumours and fake news.

According to Harper (2010), social media has enhanced the value of local news organizations and has given journalists new ways to report. Social media has helped journalists to connect with their audiences. Due to social media, journalists get more engaged with their audiences, and they carry out a variety of interactive activities (Gulyas, 2016).

Concept of Social Media

The word ‘social’ comes from the Latin *socius* meaning ‘friend.’ The term is used in the context of seeking or enjoying the companionship of others. Therefore, social refers to the practice of living in communities, in which communication acts as the glue. In the new media parlance, technologies which facilitate people’s tendency to live in communities constitute social media.

Social media being an evolving concept having a vast scope, a standard definition is tough to find out. Having studied the concept from multi-disciplinary approaches, researchers and academicians have defined social media from the perspective of their disciplines.

According to Holtz, Social media are the online tools and practices people use to engage in conversation and collaboration (Gillis & Johnson, 2015).

According to Dewing (2010), *“The term social media refers to a wide range of internet-based and mobile services that allow users to participate in online exchanges and contribute user-created content or join online communities”*.

Kaplan and Haenlein (2010) 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”*.

Social Media Influence on News Production

Despite the core activities of news production remaining unaffected, new technologies of social media keep influencing the process. The standard process of news making: gathering information- developing the story-producing the story- distributing the news products - and promoting the information products among the advertisers and consumers got altered with the integration of social media. Social media got added as an additional news source, from reporters to the desk people keep an eye on popular social media handles for updates. In a social media environment, gathering information for stories also involves verifying of facts and sources. Reporters are expected to bring byte and counter-byte to add value to the story.

In an online environment, the production process means writing and editing of the stories using the customized Content Management System (CMS), ‘publishing’ the stories on the website, and then posting the URL (Uniform Resource Locator) link to the organization’s social media handles. Before

clicking on the 'Publish' button in CMS, journalists should ensure to include the proper SEO (Search Engine Optimization) Keywords, SEO title, and tags to increase the posts' reach. Tagging the concerned people or organization, and using proper hashtags with the stories on social media platforms help in expanding the reach of the stories to a broader audience. Search engine captures the tagged words and SEO keywords.

Some customized CMS may have the icon to propose the story for publishing on social media platforms. The social media manager would decide whether to publish the story on social media platform or not or when to publish the story and at what interval.

In disseminating news, which used to be a top-down process in mainstream media, social media has emerged as an alternative platform of media content distribution. Social media has expanded the scope of the editorial response system as mainstream media use social media to promote the news content on various social media platforms and to interact with audiences for getting feedback. Mainstream media often try to involve audiences on their social media handles. Before the integration of social media into news work, getting instantaneous feedback was impossible for a print or broadcast media venture.

A circular Model of the Social Media 'News Cycle'

Taking clues from the information gathered through the In-depth interview of the Senior Editors, the researchers propose the following model to explain the emerging 'news cycle' in the social media environment. This model comprises five steps in developing media messages – Monitoring Social Media, Identifying leads of stories, Developing Story, Pushing back the link of a story, and Getting Feedback.

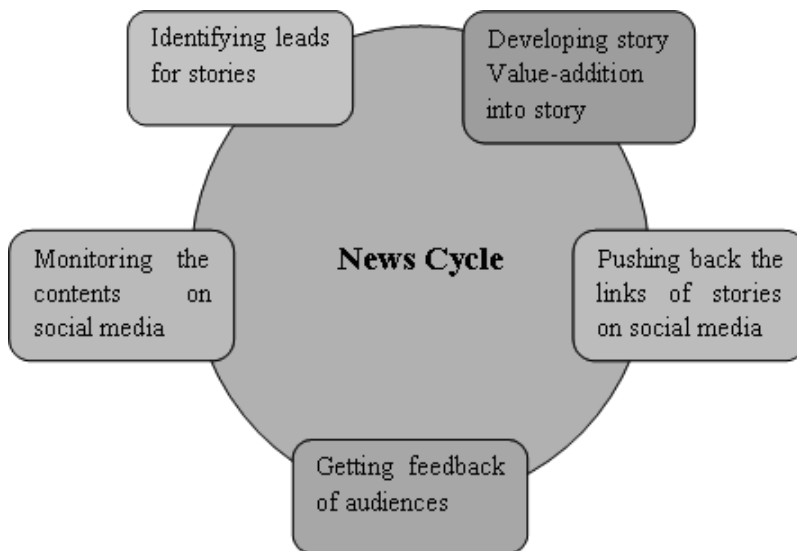


Figure 1: Circular Model of News Cycle in Social Media Environment

Monitoring Social Media:

Social media is continuously monitored by journalists for finding the leads of stories, and for updates on what is trending now.

Of the sea of content on social media, everything is not news, through constant monitoring, journalist finds out the news and inform the newsroom about the leads of the stories.

Developing Story

The content got from social media is raw content. Everyone, who is monitoring social media, has the same information. Journalists add value to the information to make it the news by adding the statements of other involved parties and giving the background of the incident.

Pushing back the link of a story

After the value-addition in the story, the links of the stories are posted by journalists through the organization's social media handles. When users click on the link of the story, it redirects to the website of the organization. The purpose of disseminating news on social media is to draw traffic to the website.

Getting Feedback

Social media has bridged that gap between the audience and journalists. News organizations are finding innovative ways to engage the audiences on their social media post. News organizations now listen to audiences, and add the audience to a story too. The audiences consume the news posted by journalists and journalists use the user-generated contents for writing the story, which makes the process circular.

Social Media Editor in Mainstream Media:

Responding to the changes in the news making process, special positions are created in the mainstream media to manage the social media activities of the newsrooms. The designations vary from social media editor to social media manager, and Social media In-charge, who head a social media team assigned to handle the organizations' social media handles. Some newsrooms have established a social media desk parallel to the web desk; both the desks work in collaboration with each other. The daily work of social media team in the newsroom is monitoring various social media platform for finding leads of stories, informing the newsroom about the updates on social media platforms, and then pushing the links of stories on social media platforms through the organization' handles.

The social media team is responsible for finalizing the strategy for the social media activities of the organization, i.e., how to engage more and more audiences with the stories, and how to increase followers or subscribers. The social media team must be able to analyze the data analytics provided

by social media platforms related to the demography of the audience, the audience engagement with the posts, and the trending stories on the platform.

The Social media team has to deal with the misinformation and fake news directly, so the social media editors must be well trained to identify misinformation and to verify the content. Knowledge of SEO (Search Engine Optimization) would help social media editors in selecting keywords for running hashtags with the story. A study conducted by the American Press Institute (2017) finds that it's time to restructure the social media team in newsrooms that would refocus its efforts on the issues impacting today's media. This study reimagined a social media team that would focus on finding and fighting misinformation, engaging audiences to increase trust in the profession, and participate as full partners in the newsroom's accountability reporting efforts.

Social Media-induced Changes in Journalistic Work

A survey was conducted among 125 journalists to capture their perception on the extent to which social media has changed the way journalists gather information and produce news. The opportunities and challenges to journalistic work were also explored.

Seven Likert-items were used to measure a construct of 'Changes in journalistic works and profession' due to social media. A 5-point Likert-scale was used to measure the perception of journalists on the issues mentioned. The responses Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree are used as the five-point scale, with scores assigned from 1 to 5, respectively. Average weightage scores of the 125 responses were calculated for each statement as in Table 1

Table 1: Average Weightage Score of Seven Likert-items

	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree	Average weightage Score
Social media has changed the news gathering process.	0	16	11	41	57	4.11
Social media has changed the way news is disseminated.	0	0	7	53	65	4.46
New posts are created due to social media.	15	44	11	45	10	2.93
New Journalistic guidelines are issued for social media environments.	8	20	3	50	44	3.82

New ethical issues crop up due to social media.	7	22	5	56	35	3.72
Social media demand Journalists to be multi-skilled.	25	40	6	38	16	2.84
Social media has increased the interaction between journalists and audiences.	0	16	8	55	46	4.05

It is evident from table -1 that a majority of journalists feel 'social media has changed the way of gathering the news', as 78.40% of journalists either agreed or strongly agreed with the statement. 52% of journalists strongly agree with the statement that 'social media has changed the way of disseminating the news, and 42.40% of journalists agree with the statement. So, an overwhelming majority of journalists (94.40%) feel that social media has altered the process of new dissemination.

About half of respondents agree that new positions are created in the organisational hierarchy to handle social media use in journalistic work. Over 44% of respondents either strongly agreed or agreed with the statement. But almost an equal number also disagreed.

Over 75 percent of journalists agree that 'new journalistic guidelines are put in place to face the social- media-induced professional challenges. Further, over 70 percent agree that 'new ethical issues crop up due to social media', but 23.20% also disagree. Less than half of the respondents (43.20%) agree that journalists need to be multi-skilled to handle media in the social media age, as more than half the respondents disagree (32%+20%) 52%. The study suggests that 'interaction between journalists and audiences has increased due to social media'. Over 80 percent of the respondent journalists agree with the statement. It is a testimony to growing perception that journalism is becoming interactive.

From the table 1, we can see the average weightage score of seven Likert items. 'Social media has changed the way of disseminating the news' gets the highest average weightage score of 4.46 and 'social media has changed the way of gathering the news' gets the second-highest average weightage score of 4.11. It means journalists agree that social media has changed the process of news gathering and disseminating. After that, journalists agree that social media has increased the interaction between journalists and audiences with an average weightage score of 4.05. Journalists are nearly about to admit that 'new journalistic guidelines are created due to the social media' and 'new ethical issues crop up due to social media.' Journalists are neutral about the opinions 'new posts are created' and 'multi-skills are required' due to social media.

The seven Likert-items are measured for internal consistency using the Cronbach's Alpha, i.e., to know how closely these seven items are related to each other to measure a construct of 'Changes in journalistic works and profession due to social media'. Cronbach's Alpha is a measure of scale reliability.

Table 1: Item Statistics

	Mean	Std. Deviation	N
Q13 - Social media has changed the way of gathering the news	4.11	1.026	125
Q14 - Social media has changed the way of disseminating the news	4.46	.603	125
Q15 - New posts are created to look into social media use	2.93	1.232	125
Q16 - New journalistic guidelines are put in place due to social media	3.82	1.253	125
Q17- New ethical issues are generated due to social media	3.72	1.209	125
Q18 - Journalists are expected to be multi-skilled due to social media	2.84	1.388	125
Q19 - Social media has increased the interaction between journalists & audiences	4.05	.974	125

Table 2: Reliability Statistics

Cronbach's Alpha	No. of Items
.758	7

As shown above, the Cronbach's Alpha value is 0.758, which is higher than 0.70 (Note that a reliability coefficient of 0.70 or higher is considered 'acceptable' in most research situations). The Alpha value suggests that the seven Likert-scale items have relatively high internal consistency (reliability). Thus, they can together answer the construct 'changes in journalistic works and profession due to the social media'.

Social Media Integration into News Making- the Insider's Versions

To understand the social media induces changes in newsroom, the researchers conducted in-depth interviews of six top-level journalists mostly in editorial decision-making positions, who have experience in both the mainstream and web editions of prominent media organisations. The researchers attempted to capture their resourcefulness based on on-the-job newsroom acquaintance to the newsroom to explore the newsroom impact of social media. Viewed in terms of social media integration, media organisations stand at different heights. An extract of the interviews is provided hereunder, which tells the story of social media impact on news production:

Social Media Integration

Mukesh Sharma, BBC (Hindi) Editor admits that social media influences the news-making process, but says, "*We are not led by the social media but are guided by the social media. We do not try to*

report the trends of social media, but we try to analyze the content and add value to the trend, i.e., something extra to the story". With social media becoming a reality, the stories filed to the desk are checked, edited and pushed on social media platforms.

Vikas Singh, Deputy Executive Editor (North Zone), Times of India agrees that social media has become an invaluable source of both information and feedback for journalists. Newspapers are no longer the first source of information for most of the readers.

Om Thanvi, Consulting Editor, Rajasthan Patrika Group concedes, *"Social media is affecting mainstream media substantially in its content generation"* It has become a new source of information and expression. Even news or articles published in mainstream media are shared, further spread on Social Media. The canvas of mainstream media has become broader in that sense. Local newspapers are taking more interests in international happenings because of the former's easy and quick access to the latter due to social media.

Nanda Gopal Rajan, Editor – New Media, Indian Express accepts the impact of social media on news production of newspapers at to certain extent. The stories which are being run on social media are also reported on the print media. He claims that *"social media has become a significant source of news. Any content that goes viral and if the opposition leader gives a statement on that content, then that viral content becomes big breaking news. In this way, social media become a source for many print media stories"*.

Vishnu Tripathi, Executive Editor, Dainik Jagran finds positive as well as the negative impact of social media on the news production of print media. He claims that:

"earlier reporters had a lot of movement in the field, and thus they had a close relationship with their sources who gave them exclusive news occasionally, but now newsmakers upload press releases on their social media account or just tweet in few lines instead of talking with media people. Thus social media has reduced the scope of cross-questioning, and journalists are now copying the news like stenographers from social media." As long as there is no two-way communication, the meaning of journalism remains incomplete, and social media has reduced direct contact.

Mr. Kamlesh Raghuvanshi, Online Editor, Dainik Jagran asserts that "readers are making trending topics on social media; print or broadcast editors do not have any control beyond following those trending topics." He says that social media has given as much convenience to the newsmakers as to the journalists. At least journalists could get preliminary information through social media.

According to Mr Dayashankar Mishra, Digital Editor, Zee News (Hindi), social media has made its space in Indian newsrooms in the last five years. Social media has now become an essential desk in every newsroom. The biggest strength of social media is its use as a promotional tool in newsrooms. *After the arrival of social media, centres of information increased for the Newsroom. Now it is not*

necessary to have reporter everywhere to know what is happening in the whole country. Data from across the country come simultaneously on social media, and the journalist gets the primary information about what is happening and where; reporters are sent only if required.

Social Media in Newsgathering and Dissemination

Affirming that news production has become circular in the age of social media, Mukesh Sharma says, *"It's like a circle where a journalist is monitoring the content on social media, identifying leads for stories, covering it with some value addition and once the story is done then pushing it back onto social media again."* BBC uses almost all those social media platforms including Facebook, Twitter, Instagram, and YouTube for newsgathering as well as dissemination. Links of news stories are posted on various social media platforms to draw traffic towards the news website, claims Sharma.

Vikas Singh asserts that social media has undoubtedly emerged as a vital source of news; many different types of stories go viral on social media. If it is an essential and valid story that is of interest to our readers, then we try to do a value-added follow-up, adding analysis, background, and depth. He says, *"We follow the principle that no story is trusted based on a single source. We usually try to get all UGC checked by one of our staffers, though sometimes if a reputed news agency does a story verifying UGC from a place where we have no staffer available, we may accept it"*. Apart from the organization's main handle, all reporters have individual Twitter handles, and they are encouraged to use them to maximize dissemination of their stories.

Thanvi asserts that social media already has an extensive reach in mainstream media. Often news is generated in mainstream media through social media. *"Due to the social media presence of politicians, celebrities, official handles of governments, ministers, Chief Minister to Prime Minister and President of the country; mainstream media keeps wandering around social media to smell the news."*

Narrating the former president of India's visit to the RSS headquarter, Thanvi explains, *"As soon as the former president's daughter tweeted against his father's visit to RSS head-office; TV channels grabbed that news and broadcast special packages on that. Newspapers have also quoted or paraphrased her tweets in their news story"*. Public Relation Officers (PROs) of different ministries are now tweeting the information on official handles instead of conducting a press conference. Journalists pick up news from there, do value addition and publish or broadcast the story. Even the Prime Minister prefers tweet rather than depending on PIB machinery.

Nandagopal asserts on two aspects of social media – first, Social media has become a primary source of news and the second that social media has become a prominent distribution channel for most media organizations. Some Media organizations, especially local media, get up to 90 per cent of traffics from social media. A lot of stories are primarily done on what is happening on social media,

which was not there 10 yrs ago. Indian Express mostly uses Facebook and Twitter for disseminating the news; almost 200 stories on Facebook and 500-600 stories on Twitter are posted daily. Indian Express uses Instagram for posting photo-stories, which is handled by the photo team. He says, *"Indian Express has experimented; a Facebook page namely 'Explained by the Indian Express' and a twitter handle 'Express Explained' has been started to post detailed stories for the users who are interested in-depth stories."*

Tripathi accepts that newsroom feels pressure if a story gets viral on social media. He says, *"The core-group who decides the priority of the news, feels the pressure. Editorial team members redo the news priority list. Related reporters are assigned the tasks to find out more information on viral content"*. But, every viral story is not news; there is still gatekeeping in newspapers, and editorial team has to make a balance between the editors' choice and readers' choice. Social media is a source of primary information that should be verified and processed in all respects. He adds further, *"The new generations of both journalists and audiences have become more alert due to social media. Networking was not so much strong before; the news of rural and interior areas of Bihar used to take more than two days to arrive, but now the news is received instantly due to social media"*.

Raghuvanshi says that Twitter is more used for breaking news as compared to Facebook, while Facebook is used for content promotion and dissemination. He also adds that Twitter can give initial information or leads of the story, but those two-liners are not sufficient for news-making; more information is required to add value to that news and from here the journalists' work start.

Mr Dayashankar concedes that social media has become a significant source of primary news for media organizations. Zee news digital team mostly uses Twitter, Facebook, Instagram, and YouTube for news disseminating purposes. Zee News has a specially dedicated team for its official YouTube channel where they broadcast almost all the programs of Zee news. Shift-head decides which story to be posted on social media handles.

Social Media Impact on Newsroom Configuration

BBC Hindi has a social media team to monitor social media updates, identify stories on social media, and to push content on social media. This team is responsible for all activities on social media. In BBC, the social media team is divided at three levels – one group for monitoring social media updates, second group for publishing the content on social media and third, to interact with audiences and make them engage with the organization's social media handles.

In the newsroom of Times of India, the social media team is part of the web desk. Editors encourage the social media team to interact with senior print editors freely and keep posting on top trends. The social media team reports to the website editor, which tracks social media and actively sends out tweets/posts.

Rajasthan Patrika has established a social media desk, which works with the collaboration of a digital team of the newspaper. The social media desk is an independent entity, which monitors the social media content and informs the newsroom about the leads of the stories. This desk, having almost five dedicated journalists, is responsible for disseminating web contents on social media. To handle all the activities on social media for the organization, the 'Social media head' and Social media 'desk In-charge' posts have been created.

In Indian Express, the online desk is an independent entity, and it works in parallel with the print version. The social media team is a part of the online desk. According to Mr Nandagopal, no significant change in newsroom configuration occurred due to social media, preferably two or three people are specially assigned the task to monitor social media activities. He says, *"I fully disagree with the idea of assigning social media task to few journalists in the newsroom. Rather, we have decentralized the social media activities into the newsroom so that every journalist must be aware of social media updates"*. But due to the increasing workload, two journalists on the online desk have been recruited for handling social media activities. Reporters are also liable to the social media updates of their beats. In Indian Express, mainly two posts are created – social media manager and community manager for handling social media activities.

In Dainik Jagran (Noida office), social media desk is a part of the digital team who reports to the online editor. The digital team uses Content Management System (CMS) to create content for web edition (jagran.com) of Dainik Jagran, and the contents are further pushed on social media. The digital desk has been set up in the newsroom (Noida office) to work with the collaboration of the print section. There is a Jagran New Media (Okhla office) team, which works as an independent entity, which is responsible for more online and social media activities.

Zee News also has a dedicated social media team who monitor the social media for updates, inform the newsroom about story leads, and then push content for disseminating the news. The social media desk continually remains in touch with the integrated multimedia news desk and digital team. There are four people on social media desk to handle the social media activities. Zee News has created mainly two types of posts for social media desk – social media manager and social media assistant manager. The social media head reports to the Digital Product manager. Zee News has a dedicated team for its official YouTube channel where they broadcast almost all the special programs of ZEE News. Digital video head and editors in the team are responsible for uploading aired episodes and creating original videos for YouTube channel.

Ethical Challenges of Social Media

To convey his point on the ethical challenges of social media, the BBC editor narrated an incident, which occurred during Uttar Pradesh Assembly election-2017. There was fake news moving around

on social media that BBC had done exit poll related to the election in which 'X' or 'Y' party was going to win. This rumour was built up to encash the credibility of the BBC. The rumour was so strong that the BBC had to clarify that they hadn't done any exit poll. Fake news, lower public trust on media organizations; not only BBC but other media organizations are fighting of fake news.

The BBC Editor says, *"To escape from fake news, we still rely on reporters for newsgathering and verification; discuss the issues with the editorial team and then proceed for news-making."*

According to Singh, the biggest challenge is undoubtedly the violent and hatred messages on social media due to which the traditional media tends to do more checks and balances. He says that the strength of social media – speed, flexibility, and instant reach – also makes it vulnerable to being easily manipulated, with troubling consequences.

Thanvi says that the authenticity of news is the biggest problem of social media. Fake news and sometimes paid news is moving all around the social media. He doesn't take social media much seriously because there is no gatekeeping on social media. *"Vulgar and abusive languages are freely used; even life threats are given on social media; no one is there to check these disgusting usages."* Social media is not a much responsible media; anyone anonymously can post false news, morphed pictures, and edited videos to harass someone.

He feels that social media is a favourable tool for spreading propaganda; private and public organizations, political parties and governments are also involved in spreading manufactured "news" or propaganda stuff on social media. He gives an example of a viral video portraying a former chief minister Ashok Gehlot, *"We picked that viral content from social media and tried to verify the facts. We assigned the task to our local bureau who found that original video was deliberately edited by political rivals to defame the opponent"*.

According to Nandagopal, Fake news is the biggest challenge for journalists in the era of social media. Journalists must be careful in taking content from social media. He says that even the information released from verified accounts on social media, the materials are clarified by the desk before making the news because sometimes information may be deleted.

Talking on ethical issues, Tripathi says that propaganda is swelling on social media nowadays; news is spread by cutting out the context. According to him, *"many 'Goebbels' (Joseph Goebbels, Nazi Propaganda minister of the German Third Reich) have been born on social media."* He discusses an incident in which Congress president's statement about a potato chip making machine was manipulated to present the leader in a bad light. He also looks worried about misusing social media for trolling purposes; trollers on social media are pulling the leg of all those persons whose ideologies are different from them. He raises a question about the meaning of using social media for making fun of the prominent personalities by calling them 'Fenku' or 'Pappu'.

Tripathi further adds that social media has no moral code, no parameters, and no self-regulation; clash of ideologies spreads intellectual violence on social media. He emphasizes that Social media content should not be considered the ultimate truth; they must be verified first.

Raghuvanshi also claims that the biggest problem with social media is that of Fake News. Content and facts are verified through the reporters, but the verifying picture and video become tedious. So, they use the Google Reverse Image tool, YouTube, and other platforms to check the integrity of visuals viral on social media.

Mishra says that Social media is overloaded with fake news, which is creating confusions among people as well as journalists. *"We do not publish any viral story until we get it verified by our reporters. Only after getting verified we prompt to add value to that information"*. He claims 'I am not mad behind the news trending on social media. Social media information can't be news itself; it can give leads for stories in which we add some more information, background details, and other facts to add value to make it a 'news'.

Social Media Guidelines and Social Media Training of Journalists

BBC has formal social media policy and guidelines to deal with Social media contents and pictures. They have training programs for employees to make them skilled in social media practices. Every newcomer has to go through those training programs. Sharma says, *"According to our social media policy, we do not post anything which is not verified; if it is UGC, responsibility is more. We move to contact person posted UGC, ask relevant questions to that person, take written consents from him and then only we use the user-generated contents. Even we don't use social media pictures by just giving credit to the source until we have the permissions from source to use their pictures"*.

Like many other media organizations around the world, TOI has a social media policy in place that requires its journalists to not post anything on their official handles that could reflect poorly on the organization, its culture, and values. Journalists are free to use their social media handles as they like but are requested to not keep TOI anywhere in their handle. Also, TOI runs programs from time to time or send their staffs to workshops conducted by organizations like WAN-IFRA.

Indian Express has a social media policy, and that policy is to verify everything before publishing. Informally staffs are told to think twice before posting anything for being journalists of the Indian Express. Employees are trained on the job with some regular sessions in-house.

When asked about the social media guidelines in Dainik Jagran, the Editor says that the guidelines are already in place. They have already developed some guidelines during the starting phase of newspapers' web edition, but after the invasion of social media into the newsroom, necessary changes have been made to cope with new challenges. Dainik Jagran keeps on running internal workshops and training programs to train employees according to the special circumstances.

Mr. Dayashankar says that the company has formal social media guidelines to deal with social media-related issues. The newcomers have to attend a one-week induction program in which they are communicated about the organization's policies, including social media guidelines.

Social Media Tools used in Newsroom Operations

The BBC team uses some social media tools like Spredfast for content management, community management, and social media marketing, while CrowdTangle is helpful for them in analyzing the data and making strategies for social media. The marketing team of the organization takes care of the marketing strategy, i.e., which program or story is to sponsor or to highlight.

The social media desk of Rajasthan Patrika uses TweetDeck and CrowdTangle to get help in their professional activities. Google Analytics helps them in monitoring the organization's website traffic. Indian Express web Journalists use some social media tools like Hootsuite, TweetDeck, and CrowdTangle for getting help in their daily professional practices. Sometimes, they use the payment options provided by various social media platforms to boost a unique story. He says that Google Analytics also helps in analyzing the website's traffic and in planning according to the changes.

The Jagran New Media team also use CrowdTangle to view Facebook page analytics and TweetDeck to monitor the multiple Twitter accounts simultaneously. Jagran New Media team has started an experiment of using Google Question Hub for the publisher (beta version) to keep an eye on what people are searching on the web. Kamlesh Raghuvanshi says, "*We continuously monitor the changing pattern of news consumption through the Google Analytics tool. People's reading patterns are changing very rapidly, and so our strategy of giving news also changes in every fifteen days*".

Social media desk of Zee news uses TweetDeck for monitoring multiple twitter accounts and CrowdTangle for tracking trends and viewing social media analytics. Google Analytics is used to monitor the organization's website traffic.

Social Media Impact on Journalist-Audience Relationship

The BBC (Hindi) Editor agrees that direct communication with audiences has become possible due to social media. He adds, "*We can find leads for a story from a remote area person who shared his genuine problem on social media.*" BBC Journalists respond to audiences on genuine concerns to make them feel that they are not talking to a machine but to someone who is listening to them. The Editor says, "*If our audiences have suggested some new angle of the story and if we find it genuine then we do the story from that angle too. Thus, audiences feel bonding with us and start trusting on our journalism*".

According to Mr. Vikas Singh, social media has changed the relationship from a one-way monologue to a dialogue in which both are interested parties and have a lot to contribute. He mentions that social media provides journalists with an unmatched source of instant feedback but unfortunately, the quality of the conversation can sometimes be diminished by the phenomenon of trolling.

The senior journalist Mr. Om Thanvi wonders how social media can create bonding between Journalists and audiences while both are using social media for own purposes. Promoting contents on social media and engaging audiences with those contents should not be considered as a relationship between journalists and audiences.

Mr. Nandagopal agrees that the journalists-audience relationship has been changed due to social media. The audience can directly connect to the journalist, which was not possible before. Every journalist has its dedicated audience now. Journalists are now not dependent on an organization to communicate with their audiences.

The Executive Editor of Dainik Jagran says that the number of letters-to-editors in his newspaper has decreased; journalists have a direct connection to their audiences through social media. Social media has increased awareness in audiences and expanded options to react. He adds, *"Feedback and relationships are different things. Social media is not creating bonding between the audiences and journalists but is converting the audiences into either fans or trolls"*. However, he admits that social media is providing a platform for interactions between the two.

Mr. Dayashankar asserts, *"Now the audiences decide their relationships with a particular journalist based on their ideologies."* He further adds that an audience can become someone's follower and might get a response by that particular journalist, but this can't be considered as a relationship between the two or bonding between the two. He further adds, "Journalists get appreciations on good work and also get trolled by audiences on mistakes; both things are at its extreme on social media and life doesn't run with extremes."

Conclusions:

The study suggest that social media has become an essential tool at every level of the news production process. Journalists in all the three streams-print, broadcast, and web believe that social media has perceptibly influenced the journalistic works and the profession. Twitter is the most preferred social media platform for journalists in their professional lives, while Facebook and WhatsApp are widely used by journalists in their personal lives. WhatsApp is creating its space in newsroom operation too. Indian journalists are using social media primarily for finding leads of the stories, disseminating news and for audience engagement in their professional lives, which hints at journalism becoming increasingly interactive. In their personal lives, journalists are using various social media platforms to build relationship, and driving their interests. A majority of journalists think that finding information and story ideas, disseminating news, and knowing readers' views have become more accessible due to the use of social media. This indicates increasing audience engagement in the news making process. A majority of journalists think that verifying news source, identifying fake news and fact checking has become challenging due to the spread of social media. Newsrooms have established social media desk to monitor social media for updates, inform the newsroom about the leads of the stories and pushing back the links of stories on various social media

platforms. Newsrooms have recruited trained staff for handling social media activities. According to the senior editors, Fake news is the biggest challenge for journalists in the era of social media; trolling and propaganda being the other issues. Media organizations are continuously running training programs to empower the staff imparting training on to combat fake news and other challenges. Social media is affecting the editors' decisions too. Editors monitor the trending topics on social media and then make necessary changes in the news priority list to be covered. WhatsApp is popular among Editors to connect with official groups of the organization. Various social media tools like CrowdTangle, Hootsuite, Spredfast, and TweetDeck are being used by Indian journalists for handling social media activities.

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Framing of Climate Change in Print Media: A Theoretical Perspective

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Abstract

Climate change-related issues became a prime focus of the public discourse during mid-to-late 1980s. Since then, communication to the public regarding climate change has revolved around the objective of communicating it effectively to the general audience. The framing of climate change directly affects the type of meta-information the public receives, which in turn may affect the ability of a mass social movement to develop around the issue of climate change and the public's ability as well as that of policymakers to develop policies addressing the issue. The accuracy with which media frame climate change is of great importance, given what is at stake if attempts to offset the effects of climate change are not made. This paper evaluates the theoretical framework used as bases for major studies analysing climate change in print media.

Introduction:

Media and public interest about climate change spiked in the late 1980s when climate scientist James Hansen made a speech to U.S. Congress when the country was reeling under searing temperatures and severe drought. He said he was confirmed about long-term global warming trends being underway. His speech got wide attention, and later British Prime Minister Margaret Thatcher made her famous "green speech" furthering international agenda on global warming (Anderson, 2009). William Ruckelshaus, the first administrator of Environmental Protection Agency, said, "If the public isn't adequately informed about climate change, it is difficult for them to make demands on government, even when it's in their interest."

Researches show that the media has a decisive role in educating and informing the public about climate change and thus influencing public opinion on the issue (Jessica, 2015).

Many studies have established a strong linkage between media coverage of climate change and public awareness and perception of the issue. In 2007, Nisbet and Myers conducted a survey of over

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70 public opinion polls and public surveys spanning over 20 years time to determine trends of public knowledge on global warming. In the study, strong links between media coverage of global warming and henceforth changing trends in polls were observed. This makes it pertinent to study framing of climate change in media, especially print media.

Objectives:

- Analyse the link between climate change coverage and public understanding of the issue.
- Study the factors determining the framing of climate change in mass media outlets.
- Analyse the portrayal of scepticism about climate change in mass media.

News Determinants and Media:

Media has a crucial role in our society of informing the public about current and past events and also determining what we should think and worry about.

Based on empirical evidence, studies argue in favour of 'news values' having a more substantial influence on the selection of news (Chang, Shoemaker, & Brendlinger, 1987; Gans, 2004; Schwarz, 2006)

Galtung and Ruge have underlined twelve factors which determines the newsworthiness of an event or issue: (1) frequency, (2) threshold, (3) unambiguity, (4) meaningfulness, (5) consonance, (6) unexpectedness, (7) continuity, (8) composition, (9) reference to elite nations, (10) reference to elite people, (11) personification and (12) negativity.

Mass media directly affect the way we learn and know about our near and extended world and our constant interactions with it. It plays a crucial role in helping us to shape our world view (Patterson 1994).

Mass media acts as an intermediary platform between different social groups and communities through the presentation of news stories. The strictures of this association are determined by journalistic norms and structural factors collectively. Together they define what is considered news and further influence how and what information is presented as news to the public (Miller and Riechert 2000).

The study of the relationship between climate change and the media has garnered attention in recent years. Academicians, scholars are talking about climate change within the context of communication, public policy framework, political and social frames and individual behaviours.

Framing is the act of highlighting a particular dimension of a story or event so that the audience can understand it in a better way and is able to assign a context and interpretation to it (Entman, 2004; McQuail, 2005).

News frames mainly influence the selection and presentation of news stories. Every news media organisation frames the world for its audience, says Hanson (1995).

So framing can be simply explained as the process by which a certain issue is defined in a certain way by the elites for public consumption, and then these definitions are disseminated through the use of mass media (Berinsky & Kinder, 2006).

Framing of Climate Change in Media:

Climate change has been defined as a "crescive phenomenon" (Beamish 2002), meaning that it occurs at an almost indiscernible rate. Changes are gradual enough to go unnoticed by most humans. Most of the information which is sought by people about climate change exists outside the purview of their personal experiences, and therefore the media serves as the primary source of information to the public (Gamson & Modigliani, 1989; Graber, 1984). As most of the information received by the public through mass media outlets are second-hand, hence audiences are by default subjected to frames constructed by these media outlets.

Boykoff (2008), in his pioneering study of framing of climate change noted that coverage of climate change in mass media is not just a random blend of articles and segments. Instead it is a strong reflection of the social relationship between all stakeholders, i.e., scientists, policymakers and the public. This relationship is arbitrated by news packages. This work also discusses how mass media play a major role in constructing, shaping and maintenance of discourse on climate change.

Wilson (2000) defined "Global climate change may be the greatest environmental risk of our time. This has the potential to affect all of Earth's inhabitants, like previous climate changes, but in a shorter time-frame and on a much larger scale. It could alter life as we it in many unpredictable ways. Most citizens will not learn about climate change research directly from the cautious lexicon in scientific journals, however, but rather from the mass media. Increasingly it is the media's responsibility to translate complex, scientific concepts to the 'lay audience'. For the public, the reality of science is what they learn from the media."

"For most people, climate change is often remote, abstract and scientific because the emission of carbon dioxide and rising sea levels are invisible. But media provides a visible and understandable way of learning about climate change" (Xi, 2016).

Nelkin (1987) noted that "people understand science mainly through media coverage and less through experience or education. This is especially the case for issues that do not have any tangible consequences for people like climate change."

Moser (2010) has discussed that around the globe, climate change lies beyond the living world and bio-geographical horizons of most of the people and knowledge about it are mainly disseminated through mass media.

Ungar (2000) specifies that science is "an encoded form of knowledge that requires translation to be understood and the mass media play a significant role in this regard".

For society to become more concerned about global warming, risks involved and adaptation towards it and advocating actions to combat it, mass media must frame the issue as a serious problem facing us which is worthy of immediate consideration and action (Jones 2006).

"The news media are the principal interpretative system of modern societies, and thus they are pre-eminent for the society to take up climate change and climate politics" (Peters and Heinrichs, 2005). Kakade, Hiremath and Raut (2013) concluded in their study about the effectiveness of media in disseminating information about climate change that mostly all the respondents got complete information of climate change through mass media.

Moreover, media is not only important to the public, but it is equally important for scientists because scientists need media to tell about their work to the public. There is a possibility of misunderstanding on scientific facts if their words are misquoted by media (Malhotra, 2011).

The study of the relationship between climate change and the media has garnered attention in recent decades. Academicians, scholars are talking about climate change within the context of communication, public policy framework, political and social frames and individual behaviours. Gravin (2014) examine, "it is always challenging to communicate environmental geoscience via mass media because the media has its own biases which can mislead people, observe how media "represents or sidelines social and political issues" further to get conclusions on special issues such as climate change."

Boykoff (2011) in his much-acclaimed book – "Who Speaks for the Climate Change: Making Sense of Media Reporting on Climate Change" - has explored the coverage of media on climate change. It is a historical study in which he has studied how journalistic norms shape media content about the various dimension of climate change. He has further covered how human beings contribute to climate change and present media influence in the public sphere about the problem.

Boycoff and Moser (2013) stated that the general public must not assume there is a direct correlation between increased media attention to climate change and increased adaptation or greater success towards it. When there will be more attention to climate change, it will unearth more questions to be researched and answered leading to a greater understanding of the issue, therefore, contributing towards multiple perspectives regarding what may constitute an adaptation to climate change.

Anderson (2009) has underlined strong co-relation between media, politics, policy-making and climate change on the national and international level.

Mass media constitute a central forum or platform where climate governance can be discussed. At this forum, several societal stakeholders like environmental organisations, business associations, and public and government representatives participate (Schneider, 2007).

For policymakers, such mass media debates and discussions constitute an important indicator in determining the importance of a topic and assessing what are the related views and preferences of the public (Walgrave, 2011). "Therefore, mass media coverage of climate change may create a situation where it is conducive for governments to act, or hard for them not to act in the face of perceived pressure to initiate a policy response" (Newell, 2000).

Earlier researches of Bykoff (2008) suggested false bias in reporting about climate change. However, recent studies find that the news media has improved the accuracy and frequency of its coverage on climate change.

The focus of academic research on media and climate change has been mainly limited to that of newspapers and television because the newspapers and television have been identified as the primary sources towards which the public turns to acquire its scientific knowledge (Dunwoody and Peters, 1992; PEW, 2003).

Initial studies of both the newspapers and the television indicated an under-representation of scientific consensus on climate change (Boykoff, 2004), but this has improved over the years. More recent studies indicate the media to be communicating scientific consensus more effectively and accurately (Maibach, 2011). Fortner et al. (2000) mentioned that uncertainty in the minds of the public about environmental issues, leads to misconceptions, making the media more influential in opinion-making.

When Rachel Carson published her highly acclaimed book *Silent Spring*, it heralded a renewed interest in protecting nature, acknowledging humanity's impact on ecosystems. Social movements started to form around issues like environmental justice, and there was a growing demand to regularise industrial pollution. As environmental movements gradually became more critical of the economic systems contributing to environmental degradation, the industries began a strong P.R. campaign to counter the movement. (Switzer 1997). Such a strategy was placed within the domain of public opinion through the usage of news media.

"Opinion polls of the past decade have consistently shown the result that the public wants to see something done about the climate change problem along with other environmental issues. Industry's P.R. strategy does not aim to reverse the tide of public opinion. Its major goal is to simply stop people from mobilising to do anything about the problem, to put doubt in their minds about the seriousness of climate change and that they ultimately remain engaged in debate and a state of indecision. This strategy has been defined by Friends of the Earth International as "lobbying for lethargy." (Stauber and Rampton, 2001).

Mass media (and the news media specifically) thus became the battleground where powerful groups started vying for control within the framing of environmental issues.

Now that these powerful groups are unable to keep climate change off the public agenda, they have started to engage in efforts to frame climate change to suit their interests. This has created a conflict with other competing stakeholders in achieving frame domination within news media coverage of climate change. There are three tactics that may be employed to achieve this frame hegemony. First, such interests may seek to prevent the framing of climate change as a problem, arguing that it doesn't exist. Second, such interests may attempt to frame climate change as a benefit to society, rather than a problem. Third, such interests may frame climate change as a problem for which there is no solution - a defeatist outlook which suggests that nothing can be done to mitigate climate change effects (Therbom 1980).

The framing of climate change depends on several factors. One such factor is whether journalists covering this issue have proper training in science or not. To explain an environmental phenomenon requires a background in science and basic knowledge of environmental issues. However, as some theorists point out, journalists report the news; not environmental issues (Sachsman 1993; Wilkins and Patterson 1987).

Additionally, structural constraints are created through media ownership and editorial control on the ability to convey information. Herman and Chomsky (1988) have discussed at length the structural constraints that "for-profit news media systems" impose on the selection and presentation of information to the public as news. While, others argue that under impositions of such constraints sometimes journalists don a confrontational role in portraying news which is not reflective of the dictums of the news agency or owner of the medium (Dyer, Miller and Boone, 1991). Another constraint involves the strong affinity of news media outlets to convey issues using event-oriented language and descriptions and avoiding terms and phrases which convey climate change as an ongoing process with long term impact.

Journalists, as part of the society, are rooted in their social relationships and ideological constructs, and hence likely to become subjective while developing news frames. As Miller and Riechert note, "Framing allows journalists to focus on facts and still shape discourse - either consciously or unconsciously."

Another important aspect of the media coverage of climate change is how the media discuss the issue. Whether they discuss climate change as a phenomenon really happening or dismiss it altogether. Confusing views put forward by the media put the general public in a difficult position. They are often found wondering whether climate change affects their lives directly or not and whether they have a stake in it. Some studies show that people become less concerned about climate change and its impact when they contemplate that climate scientists themselves do not have a very clear understanding of the issue and hence people are less likely to support immediate action or policies to combat climate change (Pralle, 2009).

Pralle (2009) further explains, in climate change communications through mass media it becomes more important to employ those frames which reassure public and policymakers that scientists have a clear understanding about the threats of climate change and its long term effects.

Moser (2010) noted, "policymakers should also communicate that the debate about whether climate change is true or not is over and should point out that the detailed climate models developed by scientists have helped them correctly predict climate change trends and impacts." In other words, the framing of climate change in mass media should not only point out the extent of the problem but also address the certainty and viability of the issue.

Conclusion:

The focus of academic researches on the framing of climate change in the mass media has been restricted to that of newspapers. The print media have been identified as the primary source for the public to enquire about climate change. Researchers studying the relationship between the framing of climate change and mass media have also highlighted the public understanding of the issue. However, fewer studies have looked into the relationship between the proportion of mass-media coverage and public understanding of climate change.

Although there is "a growing literature investigating climate change and the media" (Doulton and Brown, 2009) and the "last decade has seen an expansion of approaches, methods and research questions explored under this umbrella of media and climate change" (Boykoff, 2011). Nonetheless, there are gaps in the literature, which makes it difficult to make claims about the extent of global media coverage on climate change.

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Social Media Usage in the Teaching-learning Process: A Pilot Study

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Dr. Ganesh Sethi**

Abstract

Social media is becoming pervasive and integral to our personal or official structure of communications, including education. With increased heterogeneity in classrooms, especially in higher education, it calls for a new model of learning where students are empowered to participate, communicate and create knowledge. Affordances of Social Media in the pedagogical aspect, emanating from Web 2.0 and Pedagogy 2.0 movements, could be a response to this call. Many research and debates are going on by private institutions and individuals in pursuance to incorporate social media into their pedagogical repertoire. In the context of Manipur, little practical data are available to establish a well-structured policy, scope of engagement, guidelines, and mechanisms to integrate social media in education as an effective and sustainable tool on a large-scale strategy. So, it is imperative to research the discourses concerning social media use in the educational ecosystem with the objective of finding out the prevailing trends in social media. Many forms of social media, types, and characteristics are explained paying attention to the relevance of social media innovation and its diffusion into the sphere of higher education. In the course of this research process, we focus on three areas of interest; use of social media in the learning process, creation, and sharing of academic-related content for both teachers & students and at what frequency.

Keywords: social media, pedagogy, higher education, university learning, Web

Introduction

Increased use of Information and Communication Technologies (ICTs) by students, they become more tech-savvy and students know more about new technologies than teachers. It is not necessary that teachers know less about IT. It's just that they don't know how to teach it. The curriculum and infrastructure always seem to be lagging behind while the students are really experimental and pushing boundaries of it. Now students find it not interesting to learn on PowerPoint presentations.

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They want something extensive and comprehensive that taps into their individual interests. Once we considered classroom as homogenous groups and teachers delivered a lecture in a uniform pitch in such classrooms. But now, the classrooms are highly heterogeneous in nature and teachers following traditional teaching fail to achieve optimised learning in the classroom (Aluvalu & Kulkarni, 2017).

Change of the classroom design module is required for teaching in this digital age. Teachers need to acquire a robust framework as well as the required knowledge of different technologies. They should decide how and when these technologies can be used sensibly for them and their students.

As we strive to implement this holistic approach and drive to advocate meaningful and productive educational experiences, all the requisite matrices need to be appropriately demarcated and defined in compliance with existing legislation. Before we delve into finding where its real value lies, we need to study its types and characteristics.

Diffusion of Digital Innovation

Why we adopt social media? What influences people to adopt new digital innovations? People will not adopt any new innovation just for the sake of trying something new. Let's review the perspective on diffusion and its characteristics. According to Rogers (1983), "Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system" (p.5). He stated that diffusion is a communication, the messages are related to a new idea....It is a kind of social change, defined as the process by which alteration occurs in the structure and function of a social system (Rogers, 1983, p.6).

There are so many social network platforms in terms of thousands compounded by more mobile applications. Rogers explains the characteristics of innovations that perceived by people to adopt a change at a different rate. The characteristics are (Rogers, 1983):

1. The ***Relative Advantage*** of the innovation (the rate of adoption is faster if the advantage of the innovation is relatively greater than people perceived)
2. The ***Compatibility*** of the innovation (any innovation is not incorporated easily with the existing values, and social norms will not be adopted rapidly)
3. The ***Complexity*** of the innovation (simple and easy to understand innovations will be adopted faster)
4. The ***Trialability*** of the innovation (facility or ability to try the innovation with minimum and affordable requirement – on a limited basis)

To understand both the characteristics of innovation and attitude of the users is fundamental in developing and future integration of social media platforms. A sudden jump into the integration of this ever-evolving phenomenon without appropriate planning could be counterproductive.

Since social media is evolving in nature, we should adopt from simple to sophisticated approaches depending upon the *perceived usefulness* and *perceived ease of use* of these applications (mainly the students, teachers and their social media usage behaviour). Davis (1998) defined *perceived usefulness* as “the degree to which a person believes that using a particular system would enhance his or her job performance” and *perceived ease of use* as “the degree to which a person believes that using a particular system would be free of effort” (Davis, 1989, p.320).

Social Media and its Types

Social Media refers to a web-based platform that enables an individual to communicate interactively over an array of websites and networking platforms which enables the exchange of user-generated/created content. Social media can't be understood without understanding the Web 2.0 process first. Web 2.0 describes a new way in which end users use the World Wide Web where content is continuously altered by all operators during sharing and collaborative approach (Kaplan & Haenlein, 2010).

The various categories of social media platforms are as follows: (India.Gov, 2012):

Platform Type	Description
Social Networking	These are online services, which enable users to create virtual networks of people akin to social networks in real life. Such networks build and grow around user-generated content. Social networking sites like Facebook are the most prominent face of social media today.
Blogs	Blogs are descriptive content pages created and maintained by individual usually to share experiences or promote discussion on specialised topics. The pages referred to as posts may contain text, photos, and links to other web pages. The interactive feature of Blogs enables readers to leave comments on a post.
Micro Blogs	Micro Blogs are content sharing tools, which enables users to broadcast short messages up to 280 characters or less. Twitter is the most popular microblogging site today.
Vlogs and Video Sharing sites	These are content-sharing sites primarily used to share the video as the main content form supported by the text. YouTube is the largest video sharing site.
Wikis	A Wiki is a collaborative website that allows multiple users to create and update pages on particular or interlinked subjects. While a single page is referred to as "wiki page" the entire

	related content on that topic is called a "Wiki". Wikipedia is the pioneering site of this type of platform.
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Source: Department of Electronics and Information Technology Ministry of Communications & Information Technology Government of India.

Characteristics of Social Media

The common features of social media, which drives its spectacular growth, are:

Connectedness, collaboration and community.

- **Connectedness:** Social media technologies offer the choice to interface and re-associate like-minded individuals or people keen on similar subjects and domains. The ubiquitous availability of access devices, including PCs, Laptops, cell phones, and so on offers 24X7 connectedness with others.
- **Collaboration:** The associations accomplished on this media empower individuals to work together to create knowledge, and these collaborations can be either open or closed. Wikipedia is a case of open collaboration that empowered the production of an open web-based encyclopedia through a commitment from a huge number of individuals.
- **Community:** Connectedness and collaboration help create and sustain communities of interests. These communities can grow around issues, contents.

Mayfield (2008) has articulated the beneficial features of the Web 2.0 based social media under participation, openness, conversation, community, and connectedness.

- **Participation.** Social media empowers contributions and feedback from users making the line between media and audience obscure.
- **Openness.** They are open to feedback, participation, and sharing of information. Hardly any barriers are there in accessing content, and protected content is found disapproving.
- **Conversation.** Though conventional media is about broadcast dissemination of content to the audience, social media is better observed as a two-way conversation.
- **Community.** Social media permits the formation of communities rapidly and communicate effectively. Communities share common interests.
- **Connectivity.** The success of social media platforms comes from their connections with other sites, resources, and people.

Pedagogical Aspects

Social media platforms are no longer used only for leisure and self-belongingness. Over the years, this medium has been used in the blended learning approach to engage and to interact more freely with peers and teachers. 'Blended learning' is defined as "the fusion of online and face-to-face

contact time between teaching staff and students provides a means to enhance quality, equity, and access to lifelong learning opportunities” (Ping, 2017, p xiii).

Students who are on tenterhooks in the traditional approach to teaching are offered with increasing prospects to endow with prompt feedback/feedforward to/from teachers. This approach restructures the teacher-centric traditional ‘Chalk & Talk’ face-to-face teaching method into a much-accepted student-centred learning approach. Among other benefits of adopting this approach, an important aspect is the ability to gauge the comprehensive level of the students of the course content being taught in the class by the teachers and opportunity to address any knowledge gaps, if any, promptly even after the classes are over. It defies the implication that learning should be officially enforced to take place only in the classrooms during the weekdays of formal learning times. It unshackles the constraints of ‘time and space’ and gives more flexibility in learning activities by making it available 24/7. The notion of 24/7 in this context not necessarily enforces to continue learning activities frenziedly during holidays or at night. It merely implies that social media enables teachers and students to extend their engagement beyond classroom hours as and when they want to address any knowledge gaps.

Menkhoff et al. (2015) and Wheeler (2010, p.103) have identified three usefulness of social media in a university classroom. First, supplements blended learning in understanding the contextual knowledge relative to pedagogical objectives. Second, it affords students to take part in collaborative learning. And, finally, social media inspire students to comment on blogs or Twitter about their subject matter.

Moreover, social media gives many academic affordances in higher education including open distributing, new communication styles, and messages, communicating individual identity and experience, co-creation and cooperation, and content management (Gielen, De Wever, Hämäläinen, & Voet, 2015; Terrell, Richardson, & Hamilton, 2011; Waycott et al., 2010; Wheeler, 2010).

Wheeler described blogs as web tools that promote reflective learning, while wikis are meant for collaborative learning (Wheeler, 2010). There are many social media sites and applications, which enable students to generate their contents and share it with their classmates, thereby making reflective and collaborating learning more effective.

Objectives

The study is conducted with the objectives to:

- A. Understand the perceptions of the students about social media in higher education
- B. Examine the frequency of social media usage
- C. Identify the most preferred social media platforms for academic purpose

Methodology

A structured questionnaire was deployed through the use of an online data collection platform called 'Survey Monkey'. It contains 9 closed-ended and one open-ended questions. The survey is conducted anonymously to protect the privacy of the respondents. The online questionnaire link is distributed through Facebook, Messenger and WhatsApp groups and individual accounts. Respondents indicate their status; student or teacher (Q1) and course of education (Q2). Types of social media are identified with question Q3 ("In which social media do you have a profile?"). Respondents indicate the presence of their specific profile(s) and a number of social media applications use out of 10 most popular social networks (Facebook, WhatsApp, Twitter, LinkedIn, Google + YouTube, Reddit, Flickr, Instagram, Snapchat) with added Option "Other (please specify)" (free text).

The frequency and amount of time spent on social media are well realised through Q4 ("How long do you use different social media in a day?"). Participation in different community forums/groups is measured in Q5 ("Are you a member of a specialty/faculty Facebook group?"). The channels of communication with teachers are investigated by appropriate questions (Q6 – "Which channels do you use for communication with teachers?") and Q7 – "Which channels do you use for communication with students/colleagues?"). For identification of various media used in the process of creating and sharing content, and for additional training in the various disciplines are included questions such as "Which of the following e-media resources you use for content creation (Q8)/content distribution and sharing (Q9)/learning process (additional preparation for exams, test, course projects, etc. (Q10)". Respondents (n=52) of the survey were selected randomly amongst students from different courses; bachelor, post-graduate and research scholars of major colleges and universities in Manipur. Responses have been collected from December 18th till the 28th of 2018.

Results

The most used network is Facebook as per the result. The higher possibility of sharing content between respondents with similar interests is WhatsApp. Facebook has set up itself as the undisputed pioneer in social networks. Almost all of the respondents (82.69%) declare they have a profile on this social network.

Expectedly low is the percentage of usage of Facebook in the process of content creation (42.00%) and additional learning (25.00%). And second highest WhatsApp with 76.47% of usage. The assumption, by its popularity, that one of the most common tools used in the educational process is the WhatsApp group is confirmed by the answers to the corresponding questions. Almost all students (86.54%) use WhatsApp for communication with teachers with much lower Facebook at the second spot (30.77%).

The participation in the Facebook group of the university/faculty facebook group is 50%. This implies that the students are fairly active in community building within the education ecosystem.

Which channels do you use for communication with teachers?

Answered: 52 Skipped: 0



Figure 1: Student-Teachers (S2T) communication pattern

The usage of the WhatsApp may be illustrated by the high percentage of application of this media in communication between students and teachers. Analysis of answers regarding used communication channels shows different patterns in communication with teachers.

These figures uncover that Student-Teacher (S2T) communication takes place.

As shown in figure1, the most popular communication channel with teachers is WhatsApp as it is used by 86.54% of respondents. For comparison, Facebook is used only 30.77% in communication with teachers.

Which channels do you use for communication with students/colleagues?

Answered: 52 Skipped: 0

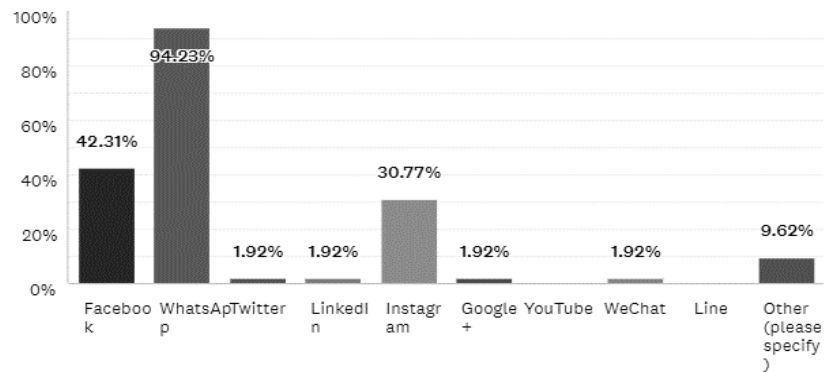


Figure 2: Comparison of communication patterns used in Student-Student (S2S).

The WhatsApp application is the preferred channel of communication between the students, used by 94.23% of students. As a second preferable channel to communicate with student/colleagues point out, Facebook (42.31%).

Which of the following e-media resources you use for academic content creation?

Answered: 51 Skipped: 1

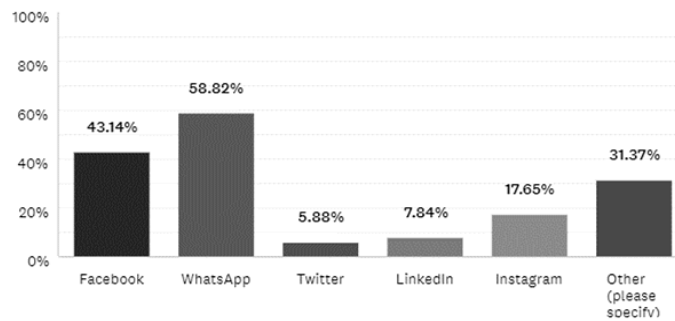


Figure 3: Media resources used for content creation.

The most used social media platform for content creation is undoubtedly WhatsApp. It marked by 58.82 from respondents followed by Facebook (43.14%), while other E-media resources (31.37%), Instagram (17.65%), LinkedIn (7.84%) and Twitter (5.88%).

Which of the following e-media resources you use for content distribution and sharing?

Answered: 52 Skipped: 0

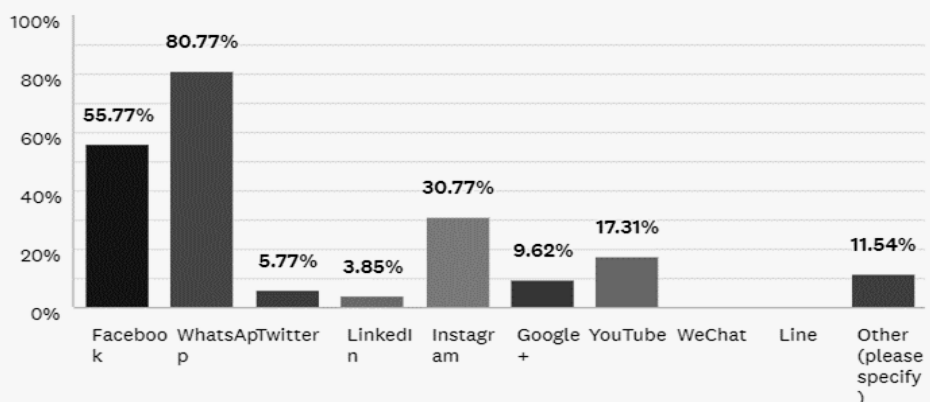


Figure 4: Media resources used for content distribution and sharing

WhatsApp is not only the main channel for S2S communication, but it is also the preferable channel for content distribution and sharing pointed out by 80.77 of respondents (figure 4).

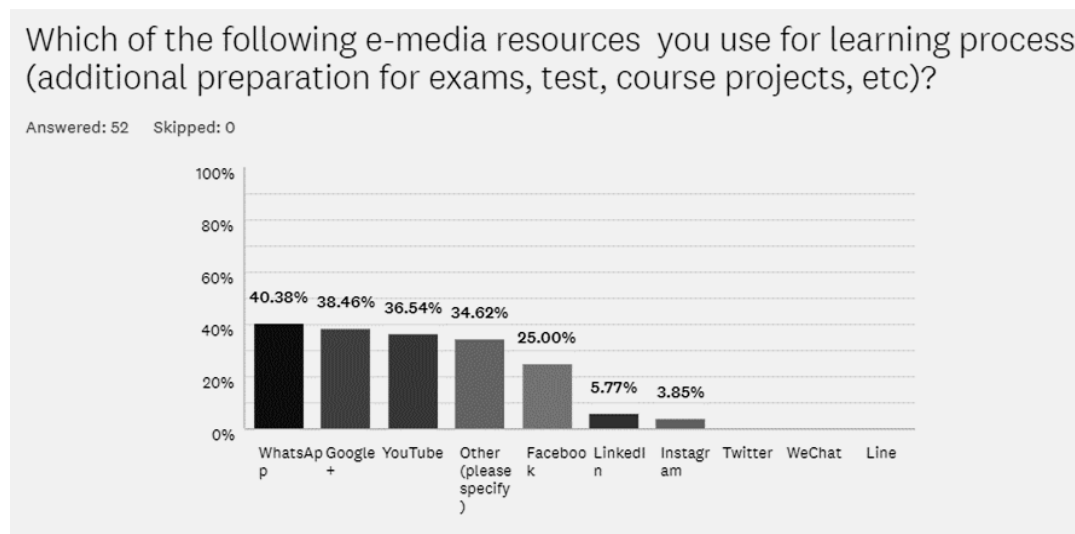


Figure 5: Media and resources used for additional preparation for exams, tests, course projects

When asked about resources used for additional learning and training for exams, seminars, course tasks, etc, 40.38 % from respondents points WhatsApp as their most preferable resource (figure 5). This corresponds to the first place of WhatsApp as a primary tool in the process of content creation (figure 3). The next three frequently used resources for additional learning are Google + (38.38%), YouTube (36.54%), Facebook (25%). The popularity of WhatsApp is obvious not only in communication and content distribution but also as a popular resource for additional learning along with other media.

Students use various other media and resources for additional learning like SlideShare, Wikipedia and Research Gate, etc. The median value of the number of resources used by a student is 2, with 38.38% from the respondents using 6 resources and 36.54% using 7 or more resources and media.

Conclusion

Findings of this online survey reveal some new trends in the use of social media in higher education. The findings of this study can be summarised as follows:

- ✚ Students proactively use various social media and channels in communication regarding the educational process. There is a common communication pattern when comparing S2T and S2S communication. Students use WhatsApp and Facebook as the most preferable channels are WhatsApp & Facebook when communicating with their colleagues, and for communication with teachers also.
- ✚ WhatsApp is the most used social media for content creation and additional learning such as exam preparation, course tasks, and seminars;

WhatsApp is the dominant media for S2S communication and content sharing and distribution. Only 49.2% of respondents participate in Facebook groups of University /faculty.

WhatsApp is in the top used media for content creation, sharing and additional learning; Social media (especially WhatsApp and Facebook) are more or less equally used for content creation and additional learning. The mentioned results reveal that students use many social media in education with a higher usage rate among university students. The communication patterns in S2T communication and usage of WhatsApp and Facebook as preferable media for content creation and sharing suggests that the usage of social media is mostly student-initiated. This means that further research is needed to identify the role of the teachers in the process of adopting and application of social media in each aspect of the educational process. Effort expectancy of classroom learning is observed with respect to both the students and teachers intentions to use social media in academic learning. Moreover, there is a positive influence on the performance expectancy of the students in their academic performance.

Considering the popularity of WhatsApp, the development of an educational application with similar functionality will be very productive. Consolidating of all contents created by students and teachers into one platform would allow better sharing of contents within the learning community. This will promote easy communication amongst students and teachers as well. The app should act as a centralised repository and be designed in such a way to consolidate all the related information and contents for easy access by students of different generations.

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Raham Ali Al-Hashmi: Founder of Journalism Education at AMU

Asad Faisal Farooqui*

Abstract:

Raham Ali Al-Hashmi (1898-1987) was an eminent journalist of pre-partitioned India who closely worked with Pundit Moti Lal Nehru and Syed Hussain. He studied at Canning College, Lucknow, from where he passed F.A. to M.A. Previous examinations. He was a true patriot and devout nationalist who actively engaged himself in journalistic activities both Urdu and English during the era of freedom struggle and worked in many newspapers including Hamdam (Lucknow) and The Independent (Allahabad). In 1937, his journalism service was taken by Aligarh Muslim University as a sub-editor of Muslim University Gazette and Director Publicity Bureau Muslim University. Since joining AMU, he was keenly interested in starting journalism education at Aligarh. In 1938 a journalism training class first started on his recommendation, and he was appointed as instructor of journalism. He also wrote the first book on practical journalism in Urdu titled as 'Fun-e-Sahafat'.

Keywords: Journalism, Journalism Training Class, Pundit Moti Lal Nehru, Syed Hussain, Hamdam, The Independent, Fun-e-Sahafat

Early Life and Education:

Raham Ali Al-Hashmi was born in 1898 at village Thalwara, Barabanki, U.P in the reputed family of Chaudhry Nazir Hussain (Al-Hashmi, 1976, p.5). His early education started at his home. After that, he joined industrial school Lucknow. He passed his Seventh and Eighth exam at Feroz Kaisari School, Nanpara, Behraich and Matriculation Exam in 1913 from Walker Central School, Lucknow. In the same year, he took admission in Canning College Lucknow in F.A. and studied there up to M.A. Previous (Al-Hashmi, 1976, p.5). He couldn't complete his M.A. studies owing to Jaundice. During his College days, he actively participated in literary and poetic activities at College. He was disciple of Aziz Lucknowi in Urdu poetry (Al-Hashmi, 1916).

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Participation in Practical Journalism:

He started his journalism carrier during his college days in 1916 when he had associated himself as a columnist with newspaper '*Hamdam*' published from Lucknow under the editorship of eminent Urdu Journalist Syed Jalib Dehelvi (Al-Hashmi, 1976, p.5). In this newspaper, his first column, which was published on white slave traffic i.e' *Insdad Husn Farooshi*' (Al-Hashmi, 1976, p.5). Later on, he became the sub-editor of the newspaper. In March 1919, he joined daily newspaper '*The Ikhwat*' published from Lucknow (Sabri, Imdad, 1983, p.673). This daily was published under the ownership of Nawab Abdullah Kashmandvi, and he became sub-editor with Fazlurrahman of Patna. In May, the newspaper published an article carrying views against the government and also criticised some eminent personalities of Lucknow who were a supporter of the government and had held a meeting against nationalist movement (Sabri, Imdad, 1983, p.673). A sedition case was filed on 31 May 1919, and both Al-Hashmi and Fazlurrahman were persecuted. As the article was written in the absense of Al-Hashmi, he was freed but Fazlurrahman was convicted and sent to jail. Nawab Abdullah was extended from Lucknow, and *Daily Ikhwat* ceased its publication (Sabri, Imdad, 1983, p.673).

Soon after the closure of '*Ikhwat*', Lucknow Raham Ali joined Pundit Moti Lal Nehru's '*The Independent*', Allahabad as an editorial staff published under the editorship of Syed Hussain (Al-Hashmi, 1976, p.16). The newspaper owned by Moti Lal Nehru. In this newspaper under the guidance of Syed Hussain, he learned basics of journalism, in *Aligarh Institute Gazette* dated 24 December 1937, he wrote:

The writer of these lines has learned his A. B. C.in journalism from Dr. (then Mr.) Syed Hossain, when he was the most brilliant editor of a most prominent newspaper, viz 'The Independent' of Allahabad, and writer owes all his achievement in life to the early training (Muslim University Gazette, 23, December 1937).

In 1920, Syed Hussain left for England as a member of *Khilafat* delegation and the next editor of *The Independence* was Babu Bipin Chandara Pal under whom Al-Hashmi did his reporting duty competently (Al-Hashmi, 1976, p.19). In 1921, when the Viceroy, Lord Reading, while opposing the Non-Cooperation Movement, had said in one of his speech that the British Government would use all its might to crush the non-cooperation movement. The editor of the Independent Mr George Joseph wrote a very stiff editorial criticising the British Government plan to suppress the movement (Al-Hashmi, 1976, p.24). For this editorial, he was prosecuted, convicted and sent to jail and security of Rs.10000 was demanded from *the Independence*', and in the end, the newspaper ceased its publication (Al-Hashmi, 1976, p.24).

In 1922, Pundit Moti Lal Nehru started Indian *Daily Telegraph* as a mouthpiece of Swaraj Party, Pothan Joseph and Al-Hashmi were appointed respectively as editor and Sub-editor (Al-Hashmi, 1976, p.34). In the meantime when Pundit Moti Lal Nehru did a political tour at various places of India, he accompanied with him and sent the political reports to '*Daily Telegraph*', but this daily could not survive long. In 1923, when C.A. Ranga Aiyar started a weekly '*Independence*', he was appointed as a unique political correspondent and send to Amritsar for covering *Akali* Movement, where he also worked for '*Amrit Bazar Patrika*' (Al-Hashmi, 1976, p.36). In 1928, when Jalib Dehelvi resigned from *Hamdam*, he joined the newspaper as an editor on the request of Maharaj Mehmmodabad. But, soon, Raja Sahab sold the Press and paper (Al-Hashmi, 1976, p.41). After that, he also started a satirical weekly '*Sirpunch*' in 1931 with Naseem Anohnwi (Chandan, Gurbachan Das, 2007, p.279). He also worked as the editor of English weekly '*The Star*' from Allahabad owned by Sir Shafat Ahmad Khan. When an eminent and influential personality of Punjab Dr Mohammad Alam started a non-communal newspaper, he and Pundit Maila Ram Wafa recruited by him respectively as the editor and joint-editor of the newspaper but unfortunately the daily could not be survived (Al-Hashmi, 1976, p.47).

Job in Shimla and Aligarh:

In 1936, he was associated with Public Information Bureau (now Press Information Bureau) as correspondence on the request of Dr. Najmuddin Ahmad Jafri, Bar at Law, Director PIB for sending reports of government and Viceregal council activities to Urdu Press (Al-Hashmi, 1976, p.5). In the same year, Sir Ziauddin with the help of Sir Mohammad Yaqoob convinced Raham Ali Al-Hashmi to join Aligarh as an assistant editor of *Muslim University Gazette* and Incharge Publicity Bureau (M.U. Gazette, 8 January, 1937). According to the Annual Report of 1936 :

The Executive Council decided to revive the Muslim University Gazette, and the services of a well-known journalist were obtained for it. The paper has been started from the beginning of the present calendar year (Annual Report Muslim University, 1936, p.04).

At another place the same annual report pointed out:

In December 1936 Mr Raham Ali Al-Hashmi was appointed Assistant Editor of M.U. Gazette and took overcharge at the end of the month (Annual Report Muslim University, 1936, p.04).

He joined AMU on 8 January 1937. On June 1937 Government of India at Shimla appointed him as a senior journalist and Incharge of Vernacular section (M.U. Gazette, 1 December 1937). For this new appointment he took leave from AMU. He worked there for five and half month and re-joined Aligarh on 1 December 1937 (M.U. Gazette, 1 December 1937).

As an editor, he changed the *Muslim University Gazette* in many ways; first, he started writing editorial both English and Urdu on educational, social and political matters. He also introduced a column of editorial notes 'shizrat' which carried discussion on modern educational issues. Other than this, Gazette also carried enough matter on science and science education. In connection with science education news and articles on the scientific development of Japan and Germany got more space. He also put educational progress of University with prominence. In Its first editorial on 8th January 1937, he wrote:

The Muslim University is our most precious national heritage, embodying as it does the most progressive and modern spirit of India and with all the support that we received from the Government and the ruling princes, which we gratefully acknowledge. It remains a national asset, maintained and fostered by the nation's large-hearted sympathy and financial contribution and the nation should naturally be anxious to know how are we utilizing this heritage and what is the day to day progress of our activities. The Muslim University Gazette will supply this information and do something more, which is to propagate the Aligarh spirit among the Muslims of India in particular and all Indian communities in general. This spirit is the best humanity can desire, viz. culture, enlightenment, large-heartedness and character.

The journal will contain, besides the information relating to the activities of the various departments of the University, such items of general interest as news from Muslim countries, cultural and educational activities of their communities in India and special articles on various branches of learning and politics (M.U.Gazette, 8 January, 1937).

Establishment of Journalism Education at Aligarh:

Most of the journalism books claim that Punjab University was the first in India which established a journalism course in 1941, but it is far from fact. According to Nadiq Krishna Murthy, it was the National University of Adiyar at Madras which first introduced the journalism as a subject of study on the recommendation of Ms Annie Besant **(Nadiq Krishna Murthy, 1966, p.413)**. After that Aligarh Muslim University was the second University in India which started a journalism training course.

The journalism training at Aligarh begins in 1938, when Sir Shah Sulaiman was appointed Vice-Chancellor of Aligarh Muslim University on April 1938. He was interested in the opening of journalism course at Aligarh. In its first executive council meeting on 17 July 1938, it was decided to open coaching class in journalism on an experimental basis under the guidance of Raham Ali Al-Hashmi. In his editorial of 24 July 1938, appreciating the decision of the executive council, Al-Hashmi wrote:

One of the most, if not the most, important decisions of the executive council of the Muslim University, which met recently, was to start coaching classes in Journalism. We prefer to call it the most important decision because this University is first in India to make a start in this line. In fact, very few Universities in the world provide facilities for training in Journalism, and still, fewer are those who may be called successful. The most important institution of the kind in the British Empire is the London School of Journalism which is run by the London University. Still, this institution can hardly claim the credit of having produced many notable journalists. The most efficient institutions for training in Journalism are in the United States of America, but even there the most brilliant figures in Journalism do not profess to be the products of any of these schools but owe their success and fame to factors which lie outside the scope of this school training (M.U.Gazette, 24 July, 1938).

In the meantime, Raham Ali Al-Hashmi also started writing a column in *Muslim University Gazette* on various aspects of journalism education to introduce the basics of Journalism. His article titled as 'Journalism' discussing the education and curriculum of Journalism and its theoretical and practical knowledge serialised in 24th July, 1 August, and 8th August 1938. One of his lectures 'Qualification of Journalist' appeared in 16th September and 8th October 1938 of M.U. Gazette. In this lecture, he explored the curriculum of Journalism Coaching Class. Similarly, in an article entitled 'Newspapers and Government' appeared in 16th October 1938, he discussed the relation of power with journalism. The Annual Report of 1938 says that:

A Coaching Class in Journalism has been opened provisionally, but if this class is to become a permanent feature of the University, money for its maintenance must be found. Thus the need for improvement, development and expansion is being felt in various directions and the healthy growth of the institution will not be possible unless ways and means are devised for raising fresh funds (Annual Report, 1938, p. 17).

The Journalism Coaching Class started its functioning on 1 September 1938 according to the note published MUG dated 8th September 1938. On 8th October 1938, the academic council of University accepted the curriculum of Journalism Coaching Class prepared by Al-Hashmi as mentioned by M.U. Gazette dated 16th October 1938. On 30th April 1939 executive committee confirmed the service of Raham Ali Al-Hashmi as an assistant editor and extended his service as a teacher of journalism up to 31st March 1940. On 3rd December 1939, executive committee on the request of him accepted Rs. 150 for purchasing books on journalism.

The successful experiment of journalism coaching class encouraged AMU authority to work toward the opening of Diploma programme in Journalism at AMU, in this context he affirms:

Aligarh Muslim University started the last year a coaching class in journalism as an experimental measure, and the popularity of this class has encouraged the authorities to take steps to develop it further and to institute a diploma course of the standard of London University diploma in Journalism. This scheme has already matured and passed through its preliminary stages. It is hoped that on the completion of necessary formalities this university soon has a full-fledged diploma class in journalism which will be the first of its kind in this country. The proposed course will consist of, besides routine journalism, a series of lecture on modern constitutions, world history, social economics and theories and forms of Government, etc. (M.U.Gazette, 15 June, 1939).

In the same article he also shed light on the course of journalism coaching class:

But the present coaching class is rather on humblers scale in which lectures are given on the management of a newspaper office, duties of its various functionaries, collection and presentation of news, headlines, make-up and display of news methods of writing on various topics of interest, styles of newspaper articles, literary criticism and freelance journalism etc. The lessons are necessarily theoretical, but sufficient scope is given to the students to exercise and become familiar with practical journalism(M.U.Gazette, 15 June, 1939).

The news report of *MU Gazette* dated 1 March 1941 reveals that the journalism coaching class still continue smoothly. Still, there have been some legal hindrances coming in the opening of Diploma course, and to get rid off these hindrances rectification measures going on. The same news story also pointed out to make the education of journalism more professional and systematic an examination would be conducted by University authority and the students who had passed the exam could get a Certificate of Professional in Journalism. According to the report the university authority permit students of present session (1939-40) but also last session (1938-39) to sit in the examination. Before this examination a refresher course of lectures on journalism and a test also arranged for the benefits of students of last two sessions. According to a notice published in M.U. Gazette dated 15 January 1941:

For the interests of all students a refresher course of lectures on Journalism will be started from the beginning of February, and will continue till the end of that month. No fees will be charged from the students attending this course and students who attended during the last two sessions can participate (M.U. Gazette, 15 January, 1941).

The *MU Gazette* dated 1 April 1941 published the names of following eight students who has passed the examination: Mohammad Abdul Shakoor, Mahmood Ali, Abdul-Sami Chaudhry, Ansaruddin Shareef, Mahender Pal Thakur, Agha Shaukat Ali, Aziz Ali, A. H. Khwaja.

Among the above students of first batch **Mohammad Abdul Shakoor** was from Trivandrum, Kerala, after finishing journalism training course opted active journalism as a career and joined *Orient Press of India* in 1942 and worked in *Dawn*, Delhi (1943), *Morning News*, Calcutta (1944), *The Statesman*, Calcutta (1945). In 1946, he also started his own daily '*Comrade*' which could not survive beyond a few months. After partition, He shifted to Pakistan and became an eminent journalist and worked in *Dawn*, *Pakistan Times* and *Pakistan Herald* (**Wikipedia**). Another student of the list was **Agha Shaukat Ali**, who belongs to Srinagar Kashmir, he first opted civil service of Kashmir and served the Tehsildar of Akhnoor, later on, he joined politics and Muslim Conference and after partition migrated to Pakistan, where he served as a Pakistani civil servant, writer and diplomat and served as the information Secretary to then President of Pakistan Ayub Khan (**Greater Kashmir, 30 March 2013 from the internet**). Alumni Directory of Aligarh Muslim University reveals that **Abdul Sami Chaudhry** from Sylhet, **Mohammad Ansar-Uddin Shareef** from Madras, **Mahender Pal Singh** from Karnal also did Law from AMU (**Nizami, Khaleeq, A., 1974**). The interesting fact is that the first batch of journalism represents the all India Character which had students from all regions of undivided India. In the article '*Muslim University me Sahafat ke Tarbiat*' appeared on 15 August 1941 in *M.U. Gazette*, Raham Ali Al-Hashmi not only explored the avenues of journalism education at Aligarh but also suggested the establishment of permanent institution for journalism education in the memory of Sir Shah Sulaiman. Unfortunately, this early beginning of journalism education at Aligarh could not continue and ended abruptly after the resignation of Raham Ali Al Hashmi owing to a misunderstanding between him and AMU administration (**Al-Hashmi, 1943**).

Joining of Anjuman Taraqqi Urdu Hind:

In 1943 after resigning from Aligarh, on the request of Molvi Abdul Haq, he joined *Anjuman Taraqqi Urdu, Hind* as a supervisor of Publications, where he worked till 1947. At *Anjuman* his duties consisted of preparing pamphlets, writing reports and reviews on *Anjuman's* books for newspapers and attending the important correspondence related to Urdu with academicians and distinguish personalities on behalf of *Anjuman*. For *Anjuman*, he also wrote two books one on principle and methods of professional journalism (*Fun-e-Sahafat*) (**Al-Hashmi, 1943**) and other on census report of 1941(*1941 ke Murdam Shumari per Ek Jama-e-Tabsiara*). It carried detailed discussion and documentation on Census report of 1941 (**Al-Hashmi, 1941**) .

Job at National Archive of India, Delhi:

After independent, on August 1948, he joined National Archives of India as an assistant technical officer. He was appointed by on the recommendation of eminent historian Dr Tara Chand (then secretary in the Ministry of education) and from where he retired on February 1959.

'Fun-e-Sahafat' First Book on Practical Journalism in Urdu:

During his association with *Anjuman Taraqqi Urdu Hind*, he wrote a book on practical aspects of journalism in Urdu entitled '*Fun-e-Sahafat*' for the benefits of students. This book was the first of its kind on Art of Journalism in Urdu which discusses the technicalities of the journalism profession and press management. The book carries 222 pages and published by *Anjuman* in 1943. The author divided this book into three sections. The first section contain fifteen topics such as present and past condition of journalism, the definition of journalism, journalism as a career, Urdu type, definition of newspapers, styles of news writing, features of a journalist, various section of newspapers and workers, functions of reporter, translator, sub-editor, editor, art editor. It also discussed the interview, special story and review.

The second section deal with the technicalities of the newspaper. It carries seven topics, under which Al-Hashmi provided information on proofreader, printer, compositor room, machine room, the printing of pictures, newspaper office. In the last section, the issues related to the management of newspaper was the topic of discussion, in which he defined the publication, advertisement and printing division of paper and explored functions the of respective divisions and their relation with each other. According to Prof. Shafey Kidwai :

Chaudhary Reham Ali Hashmi made path-breaking advancements in journalism education when he wrote the first book in Urdu, on the art of journalism, Fann-e-Sahafat. It is perhaps the first book in any Indian language, on the theoretical framework and epistemological foundations of the profession. It was written at a time when people believed that journalists, like poets, were born and not made (Kidwai, Shafey, 2013, p.152).

Other Literary Activities:

Translation Work:

Raham Ali Al-Hashmi's command on Urdu, English, Arabic and Persian made him one of the best and versatile translators of Urdu and English. His passion for translation so high that he translated both fiction and non-fiction books. His translation assets include books on various genres such as politics, history, religion, poetry and novels. His important translations work are '*An Introduction to the History of the Science of the Politics*' a book of Polak Fredrick on the history of politics, which he

translated in 1925 for *Dar-ul-Matbae-Osmania*, Hyderabad. He also translated Arabic book of Asif bin Ali Asghar Faizi in Urdu as '*Hindustan me Islam per Nazar Sani ke Zaroorat*', published by *Maktab-e-Jamia* in 1955. He also worked with Dr. Tarachand to translate his book '*Influence of Islam on Indian Culture*', which was published by Azad Kitab Ghar Delhi in 1966 with Urdu title '*Islam Ka Hindustani Tehzeeb per Asar*'. He translated book of Mohammad Asad (a German Muslim convert) '*Islam on the Crossroad*' as '*Islam Dorahay Per*' published by Azad Kitab Ghar in 1968.

He also translated few history books in Urdu such as of Prof. Haroon Khan Sherwani's work '*Bahmanis of Deccan*' as '*Behmani Salatin*', which was published by *Taraqqi Urdu Bureau, Delhi* in 1978. Similarly, his translation of Beni Prasad's book on Mughal ruler Jehangir '*History of Jahangir*' as '*Tareekh-e-Jehangir*' was also published by *Taraqqi Urdu Bureau* in 1979.

His fiction work includes the translation of Emmanuel Kazakevich popular biographical fiction on Lenin '*The Blue Notebook*' as '*Neeli Kitab*' for Urdu public, published by *Azad Kitab Ghar, Delhi* in 1963. His translated work '*Pur Asrar Muqadma*' published in 1980 by *Novelistan, Delhi* is rendition of Franse Kafka's secret novel '*The Trial*'.

Poetry:

His interest of poetry developed at an early age during his Canning College, Lucknow days in 1916, he was a disciple of Aziz Lucknawi in poetry. His compilation '*Shabistan-e-Adab*' with his long literary foreword carrying poetry read by different poets in the *Mushaira* organised at Canning College, Lucknow. The compilation was published in Faiz Ahmadi Press in 1916, shows his early poetic taste. He also translated the poetry of Lord Tenison '*In Memorium*' in Urdu, which was published by *Anjuman Taraqqi Urdu Hind* in 1964. His another translation of Arabic and English poems carrying poetry of Hazrat Hassan bin Sabit (R.A.), Imam Zain-ul-Abidin (R.M.), John Keats, Samuel Taylor, and William Wordsworth. Educational Book House published this compilation in 1981. He was also a poet and he published his compilation of Urdu poetry '*Lamaat-Al-Hashmi*' in 1978.

He also wrote his biography in English, entitled '*Reminiscences*' published from New York, the USA in 1975. After a year, he published its Urdu Version as '*Yadain*' from Aligarh.

Raham Ali Al Hasham lived a long life, and his complete life was a depiction of journalistic, academic and literary activities. He died at the age of 90 years on 27 December 1987 at Aligarh.

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Trends in Journalistic News Priority: Content Analysis of the Hindustan Times and the Indian Express

Sana Abbas*

Abstract

Globalisation has induced remarkable structural transformation in the media. It hugely altered the pattern of ownership and management of media in India, which eventually affected media performance. Alongside the gains in terms of reach and access, media's public service commitment also declined due to commercialisation and profit prioritisation. Emphasis on marketing strategies shifted focus to specific categories of contents, which disturbed the scheme of news priority mainstream has followed for long. The media offers content, which are in line with its marketing goals. A vertical split in the media along political lines also suggest that the press packages its content to satisfy the ideological interests from which it gains. In media reporting, voices of the rich and elite find more weightage over the poor and marginalised. The need for plurality and diversity is ignored, which compromise the public's right to information. These changes lead to an overall decline in the ethical standards in journalism. Against this backdrop, this paper explores shift in journalistic news priority through quantitative content analysis of The Indian Express and The Hindustan Times.

Introduction

Media plays a vital role as 'Voice of the people', and it is a powerful means of building public opinions. It helps in shaping a healthy democracy by creating an informed citizenry. Free and liberal media is necessary for every real democratic nation. The journalistic profession revolves around high public commitments. With the post -1990s ownership and structural changes, the Indian media has grown rapidly in scale, reach, and influence, but commercialisation and corporatisation have diluted its ethical values and public service commitments. The global endeavour for broader and balanced dissemination of information through a continuous change in national media policies brought fundamental changes in media ownership as a strategic response to meet the resource constraints and survival against the competition.

The privatisation of media has paved the way for mergers, growing bigness with cross-media dealings, rapid innovation and adoption of new technologies. With its corporatisation, the media's professional goals of serving the people and play a positive role in the development of society has

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been gradually overshadowed by its goals as an industry, i.e. profit maximisation. Globalisation has induced remarkable transformation in the media, structural as well as functional. The deregulation and privatisation introduced in protected media markets like India hugely altered the pattern of ownership and management. The media morphosis, quantitative and qualitative, has a crucial impact on media performance to an extent of influencing the public sphere discourses. All the gains in terms of reach and access; notwithstanding, it is often alleged that the media's public service commitments have declined under the driving influence of commercialisation and profit prioritisation. The corporatised media houses are seen as siding with corporate interest against audience interest. In content development and packaging, voices of the rich and elite find more preference over the poor and marginalised. The malaise of 'paid news' also prompted journalists to avoid ethical canon of journalism and present advertisements as news. The changing journalistic trends have hugely affected the journalistic quality and ethics. Huge media companies takeover small companies to create dominance in the market which eventually lead to homogenization of media content.

Free media needs to have a strong financial basis to play an active watchdog, but profit generation cannot be sole aim for the media. The shift in journalistic profession has eventually led to concentration of power in the hands of big media houses, having their impacts on professional standards.

News is prioritised by news organisation based on their reader preferences, to attain their financial best interests (Cox, 2014). Prioritisation is the arranging of news items according to their relative importance. News items that grab more attention from readers are often provided more space (Beam, 2003; Schaudt and Carpenter, 2009).

There are some news values attached to a news item that makes it worthy of being read. Galtung and Ruge (1965), have identified twelve news value factors: frequency, threshold, unambiguity, meaningfulness, consonance, unexpectedness, continuity, and composition, the reference to elite nations, reference to elite people, reference to persons, and reference to something negative. In the words of Beam (2003), market-driven or market-oriented journalism select target market for its product and focus on analysing the wants of their potential customers and aims to satisfy those wants and needs.

The focus of the media organisations from 'content in newspapers' which means focusing on the content that has to be included in newspapers to provide accurate, complete and fair news is transformed to 'content of newspapers' means the involvement of news stories that can increase the sale of newspapers. In India, the changing journalistic news priority is a matter of serious concern as it has restricted the balanced flow of information to audiences and affects objectivity and credibility of news, which are the basic tenets of journalism.

Review of Literature

A gloss over the available literature on changing trends in media and their impact on news priority reveals a general inadequacy in studies.

C.S.H.N Murthy et al. (2010) in a study of the front-page news coverage of The Times of India, The Indian Express, The Hindustan Times and The Hindu have concluded that news has become a commercial commodity, as it has eroded journalistic ethical values and promoted tabloidization and trivialization of news. They have also applied strong and weak market orientation theories of Randal Beam to depict the transformation in Journalism.

The emergence of new forms of media has established new standards for media. With the evolution of audience behaviour, there is a transformation from traditional news pattern to web and mobile pattern. In today's world, people are reading newspapers digitally that leads to old media crisis. Newspapers are providing excellent websites offering multi-sided content. Indian media has witnessed two traditions- the older tradition of the press that revolves around diverse and pluralistic opinions and the newer tradition that involves state-controlled media that restricts diversity and plurality of opinion. (N. Ram, 2011).

Media corporatisation and cross-media ownership are considered as the main reasons to elevate the imbalance between media freedom and its social obligations. Media is ignoring the constitutional privileges to generate more profit. Concentration of ownership invites politicians to misuse the media for their political interests. The changing trends of media have introduced the new and challenging concept of media commercialisation that is inclined towards packaging and marketing rather than providing credible content to the audience. (Nayar, 2014).

The increasing effect of ownership on the content of newspapers has garnered the great attention of communication researchers. The first issue related to media ownership is the destruction of democratic value as it is considered as the soul of democracy. The second issue is the dominance of a few big enterprises that overshadow small media houses and lead to the reduction of diverse opinions. The Third issue is concerned with the absence of proper regulatory authority. (Cho, Y.S et al. 2004).

As claimed by Prajapati (2012), media ownership has an immense effect on the manufacturing of news content. Ownership in media is crucially deciding headlines, lead, tone of articles and sources that frame the content of news according to their interests. The tremendous impact of ownership is apparent in providing one-sided information to serve the financial and political interests of publishers. It is required on the part of government and media houses to ensure media transparency, protection of editorial independence and establishment of monitoring bodies so that unwarranted influences on news content can be kept at bay.

Yadav (2011) claims that the advent of the short cut tendency of media has introduced a critical phase to this profession; the shift in the news presentation has augmented commercialisation and sensationalism to a more significant level. It lacks the availability of credible news content. Journalism has become more like a business that means it is market-driven and profit-oriented. These irresponsible trends are detrimental to social accountability.

According to Allern (2002), news media play the role of societal institution as well as business that involves the production of news content as a commodity to gain profit. Journalistic news values are formulated according to the audience and editorial market strategy. There is a difference between idea-driven news organisations and news organisations whose prime motive is the fulfilment of the owner's interest.

In a study on the importance of media ethics, Ghosh (2014) claims that ethical standards are facing rapid changes with the development in technology and the advent of the internet. Through a discussion of some selected incidents, she has concluded that the mass media-the press or television-deviated from the established ethical principles and journalistic norms. To guard their freedom and constitutional rights, journalists have to act independently.

Bhattacharyya (2011) discusses that the emergence of big media houses and corporatisation of media is wholeheartedly welcoming monopoly in the media, the small and medium newspapers particularly regional newspapers with low circulation are facing an acute financial crisis. Their survival is at stake because of prominent newspapers, which are financially sound and covering a large number of cities and district. Profit-making has become the ultimate aim of every media house. Earlier editors used to decide about the content and also the advertisements to publish or telecast. But nowadays this role is performed by the manager or the director who is in charge of the institution. They decide what space is to be left for contents to be published other than advertisements; space is left for the content or write-ups according to the demand of advertiser.

Balkin (1999) describes that mass media play a prominent role in contributing to the political values of openness and accountability in democratic countries. Nowadays, politicians are interested in diverting attention from information that is detrimental to their interests. Journalistic standards are raised and have shifted the focus from public issues to the private lives of people. Different forms of media are simulating transparency and television is considered as a dominant medium that shapes the news and creates new forms of political reality.

Objectives of the Study

This study intends to examine the news media's scheme of news priority through a content analysis of selected newspapers. The objectives of the study are:

- To analyse the contents of the selected newspapers under defined categories.
- To explore the news prioritisation by comparing the content quantitatively.

- To make an intra-media comparison of the selected newspapers to understand the difference in news priority.

Research Questions

- Is there any difference in news prioritisation in the selected newspapers?
- Do Indian print media emphasise more on political and crime stories?
- Do development stories find less attention by the Indian print media?

Changing News Priority and Implications for Media's Performance

In the liberalised media environment that began in the 1990s, the Indian media has grown rapidly in scale, reach, influence and revenue. But under the driving influence of business goals of profit prioritisation or partisan interests, the basic tenets of journalism are mindlessly ignored to favour one group over another. Media is run more as a profit-seeking industry than as a profession with unquestioning social responsibility. Renowned media theorist Denis McQuail has introduced specific parameters to analyse media performance. The parameters include objectivity, diversity, independence that help in the correct dissemination of information and promote efficiency in the profession. The proper check on the performance of media organisations is required to curtail inaccurate and improper dissemination of information. According to former Vice-President Hamid Ansari In the absence of government regulation, the focus of the print media has been shifted. It leads to prevailing personal interests over public interests. The growing issues like cross-media ownership paid news and structural bias of the development process has posed a threat to the credibility of media.

Research Design

The content Analysis method is applied to understand the prioritisation scheme of selected newspapers. Two English newspapers- The Hindustan Times and The Indian Express were chosen for the study. The front page of these newspapers was analysed quantitatively from 1 September 2019 to 30 September 2019. The selected newspapers were categorised into eleven categories- Political, Legal, Crime, Government, Economic, Entertainment, Environment, Sports, Science and Technology, Health and Development. These categories were further classified into different sub-categories.

Data Analysis and Interpretation

Table 1. Thematic classification of media reports

CATEGORIES	THE HINDUSTAN TIMES	THE INDIAN EXPRESS
Political	78	58
Legal	25	32

Crime	50	34
Government	24	12
Economic	26	28
Entertainment	3	5
Environment	16	6
Sports	2	2
Health	1	6
Science & technology	4	7
Development	6	8
Total	235	198

This table transpires that there is a difference in the coverage of political issues in The Hindustan Times and The Indian Express. The Hindustan Times covered 78 political issues on the first page, whereas, The Indian Express covered 58 stories on politics. Political issues were the priority in both selected newspapers. There were 25 legal issues reported by The Hindustan Times, and The Indian Express covered 32 issues. Crime issues occupied the second position in these newspapers, The Hindustan Times recorded 50 crime stories, and The Indian Express had 34 stories. Issues on governance found significant coverage in The Hindustan Times with 24 stories, and The Indian Express reported 12 stories for government issues. Economic issues found almost little difference in a number of reports in both newspapers, The Hindustan Times recorded 26 stories, and The Indian Express reported 28 stories on economic issues. Entertainment content on the front page of these newspapers found little coverage as The Hindustan Times covered only 3 entertainment stories and The Indian Express reported 5 entertainment issues. Environment issues were significantly covered in The Hindustan Times with 16 stories, whereas, The Indian Express had lesser coverage on environment issues comparatively with only 06 stories. Sports issues found only 02 stories in both newspapers; sports occupied the last seat in the priority list in The Indian Express. Health issues found the least coverage in The Hindustan Times with only 01 stories, but the reports on health issues in The Indian Express were comparatively more. Science and Technology issues found minimal coverage in both newspapers, The Hindustan Times had only 04 stories on Science and Technology, and The Indian Express emphasised little more on these issues with 07 news stories. Development issues found limited number of reports in both newspapers, The Hindustan Times covered 6 stories, and The Indian Express recorded 8 stories on development.

Table 2. Media reports on political issues

POLITICAL		
Sub-categories	The Hindustan Times	The Indian Express
Politicians	31	17
Political Parties	14	11
Communal Issues	3	2
Elections	4	4
Political Decisions	26	24
Total	78	58

Table 2 exhibits the number of political reports in The Hindustan Times and The Indian Express. The Hindustan Times 31 news stories on politicians and The Indian Express reported only 17 stories on politicians. The Hindustan Times gave 14 reports on political parties whereas The Indian Express reported 11 stories. Communal issues found lesser front-page coverage, The Hindustan Times had 3 stories, and The Indian Express gave 2 stories on communal issues. The reports on elections found equal coverage in both newspapers with 4 news stories each. Stories on political decisions were 26 in numbers in The Hindustan Times and 24 in The Indian Express.

Table 3. Media reporting of legal issues

LEGAL		
Sub-categories	The Hindustan Times	The Indian Express
High Court	7	8
Supreme Court	15	21
Tribunals	0	1
Police	3	2
Total	25	32

Table 3, it is clear that legal issues found more reports in The Indian Express than The Hindustan Times. The reports on High Court were 07 by The Hindustan Times and 08 by The Indian Express. There were 15 news stories on Supreme Court by The Hindustan Times and 21 by The Indian Express; it is evident that both newspapers had highest number of reports on Supreme Court. There was no report on tribunals by The Hindustan Times and only 01 story was reported by The Indian Express. News stories on police were 03 in numbers in The Hindustan Times, and The Indian Express reported 02 stories.

Table 4. Media reporting on crime

CRIME		
Sub-categories	The Hindustan Times	The Indian Express

Molestation & Rape	8	6
Robbery & Scam	3	2
Murder	12	9
Terrorism & Violence	20	12
Kidnapping	0	0
Investigation	6	4
Corruption	1	1
Total	50	34

Table 4 evinces that crime stories found more reports in The Hindustan Times than The Indian Express. The Hindustan Times covered 8 reports on molestation and rape, and The Indian Express gave 6 reports. Issues related to robbery and scam found less reports in both newspapers; The Hindustan Times recorded 3 stories, and The Indian Express reported only 2 stories. News stories on Terrorism and Violence found maximum stories in selected newspapers; Hindustan Times reported 20 stories and The Indian Express had 12 stories related to crime and violence. There were no reports on kidnapping in both newspapers. The investigation found 6 reports in The Hindustan Times and 4 reports in The Indian Express. There was only 1 news story on corruption in The Hindustan Times and The Indian Express.

Table 5. Media reports on governance

GOVERNMENT		
Sub-categories	The Hindustan Times	Indian Express
New Policy	11	4
Modification of Policy	6	5
Criticism of Policy	4	2
Success & Failure of Policy	3	1
Total	24	12

Table 5 represents the number of news stories on government issues. The Hindustan Times recorded 11 stories on new policy initiatives by the government, and The Indian Express reported 4 stories. There were 6 reports on modification of policy in The Hindustan Times and 5 in The Indian Express. New stories on criticism of the government policy were 4 in numbers in The Hindustan Times, and 2 reports were in The Indian Express. Reports on the success of policy found the least coverage in both newspapers; The Hindustan Times had 3 reports, while, The Indian Express covered only 1 news story on success and failure of policy.

Table 6. Media reporting on economic issues

ECONOMIC		
Sub-categories	The Hindustan Times	The Indian Express
Bank	4	3

Financial Performance of Industry	6	12
Taxes	6	6
Price Change	9	6
Budget	1	1
Total	26	28

Table 6 depicts that economic issues found more coverage in The Indian Express than The Hindustan Times. There were 04 reports on the bank in The Hindustan Times, and The Indian Express gave 03 stories. The Hindustan Times reported 06 news stories on the financial performance of the industry, and there were 12 news stories covered by The Indian Express. Both newspapers recorded 6 reports on taxes, and there were 09 reports on price change in The Hindustan Times and 6 in The Indian Express. There was only 1 news story on a budget reported by both newspapers.

Table 7. Media reports on entertainment

ENTERTAINMENT		
Sub-categories	The Hindustan Times	The Indian Express
Actors	1	1
Awards	0	0
Stage Performance	0	0
Movies	0	3
Music Industry	2	1
Total	3	5

Table 7 evinces the coverage of entertainment stories. Both newspapers reported 1 news story on actors, whereas there were no reports on awards and stage performance. The Hindustan Times covered not a single report on movies, but there were 3 reports covered by The Indian Express. The Hindustan Times covered 2 reports on the music industry, and The Indian Express had only 1 news story.

Table 8. Environment issues in the media

ENVIRONMENT		
Sub-categories	The Hindustan Times	The Indian Express
Climate Change	7	2
Wildlife Care	0	1
Degradation	5	1
Awareness	1	1
Disasters	3	1
Total	16	6

As exhibited in table 8, there were 07 reports on climate change by The Hindustan Times and only reports were covered by The Indian Express. There was no story on wildlife care by The Hindustan Times but The Indian Express reported only 01 story. There were 05 stories on environment degradation by The Hindustan Times and only 01 news story was given by The Indian Express. Both selected newspapers gave 01 reports each on environment awareness. The Hindustan Times recorded 03 reports on disasters, and The Indian Express gave only 01 report.

Table 9. Media reports on sports

SPORTS		
Sub-categories	The Hindustan Times	The Indian Express
Games	1	1
Sports stars	1	0
Awards	0	0
Sports Committee	0	1
Total	2	2

Table 9 shows that there was less coverage of sports in both newspapers. Reports in games were equally covered by The Hindustan Times and The Indian Express. The Hindustan Times had only 1 report on sports stars, and there was no report by The Indian Express. There was no report on awards in selected newspapers. The Hindustan Times recorded no news story on sports committee, and The Indian Express reported only 1 news story.

Table 10. Health issues in the media

HEALTH		
Sub-categories	The Hindustan Times	The Indian Express
Diseases	1	2
Health Awareness	0	3
Medical Aid	0	0
Medical Negligence	0	1
Total	1	6

Table 10 represents that health issues found the least coverage in The Hindustan Times, but The Indian Express reported more health issues comparatively. The Hindustan Times reported 01 news story on diseases and The Indian Express had 02 stories. There was no report on health awareness by The Hindustan Times, but The Indian Express covered 03 news reports. Both newspapers had no coverage on issues related to medical aid. The Hindustan Times reported no news story on medical negligence and The Indian Express reported only 01 story.

Table 11. Reports on science & technology

SCIENCE & TECHNOLOGY		
Sub-categories	The Hindustan Times	The Indian Express
Research	3	4
Science & Scientists	1	2
Information & Communication Tech.	0	1
Total	4	7

Table 11 shows that Science and Technology issues found more reports in The Indian Express. The Hindustan Times had 3 reports on research, while 4 reports were given by The Indian Express. There was 1 report on science and scientists by The Hindustan Times, and 2 reports were given by The Indian Express. There was no news story on Information and Communication Technology in The Hindustan Times and only 1 report was given by The Indian Express.

Table 12. Development issues in the media

DEVELOPMENT		
Sub-categories	The Hindustan Times	The Indian Express
Education	2	5
Poverty Eradication	0	1
Rural Development	3	1
Employment	1	1
Total	6	8

As shown in table 12, development stories were more in The Indian Express. Reports on education were 02 in numbers in The Hindustan Times and 05 in The Indian Express. There was no report on poverty eradication in The Hindustan Times and The Indian Express reported only 01 news story. The Hindustan Times covered 03 reports on rural development and The Indian Express gave report. There was 01 news story on employment in both newspapers.

Findings of the Study

- Political issues occupied the first position in the priority list in both newspapers. Primary coverage was given to political issues in these newspapers.
- Legal issues found a significant number of reports in selected newspapers; The Indian Express reported more legal issues than The Hindustan Times.
- Crime stories attained the second position in terms of news prioritisation in both newspapers. The Hindustan Times reported more crime issues than The Indian Express.
- Government issues found more coverage in The Hindustan Times, and there was less number of governance reports in The Indian Express comparatively.

- Economic issues found more reports in The Indian Express, though both newspapers gave consistent coverage to economic issues.
- Entertainment content covered few reports in selected newspapers.
- Environment issues were majorly reported by The Hindustan Times and The Indian Express had lesser number of environment stories comparatively.
- Sports was given very little coverage, both newspapers had a few stories on sports. Sports attained last position in The Indian Express.
- Science and Technology issues were also less in selected newspapers. The Indian Express reported little more number of stories on science and technology than The Hindustan Times.
- Health issues occupied the last slot in the priority list in The Hindustan Times, whereas The Indian Express still reported some stories on health issues.
- Development stories found some reports in The Hindustan Times and The Indian Express; there were more development stories preferred by The Indian Express.

Conclusion

Press is the guardian of society as it is a means of shaping public knowledge, attitudes and establishes agenda. News prioritisation has contributed a great deal to understand the relative importance given by newspapers to appropriate content. The study reveals that politics and crime are the significant slots in selected newspapers. The print media relies majorly on politics and crime. Legal and economic issues are also significantly reported in the chosen Indian print media. Issues related to government policies find the difference of coverage in the selected newspapers, The Hindustan Times reported more government issues and environmental issues than The Indian Express. While, Entertainment, Sports, Science and Technology and Development issues occupied back seats in terms of news reports.

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Mobile Boost to E-governance: A Study on the Usage and Impacts of the Mobile Seva in India

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Abstract

The transformations brought about by the mobile phone in India is extraordinary. It accelerated the formation of a networked society by creating new channels of social contact. It broke some age-old social-cultural taboos, to make social interactions transparent, honest and genuine. However, what carries more important is its role in taking government services to the doorstep of the citizens, and mobilising the citizens to avail the benefits of e-governance. The digital governance initiatives have positioned mobile as a driver of e-government in India. This paper evaluates the role of Mobile Seva in catalysing public service delivery in the country.

Introduction

India's ICT induced transformations are well received, and percolate to the rural segments faster than anticipated. Portable digital devices have helped to significantly bridge the rural-urban digital divide. The availability of cheaper internet services and low-cost feature-rich smartphones have emerged as a panacea for much of the ills of development communication. By adding innovative dimensions to the saturated public communication environment, mobile is providing a sustained boost to development initiatives. The attempts to leverage wireless technologies and ICT platforms for the delivery of public information and services find the mobile as a vital tool. The extensive penetration of mobiles across the country is proving the backbone of the E-governance initiatives for widening the reach of, and access to, public services to citizens in the country, especially in rural areas. This evaluative study explores the role of mobile in public campaigns with particular reference to the Mobile Seva initiatives of the Government of India.

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Objectives of the Study

This study seeks to find out the role of the mobile in the delivery of information and government services to the citizens. In an environment of a drastic decline in public trust in the system, mobile-based delivery of e-governance services has been designed as a trust-building measure. The main objectives of this study are:

- To examine the role of mobile in public service delivery;
- Analyse the services offered under Mobile Seva;
- Examine the effectiveness of the mobile platform;
- Analyse the benefits of mobile-based delivery systems.

Research Design and Methods

This study primarily builds on the data collected from various mobile platforms. The Mobile Seva data forms the core of the study, and data gathered from websites dealing with research on reach and access to mobile phone play the fillers. Benefits of the Mobile Seva platform from the perspective of the departments have been examined based on the stakeholder comments on usage and advantages of the mobile in delivering e-governance services. The mid-term assessment report also offers valuable clues about the effectiveness of mobile in delivering e-governance services.

Growth of Mobile Networks in India

The mobile phone was introduced in India in 1996. In a liberal environment, the Indian mobile phone subscriber base grew more than expected, to emerge as one of the most extensive mobile systems in the world taking Indian tele density to 90.34 by August 2019. The total subscribers as on August 31 2019 was 1191.81 million, comprising 1171 million wireless and 20.82 million wireline subscribers (TRAI Press Release 101/2019 dated 08.10.2019). According to TRAI data in March 2020, there are 115.14 crore mobile users in India. Urban subscribers stand at 668.80 million including 18.05 wireline subscribers, whereas, the rural subscribers stand at 511.02 million, including 2.76 million wireline subscribers. Urban India is home to 57.12 per cent subscribers with a tele density of 161.54, whereas, 42.88 per cent of the subscribers come from rural India taking rural tele density to 56.92.

In addition, there are 615.43 million broadband subscribers, 597.11 million are wireless. The number of active wireless subscribers stand at 970.23 million. According to Statista 2019 estimates, 373.88 million smartphones are in use in India. Further, 351.4 million people use social networks in India.

Pattern of Mobile Use in India

For over a decade, mobile use in India was limited to voice calls to stay in touch with others. However, the entry of feature-rich mobiles with affordable prices, a sharp decline in the cost of the services, substantial improvement in the speed of networks, and other value-added services gave a tremendous boost to mobile use in India. The dominant modes of mobile application in India are:

- Voice and video calls to stay in touch with others;
- Gathering and sharing information;
- Wireless financial transactions under banking and bill payments;
- Telemedicine – exchange of healthcare information;
- E-marketing agro-products;
- Public service campaigns;
- Sharing information with the public on development initiatives and schemes of the governments;
- Registering complaints and receiving services from the comforts of the citizen's respective locations;
- Availing services of the various departments of the governments electronically through e-governance platforms;
- Political communication;

The mobile phone's vital contribution lies in the availability of these services at the doorstep of the citizens, very fast, at nominal or no cost, in customised ways that suit the users.

Analysis of Mobile Seva

Mobile Seva is an initiative to use mobile networks to offer government services to the citizens at their doorsteps. The ubiquitous mobile devices act as the access devices for government services provided through the e-governance services delivery gateway. Services on offer include Short Message Service (SMS), USSD (Unstructured Supplementary Service Data), IVRS (Interactive Voice Response System), CBS (Cell Broadcasting Service), LBS (Location Based Services), mobile applications, etc.

Services provided under Mobile Seva

Mobile Seva provides a Services Portal for the Government departments and agencies, where they can log in and access the various mobile-based services of the MSDG platform. The service profile data on Mobile Seva reveals that the following services on offer on Mobile Seva: Send of Single and Group SMS, Create and Manage Groups, SMS Pull Services and Reports, Create and Manage Pull Service, Create and Management Sub Accounts and Check Credit Limit, Generate Reports of SMSs Sent, Request for New Sender IDs and Increase in the SMS Credit Limits, IVRS, and USSD.

The Mobiles Service Delivery Gateway (MSDG)

The various categories of Mobile Seva services are available through its Delivery Gateways - SMS, USSD, IVRS and Mobile Apps. The MSDG offers integration with the backend departments through existing NSDG/SSDG eGovernance exchange infrastructure. The various components of the MSDG, which help in its service delivery are:

The SMS Gateway

Being the most vital service delivery gateway of the MSDG, the SMS Gateway provides SMS service to the e-Governance exchange and is used to deliver both push and pull-based SMS based services. Common information services are pushed to citizen groups through the push services. Government departments use the SMS portal to push SMS to citizens.

The USSD

USSD is a store and forward used to send a command to an application in text format; it acts as a trigger for the application. This service enables checking the balance in financial accounts and mobile prepaid recharge.

IVRS

The IVRS resembles a computer-telephone integration (CTI). A simple IVR system comprises a computer hooked up to a phone line through a telephony board and some IVR software, which allows pre-recordings of greetings and menu options that a caller can select using his telephone keypad. Advanced IVR systems provide speech-recognition software that allows a caller to communicate with a computer using voice commands.

LBS

The LBS service is useful for the departments for customising their services according to the location of the service seeker. The service seeker can be located through GPS and cell tower-based locations. By connecting to such systems, the MSDG provides a unified interface to departments or developers of mobile applications, which can be used by them for customising or developing the applications.

CBS

The CBS is particularly useful when certain notifications or alerts are required to be sent to citizens in a particular geographic location. This is useful in disaster or emergencies. MSDG connects to all the telecom operators for CBS for this service and provides a unified interface to the departments, to send notifications and alerts in that particular area.

Mobile Payment Service

This is a gateway, which enables the service seeker to make a payment for the Government service through e-transaction. The gateway incorporates various channels like credit/debit/cash/prepaid cards for making electronic payments through mobile devices.

Geo-Fencing Digital Broadcast

Geo-Fencing Digital Broadcast enables the Government departments to promote their services and reach out to a significant portion of the population. A new service enabled on the platform will need

to be notified/popularised via the Facebook social media platform. Geo-fencing allows automatic alerts to be generated based on the location-based service (LBS) defined coordinates of a geographic area.

Mobile Seva AppStore

A Government department can host mobile application on Mobile Seva App Store free of cost. A citizen can download applications on their handsets, and use the applications to access various government services anytime from anywhere.

The Mobile Seva Portal

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Ministry Of Electronics & Information Technology

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This site is best viewed with IE 7+, Firefox 17.0+, Google Chrome 25.0 @ screen resolution of 1024x768 Size.

Mobile Seva SMS Service at a Glance

A total of 30203405252 push SMS have been sent by integrating 4351 departments/ agencies. Approximately 23871073 SMSes have been pulled as on 20.10.19. There are 988 Live mobile Apps with 71017911 downloads so far.

Approximately 12398570 transactions have been completed using IVRS Services and about 1759766 transactions using USSD Services.

Yearly Push SMS

Year	No of SMS(million)	% age of total
2012	17.097598	0.1
2013	553.477889	1.8
2014	1677.302387	5.6
2015	4878.507737	16.2
2016	5521.235234	18.4
2017	7184.368197	23.9
2018	6080.146619	20.2
2019	4118.120835	13.7
Total	30030.256496	100

Table-No of Mobile SMS Transacted

Sl. No	Service Type (Central/state/UT)	Dept./Age ncies integrated for push SMS	Sent SMS	No of SMS Pulled	Total No of Apps	No of Apps downlo aded
1.	(Central & State)	1	1			
2.	Central	357	10,46,23,85,950	6360041		
3.	PSU (Central & State)	165	89,58,07,060			
4.	Andaman & Nicobar	33	64,78,308			
5.	Andhra Pradesh	260	2,05,55,01,428		17	96699
6.	Arunachal Pradesh	4	3,99,789		3	4140
7.	Assam	5	65			
8.	Bihar	119	1,15,38,58,602	1554319	10	20952
9.	Chandigarh	50	2,55,28,814		3	8374
10.	Chhattisgarh	60	16,50,23,593		4	85205
11.	Dadar & Nagar Haveli	1	2,42,096			
12.	Daman and Diu	2	7,944			
13.	Delhi	16	11,52,72,068		2	4951
14.	Goa	14	1,25,335		2	2278
15.	Gujarat	224	21,66,67,908		7	10505
16.	Haryana	37	4,24,45,326		5	13295
17.	Himachal Pradesh	379	16,89,96,810		16	21870
18.	Jammu and Kashmir	28	9,94,958			
19.	Jharkhand	86	24,82,52,109	9878871	7	164871

20.	Karnataka	21	9,02,91,280		4	37163
21.	Kerala	126	1,23,61,27,318	853141	5	6717
22.	Lakshadeep	3	5,39,942			
23.	Lakshadweep	1	13,625			
24.	Madhya Pradesh	297	1,12,12,48,952		8	34489
25.	Maharashtra	1435	78,28,33,011	1017567	32	96080
26.	Manipur	6	20,68,125		9	9450
27.	Meghalaya	5	5,04,470		5	4786
28.	Mizoram	5	50,02,891		1	1115
29.	Nagaland	23	9,46,616		1	1889
30.	Odisha	40	14,18,59,546		5	4856
31.	Pondicherry	14	9,70,202			
32.	Punjab	114	69,92,42,126	1473481	18	90342
33.	Rajasthan	179	2,00,93,63,241	796542	19	89546
34.	Sikkim	3	1,94,479		14	16753
35.	Tamil Nadu	43	62,62,05,654			
36.	Telangana	108	38,77,95,071			
37.	Tripura	4	9,20,854			
38.	Uttar Pradesh	18	6,00,84,699		3	146950
39.	Uttaranchal	10	84,71,851			
40.	West Bengal	54	20,31,59,026	2062763	14	18961
41.				1483140 (others)	62 (Demo Apps)	38926
42.	Total Request:	4,350	22,93,58,31,143			

Benefits of Mobile Seva

User feedback reveals numerous benefits of Mobile Seva platform:

- The centralised facility has reduced the burden of local administrative units;
- Faster sharing of data with officers across a state quickens decision making, which has substantially improved delivery of services;
- Accessible and useful for the government agencies to remain in Touch with citizens;
- Reaching out a large number of beneficiaries through SMS has solved the problem of missing letters;
- Saves time and significantly reduced the cost of calling for spreading a message as it happened earlier.
- Feedback from service beneficiaries gets faster and accurate;

- Updating service seekers about the status of their application becomes easier. For ex., information on the birth certificate is ready, could be given even in adverse weather conditions.
- Because of the centralised portal, integration with departments has become more accessible;
- The improved response rate has drastically reduced the number of complaints, due to the timely sharing of information through SMS;
- Decreased waiting time for medical investigation results, avoid the queue, due to the possibility of instant information;
- The Push SMSes, help farmers to post about a commodity and get the prevalent market prices;
- The quickness of response has reduced workload;
- Feedback comes from the service delivery agencies through SMS and responses to government notices has become faster;
- Become more accessible for farmers to receive information like - Variety of seeds - Time of sowing of seeds - Fertilisers to be used;
- Facilitates networking with different offices, labs and employees in the field of healthcare delivery to share information on services such as blood donation camps, examinations, patient reports etc.;
- It has become easy for testing agencies to update exam related information such as hall ticket availability, schedule, urgent updates etc. to candidates;
- Push SMS help recruiting agencies to share information with candidates timely and cost-effectively;
- Sending SMS for bill generation and payment, and addressing grievances have become easier.

Conclusions and Suggestions

At a time when governance is losing credibility for the largescale corruption in the delivery of services, efforts to deliver government services at the doorstep of the citizens is a giant step forward to restore confidence on the system of governance. Notably, the mobile-based service delivery platforms are expected to create a stimulus for the development initiatives. By adding a personal touch to the messages, mobile ensures people's involvement, which facilitates behaviours change. As such, mobile platforms have the potential to restore public trust in governance, which has severely eroded over the years.

The service delivery gateways of Mobile Seva facilitates the government departments and agencies reach out to the target beneficiaries through Push and Pull SMS campaigns, thereby creating two-way communication. The centralised facility does not put a financial burden on the local units and encourage its use. Faster and effective communications through mobile SMS substantially reduces

the need to rely on communication through letters. Quick decision making also enhances efficiency in the system and ensures beneficiary satisfaction.

The system holds lots of promise and can be further strengthened through bridging the digital divide in India, robust mobile infrastructure, keep the service delivery system fair and unbiased.

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Media Literacy & Films: Was Bollywood Setting Political Narrative for the Approaching General Elections 2019?

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Sachin K. Agrawal**

Abstract

It has always been a matter of debate that whether art influences real-life or is it the other way round. Films are the most effective tool for political mobilisation and persuasion. Movies and film stars are gradually becoming an inefaceable part of the democratic ecosystem in our country. This fact is evident by the increasing number of actors who are regularly entering Indian politics, in turn, attempting to assist their party's narrative by making movies to suit the party's agenda. Films dealing with contemporary political issues in the backdrop of the coming Lok Sabha elections, such as "Uri: The Surgical Strike", "The Accidental Prime Minister", PM Narendra Modi and "Thackeray" releasing in quick succession, have become the newest campaign runners in this season of polarised politics. Through this study, an attempt has been made to investigate the modus operandi of Bollywood filmmakers being used to set the narrative for the upcoming general elections. This research paper analyses the hidden political agenda in selected Hindi films by the most prominent method of communication studies, i.e. content analysis.

Keywords: Propaganda, Bollywood, Films, General Elections 2019

Introduction:

Political biopics are rare in India and politicians rarely tolerate candid portrayals: a film critical of the Emergency imposed by Congress party in 1975, was banned for example. 'Kissa Kursi Ka' and 'Aandhi'. Gulzar's musical hit "Aandhi" was considered as the biography of Mrs Indira Gandhi, which was so controversial that the Congress party made every possible effort to impose a ban on its release in India. However, the film projected Mrs Gandhi as a powerful political leader and iron lady, who wins the assembly election overnight, which she had almost no chances to win.

Bollywood, in the early years, produced films on almost every subject. Ranging from mythology to patriotic films, musical to romantic, thriller to social melodramas, as if it had all the colours of a

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rainbow. Later the birth of the parallel cinema in 60's gave a realistic touch to the fantasy world of Hindi films and a cinema that could not only produce films to entertain the masses but also to draw their attention towards issues of real concern. Indian cinema is known to have raised voice against issues such as corruption, social evils, atrocities, inequality, discrimination, injustice etc.; however, political propaganda films were scarce. But the year 2018 and 2019 would always be remembered in the history of Indian cinema as the year flooded with political biopics and propaganda films. With the onset of Lok Sabha Elections in the first half of 2019, Bollywood prepared a ground for such films to influence Indian voters. These films not only refined the image of a particular political party but were also successful in serving its propaganda.

The fundamentals of Media and Information Literacy enable us to understand, analyse and evaluate media messages. As a media literate we must be able to interpret the hidden messages we receive from television, radio, newspapers, magazines, books and cinema. Therefore it becomes our responsibility to understand and interpret the complex messages hidden in the films released before the General Elections in 2019.

Objectives:

1. To analyse and understand the hidden messages in Hindi films released on the onset of Lok Sabha Elections in India in 2019
2. To understand what does the filmmaker wants us to believe through these films

Media & Information Literacy

Media Literacy is defined as the ability to access, analyse, evaluate and create media messages. These are essential skills in today's world. We get most of our information through complex combinations of text, images and sounds. Media literate youth are better able to interpret the complex messages we receive from television, radio, newspapers, magazines, books, billboards, signs, packaging, marketing materials, video games, recorded music, the Internet and other forms of media.

Media Literacy Skills help us Understand

1. How media messages create meaning for their consumers?
2. Who has created this message or who is the producer of the media message?
3. What the media owners want us to believe or do?
4. Figure out the various "tools of persuasion" used
5. Understand and analyse fake, misinformation, bias, spin and lies
6. Find out the other side of the story, which is not being told or intentionally kept hidden.
7. Media messages based on our own experiences, beliefs and values
8. Produce and publish our own media messages

9. Become advocates for change in our media system

Media Literacy Concepts

1. Media develops our culture. The society where we live, the culture we enjoy and even our perception of reality - is constructed and developed by the information and images we receive through the media. A few generations ago, in our society and our culture, the storytellers were people of our family, friends, and others in our community. But nowadays the scenario has changed as for many of us the most potent storytellers are replaced by the media such as television, cinema, music, video games, and the new media.
2. Messages in the media affect our thoughts, attitudes and actions. We might not accept it, but all of us are somewhere influenced and affected by advertising, news, movies, pop music, video games, and other forms of media. That's why media are such a powerful cultural force, and why the media industry is such big business.
3. Media utilises "the Art of persuasion": All media messages try to persuade us or sometimes even compel us to buy their products or services, force us to believe upon and do something which the media wants. News programs, documentary films, and nonfiction books all claim to be telling the truth. Various Advertising firms, through their advertisements, try to influence the consumers of media to buy their products. Novels and TV dramas try their best to look realistic. For doing this, they use specific techniques like flattery, repetition, fear, and humour in their content which is what we call "the language of persuasion."
4. Media builds a world of fantasy: Fantasy gives the feeling of pleasure and is quite entertaining for a majority of media consumers, but at the same time we should not forget that it can also be harmful. Feature films, TV programs, and music videos sometimes inspire people to do things that they should not even try these are unwise, anti-social, or may be dangerous. Sometimes media can also encourage our imagination. Advertising creates a world of fantasy where all the problems of an individual can be solved by just the purchase of a product Media literacy helps people to recognise fantasy and constructively integrate it with reality.
5. Media Narrates only half Story. The media owners also have a point of view. Every good story highlights particular information and leaves out the other. Sometimes the effect of media information comes not only from what is being said, but from what is not told.
6. Media messages are full of "Texts" and "Subtexts." The 'Text' here refers to the actual words, images and/or sounds used to create a media message whereas the 'Subtext' refers to the hidden and underlying meaning of the message.

1. Media owner's viewpoint reflected in their messages: Media owners do have a point of view like anyone. It has been a widely accepted and known fact that our values and viewpoints influence our choice of words, sounds and images we use to communicate through media. This is true for all media producers, from a toddler's drawing with pencil colours to a media owners news broadcast.
8. Audience take out different meanings from media messages. The media makers always make efforts to convey specific information through their messages but people after receiving them interpret different meaning from the same messages, based on their prior knowledge and experience, their values, and their beliefs. This means that people can create different subtexts from the same piece of information presented through media. Whereas we should also not forget that all meanings and interpretations drawn by different individuals are valid and should be respected.
9. Decoding of Media Messages is also Possible: By “deconstructing” media messages we can easily understand and find out that who had created this message and what was the motive behind creating such messages. We can also figure out the various methods of persuasion used by the message creator and what they want us to believe upon. We can easily analyse the hidden parts of the story, which are not touched upon, conveyed or told, and how can we become media and information literate.
10. Active Consumers of Media are the Media Literates: The various forms of media such as Newspaper, TV and radio tries to construct passive and impulsive consumers who knows the right use of media. It is only the power of Media literacy that helps people to observe and consume media responsibly with a critical eye, finding out the source of each information before believing on it, understanding the intended purposes of the content producer, analysing the various tools of persuasion used in the messages, and also to understand and interpret a deeper meanings hidden within the messages.

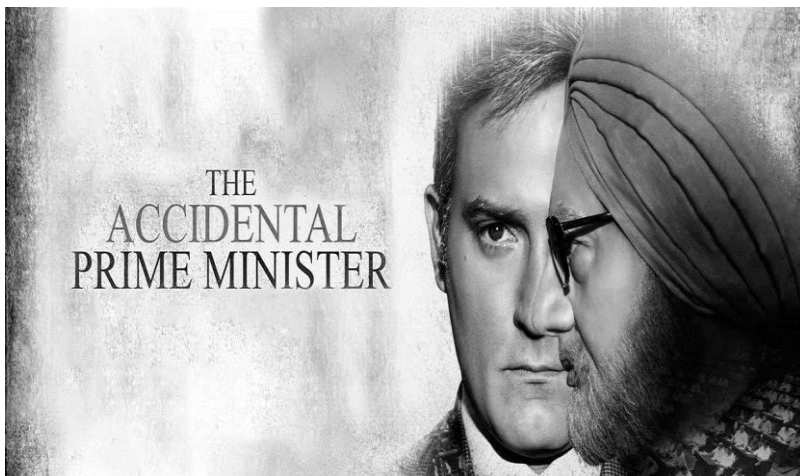
Understand the ‘Text’ & the ‘Sub Text’ in Media Messages

The “text” in media refers to the “written words” which is very frequently used. But when it comes to media and information literacy, “text” has a very different meaning. The text of any piece of content is what you actually see and/or hear. It includes written or spoken words, pictures, graphics, moving images, sounds, and the combination of all these elements or sequence of all of these elements. Sometimes the text is called the “story” or “manifest text.” For most of us, the text of a piece of media is always the same.

The “subtext” can be well understood as the interpretation of a piece of media information which differs from person to person as different people interpret different meanings from the same message. It is sometimes called the “latent text.” The subtext is not actually heard or seen; it is the meaning we draw from the text in our own minds. While the producers of media content, especially advertisers, often create texts that suggest certain subtexts, People creates their subtext (interpretation) based on their previous experiences, knowledge, opinions, attitudes and values. Thus, the subtext of a piece of media information may change depending upon the individual, how does h/she sees it or hear it.

Analysis of Selected Hindi Films of 2018-2019

1. The Accidental Prime Minister



The Subtext of the film:

1. Manmohan Singh was one of India's longest-serving prime ministers and was known to have reformed the country's economy. But critics believe that the biopic on him released months before the general elections, mocked him and simply reduced him to a caricature.
2. The biopic, based on the book by Sanjay Baru lets the audience comprehend by the end that the film's title is a warning. It drives the point home that while Manmohan Singh was the right man for the job, electing Rahul Gandhi as prime minister would be the 'accident' in real sense.
3. It also projects that between the years 2004 and 2014, India had a weak Prime Minister who was remote-controlled by the Congress president and UPA chairperson Sonia Gandhi.
4. Anupam Kher, who portrayed the former PM's role can easily be observed as a very introvert, weak, low profile and fearful puppet in the hands of Mrs Gandhi. His many achievements as an ace politician go unnoticed as the films hardly talk about them.

5. It cannot be a coincidence that the Accidental Prime Minister, which takes digs at the Opposition and is promoted by the BJP's social media handles

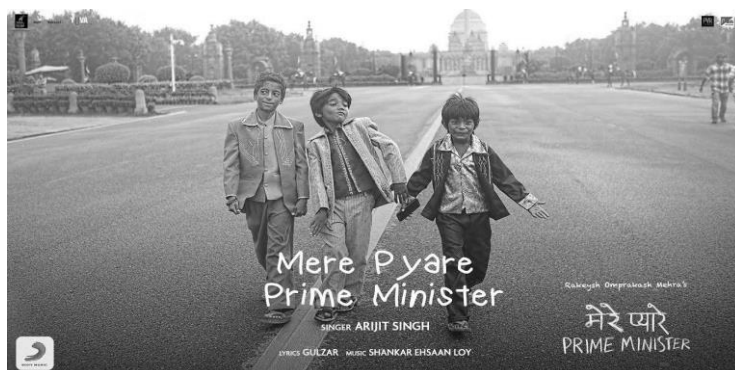
2. Uri-The Surgical Strike



The Subtext of the film:

1. The film glorifies the supposed military strike by the government, and the timing of its release seems suspect
2. The movie arouses a feeling of national integration and patriotism and portrays Pakistan as an enemy nation.
3. The film showcases the life of Indian Army soldiers who give up their present for the future of their countrymen, and no words can signify or repay their sacrifices.
4. The film highlights the unacknowledged contribution of the soldiers, which they execute with 'passion in their hearts and fire in their bellies'. The film is an apt tribute paid to the Indian Army- if not conceptually, but- cinematically.

3. Mere Pyare Prime Minister

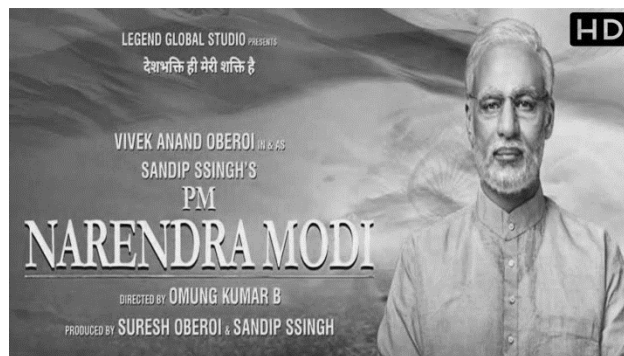


The Subtext in the film:

1. The film highlights the issues of open defecation and sanitation problems faced by people living in slums in India.

2. The story revolves around the determination of an eight-year-old boy Kannu (Kanojia), who lives in a slum in Mumbai. Distraught by the rape of his mother while she was out for open defecation, it is Kannu's dream to build a toilet for her.
3. Kannu undertakes the arduous task of reviving the living conditions in the slum. In his mission to build a toilet, Kannu writes a letter to the prime minister and reaches Delhi with his companions.
4. The film is in line with the present government's prestigious and flagship campaign – Swachh Bharat Mission, which aims to make India free from open defecation. So, it indirectly supports the political agenda of a particular party.

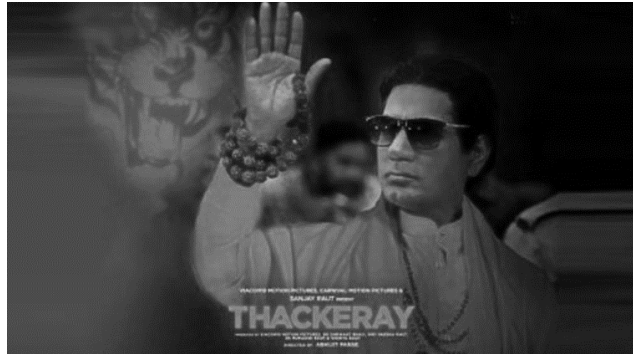
4. PM Narendra Modi



The Subtext of the film:

1. An Indian biographical film directed by Omung Kumar is supposedly based on the life of Narendra Modi, the 14th Prime Minister of India; with Vivek Oberoi playing the lead role.
2. The first look of the film was released in January 2019. The film grossed more than 23 crores worldwide.
3. NSUI Goa, the student wing of Congress Party, also wrote to the Election Commission to ban the screening of the film, citing that it violates the model code of conduct of elections.
4. The film appears to be a one-sided costume drama that comes closer to propaganda than to a biography.
5. It is a biopic that tries to engage the audience, irrespective of their personal views, whereas the story seems to worship the protagonist and tries to whitewash all controversies to his name. This is something that you will lap up if you are a believer, and dismiss if you aren't. This one falls in the latter category.
6. It would not be wrong to say that the film looks like a PR film which tries to polish the image of a controversial figure in Indian politics.

5. Thackrey



The Subtext of the film:

1. People in Maharashtra resonate with Bal Thackeray's fight. He is a devout figure for them. And, the film projects him as a national hero.
2. The film presents both the commended and the less appreciated shades of Thackeray's life and career, powered by a phenomenal performance by Nawazuddin Siddiqui.
3. Abhijit Panse's film uses strong, divisive language in the leader's speeches. It doesn't try to paint a rosy picture of Thackeray, but it does attempt at establishing him as the hero of the masses.
4. The film portrays him as the aggressive leader that he was. So much so, that he even stands in court and declares that his party's workers contributed to the demolition of the Babri Masjid.

Conclusion:

The year 2018 and 2019 would always be remembered in the history of Indian cinema as the year flooded with political biopics and propaganda films which became a new trendsetter. These films have not only refined the image of a particular political party but were also successful in setting its narrative. But when it comes to a layman, it is very difficult for them to understand the hidden messages in the films and they get easily influenced by the storyline. Some of the early social scientist and political thinkers also subscribe to the notion that the media messages does influence people. Thus it became the new trend in Bollywood where Masala and Formula films were giving way to political biopics and agenda films. There were almost a dozen of films which were released in 2018 and 2019 that were dipped in political colour. The list included 'Uri', 'The Accidental Prime Minister', 'PM Narendra Modi', 'Thackrey', 'Manikarnika', 'Tanhaji' and the latest Vidhu Vinod Chopra film 'Shikara' on Kashmiri Pandits. Analysing the above few films, it would not be mistaken to say that propaganda films became the new trend in Bollywood. One of the probable reasons for this trend to propagate could be the General Elections of 2019.

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Communication Strategies for the Promotion of Education: A Study in Ranchi District of Jharkhand

Dr. Shahnaaz Zabi*

Abstract

Communication is a vital factor in student learning and empowerment. An appropriate strategy to effectively communicate with the learners can be an enabling tool in a strong educational foundation in rural in India. Based on an extensive study in some schools of rural Jharkhand, this study suggests some models of development support communication to improve the capabilities of students by making them more alert, aware and receptive. This paper analyses the various communication approaches ranging from mass communication and entertainment education, interpersonal communication, participatory development communication, advocacy and social mobilisation to suggest a synergistic communication intervention for behaviour change.

Introduction

Since the creation of the State of Jharkhand on 15 November, 2000, the condition of the overall education has become a hot-bed controversy among the educationalists, administrators, media persons and social activists. The literacy rate of the state is just second from the bottom among states in the country. The issues of para-teachers, the depleted infrastructure facilities, poor quality of teachers, enrolment level and dropouts present a gloomy picture of the status of education in the state. The present paper envisages some strategies to deal with these communication loopholes in spreading knowledge about education.

It is not only literacy rather the knowledge and skills acquired in the course of education, which translate into tangible contributions to socio-economic growth. According to a report in The Economist on Indian education – half of the 10-year-old rural children could not read at primary level, over 60% were unable to divide, and half are dropped out by the age of 14. It is the parents and the society that lay an equally important role in the children getting truly educated. They must be made an integral part of the loop. India being predominantly agricultural, new multi-sectoral and interdisciplinary alliances and partnerships among aid specialists working in education and those working in agriculture and rural development are needed. The exemplary practices need to be exported to other schools to make them – pedagogically, intellectually and academically – precisely

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by being more practical in orientation. There are ample cases of rural life having fertilised education in many ways, and this rich heritage should be nurtured, enriched and widely shared.

Objective of The Study

Through this study, I intend to assess the possibility of utilising communication as the central resource in improvement of education in rural areas.

The main objectives of this study are:

- To sensitise rural students to join schools by making them learn the importance of education
- To improve the abilities of rural school students by making them more alert, aware and receptive.
- To make the parents of these children aware about the importance of education.
- To spread awareness about the importance of educating a girl child
- To improve classroom learning by better pedagogy training and effective teacher-student classroom communication.
- To make classroom learning interesting and exciting for rural students.

Review of Literature

Communication is an instrument for accelerating the pace of human transformation, shaking of inertia in a group, achieving mobilisation and directing their productive forces towards improving their living condition. (Ogili, 2005).

Solstad (2009) discusses the importance of applying active learning approaches like topic or project work to promote general entrepreneurial qualities in students of small schools. He stresses on developing, creativity, curiosity, cooperative skills and tolerance for risk-taking among students of remote communities to strengthen their standing in the globalised world.

Ogili (2005), opines that communication is indispensable to the success of any development initiative, particularly education. Educational instructions call for effective communication, which can be used for instructional process alongside the teacher, textbook, and chalkboard. In order to achieve effectiveness in educational instruction, relevant strategies for communication are widely essential.

On similar lines, Ezeanya (2001), reiterates that effective communication in educational instruction is essential because it can supply a concrete basis for conceptual thinking, offer an experience which stimulates self-activity on the part of the learner,

Melkote and Steves (2001) refer to Paulo Freire, who argued that individuals have the internal capacity to develop themselves on their terms, but need relationships to recognise and act on this capacity. Rationality is never instantaneous but requires a process of communication (or education).

They also cite various examples showing that mere inclusion of ICTs in development initiative does not yield results; on the contrary, they may even end up broadening the divide they intended to fill. Indeed, the long term issues viz. infrastructural requirements, policy implementation, teacher quality and accountability and socio-economic aspects of rural areas would need to be addressed. But as mentioned, these are long term issues and may take decades to be overcome completely. However, every year, millions of children are getting enrolled in rural schools, and if they remained ignorant about their problems, they stand to lose their chance of having a bright future.

Focus on providing the required information, encouragement to discuss relevant issues and suggesting solutions may go a long way in developing the confidence, critical and analytical thinking and problem-solving skills in the students which would help them make their mark in today's globalised society.

Research Design and Methods

a. Research Methods

This research is based on field visits to rural government-run and non-government organisation run schools of different rural areas at a stretch of 30 kilometres around Ranchi district of South Chotanagpur region in Jharkhand which is dominantly a tribal state. Jharkhand was chosen as the area of the study as this is one of the most wanting regions in terms of rural literacy and development, and I have familiarity with the socio-cultural set-up and tribal atmosphere of the area. For quantitative data, a questionnaire was prepared on the basis of the Likert-type scale, and coding was done on the basis of data collected. Personal interviews were also carried with the head of the schools in order to gain more knowledge about the problems and for the expected solutions to those problems.

b. Field Setting

There are 11 blocks within this region, and three blocks were sampled by simple random sampling through the lottery method. The blocks so chosen were: Kanke, Mandar and Ratu

I visited one village in each of these three blocks and spent time in the schools in that area. The village was chosen on a convenience basis based on the cooperation of the school principal.

First-hand observation of rural school functioning during the field study was crucial in gaining a proper understanding of the system. It gave an idea about the available resources, infrastructural setup, students' behaviour in the school, teachers' abilities, general classroom environment, etc. Also, casual conversations with teachers, students and their parents helped in assessing the students' economic background, the family set up and academic involvement. It also gave an idea about the problems that they came across, their thoughts, aspirations and attitude towards education.

c. Tools of Data Collection

To collect more in-depth data, I also used stratified random sampling. The sample consisted of 50 respondents which included teachers and students of government-aided schools and parents of these students. The questions were prepared based on the Likert-type scale, which has five alternations viz. strongly agree, agree, uncertain, disagree and strongly disagree. The coding was done on the basis of the data collected.

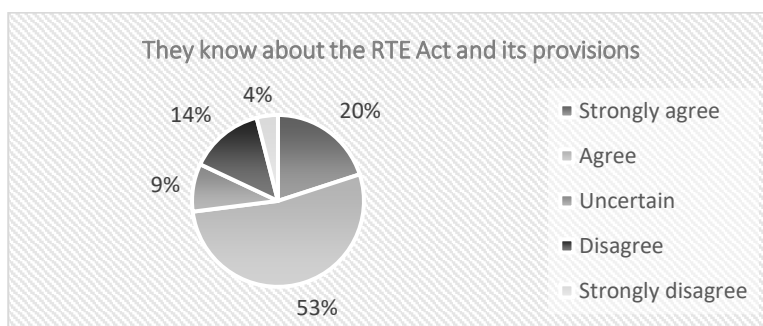
In this process of data collection to know the need for utilising communication for improving education in rural schools, I came across two non-governmental schools in two of these villages, Mesra and Bramble. These schools effectively used communication as a critical tool to improve the education system in those areas. Some off-the-cuff conversations with the principal/s of these schools answered the major question of this study, that is, "Can communication change the face of rural education?"

Data Analysis and Interpretation

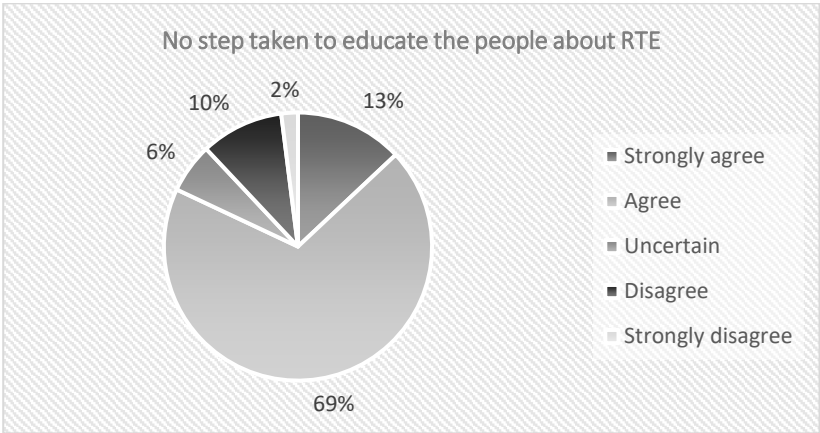
Insights and opinions of rural teachers, students and their parents were gathered to know where the rural system lags in improving the face of our education system. Rural communities and school personnel responded honestly to the questionnaire, which was used to collect in-depth data on the subject. The analysis of the survey brought forward the real face of communication challenges in rural schools.

CODING ANALYSIS

The first question was whether people in rural areas were aware of the Right to Education Act or not. According to the RTE guidelines, every school should have 25% of the students from weaker socio-economic status. The survey reveals that very few parents knew about the Act and its guidelines. Those who knew did not send their child to a private school due to various reasons. Either the schools were not following the RTE guidelines or their child did not qualify the required exam to get admissions or daily commuting to schools in urban areas was very expensive. Only 18 per cent of the population knew about the RTE Act (As shown in Chart 1.).

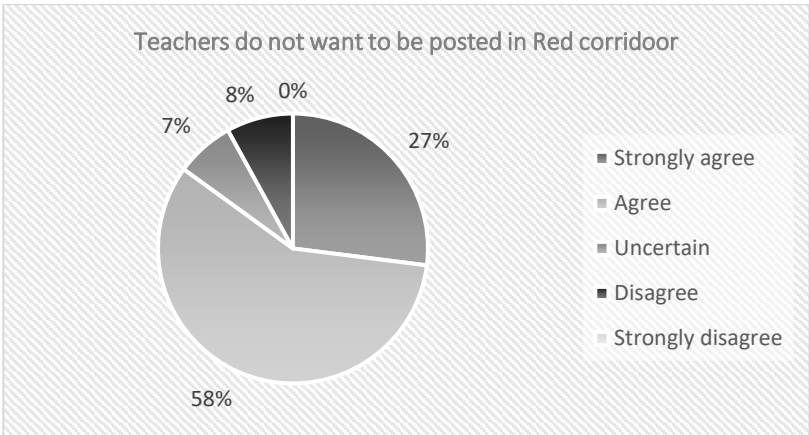


The second statement was “no step was taken by the government to educate the people about the RTE norms”. The responses are presented in chart-2.



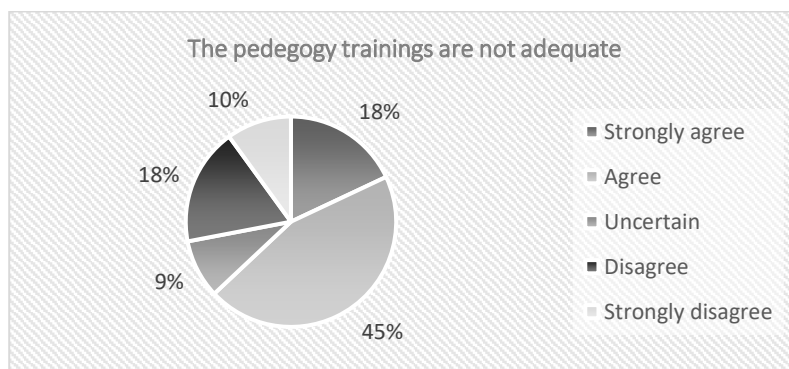
69 per cent of the respondents agreed to this statement, which clearly shows the lack of communication in these areas (As shown in Chart 2). However, the efforts of the government to educate people about the RTE norms cannot be denied.

Promos and advertisements are frequently played on TV and Radio about universal primary education. The government should take efforts to reach the inner villages where there is no electricity. They should be made aware through posters, speakers, nukkad-natak and interpersonal or group communication.

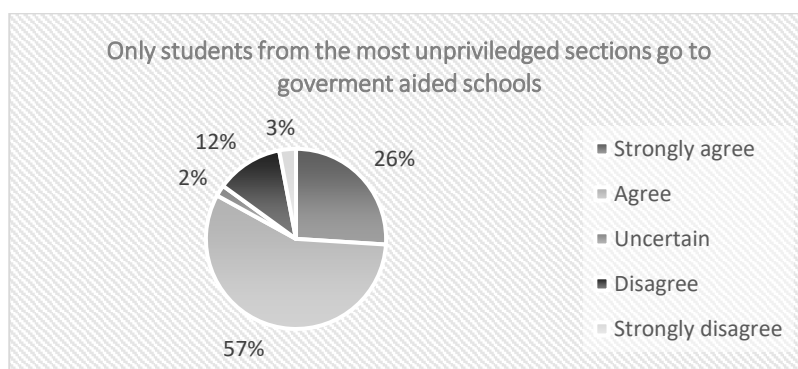


As mentioned in the previous Chapter 2, there is an acute shortage of trained and qualified teachers and high absenteeism among teachers. Jharkhand is a crucial state in the Red Corridor, has many areas that there is a high risk of Naxalite-Maoist insurgency. Due to this menace, most of the teachers recruited under the Sarva Shiksha Abhiyan do not want to be posted in these remote

villages. When this question was put in front of the rural teachers, 73 per cent of them agreed (As shown in Chart 3), saying that they do not want to be posted in areas under the Red Corridor as there is always a risk of life. Maoists often target government schools for their operations. Those who are posted in these inner villages are generally of a nearby village. Recruitment of teachers is also based on written examination. They are not provided any first-hand pedagogy training to pass on quality education. Where 60 per cent (As shown in Chart 4) respondents say the pedagogy training is not enough for them to pass on quality education (mostly includes parents of rural children), 30 per cent say they have had sufficient training (mostly includes teachers in rural areas).

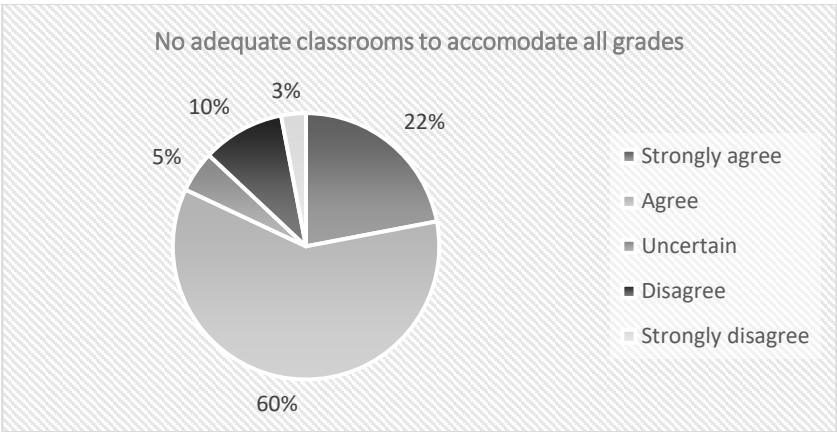


Because of the weak education system, with no proper teachers, infrastructure and books, people in rural areas who can afford good quality education send their children to good schools in urban areas. It was also seen that the ratio of girls in comparison to the ration of boys in these schools are much higher because parents think it is more important to educate boys than girls. They, therefore, send their boy child to better schools since the beginning. Eighty-three per cent of the respondent (As shown in Chart 5) straightaway agreed to the fact that only children from the most underprivileged section of the society are enrolled in government-aided rural schools.

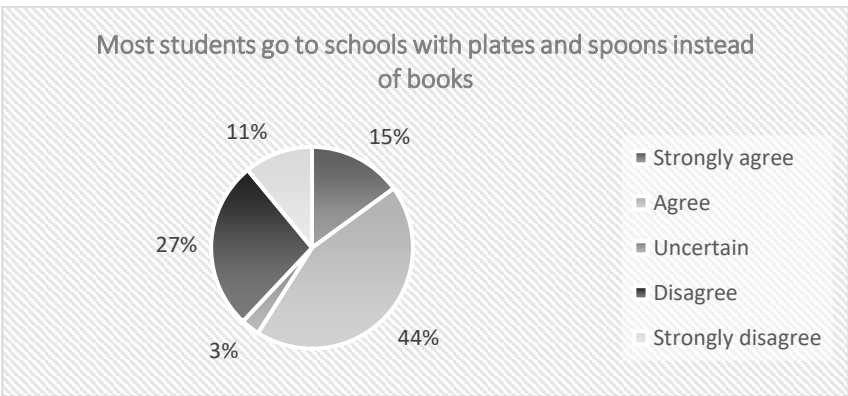


Most of the rural schools in Jharkhand has a high student-teacher ratio, almost 7% of schools have a ratio equal to or greater than 100 students per teacher (compared to the All-India average of 5%).

This is mainly due to an inability to recruit the required number of teachers for approximately 40,000 schools in Jharkhand. Besides this, infrastructure is another issue that keeps classrooms overly filled. There are not sufficient classrooms to accommodate students of all grades in a different room, and therefore, students of two-three classes are made to sit in a single classroom with either two teachers or a single teacher handling all the grades. Maximum respondents supported this fact, as shown in Chart 6.

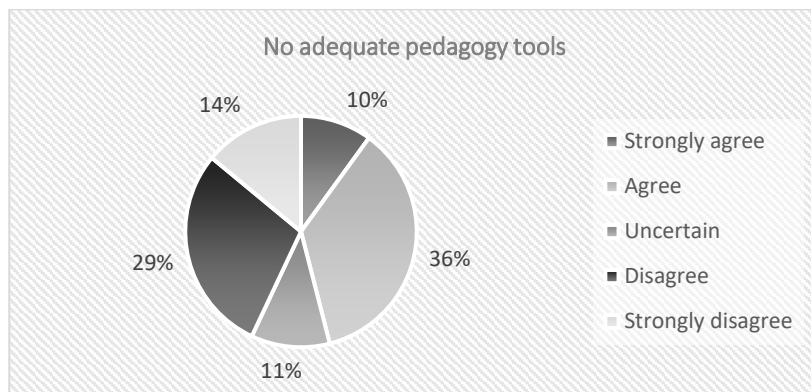


Poverty is a huge factor that brings children to school. Most of the children in these areas go to school with plates and spoons rather than books and notebooks. And 59 per cent respondents' agreement (As shown in Chart 7) to this statement is testimony to the fact that it is the mid-day meal that attracts rural children to school and not what they learn at school is of any importance. Be it any reason, the government is at least satisfied that the school dropout rate is steeply decreasing.

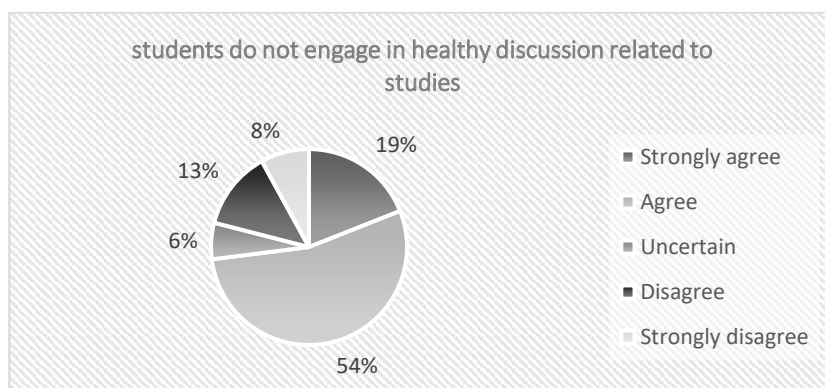


There is a fifty-fifty response to the statement that rural schools do not have enough pedagogy tools for improved student learning (As shown in Chart 8). Of course, blackboard, chalk, duster, maps and calendars were seen in almost in every school. But dusty and unused for a long time. To make learning easy and exciting, there were no posters, wall writings, science learning tools, maps, atlas,

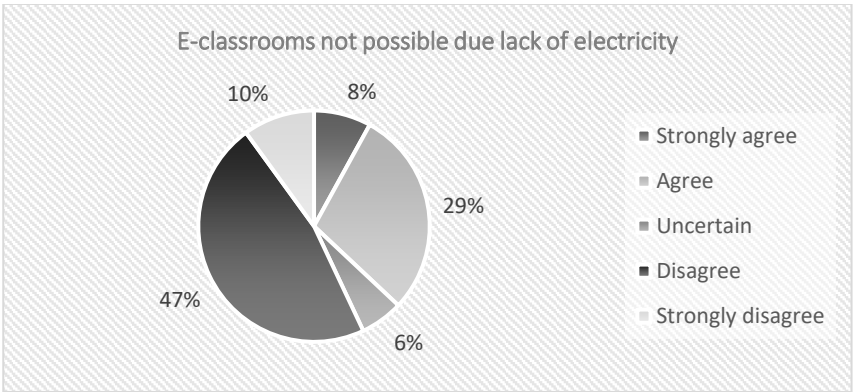
globe, etc. this made classroom communication uninteresting and therefore, learning becomes tough.



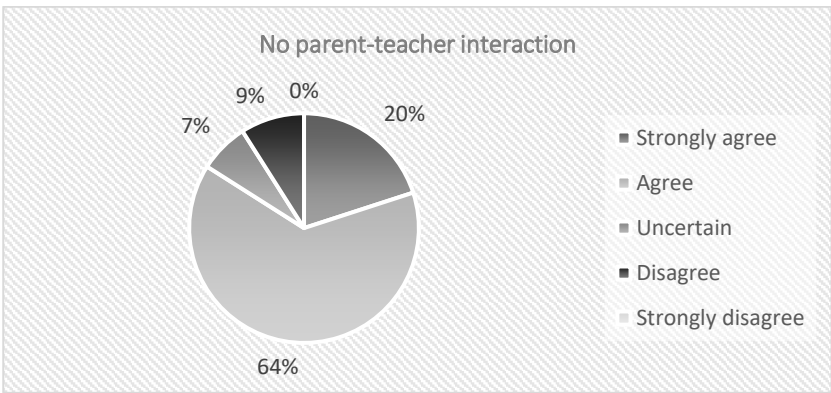
Peer-to-peer communication is essential for a child's growth. Children learn a lot when they share their ideas and problems, and try to solve them at first. Since students go to school more for khichdi than for studies, they hardly spend much time in school after lunch. More than 60 per cent (As shown in Chart 9) of the respondents agree to the statement that students do not have a healthy discussion related to studies, at school. Due to poverty, most of the children work after school. Hence, they do not have any out-of-school activity too to discuss among peers.



Where these learning tools are missing, dreaming of e-classrooms in these schools are tough. But almost 50 per cent (As shown in Chart 10) respondents disagreed to the statement that e-classrooms are impossible in these schools due to reduced electricity conditions. There were no proper electric wiring and switchboards, no adequate infrastructure and walls for installing an e-classroom. However, parents in these areas opined that if the funds that the government provided be appropriately utilised, children will have better facilities at school. Examples of H.H. High School was cited by a number of parents saying that if they can start computer learning with the same electricity status, why can't other schools too.



For better growth of a child, it is essential that they are being guided equally at home and school. In these rural schools, there is no parent-teacher interaction. This statement was supported by more than 80 per cent of the respondents (As shown in Chart 11). Parents also do not bother to reach out to the school and update themselves from their child's academic performance. This shows that the rural population do not know the difference between their child 'going to school' and their child 'learning at school'. NGOs and government organisations should first make an attempt to make the parents aware of this difference and improve the learning process at school.



Role of Communication in Dissemination of Quality Education

According to the Learning Lab project by Milind Pande, director of MIT School of Telecom Management, it has been indicated that communication devices like mobile, computers and television are scalable technology assisted with learning alternative to address the gaps and has helped to reduce 50% dropouts from primary education. Students learn more through visual pictures and graphics than word of mouth. These devices function as ubiquitous educational resource if graphing tools, language dictionaries, logarithmic tables, historical and geographical factoids are bundled along with the device.

Sri Sri Ravishankar's Art of Living organisation has also set up 115 free schools in tribal, rural and slum areas to standardise the functioning and documentation of the school work and improve the teaching techniques. It organises regular workshops around the country, including representatives of school teachers, Head Masters/Mistresses from different schools. The workshop provides hands-on training for the participants on new teaching techniques and methods to improvise their skills. It also provides the participants with an opportunity to meet teachers from all over the country and exchange views and ideas. The Art of Living has made education accessible to various villages. The programs have enabled parents to understand the value of education and created harmony amongst diverse cultures. The schools believe in imparting education which not only helps the students materially but also emotionally and socially.

Tata Steel's Camp School programme is intended to enhance the educational interests of the school dropout girls residing in core tribal villages. Girls in the 9-14 years age-group, who have never been enrolled in any school or are school dropouts, are brought at the centre, where they undergo a nine-month bridge course. Recently, Tata Steel in association with Tata Interactive Systems (TIS) has introduced Tata Class Edge, an interactive learning and teaching solution in few schools of Jharkhand. It is a holistic classroom solution that not only makes the teaching process interactive by using visual means but also enables teachers to create question papers and analyse student performance.

Rural Organization for People's Advancement (ROPA) is another organisation which is using communication to spread the importance of education and good hygiene in rural areas. ROPA started a school in several villages of Jharkhand. The organisation aims in reaching each sector/village panchayat within Jharkhand and raise public awareness, promote education, teach civic sense and hygiene, improve living conditions, and aid in agriculture development. With this in mind, in 1994, in those villages of Kurkuta panchayat, where schools do not exist, informal pre-school education for children has been initiated. This carried on for few months, after which public awareness programmes were conducted. This made the people in the district desire to have a school in their vicinity, which would enable children from the neighbouring villages to study. With the consent of the district administration and the desire of the people, the organisation obtained permission to start a school in 1999. At present, about 300 boys and girls attend this school from pre-school to junior high. Within 18 months, in a Panchayat district of 4000 people, 300 children have started their education.

Conclusion

Experienced rural educators and empirical evidence offer insights and evidence for improving rural students' motivation and increasing their learning. There is little evidence that community or school size militates against student performance, all else being equal. Geographic remoteness presents its

challenges, but distance technology available today helps close the miles in ways not possible in the past.

Some obstacles of rural schools are contextual—pockets of poverty, limited English usage in migrant and immigrant populations, the distractions of mass media, the temptations of drugs and alcohol to youth, and the difficulty keeping quality personnel in places in which not everyone wants to live. Because rural schools may not count on the recruitment of new talent to elevate their level of human capital, they must intentionally ingrain systems (policies, programs, procedures, and practices) that optimise the productivity of current staff and readily assimilate new staff. These systems are necessary and achievable in rural schools.

Based on the observation made during the visits and conversations with the teachers and students, the following conclusion could be drawn. All observed schools, even the most interior ones, were provided with basic infrastructure and separate classrooms for each grade, a teacher's room and a kitchen to prepare mid-day meals.

Schools are also provided with maintenance funds every year for repairs, painting, etc.

Surprisingly, only children from the most underprivileged sections of the area were enrolled in government schools. As soon as a family can afford private schooling, they prefer to pay the fee and get their children into private schools. This is despite the fact that government schools provide free books, meals and their teachers are formally selected and trained, unlike their private counterparts. This is a testimony to the fact rural folk are not insensitive towards their child's educational needs, but they need to be guided better on this issue.

In all the observed schools, the girls outnumbered boys constituting almost 70% of the total strength. It was also found that rural families are more serious about their boy's education and hence send them to private schools. This revelation leads to the conclusions the families need to be sensitised towards taking the girls education equally seriously.

In government schools where majority is that of girls, female teachers made a better connect with students even if there were no conscious efforts on the teacher's part. Also, children showed much more enthusiasm in a class conducted by a younger teacher as compared to an older teacher. The difference lies in communication style, and energy level maintained during the classes.

The most worrying aspects among all observations were the inability of the children to comprehend or even understand their long-term problems. They remained passive listeners in most of the cases and did not realise the role of proper education in their lives. During conversations, barring a few expectations, most children could not even tell about what they wish to do for a living once they

passed out of school. They need to be encouraged to think and think freely to be motivated to speak and more interaction with each other, which in turn will lead them to believe and discuss further.

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Social Media Marketing: A Case Study of Online Advertising Campaigns

Hina Habeeb*

Abstract

With changing times, communication strategies are also evolving, especially after the revolutionary advent of Web 2.0, which has ultimately led to the use of the internet on a broader scale. The phenomenal use of social media is mind-boggling and has made its presence mandatory in every realm of life. Marketers and companies are also not an exception. They have recognized the prospective world of opportunities offered by social media and are trying to encash it in the best possible way. Being the new mantra for most of the brands, social media marketing has been acknowledged as a potential marketing platform by the companies because it not only helps in communicating effectively with their target market but can also disseminate information and receive feedback instantaneously. It assists them in establishing a two-way flow of information; therefore, they are innovatively implementing new social initiatives to power their advertising to reach as many people as possible. This paper explores the role of social media in marketing communication through various examples.

Introduction

Around 58% of the world population has an internet connection today. International Telecommunications Union and the World Bank reports that nowadays, there are more than 4,536,248,808 billion internet users in the world. (June 2019). The number of internet users has increased by 1,157% from 2000 to 2019. China currently accounts for 20 percent of internet users worldwide (over 820 million), followed by India, with over 550 million internet users and then U.S. (293 million). This data (June 2019) shows us the importance of the internet in our everyday life.

The internet removes the geographical and physical boundaries allowing the people to interact with each other, irrespective of personal or professional matters, enabling people to share their beliefs, viewpoints, passions, opinions, etc. thus becoming an open gateway of a phenomenal amount of information and entertainment. Internet has turned into a new platform for creating value and spreading wings far and wide, thus becoming popular globally. It has facilitated businesses as well since, thanks to it, now people can communicate directly with companies without stumbling upon any barriers and can negotiate according to their requirements. Even companies have the advantage of reaching out to a wider market and be more visible about their products and services. Now the

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information is disseminated on a global scale irrespective of the size of the company; big or small because the advent of the internet has positively affected the business marketing strategies. Even small firms are now able to compete with more prominent companies on an equal footing since they can reach their target markets at a minimum cost, thus benefitting the company in the long run.

Furthermore, the rise and increased usage of the internet has carved out new ways of communication between companies/business houses and their customers. The relationship between these players has changed and has become more personalized and direct, leading to the build-up of trust and loyalty. Social media networking is a shift in the way business/companies do marketing because even the consumers have changed their way of engaging with their chosen brands and in turn, making some of the traditional marketing strategies and structures redundant.

Social Media

“Social Media refers to a self-generated conversation between people about a subject of mutual interest, built on the thoughts and experiences of the willing participants.” Social media is all about sharing and aiming at a collective vision, which intends to offer a more-appropriated and informed choice at the end. Furthermore, social media is ever-evolving since it changes over time as it allows people to generate content in a participative manner whenever they want to add an additional piece of information. Nowadays, it has become a great point of attraction for anybody in terms of communication, information, social networking, entertainment, and most importantly, marketing. It is growing every day. The world is becoming more social, with an average of 15-17 hours per week spent on social media sites worldwide. In India, only, out of 560 million internet users, 351 million are social media active users. According to McKinsey, India is quickly outgrowing China in terms of Internet adoption. Currently, Indians are spending the highest amount of time on social media (17 hours per week), nearly running into a risk of addiction. According to Mangold and Faulds (2009), Social Media covers a wide variety of "online and mobile, word-of-mouth forums including social networking websites, blogs, company-sponsored discussion boards, and chatrooms, consumer-to-consumer e-mail, consumer product or service ratings, websites and forums, internet discussion boards and forums, and mblogs (sites containing digital audio, images, movies, or photographs), and social networking websites to name a few."

E. Qualman considers social media as “the most popular activity on the internet. People through social media are collaborating in order to satisfy their interests. It can make you save time more than making you waste it. Since social media enables collaboration between people on the internet, businesses can for sure get benefits from it too. More and more companies are using social media tools in the workplace for a collaborative purpose.”

According to the author, social media has revolutionized the businesses’ recruiting process as well. Traditional recruiting mediums such as job fairs, job boards, and job search firms still exist, but their influence has decreased in consequence of this shift in the recruiting process. Social media tools

have become an excellent medium to bridge the gap between the employers and the job seekers since it helps in maintaining more direct and useful connections.

Companies are now aware of customer's disappointment regarding a product or service because of the facility of instant feedback, which can be given at any time and from any place just by a tap on the computer/laptop or mobile phone. Even, the companies can quickly respond to customers' complaints on social networks like Twitter/ Facebook/ Instagram, thus improving their credibility and popularity to stay ahead of the existing and future competition. This can prove to be an excellent opportunity for businesses to strengthen their relationships with their clients.

Changing Marketing Strategies

The advent and development of the internet has led to the ever-changing marketing strategies along with the evolvement of new technologies, particularly the promotional element. Some elements of the marketing mix are also affected during the process. Marketing has changed both in terms of strategies and the new communication tools it offers.

Socio-cultural conditions have changed the consumers' behaviour in the past years. Now, the people have realized the value of time in their lives, thus reducing the time they used to spend in time-consuming, tiring, and unnecessary activities. Ultimately, this has changed the way people used to purchase and communicate. Now, they believe in having access to a broad range of quality information, thus, favouring fast and efficient communication. All these changes have led the companies to evaluate and adapt their marketing strategies as per the changes taking place in the consumers' buying behaviour.

The businesses should understand that they should adapt to the new communication tools. "Significant opportunities can be taken by customizing the communication, by delivering new types of content, by gathering and making good use of data collected about customers through databases and by adapting to the increasing power of internet users." (S. Zappala & C. Gray).

Social Media Marketing (SMM)

Social Media Marketing is considered as the fastest-growing components of the internet thus becoming one of the most popular methods for advertising since it provides an ultimate opportunity for targeting an audience with its outstanding quality to communicate and engage customers.

"Social media marketing is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach". (Margaret Rouse).

The main aim of social media marketing is to focus on people, i.e. consumers or target audience and not the products and services provided by the company. Its different strategies can be implemented through different social mediums. Feedback given in the form of comments and appreciations by the consumers holds importance rather than the products with multiple qualitative features and promotional tools attached to it. Consumer behaviour is influenced by many factors such as

consideration, opinions, awareness, purchasing decisions, attitudes, information gathering and post-purchase evaluation especially in the times when negative word-of-mouth can sail worldwide within minutes with the explosion of Internet-based messages transmitted through social media. Due to social media marketing, marketers have an upper hand since they can easily track, what is shared on social media and measure its impact which will ultimately help in improving the offered message so as to adapt it as per the client's needs and requirements. The impact of social media can be measured and evaluated relatively quickly due to the availability of social media analytics and metrics.

Social Media Channels

Fred Cavazza, who is a French web business consultant, gave an initial version of the description of all social media channels- the Social Media Landscape, in the year 2008. He divided the Social Media channels into ten main groups: share, discuss, social games, social networks, publish, lifestream, microblog, live cast, MMO and virtual worlds. From 2011, this model is updated annually with the changes in social media marketing. In Fred Cavazza's 2016

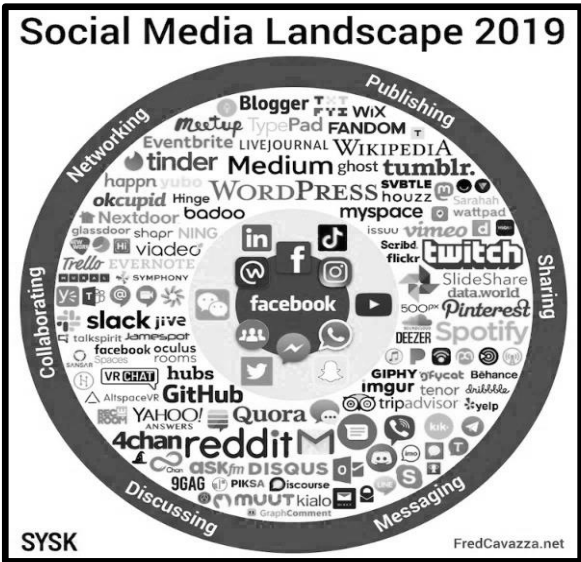


version of Social Media Landscape, unlike previous years, the hexagon is preferred over the circle. Twitter, Facebook, and Google are the dominant parties in the social media landscape. The main categories are publishing (publishing content on particular blog platforms), sharing (share information such as presentations and photos on SlideShare, YouTube, Pinterest, Instagram), networking (business on LinkedIn and personally on Tinder), discussing (forums and related social channels such as Reddit), communication and collaboration. In particular, the communication part (messaging) is crucial. The model shows Facebook, Whatsapp, and communications from Google (Hangouts), and Microsoft (Skype) have acquired a visible position.

But, since 2017, he again started using a circle. The latest 2019 Social Media Landscape model is concerned with the social media of Amsterdam, whereby WeChat and Line from Asia are included because they have international versions. Facebook is the real focal point this year.

IMPORTANCE OF SOCIAL MEDIA IN MARKETING

In marketing, social media is used as a communication tool that makes the companies accessible to those who are interested in their product and services as well as to those that don't know their product and services. It is used as a tool that creates relationships and a personality behind their brand, which they otherwise may never gain. This not only leads to recurrent buyers but too long term customer loyalty as well. Social media helps companies to have a voice of their own and provides a platform to communicate with peers as well as current customers and prospective consumers. It personalizes the "brand" and helps in spreading the message in an informal and colloquial manner. Social media used to effectively serve as another customer outreach activity of organizations that involved generating leads and building brand awareness, but currently, with changing trends, social media is being used for affecting sales positively. A mindset to shift towards making social media a dedicated engagement medium is already underway.



Benefits of Social Media Marketing

Since social media marketing provides a lucrative and productive marketing solution, therefore nowadays, it is widely used by businesses. Its weapons (various platforms) in comparison with other promotional tools can not only be used for free but very easily also. It is all about using unconventional means to achieve conventional goals, by being creative, encashing relationships and using community instead of depending on a huge budget to achieve the marketing goals.

Social Media Marketing has many significant benefits for the companies' success, which are enlisted in the table given below, whereby they are mentioned along with functional areas of an organization/business, which are marketing, public relations, finance, research and development, customer support, and human resources.

FUNCTIONAL AREAS	BENEFITS
MARKETING	Brand exposure has increased Awareness has increased Reputation management of the brand is done Targeted traffic has increased Search engine optimization has improved Marketing costs have reduced

PUBLIC RELATIONS	Communication is taking place in real-time Band exposure has increased
FINANCE	Cost-effective The cost has reduced in the field of marketing, recruitment and customer service.
RESEARCH & DEVELOPMENT	Received market Insights on the target audience Competitor monitoring has increased New ideas are captured from the community
CUSTOMER SUPPORT	Customer interaction has increased feedbacks Received personalized support in real-time Customer experience has improved Customer loyalty and its retention has increased Support cost has reduced
HUMAN RESOURCES	Enhanced business networking Facilitated the recruitment process Recruitment costs have decreased

Channels of Social Media Marketing

Social Media Marketing is not simple, fast, or cost-effective. It involves research, strategy, implementation, team's implication, networking, conversing, and measuring. Any type of business uses at least one or several dedicated social media channels. The Social Media Marketing strategies are implemented through social networks, blogs and microblogs, social bookmarking, video and image sharing websites or voting websites, forums, and wikis. Each of them has its advantages, its own characteristics and disadvantages, and its own worthwhile benefits for businesses. Social media marketing strategies are implemented through several different social mediums.

The main challenge for every business which uses Social Media Marketing is to find out, on which Social Media channels/platforms its audience and customers are spending their time and holding conversations. Currently, a trend is in vogue where people prefer to visit several social media sites instead of sticking to only one site, and this trend is termed as *cross-pollinating*. Just by reading, listening, and analyzing their target audience's activities, marketers will be able to ascertain where, when, with whom, and how the consumers are interacting in the universe of social media. It will also help them in identifying the influencers and the kind of role they play in the online community: whether they are networkers, trendsetters, reporters, everyday users, or opinion leaders.

The following table enlists the seven types of Social Media Marketing channels, along with their fundamental principle, their strengths and their weaknesses with examples: -

SOCIAL MEDIA CHANNELS	PRINCIPLE	EXAMPLES	STRENGTHS	WEAKNESSES
Blogs and Microblogs	Corporate blogging	Wordpress, Blogger	Personal Interactive and multimedia Easy to use	Time-consuming Possibility of handling bad comments
Wikis	Collaborative development	Wikipedia	Crowdsourcing and transparency Teamwork Synergy	Vigorous control needed Time-consuming
Social Networks	Interaction platform Social online presence	Facebook, Tumblr, Google+, LinkedIn	Very personal Advertiser's dream	Risks related to the content of the posts
Social Events	Event organization and promotion	Upcoming, Eventful, Meetup,	Real-time organization Reduced costs	Possible failure
Media Sharing Sites	Common interests Products and services used	Flicker, Pinterest, YouTube, SlideShare	Better than words Easy to share and viral Creativity and control Relatively young audience	Copyright issues Production costs The mainly young audience only Oversaturation
Forums	Interactive dialogue	Phorum, PHPbb,	Interactive conversation Niche markets	Less popular these days Hard to get involved
Social Bookmarking	Information and learning Entertainment	Digg, Pinterest, Delicious, StumbleUpon	Business relationships Leader positioning	

To successfully implement social media marketing strategies, a company should keep several points in mind, which are as follows: -

- The company shouldn't jump on to the bandwagon just because its competitors are jumping into it. There is a need to analyze the market to understand that whether SMM strategies fit its brand and will it benefit from SMM or not.
- The firms should develop a strategy for using social media. Firstly, they should know what target they want to achieve in a year and should chalk out a plan to fit social media into it by customizing the available tools as per their needs.
- The company shouldn't expect results overnight since SMM is a long-term strategy. The results may take a few months to come overboard.
- SMM has to be used along with all other conventional marketing strategies since it's not a standalone tool for marketing.

Case Studies on Social Media Marketing: -

1) HOW MCDONALD'S GOT MORE THAN 10,000 FOOTFALLS AT THE LAUNCH OF ITS NEW OUTLET.

Name of the Brand: McDonald's India

Name of the Campaign: Store Launch of McDonald's India in August 2012 in Coimbatore.

Name of the Agency: Tonic Media was hired by McDonald's to create a buzz. For the purpose, irresistible teasers were created with a motive to build up anticipation.

Objective:

- Increase footfalls and generate sales at the new store on the day of the launch.
- Increase engagement rate on the brand's Facebook page.

Strategy:

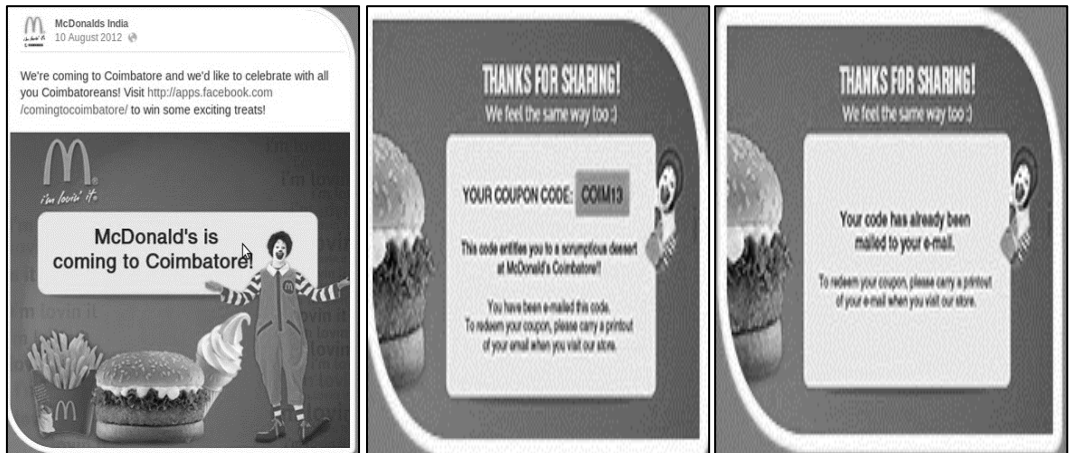
The insight was that people couldn't resist sharing secrets. What is not meant to be told to anyone gets said to everyone. Hence the strategy was to develop a SECRET CODE, especially ONLY for the Facebook fans who participated in this unique activity. The users were made to understand that the code is not meant for anybody else but exclusively for them. Only people aware of the code from Facebook will be given free soft serve vouchers for redemption on the launch day in McDonald's.

Execution: The entire campaign was executed in 2 phases from 10th August to 2nd September 2012.

Phase 1: Teaser posts were developed to create buzz around the city where McDonald's was going to be launched. The teaser posts generated curiosity and buzz around Coimbatore.

Phase 2: Posts in which users were asked to participate in a unique contest with an application called "coming to Coimbatore."

The application asked the users to choose their favourite line and express their excitement about the store launch in Coimbatore. This also integrated the brand message and propositions "I'm loving it" in the contest. When a user participated in the contest, a customized message was sent to their wall, thus increasing the virability of the activity. In order to gratify the participating users, they were e-mailed SECRET coupon codes, which they could redeem on the day of the store launch. Only people coming with the secret coupon codes were eligible for a free soft serve.



Result:

- Over 10,000 footfalls were generated in the first week of the store launch.
- 90% of the Facebook fans based in Coimbatore participated in this application-based contest to avail the benefit of the secret code.
- The applications generated 138312 "Impressions," i.e., the number of people who saw the customized message that was sent to the user's wall after they look at the application.
- By the end of the campaign, the page saw an increment of 250% in the number of fans from Coimbatore.
- The launch of McDonald's became the latest big thing in the city, making it a memorable event.

2) HOW PEARSON INDIA ESCALATED ITS PRESENCE ON FACEBOOK BY 200%.

Name of the Brand: Pearson India

Name of the Agency: Adhog Interactives

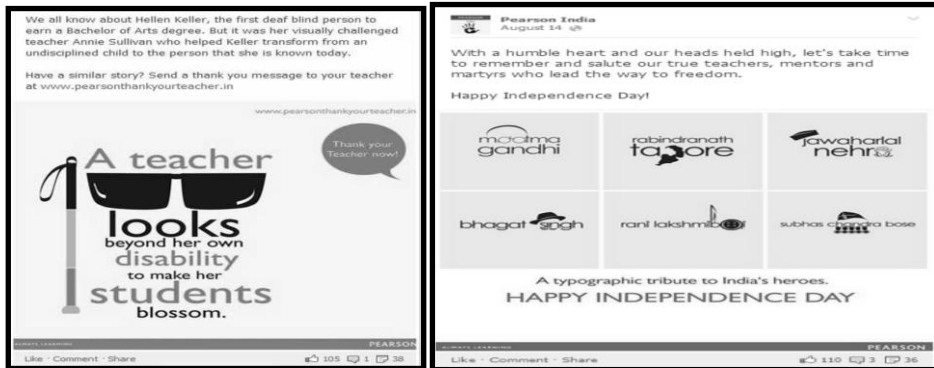
Objective: Pearson Education had a desire to reach out to students and their parents who hugely rely on social networking sites and the World Wide Web intending to bridge the gap between the education provider and education seeker by launching them across seven social media platforms namely, Facebook, Twitter, Pinterest, LinkedIn, Quora, YouTube and Google+ in October 2013.

Execution:

Pearson India used seven social networking platforms as a part of its marketing strategy:

Facebook

- The brand was presented to the audience in a manner so that they will like and appreciate it.
- Information and facts were shared excitingly and appealingly.



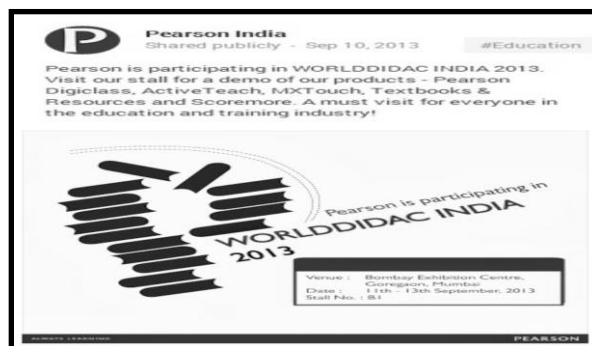
Twitter

- Hashtags such as #AlwaysLearning #LearnInATweet were created representing Pearson India.
- Information and interesting facts were shared on twitter with the Hashtags.



Google+

- Pearson India cross-promoted its other social media platforms and then shared the latest news about the company.



Quora

- Pearson India had procured over 600 followers on Quora which had an active blog.
- Many of Pearson India's replies on Quora had been upvoted, which led to the establishment of the brand's distinct viewpoint about the education sector and news as well.

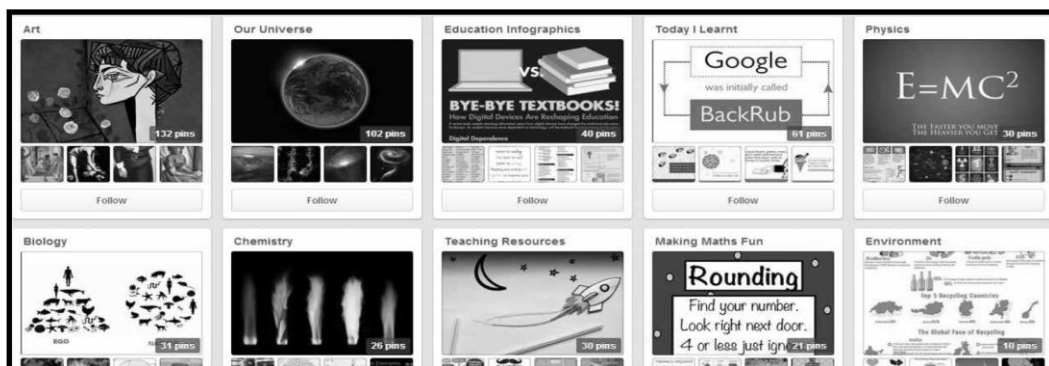


YouTube

- Students were provided with videos which helped them to understand things quickly and easily.
- The brand gained over 100 subscriptions for its YouTube account.

Pinterest

Information was shared using exclusive boards on each subject, like Chemistry, Biology, etc.



Campaigns:

Two campaigns were carried out: **#PearsonThankYourTeacher** and **#ILearntFromDad**.

Thank You, Teacher:

- For the purpose of Thank Your Teacher campaign, a microsite was established to promote it.
- A chance was given to the users to acknowledge their teacher's efforts by uploading a video containing a thank you note.
- A Twitter contest was also rolled out with the same aim which trended in India on Teacher's Day eve thus managing to acquire large number of entries on the microsite.
- A special Thank You card was sent to the teachers on behalf of the user without charging any amount from them.
- Students were encouraged to participate in the initiative and thank their teachers through the bulk e-mails sent to them.

I Learnt From Dad:

- On Father's Day eve, Twitterati was asked to recollect any one lesson or good habit they have imbibed from their fathers.
- The hashtag #Ilearntfromdad trended across India within thirty minutes of the launch of the contest.

RESULTS:

- Today, Pearson India has become one of the largest communities on social media across Pearson worldwide.
- Facebook fans has increased up to forty thousand and is growing at 200% quarterly.
- Average weekly audience engagement has crossed over three thousand.
- Average weekly audience reached has up to 1,35,000.

3) HOW THE SALES OF LULU MALL INCREASED BY USING SOCIAL MEDIA BY 29%.

Name of the Brand: Lulu Mall

Name of the Agency: Kreatea Global

Introduction: LuLu Mall being one of the most popular malls in Kerala launched NRI Shopping Festival in April 2014 with a goal to allure NRIs, tourists, and the general public using social media and online platforms during the promotion period.

Objectives: Creating awareness among tourists, NRIs, and the masses to visit the mall, increase sales of the shop owners, building excitement around the events, and reaching out to the potential customers.

Challenges: The major challenge was to address the NRIs in the Middle East, who visit their hometown during the months of July and August. They had to devise a campaign that attracted the expatriates and showcased the mall as the one-stop-shop for fun, shopping, entertainment, and family get together. What Triggered the Thought? Carrying heavy luggage all the way to their homeland is inconvenient for any NRI. Therefore, the idea of traveling light and in turn shopping at Lulu Mall was stressed upon throughout the promotional period.

Strategy:

- To inform the NRIs and general public in Kerala about the shopping fest, a month-long radio campaign was launched in all the leading Malayalam FM channels in the Gulf and Kerala.
- Arrangements were also made for NRIs to collect their special discount books at the mall. There were on-ground activities and offers at retail outlets in the mall as well.
- Engaging promotions/advertisements targeting Facebook fans, the general public and NRIs, were created.

- Apart from online and social campaigns, live entertainment performances were also organized at the mall.

Execution: Following tools and platforms were used to turn the shopping festival into a huge success: -

▪ **NRI's Discount Book**

An exclusive discount book with details of participating brands, offers, and discounts was available at the mall during the shopping festival. The booklet was distributed to all expatriates on arrival at the International airports in Kochi, Trivandrum, and Calicut, leading hotels and lulu mall.

▪ **Social Media**

The NRI Shopping Festival was promoted on social media channels as well. To promote and popularize the campaign, promotional content, and designs based on the basic theme, offers and entertainment activities held in the mall were created. The Facebook page and Twitter handle were updated regularly with all these promotional posts.

As the Lulu Group has a more extensive fan base in the Middle East, the promotional content was also posted on the Facebook page of Lulu Hypermarket, Dubai which had more than forty thousand fans from the Indian subcontinent and Kerala, who were the main target audience of the NRI Shopping Festival.

▪ **Campaigns in other media**

Traditional print and electronic media were also used to reach out to the general public and NRIs. Print ad campaigns in the leading newspapers in Kerala and even radio campaigns in both Kerala and Middle East were executed. Along with this, promotions and event announcements were made at Lulu Hypermarkets in the GCC (Gulf Cooperation Council), to inform the expats about the event.

▪ **NRI's shopping festival microsites**

A microsite with details of the Lulu NRI Shopping Festival was launched to promote the event among the masses and NRIs. It was live during the period of the promotion and exhibited the NRI Discount Book updates, activities in the mall, details of contest winners, and other relevant information about the shopping festival.

▪ **Super shopper contest**

It was open for anyone to participate who will do the purchasing of Rs.5000/- in a day from the same shop or multiple outlets at Lulu Mall. As part of the contest, a total of 86 winners were chosen. The promotion of the contest and the announcement of the winners took place through the microsite, as well as Facebook, and twitter webpages of the LuLu mall.



RESULTS:

- Footfalls to the mall increased from 14,40,770 to 17,37,482 since the idea of posting content on social media platforms and of the microsite became a hit among the target audience thus increasing the sales by 29%.
- Total page visits on the microsite between 9th July 2013 and 31st August 2013: 6957.
- Growth in social media: From 1,51,164 Likes to 1,77,268 Likes. Increase of 26,104 Likes.
- Engaged users: 8,008 people were reached.
- Reach among Facebook fans: 53,99,573 with an impression of 86,83,222.
- **Achievements:** The NRI Shopping Festival bagged the 'Online Retail Marketing Campaign of the Year' award at the Asia Retail Congress Award Ceremony.

4) Borosil's 'The Joy of Giving' Campaign on Twitter For The Education Of Underprivileged Children

Name of the Brand: Borosil

Name of the Agency: Social Kinnect

Objectives

- Creation of a digitally driven campaign to spread awareness about the importance of education especially for the underprivileged children.
- Propagate the word about an initiative and to raise funds for the underprivileged children through digital media.

Execution:

Witnessing the increased usage and popularity of digital and social tools such as Facebook, Twitter, Borosil decided to take advantage of the Social Wave in order to create a talking point around its concept of 'Giving.' which aptly justifies **#JoyofGiving** or **#BorosilJoyofGiving** for which: -

- A microsite was set up with an inbuilt Twitter tracker that helped in keeping track of all the tweets.
- Whenever the hashtag **#BorosilJoyofGiving**, was used by the twitter users, Borosil contributed Rs. 25 to a fund that was meant for the education of underprivileged children.
- Borosil invested in reaching out to over 2 Lakh users via Google Banner Ads and Facebook so that they can also join in to contribute towards the cause.
 - Celebrities and influencers were approached to post a tweet to spread awareness.



Results:

- Within three days and 4000 Tweets later, Borosil collected around 1 Lakh Rupees, which could fund education for approximately 25 kids for one session.
- More than 2 Lakh Fans increased via Facebook Posts Engagement and Banner Ads.

Conclusion

The ubiquity of social media is apparent and increasing. Every year the web of social media is becoming more intricate and closer-knit. Now, this virtual world is almost treated as a parallel one since the users are doing everything on social media ranging from forging new relationships, doing and growing business and brands to sharing personal experiences. In India only, the total number of internet users is estimated to increase to 666.4 million by the year 2023.

The popularity of social media can be deciphered by the fact that worldwide social media users have increased to almost 3.5 billion at the beginning of the year, 2019, and social network users in India are expected to increase to 447.9 million by 2023. Not only this, India has the second-largest online market behind China. E-commerce websites have been gradually rising through the ranks of the lists of most visited websites. Expenditure on e-commerce has increased by 14% by the end of 2018. The importance of social media marketing can be deciphered by the fact that in India, E-commerce is being considered to be the largest and most profitable for a new business start-up. It has been revealed in the recent study that around 50% of consumers are buying products online, based on the recommendations they get through various social media networks, and approx. 74% of customers are relying on social media for making their decisions related to their choices and purchase. Another study shows that 43.8% of Indian internet users have purchased at least one product online in their life irrespective of their age and gender, and by the end of 2019, it is expected to grow by 64.4%. The figures are overwhelming and show that social media offers a large variety of resources to business, and its role cannot be ignored since social media helps in bridging the gap between the consumers who might not otherwise know about the services or products or what precisely the companies represent. It helps in personifying companies as "real" to the public. If they want that their followers/fans should increase on social media platforms, then instead of just talking about the news concerning the latest product in the market, they should share the product's personality with the masses/people. Social media is a platform that can be used to communicate and provide the type of interaction that consumers are looking forward to.

Social media marketing not only demands arduous efforts and extremely hard work but also has its own limitations and risks before achieving distinguished success since numerous social media platforms are available therefore it is a tough call to make a correct choice about which platform is apt for one's product according to its target audience and desired outreach. The company should focus on formulating an excellent social media marketing strategy and should strive consistently for new and appropriate content for its various web pages. Companies/ brands should consider quality over content. Graphics and visuals play an essential role in creating attractive and qualitative content, but it's challenging to produce quality visuals and graphics since it requires specialized skills and enormous time to create them. Staying creative, original, and unique in its marketing strategies,

is among the most challenging social media marketing challenge to overcome. Other than this, it is burdensome to find ways to encourage "sharing" on social media. Only posting blogs/articles/links is not sufficient, but to spread the "word of mouth" is all the more challenging and essential.

Above all, there is only one thing in common among the brands who have achieved notable success on the internet; they treat marketing as a service. They use their marketing budgets to create something of value for their target audiences instead of spending mindlessly on endless corporate propaganda and vapid advertising. Apart from this, soon a time will come which will inspire the creation of new social platforms in the upcoming years because of the existing concerns of the users related to their privacy, protection of their valuable data, continuous changes in their social media preferences and behaviours, and broader fatigue which easily overcomes them with the regular usage of existing platforms. Looking at the larger picture, it can be deduced that though challenges cannot be ignored, yet, they are less significant in the wake of the benefits provided by social media for any business.

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Influencer Marketing through Social Media: A Study of Instagram

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Abstract

Social media is no doubt a platform to connect with the people, but now it has become the biggest platform for marketing as well. It is considered as a connecting tool for one and all. Social media gave birth to the influencers who have gained a lot of popularity and followers by making new trends. Instagram has been very popular these days, and since its launch in 2010, it has attracted around 7 million users worldwide. Due to its popularity, no wonder it has caught the attention of marketers and advertising agencies. The influencer users are changing the game of marketing. Whether it is a genuine review or if it is a paid opinion, that is open to interpretation by the individual affected. The intimacy & trust formed between the influencer and the followers made the advertisement more effective; most of the followers felt that the influencer is their friend and role model. The objective of the study is to find out the role of social media in influencer marketing, especially through Instagram. The present research paper is an attempt to find out the impact of influencer marketing as well as to understand how do Instagram users view these adverts? The research is qualitative in nature, where in the data collection method is survey with a questionnaire.

Keywords: Influencer Marketing, Social Media, Instagram and Advertising

Introduction

An influencer is a person who has made his identity by his own hard work on the social media platform. There are many of the influencers who have made their identity by their talent; for example, Ashish Chanchlani Official, Sivakarthikeyan Doss, etc. the list doesn't end here there are many more.

Instagram has been a very popular social media platform since among the advertisers and people. People of different age, colour, culture and various domains are here together. Instagram has many

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features to it like, photo filters, boomerang, superzoom, hands-free etc. It has around 700million users across the world. By seeing the popularity of Instagram, the influencer marketers wanted to take a chance and wanted to do something new. Till now we have only seen celebrities doing marketing of the big brands, but now we see that's the influencers has also joined the race and are doing the marketing for big companies and not only for the big companies but also for the startups and the small companies because they don't have a budget to promote their companies by a big celeb0rity. It's a good sign that even if a common man who is talented and the ability to influence people can be an influencer and marketing of products and services can be done through them.

Influencer marketing is a type of social media marketing that uses endorsements and product mentions from influencers—individuals who have a dedicated social following and are viewed as experts within their niche. Influencer marketing works because of the high amount of trust that influencers have built up with their following and recommendations from them serve as a form of social proof to your brand's potential customers. Influencer users are changing the game of marketing, whether it is a genuine review or if it is a paid opinion. People follow the influencer because they feel that they are one of them and some consider them as their role model. This trust between influencer and the follower is the point of advantage for the marketers and the advertisers.

Objective:

The objective of the study is to analyze that how much influencer marketing is effective in the social media platform i.e. Instagram.

Methodology

The sampling method is carried out where the researchers took a random sample of 100, and it was being distributed among the respondents. The Google survey form is sent to one hundred respondents of different age groups who are active Instagram users through what app on 27th November 2019 to understand the influencer marketing. Other than the questionnaire survey, the researchers have observed the content on the social media platforms about the topic of research. Data output has shown the required results. During the research, the researchers monitored the content based on influencer marketing, the advertisement done by them and the products marketed by them on the Instagram platform.

Hypothesis

The hypothesis for this research is-

- Social media is the new platform for the promotion & advertisement, and the influencers are the new tool for the advertisers to market their product & services. So now they

marketers are taking the help of the influencers as they are more popular among the people.

- Social media can be used as a tool to directly communicate with the target groups in the coming years with a higher success rate.

Analysis

The most powerful and oldest form of mass communication is the word, both written and spoken. But in today's modern world audio and visual has also become a part of mass media. A new platform, social media, has taken the power of the word to new levels, transforming companies, society communication. Social networking sites are small virtual villages. Here we remember Marshal McLuhan's Global Village concept. The world of social media gives scope to everyone to express and share their ideas, thoughts and feelings, who want to be a part of it. In today's digital world, it is next to impossible to escape from the clutches of social media. The survey has provided the results based on the following data output:

Q. What is your age?

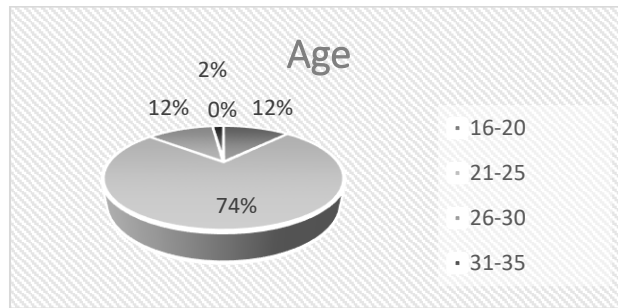


Figure 1:

Figure 1 shows the age group of the participants of the questionnaire. 12% belongs to the age group of 16-20 year; 74% belongs to the age group of 21-25 year; 12% belongs to the age group of 26-30 year, and 0% belongs to the age group of 31-35 & 35 above.

Q. Do you use Instagram?

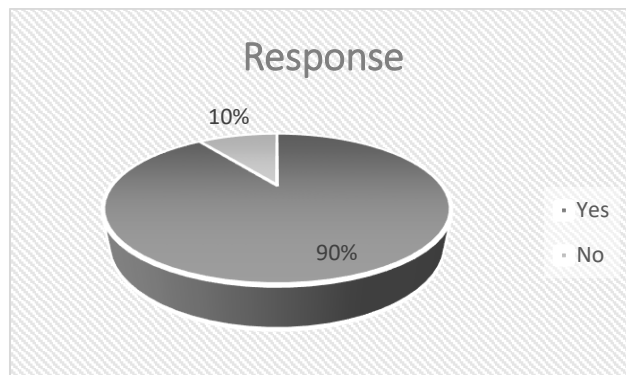


Figure 2:

From the figure, it may be noted that 90% use Instagram and 10% do not use Instagram.

Q. Do you follow any Instagram influencer?

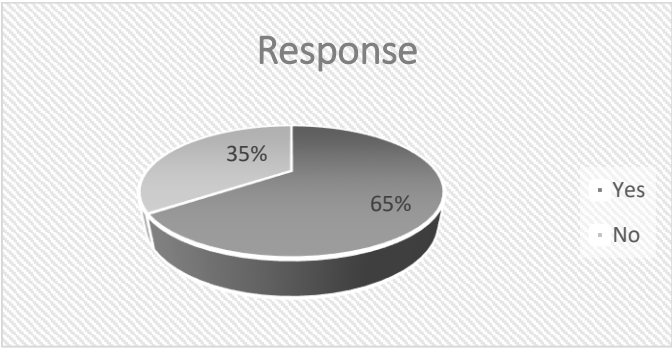


Figure 3:

Figure 3 shows that out of the total respondents for the questionnaire, 65% of them follow influencers and 35% do not follow the influencers.

Q. Do you trust and follow the influencer blindly?

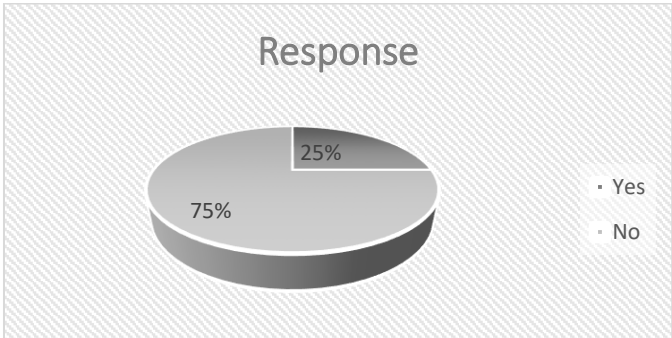


Figure 4:

Figure 4 shows that out of the total respondents for the questionnaire, 25% of them trust the influencer blindly, and 75% of them do not trust them blindly.

Q. Have you ever seen any company sell their product through Instagram influencer?

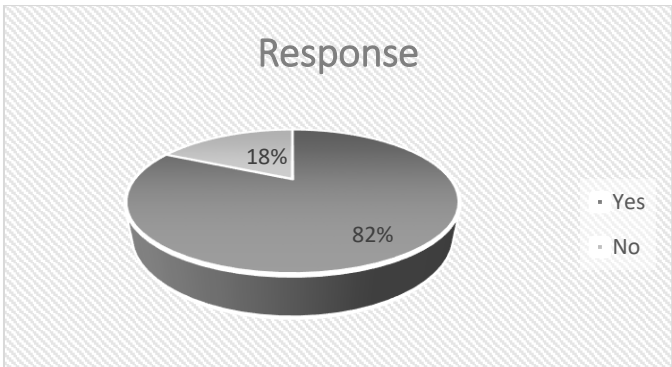


Figure 5:

Figure 5 shows that out of the total respondents for the questionnaire, 82% of them have seen the influencers marketing product on Instagram, and 18% of them have not seen.

Q. Do you purchase the product or service which is being promoted or marketed by an Instagram influencer?

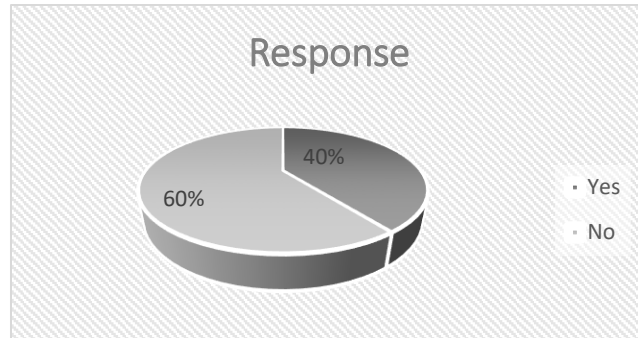


Figure 6:

Figure 6 shows that out of the total respondents for the questionnaire, 40% of them have purchased the product and services marketed by the influencers, and 60% of them have not purchased.

Q. Who do you think has more influence over common people or their follower?

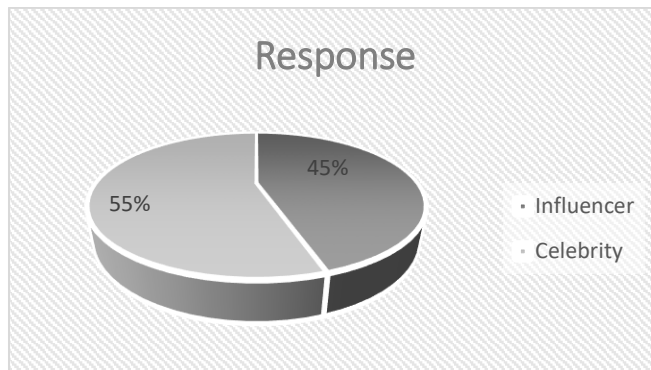


Figure 7:

Figure 7 shows that out of the total respondents for the questionnaire, 55% of them feels that celebrity has more influence than the influencer and 45% of them thinks that influencers have more influence over the ordinary people.

Conclusion

It is evident from the above study that, since influencer marketing is a new trend, people are not that much aware of it, but still it has its impact upon the people. In an average, we can say that 30% of the people approximately know who influencers are and how they have been used by the marketers to promote their products and services. From the above study, it may be noted that there is ample scope for the influencers to have a strong position in marketing. They will be in high demand in the days to come.

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