

# Media Map

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Society

Communication

Polity

Economy

**Controversy Over Governors**

**Media Space and Time Selling**

**TV : Time to build on signs of hope**

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**Strategic Communication in Polio Eradication**

**Journalism 3.0 : New Eco-system Fast Evolving**

**Mobile learning comes to India : What to expect**

**Communication Revealing a Close Bond With Nature**

# *Surrogate advertising or historical blunder?*



One and a half century in a country born 67 years ago.

# Media Map

Issue IV, Volume I, July 2014

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Media Map Covers Media Stories; Major reporting Events; International media scenario; Problems/politics of Indian press; News from the world of media education; Media seminars/Communication Research; Dilemmas/Issues of ethics and propriety for media; Political Issues as reported by media; Comments on political developments; Current issues relevant to media public; Geopolitical issues and international affairs intelligent media users must know; Economic issues as reported by media; Issues of media ownership and vested interests of economy and media.

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# An Open Invitation

It is our pleasure to invite you to join the movement being launched by Media Map, a monthly journal on media, mass communication and critical issues of our polity and economy.

As we move ahead in the 21st century with its complexities and growth of a knowledge society, a strong need is being felt to equip our mass media—print, electronic or cyber—with a capacity to grasp new knowledge and a forward looking approach to report on the changing scenario.

Mass media must rise above old beliefs, prejudices—both social and personal-- and above all cynicism if it has to lead the march of the country in the emerging new world of great opportunities.

To play this historic role media persons need training and knowledge beyond the basic professional and technical skills they learn in media schools. On their part, media schools need to reorient their syllabi and training modules to include the essential features of the emerging social reality.

Media Map is being brought out with the idea to equip our media organizations and media persons with improved intellectual tools to grasp, capture and report the new reality.

It seeks to work as a bridge between media education, media industry and society. It also seeks to redraw the boundaries of media ownership by encouraging stakeholders to support independent ventures by enterprising media professionals, something which the new technology has made possible. It will be far better than being ill-informed and cynical critics of what media reports.

Any exercise in reorienting the present media will be tough. But it is the need of hour for those who want our society to move ahead on positive lines. We have to admit that movement in the years since globalization and economic liberalization has been haphazard and non-inclusive. And our media cannot escape blame for this uneven development.

Since the directionless growth, which has created a state of flux, cannot be allowed to continue hence Media Map -- a small but essential step for our course correction.”

**Dr. J. S. Yadav**  
Chairman  
Editorial Board

## Why We...

■ *Media Map seeks to work as a bridge between media education and media practice to enrich education with field experience and practice with academic knowledge and research.*

■ *Media Map is a thought journal on media. It addresses itself to ethical and moral questions in the world of media, especially news media.*

■ *Our editorial policy is liberal, progressive and secular. We provide a platform to cross currents of thinking, perception and ideas on media emerging from our experience of living in a pluralistic diversity. Our guiding philosophy is Gandhian journalism.*

■ *Media Map endeavours to promote an enlightened public opinion on issues that concern us as a citizen of India. Our effort is to raise the level of media debate above partisan views and biased opinions.*

■ *We invite contributions from media practitioners, scholars and policy makers. Written in simple journalistic language a write-up should normally be of 900 words or less. However, for research papers the word limit does not apply.*

■ *Media Map is addressed to media students, research scholars and teachers as well as to those media practitioners who consider media as a serious subject and not a more entertainer of frivolous and fickle-minded.*

# Our Mission Statement

*With so many media magazines around why a new journal on media? This is a question which can be legitimately asked of us. Our answer is that we are not a journal. We are voice of a movement -a voice against trivialization of media. It is a voice against a misplaced notion that a newspaper is a commodity and since newspapers are a product and news a commodity, editors and journalists who process news can be treated as workers and traders.*

*In short Media Map wishes to be a bulwark against the aberrations that have corrupted the Indian media scene and have undermined the glorious history of Indian press.*

*In a very determined way we seek to make Indian media commit itself to promote the interests of aam admi and address itself to critical issues of polity, society and economy. We know that the task we have given ourselves is tough and daunting. We also know that we are a feeble small voice.*

*Yet we believe that small is beautiful. We are sure that as we move on we will be joined by many others who, like us, are in quest of independence of thought and freedom of spirit undiluted by murky compromises.*  
*(Excerpts from first edit)*

# Why not Learn Communication Skills

**F**requent use of indiscreet expressions and four-letter words is becoming second habit of many of our politicians, especially those belonging to Punjab and Hindi heartland. However, when a sophisticated person and senior leader like Yashwant Sinha uses an appellative then it comes as a shock. Similarly whatever be the provocation we do not expect a Member of Parliament that too an educated Bengali to suggest to his followers to go and rape the womenfolk of his political opponents. And both these acts of gross indiscretion have taken place at a time when the tension of a bitterly fought election is over and not much is at stake.

It is paradoxical that when there is an increasing awareness about better communication skills all around and communication training facilities are expanding in a big way our politicians exhibit such poor communication behavior. Perhaps Yashwant Sinha's excuse will be that he was chased by the media and irritated by constant questioning he lost his cool. But none would buy this argument. First as someone playing a leading role in public life you cannot avoid the press. Then like all political leaders he also uses the press to gain political mileage as and when he needs it. Any two-way relationship has to be to the mutual advantage of both the parties. Then how one party does its professional job should be none of the business of

the other party. May be news could best be obtained by provocation at a given time.

The root cause of the problem is the egomania from which most of our politicians suffer. They feel they know all and they need to learn nothing. The fact is that despite paying lip service to the Fourth Estate and Article 14 (A) of our Constitution on freedom of expression they know nothing about the working of media and its role in society. Media is good when it shows them in good light. If it highlights their misdeeds, inefficiency and corruption then it is bad, unprofessional and dishonest.

What is needed is some basic training in political communication for both the politicians and the journalists who seek information from them for their stories. While reporting skills are taught hardly any media school runs any course in political communication. There is the need to work hard to develop political communication as a sub discipline of mass communication by organizing research studies, seminars and academic interactions. Besides academic programmes there should be customized short courses for politicians so that they understand media and improve their communication etiquette for interacting with it.

**Pradeep K. Mathur**  
Editor-in-Chief

# Serious and Interesting

I find Media Map seriously interesting. The selection of topics show its editors have not been overwhelmed by the recent political trends like some other liberals and continue to see things in an independent and dispassionate manner. I am sure you will look at the new development: how IB is using media's willing shoulders as gun stand.

**Saibal Dasgupta**  
Beijing

Four I am going through the current issue of Media Map and found it very comprehensive, thoughtful and analytical. Though I am working in Hindi media, but will be grateful if you find me somehow useful for your magazine.

**Kumar Kaustabha**  
Tez channel, TV Today Network

The issue is indeed thought provoking especially related to recent changes in the political scene in India and what the media needs to be vigilant about. Would it be possible to add a feedback column where readers could voice their thoughts and opinion about issues raised in the various papers and articles?

**Sushama Kasbekar**  
Assumption University, Bangkok

This is a wonderful journal. I would like to suggest you to take an ISSN no for the journal.

**Dr Surbhi Dahiya**  
Associate Professor IIMC,  
New Delhi

A good effort.

**Pradeep Krishnatray.**  
Galgotia University,  
Greater Noida

I must say Media Map is well produced.. My only suggestion is that lengthy articles should be avoided and if necessary there should be extended highlights with sizeable pictures, even of the author. You can use news pictures, Indian and foreign to stave off monotony. I will also say that you should target media students without being apologetic. Take articles related to their syllabus. Of course you can insert any thought articles or surveys.

**A.C. Saxena**  
Veteran Journalist

Thanks for mentioning me at such length in the article "The Real Indian Minority". I would not have been able to recall that conversation in such detail. And perhaps i made my statement with a smile, which could not be seen in the darkness of the interiors of my Gypsy. Secularism is multi splendored thing and religious minorities speak of their identity to ensure there is no erosion in their breathing space. Communalism is a very different cup of thing altogether, and even the majority can be guilty, or elements of it. BTW, I share with you a strong appreciation for Jawaharlal Nehru

**John Dayal**  
Veteran Journalist and  
Social Activist

The content is impressive i liked two articles on secularism and article 370.

**Dr. Manoj Srivastava**  
CCS University, Meerut

Contemporary issues highlighted and discussed threadbare.

**Dr. Rajesh Kesari**  
Noida

I have seen the current issue of the journal Media Map. I must say that the choice of articles is quite meaningful and content of most them is rich in thought and information. The bevy of writers reminds me of several old friends and acquaintances. Thanks for this too.

**Prof. (Dr.) N.K.Trikha,**  
Dean, School of Journalism and  
Mass Communication,  
IMS Noida.

My immediate suggestion while I read it at length is to push the magazine on social media...especially Twitter and align with like minded pro journalism initiatives all over the world. Must soon create a twitter handle for it if it is not done already.

**Rakesh Kher**

Congratulations on bringing out something as serious as this when seriousness is going out of the window. Please correct the figure of costs incurred in the 2009 elections as "crore" has to be added.

**Ramesh Menon**  
Managing Editor,  
INDIA LEGAL,

I have found Media Map to be very relevant in today's scenario.

**Sarvesh Tewari**  
TV Journalist

Important issues and allows the reader to think through.

**Vineet Mathur**  
New Delhi

# Iraqi conflict has dangerous implications

The ongoing conflict in Iraq has serious implications for us in India. We view any crisis in West Asia in terms of its relative impact on oil prices and its impact on inflationary trend in our country. However, the present crisis has much bigger implications. It has the potential of creating a deep cleavage in our society which may retard the process of modernization and social change in that segment of India's population which needs it most. The invasion of Iraq in 2003 by the then American President G. W. Bush is now boomeranging in the form of a renewed civil war between Shias and Sunnis; the two irreconcilable Islamic sects?

Excepting Iran and Lebanon, in most of the Islamic countries, Sunnis are a majority sect while Shias are in minority. The same is the case in India Historically since the demise of the founder of Islam prophet Muhammad, these two sects have been at daggers-drawn decimating and killing each other mercilessly. The destruction, sack and plunder by the Mongol army under Hilaku Khan' command in 1258 was the result of the conflict between a Sunni caliph Al-Mustaasim and his Shia adviser and grand vizier, Ibn al-Alkami.

The entire city of Baghdad, an abode of learning, research and advancement in all branches of knowledge for seven centuries, was razed to the ground and burnt in six weeks with massacre of 1.5 million inhabitants.

Historically, the Shia or the Sunni dynasties alternating in power have been routing each other with rare abandon since they deem each other infidels and out of the pale of Islam or apostates. The Shia-Sunni unbridgeable rivalry has spilled over to many other Muslim countries most notably in Pakistan. However, India is lucky to have avoided this nightmare so far.

Pakistan is predominantly a Sunni state and Shias have been on the receiving end from the Sunni fanatics by way of target killings their abductions or group massacres. This is causing deep disquiet among Shias in India. Such is the level of ideological rift between these two sects whose most of the beliefs are common barring the question of succession after the death of Prophet Muhammad. Shias believe it was only Hazrat Ali the cousin brother and son of law of the prophet to be the legitimate successor because he was from his bloodline. The Sunnis believe that the four successors were the rightful caliphs as they were elected and were pious and virtuous.

Saudi Arabia is the sacred center for the Sunnis because of several holy places out of which are two most venerated. One is the holy Ka'aba or the house of God in whose direction the Muslims pray. The other is the mosque of the prophet adjoined by the burial place or tomb of Prophet Muhammad. The reported threat of an ISIS leader to raze kabab has shocked Indian Muslims a great deal. But for Shias it is an existential threat.

Baghdad and Syria have most of the sacred shrines of the Shias. But the rulers here are mostly from the Sunni sect. Any caliph or the head of the Islamic state in these regions would invariably use extreme coercive power to subdue either Sunnis or Shias subjects.

But the surge of the new Jihadist force ISIS (Islamic State in Iraq and Levant), consisting of Sunnis, and other Islamic militant groups, the coming days seems to be extremely frightening. If ISIS assails Baghddad their victory might come over the piles of the dead bodies of Shia defenders. Same could be predictable in case of Syria.

There are visible signs that Iraq faces the probability of being divided into three independent regions. These could be one for Sunnis, one for Shias and the third for Kurds. How the situation in Syria would emerge can be anybody's guess. In the volatile region of West Asia the Iraq crisis may be resolved by dividing the country into

three parts – Khurdistan and a part for Sunnis and Shias separately. However, in India such a division may create a permanent scar in Muslim which already lives in a state of alienation with the big Hindu majority community.

*Azaz Qamar Khan*

# Need to work on work scenario

It is heartening that the incidence of child labour has shown a marked decline in our country thanks to tough laws, judicial intervention and efforts of some dedicated NGOs. However, it is unfortunate that nearly 44 lakh kids between the age of 5 years to 14 years should still be working as labour and we cannot do anything to end their plight. Perhaps the reason is that neither political parties nor our media takes the problem of child labour as seriously as it should. During the bitterly fought April-May elections when all sorts of issues were discussed to pin down the government of the day child labour never found any serious mention.

A government that has come to power on the promise of giving a good deal to the citizens and generating employment for the jobless must work fast in that direction. One sure reason for child labour is the unemployment of parents. The census 2011 data has revealed that more than 20 per cent of young people in the country are jobless. When they marry and raise a family there children will be in danger of becoming child labour.

In fact what the new government should do is to have an entirely new look at work and employment scenario in our country. About 16 crore women, many of them highly educated and many highly talented are not working and give their time only to household work. How a country that dreams of becoming a world power soon can afford this?

What was most important after our independence for us was to introduce a work culture of our own in which we could have utilized our people, our powerful man-power and could have ensured jobs to maximum number of people who still remain jobless. The British especially didn't do it; it wasn't their job, either. They associated only that number of people with government jobs which was essentially required for running of their government. And we carried on their legacy; instead of strengthening a work culture of our own, we introduced a culture of focusing on white collar jobs as a matter of policy and tried all our best to maintain it. We adopted a system where we taught people, don't do this, and don't do that without giving any thought to its consequences. Leave this job , leave this art and handicraft, we will give you a government job, that will ensure you big salary, you won't need to do any work and you will get regular salary, you will get the job even without having essential qualification for that job, plus quick promotions, and what else you want. This you will get in the name of this, in the name of that. Shun this practice.

Instead of shifting persons from one job to other job, we just need to ensure them a better social status, for that we need to introduce a culture where jobs so far treated low get better dealing. This can be done by introducing mechanical applications in menial jobs. This can be done by promoting our folk- arts and handicraft at the national level. Put all India Handicraft Board on this big task. Cleanliness is an important issue, if we could just introduce various mechanical applications including big garbage carriers like, trucks, at least in urban areas, a lot of issues could be solved.

Thus a sense of dignity will be ensured in all such jobs that have been treated menial. If the jobs are made dignified by introduction of modern mechanical technologies in various jobs, including the menial jobs, the scene will be transformed and lot many people will willingly go for jobs so far regarded less dignified. Don't we see a lot many modern, well educated boys and girls working in various types of stores in Malls, including grocery stores, MacDonald, Pizza Huts etc. They would have never worked in an old conventional Indian styled stores, had they been offered a job there. Why? What is the difference? The difference is of work culture. These modern

stores provide them same job with proper dignity, comfortable working conditions and a touch of glamour. That has made all these jobs of service boys and girls, dignified ones all over the world. So just let us try assigning Importance to work, every work, by raising its dignity. Men associated with them will automatically feel elevated and dignified. *Dr Vijay Shanker*

## Controversy over governors

By seeking to remove the governors appointed by the Dr Manmohan Singh government at the fag-end of its tenure the NDA Government has raised an avoidable controversy. The entire discussion on appointment and removal of the governors is a wasteful exercise which has no bearing on development or governance of the country. In fact it means filling a few good jobs with those who are either the favourites of the ruling clique and need to be awarded or whose presence in Delhi without having any office is inconvenient to the ruling coterie. The governors have no powers whatsoever to influence any policy decision in the interests of the people. As a UP governor once said "the only thing I can do without my chief minister's approval is to ring the bell and order my lunch". Mahatma Gandhi's close disciple poetess Sarojni Naidu, said on being appointed as Governor of U.P. that "she feels that she has become a bird in a cage".

The institution of governors is a relic from our imperialistic past which was deemed desirable in the years just after a long struggle for freedom. But now the time has come for a serious debate on at least making the job of governors worth the money that is spent on their salaries and perks. While any move to do away with the office of Governors will be too drastic a step and encounter constitutional hurdles we can certainly have common governors for small states. Punjab, Haryana and perhaps Himachal can have a common governor and similarly the tiny states of north-east can have a common governor sitting in Gauhati, Shillong or Dimapur. The money so saved can be used to provide succor to our needy people. But for this our political class will have to give up the tendency of looking to the governors' office as an award or appeasement posting.

The appointment of retiring politicians as governors often creates a very analogous situation. If the chief minister and governor are from the same political party the chief minister feels that his/her clout is being shared and the position being compromised. If the governor is from a different political party the chief minister is always suspicious of him. The governor who is supposed to be above party politics can never be comfortable in such a situation. To avoid this many powerful chief ministers have been able to prevail upon the Centre to appoint retired bureaucrats or army generals to the position of governor. But this is not a healthy practice in a democratic society.

An argument is often advanced by some people in support of continuing with the present system of appointing governors. The argument is that after long years in the rough and tumble of a ruthlessly hectic public life our political leaders do need comfortable living in their advancing years. The office of Governor provides it all. However, this is a weird argument. For one a high constitutional office like that of a governor cannot be viewed as an opportunity for a comfortable retired life. Then in the present system so many bureaucrats, army and police officers, academicians and even judges become governors who had a secured and comfortable professional life. A better idea will be to have superannuated and retiring politicians as Visitors/Chancellors of big universities where our academic community can benefit from their wisdom acquired by long years of mass interaction and ground level experience. The aging leaders can also have a good and relaxed time among people who will be simple, respectful and knowledgeable. The close interaction of leaders with long years in public life with our largely ivory-tower living academic community will add a new dimension to a better understanding of society and help in formulating strategies for social good. The experiences of veteran politicians in an academic environment can also lead to good research studies and writings which will enrich our very scanty literature on public affairs and political communication. *Pradeep K. Mathur*

# TV: Time to build on signs of hope

**Satish Sonker**

With 500 million avid viewers and more than 500 sanctioned channels, Indian TV network is one of the biggest in the world. With new technological innovations and experience TV, programming has made considerable improvements in quality of program production as well as in coverage and market distribution. Since more than half of our population is still to be brought in the media net there is a tremendous scope ahead for expansion and growth of our TV industry. However, despite a big rise in revenue, coverage area and ever-increasing viewership the TV industry is passing through a crisis of confidence. The biggest problem is lack of self-belief in the quality of content that is being offered to the viewers so called 24x7. The content is being questioned and criticized by a majority of stake-holders including TV professionals themselves. The contents are entirely market driven which means their focus is business promotion. They are not designed to cater to needs of viewers. They have promoted unabashed consumerism, thereby introducing in our society evils of greed, selfishness, individualism, disregard for needs of others and lack of sympathy for the down-trodden. The contents do not promote social and family harmony. Rather they do just the opposite of it. In the name of faith and culture they

promote superstition and obscurantism. There is too much stress on entertainment that too of a low quality. They have destroyed the middle class values; mental make-up, simple living, hard work, sincerity towards the job, respect to national symbols, established institutions so on. The programming hardly covers rich

environmental policy framework. It is being widely accepted that many low budget channels, not much visible because of prohibitive distribution costs, and producing good quality programs. The competition, fuelled by young and professionals trained in media institutes, is also making a lot of difference on the quality of pro-

**However, there are some hopeful signs which indicate a good way ahead to healthy and socially relevant TV programmes.**

and varied diversity of our country. The broad spectrum of our culture is hardly presented to the viewer. Stories of success and achievements are missing and very little is presented which can give us a feel of being a proud Indian. Generally programs are neither inspiring nor stimulating. They hardly enhance our knowledge level or comprehension of Indian polity, economy or society. The news and current affairs programs are stale, repetitive and often reflect bias of anchors and panelists rather than objective analysis and rational views.

However, there are some hopeful signs, which indicate a good way ahead to healthy and socially relevant programmes: The distribution costs have come down by 40 to 50 per cent and it is hoped that these may further come down with expansion of DTH and better gov-

gramme production. However, the most encouraging sign is a change for better in the viewer taste. This is reflected in both program, news and current affairs as well. The viewers are now much choosy about the TV serials, and they watch only programmes of their interests. This has for the first time forced the producers to blend their programs with a strong undertone of social messages. The panel discussions with experts have become regular features where serious social, political and economic issues are discussed in great detail. The best part of this that these panel discussions are increasing the TRPs of the channels. This is a clear indication that the viewers now want meaningful and serious content from TV news channels. Capitalize on the healthy trends that are emerging, it clearly identify

**Continued On Page 27**

# Journalism 3.0 : New Eco-system Fast Evolving

**Alok Verma**

(Is the journalism we have known is soon going to be a thing of the past? There can be varying opinions and a discussion on the issue can always generate heat. However, we cannot shy away from discussing it. In a well-argued write-up Alok Verma tries to look beyond the present to tell us about the journalism of future. The Editor)

**J**ournalism traditionally has involved a mostly one-way communication from producers to consumers. Until now Journalists gather and edit news, then distribute it to people who consume it rather passively. Journalism continued to flourish this way as the information so far was scarce, gathering and distributing it was expensive and technology was nowhere an enabler.

Whatever has been published or broadcast by journalists there has been minimal public involvement in the functions of journalism and diminishing public trust in its performance. That has begun to change profoundly and permanently. Technology is opening amazing possibilities to give people convenient access to both civic and life-enhancing information, without regard to income or social status. What one has been witnessing in the last two years is fresh thinking and

new approaches to the gathering and sharing of news and information. The Internet and digital communication technologies are remarkably changing what is possible. Information is moving from scarcity to over-abundance; distribution from expensive to cheap, and news consumption from passive to interactive. People now have unprecedented ability to be their own reporters, editors and distributors of information.

Examples of this dramatic shift abound, but none is more powerful than the Facebook Revolution in Egypt. The social network enabled protestors to organize, coordinate and act.

Traditional media, most notably

newspapers in the US, have been severely impacted by the faltering economy and by a fundamental shift of advertising revenue to the Internet. In response, a large number of American newspapers have cut journalistic resources dramatically. The result is less reporting of all kinds, but especially the independent local reporting that holds government and the private and corporate sector accountable and that helps people to participate fully in their communities. The same has been reflecting in the diminishing advertising revenues of the traditional media in India too. Technological Disruption—Advance Local Journalism There has been an increase in emerging news media and exciting examples of journalism being created in

**Traditional media, most notably newspapers in the US, have been severely impacted by the faltering economy and by a fundamental shift of advertising revenue to the Internet.**

non-traditional settings. In some cases this emerging journalism can address coverage needs that were never effectively reported by traditional media, such as neighborhood news. This is complementing but not replacing the reporting lost in traditional media. In a time of technological disruption, it is difficult to know what might advance local journalism. So the first priority is experimentation—tries everything, learn from what does not work and build on what does. Experimentation is needed in new business models for journalism, in new strategies for public and non-profit journalism and in new funding strategies for foundations. The second order of business is collaboration. Competition is necessary for a healthy news eco-system, but may not be sufficient. Modern news and information is an intensely interactive ecosystem in which all elements interrelate, making collaboration essential. The third priority is public or community engagement. Digital technology enables news consumers to participate meaningfully in all of the traditional functions and purposes of journalism. Engage is at the heart of re-inventing journalism, but it requires journalists to rethink their role. They need to enable people to act collectively in networks that create and share information.

It will be interesting to mention Seattle, Washington which actually witnessed emergence of hyper local websites abound in neighbor-

hoods following the loss of city's two daily newspapers—the King County Journal and The Seattle Post-Intelligencer. The two news-

papers suffered on account of substantial losses in mainstream journalistic resources and changing local news and information ecosystem.

Interestingly, after stopping the printing in 2009 The Seattle Post-Intelligencer switched to become an online-only publication in Seattle. Now the site serves about 4 million readers each month, about the same number as when the newspaper was printing. Its staff of about 20 people generates news content that is augmented by media partnerships, content from the community and curated content in partnership with other media.

The city's only newspapers the Seattle Times after having lost money every year through the past decade because of decreasing print advertising could manage to survive until now is due to the reason that almost 60 percent of the newspaper journalism jobs that existed do not exist any longer.

## Journalism 3.0

Michele McLellan studied emerging news sites as a 2009/2010 Donald W. Reynolds Journalism Institute fellow at the Missouri School of Journalism. She found a stark contrast in terms of community engagement between traditional and emerging powerful online media. Community connectedness and diverse revenue streams are critical ingredients for success for non-profit news organizations, she reported. I was struck

talk about serving the community. But with the advertising dollars flowing, we did not really depend on our communities and as a result, we did not always know them or reflect them effectively. So it's refreshing and inspiring that the leaders of these new traditional 'see community engagement as a vital component of their future sustainability.

Michele McLellan at the Reynolds Journalism Institute amassed a smart, comprehensive body of knowledge about the new news ecosystem. An extensive survey of 66 of the sites provides meaningful insights, including these findings:

- Seven in 10 said they are greatly or somewhat optimistic about making their sites sustainable; none said they were not optimistic and only one said somewhat unoptimistic.
- Fifty-six percent of the sites said they operate as for-profits, and half of those said they made a profit in the previous year. About a third of the sites are non-profit.
- Most of the sites are relatively young. More than half launched less than two years ago; more than a third launched within the last two to five years.

Many traditional news organizations are one disaster away from extinction. They have cut costs so drastically in the past decade that more significant cutting could put them into a death spiral. Many do not have the financial strength to survive another 9/11 terrorist attack or subsequent economic downturn. Many of the traditional media organizations actually lost ground to the online media for they failed to foresee the changing behavior of news users 'interaction with information online. The online media scored over the traditional media by turning that knowledge into new services, products and revenue streams. In fact, the online media majorly focused on relevance, research and revenues to strengthen its business model.

**Many traditional news organizations are one disaster away from extinction. They have cut costs so drastically in the past decade that more significant cutting could put them into a death spiral.**

hoods following the loss of city's two daily newspapers—the King County Journal and The Seattle Post-Intelligencer. The two news-

by how different they (emerging online media) sound from the old traditional like the newspaper newsrooms where I worked. We used to

Ever since the online media on its strength of 3Rs of relevance, research and revenues have been working earnestly to understand and utilize market incentives for building engagement, loyalty and financial support. Most of the online media have

and mechanisms to protect content from misuse and to appropriately compensate creators for the value of their work. This has indeed stimulated new forms of journalism from traditional and emerging media, and has encouraged the growth

open, diverse, inclusive and effective. With all the new tools and capabilities we should be entering a new golden age of online journalism—call it journalism 3.0.

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## So, relevance is more about understanding the value propositions for consumers, advertisers and sponsors. What benefit do they derive from the time, attention or money spent?

been demonstrating about how their journalism can be made relevant to the communities they are serving, especially when news consumption habits are shifting dramatically.

So, relevance is more about understanding the value propositions for consumers, advertisers and sponsors. What benefit do they derive from the time, attention or money spent? Whether the penny comes from advertising, pay-for-content, donations or transactions, revenues are a function of the value that is provided. Value is not about merely giving people what they want; it is about knowing what matters to them and establishing a relationship of trust and enrichment. It is about respecting their values in the news judgments one makes. Interactive technology enables more meaningful connections between news producers and consumers than ever before.

Advertisers, too, are changing. They are increasingly able to bypass media as a go-between with potential customers. Digital technology promises to give them unprecedented knowledge of whether and how their ad revenues are effective. The effect is ravaging the business model that sustained journalism for the past century.

Content creators and technology service providers are also collaborating to develop shared principles

of new technology and services.

In fact, the emerging media has been experimenting with new revenue models that go beyond traditional notions of money from paid circulation and advertising.

Among the notions being explored are the following: Local Online 2.0 positions local media sales forces as experts in the digital space for small businesses;

- Ad sales networks in which online media works with local ad agencies to help local advertisers collect, analyze and present data on performance and return on investment;

- Experimenting with revenue models outside the traditional role of intermediary for advertisers, including the possibility of direct involvement with commerce;

- Brokering web marketing services;

- Integrating web marketing services with online and social media and personalization;

- Providing consulting services to local businesses in the use of online and social media;

- Running sponsored messages through a public media ad sales network. The news ecosystem is fast evolving and learning how it can be

# Media Space and Time Selling

**Navendu Madodaya**

(Though media is experiencing exponential growth and new forms of media are emerging for advertising people it is time go back to basics, argues Sales Guru Navendu Mahodaya. His simple receipe is give content to hook media audiences for the advertiser to get his money's worth. But is it all that simple is the big question. The Editor)

The media is experiencing explosive growth. All types of media are growing in numbers and new types of media are surfacing like never before. Yet for Advertising Space and Time Sellers, it's time for "Back to Basics"; let us see why.

Begin with the Newspapers, perhaps the oldest advertising media. It is a different thing that with passage of time print media's share in total advertising spends is shrinking steadily. Being the oldest, they have spearheaded the art and craft of selling advertising space. The world famous idea - "Advertiser and his agency must usually be wheedled and wangled, wined and dined, and sold" - is a practice discovered by newspapers through trial and error method. And once they found revenue under this hat, they forgot the word "usually" and replaced it by the word "always".

Newspapers began selling advertising space through Representatives. Such representatives had three-

fold responsibility; one- to sell newspapers as a medium for marketing communication, two- sell the markets in which his paper is published, three-to sell his specific publication against the competing ones in a given market. Today, we observe this role definition has travelled to each and every type of media; and everyone is harping on the expression, "I'm the best!"

Interestingly, advertisers don't believe and that shows in the advertisers' response to media's proposals. As a result the game has got reduced to having a scheme that is packaged well, and is spiced by

want. The cost of doing business is going up and revenues are shrinking; a classic recipe for breakdown of business. Therefore the situation demands going back to basics. Back to basics is easier said than done. One must stop for a while and think, "What are the basic aspects of Media Business?" Again, drawing from Newspapers- These came into existence because they carried useful news for Readers. Because readers were 'keen to read', it resulted in an 'advertising opportunity'. In essence, it is the "Readership, Listenership and Viewership that drives the case for any advertising opportunity." And

**With the passage of time print media's share in total advertising spends is shrinking. However, being the oldest they have spearheaded the art and craft of selling advertising space.**

things that resemble "free snacks" offered during "happy hours" in bars. Then there is the problem of "Ye Dil Mange More!" More freebies you provide more of it they

take a look at what media telling its Readers: "It takes an awful lot of money to bring you our newspaper. While you pay only Rs. 2/- per day, it costs us as much as Rs.

22/- to print it and send it to your homes." Radio and Television have similar argument for their audience. Earlier, readers were happy to read the news carried by newspapers; today they have to swallow some godforsaken 'views' in order to 'feel' their favorite newspaper.

What Electronic Media is doing is no different from what print media is doing. Audiences in effect have turned immune to the advertising part and have become highly selective to the remaining part. Back to basics means, making them 'stay' for a while on your type of media. It calls for concerted effort, somewhat similar to all the channels having their commercial break simultaneously. And fact that Channels have done it for commercial break, it shows it is possible for all kinds of media to make the content more meaningful for their target audience.

Then there is cost of advertising. The concept like Millie Value was designed when one had an 'enticed reader' present. Compared to present, his attention span was much wider - and he treated media as a medium of education. Today, they abhor media as a tool of extraction, if not extortion. So, some concepts used to sell the advertising space & time may appear wonderfully enriched, yet the 'wonder' of response is missing. There is a need to 'discount' or 'adjust' those values for their true value; values which will promote favorable decision making rather than advertiser's indifference.

AC Nielsen' example is worth mentioning here. It is the world's leading marketing information company, offering market research and services in more than 100 countries. Few people would remember how it all began. Surprisingly for many, its foundations are as old as the great depression of early 1930s. Mr.

Nielsen was a successful Electrical Contractor. The construction activity came to a near halt due to depression. New work was not coming his way. Instead of worrying, he devised a survey to find the reasons and avenues. That was an era when many businessmen and industrial-

up for the rest 99% in the results. Start using effective selling techniques. Consider attending a program which teaches, "How to sell ethically!" You have known for a long time, the mechanics of a routine sales call- ensuring preparedness in all respects; opening the

## **the legend of born salesmen usually thrives on their ability to sell effortlessly. You too can reach the top. All you need to do is to make a beginning.**

ists were getting carried away by emotions of fear and suspicion. The reports of his survey reached Electrical Manufacturers and they asked him, what he had found. The dialogue led to a survey being commissioned by some manufacturers to find 'How best they could tackle the ongoing deep economic depression?' And rest is history!

Clearly there exists a strong case for innovation; which by the way takes some time. So, what about those who are under constant pressure to bring business revenues? Bean-counters inside and outside the boardroom are calling the shots. And media reps are constantly contemplating the question, "How to turn the tide?"

Learn and master good selling techniques. Good selling is a practiced drill and not prerogative of so called BORN SALES-MEN. Actually the legend of born salesmen usually thrives on their ability to sell effortlessly. You too can reach the top; all you need to do is to make a beginning.

Begin by knowing that- you can be one of the best or you can be with the rest! Now set out to work on it, on daily basis. Remember, the conditions outside contribute only 1% and your own reaction to those conditions make

call; making a presentation; obtaining a commitment etc. You have known it all, like the back of your hand, so has any top seller. Thus what is the essential difference? It is in their superior preparations and the perfect handling of the show.

You know that the prospect usually looks forward to some emotional experience of his/her choosing within your proposition. So, you have to make it possible for the prospect to overcome his previous emotional ties and experience the use your kind of media.

Concentrate fully on the prospect before you, his needs and attitudes. Remember, the prospects have the unusual ability to be completely oblivious to your persuasion. They see or hear what they want to see or hear. When you give a presentation or demonstration, make sure it ultimately develops into a two-way communication.

Make use of the words, which will have leading effect on the prospect. You can even be bold and take a few risks by saying striking things which will seize audience attention and if that makes them ask some questions you will know they have been listening.

**Continued On Page 27**

# Mobile learning comes to India : What to expect

**Anubhav Mathur**

(Indian has achieved mobile revolution but still it is a long distance away from internet revolution. Unless we achieve better and easier internet connectivity we cannot use mobile as a learning tool, something we must have to fight ignorance and illiteracy says the study. The Editor)

## Abstract

In India although the present penetration level of internet in the country is 12 to 13%, mobile phone access has touched 65 to 75%. Almost 93% of the youth use pre-paid services and 68% of the youth chose their phone models and the brand. This paper describes a mobile learning environment, with mobile phone becoming every adolescent's prized possession.

The main focus of this paper is to explore the possibilities of mobile learning, why this new form of learning may succeed, and opportunities this new way of learning offers in the socio-economic and cultural scene of Indian subcontinent. This paper will also look into the reasons which would eventually turn mobile phone a learning platform and the benefits associated with this evolving medium.

The paper is organized on theoretical lines and indicates how mobile communications can be beneficial for students from all sections of society at large.

**Keywords:** m-Learning, mobile devices, social influence, ICT, social construction, uses and gratifications.

## Introduction

Mobile learning is learning with the use of any device which is portable. The user can learn and use the device when moving or travelling. In this article I would be referring to mobile phones as devices to be used for mobile learning. Mobile phones are getting bigger in screen sizes, have higher processing powers and larger storage capacities also.

They are rather smaller versions of laptops in pockets. These features of mobile phones have turned them in to an ideal device for learning. Since they happen to be smaller variants of laptops, they can very well support data in different formats like audio, video, text, graphics and images. The mobile phone is mobile reader, mobile TV, mobile receiver and an aggregator too.



**M**obile learning (or m-learning) is defined by Clark Quinn [Quinn 2000] as ... the intersection of mobile computing and e-learning: accessible resources wherever you are, strong search capabilities, rich interaction, powerful support for effective learning, and performance-based assessment. ELearning is independent of location in time or space. (Corbell and Corbell, 2007)

Today "Mobile Phone" has not been limited as communication tool to send and get text and voice messages. It has emerged as a technology to bridge digital divide between urban and rural and illiterate and literate. Within two decades of its launch in India, mobile phone has penetrated in all strata of society, despite the economic conditions, technical issues like lack of connectivity and electricity and low levels of literacy. The advent of mobile has not only changed the shape of the economy but has also

brought a new working style. The use of mobile applications, Value added services and short message services has made things quick, accessible and has brought people closer.

It has also emerged as a delivery channel for different kind of services like banking, travelling, buying tickets, m-commerce and so on. Government and private agencies have also started using "Mobile Phone" to deliver citizen and business services to common man. After the launch of 3G services in India, users are now able to access health, educational, agricultural, infotainment services on their mobile phone. With the increasing subscriber base decreasing costs of handsets, cheaper call rates and increased ease-of use, issues of access are gradually subsiding (Lim, Hocking, Hellard, & Aitken, 2008).

Among all the ICT tools available today, mobile phones has been the most popular and widespread personal technology rapidly adopted all

over. According to TRAI (telecom regulatory authority of India), the total number of wireless subscribers as on 30th September, 2012 was 906.62 million. Although there is an overall monthly decline by 0.19%, but there is a monthly 0.51% increase in the rural subscriber. The whole world is going mobile and we are witnessing the emergence of a connected, mobile society, with a variety of information sources and means of communication available at home, work, school and almost everywhere. Sharples (2003) suggests that educators should seek to exploit the potential of the technologies learners bring with them and find ways to put them into good use for the benefit of learning practice.

## Literature

Mobile learning, or m-learning, can be any educational interaction delivered through mobile technology and accessed at a student's convenience from any location. M-

learning hardware may include mobile phones, handheld PCs, tablets, the iPad, and notebooks. Because m-learning utilizes a variety of devices, many of which are ubiquitous in the lives of students, it can foster student engagement, peer-peer learning and offer opportunities to make learning integral to daily life.

Many studies (Attewell, 2005; Chen & Kinshuk, 2005; Murat, S et al, 2008) have shown that mobile technologies can improve the teaching and learning process across all education sectors. The current trend in mobile phone penetration shows that the mobile phone has reached the rural parts of India and will soon reach the student community of rural and weaker sections of society. Moreover the feature of being able to connect any time anywhere makes the mobile phone to be a viable and feasible personal technology for distance learners. This is a sufficient reason and motivation to explore the possibility of making the mobile phone an important tool in the educational systems of developing countries.

The applications used in mobile learning generally focus on brief interactions of perhaps five minutes or less, using simple navigation and graphics to accommodate multiple screen sizes. Such applications enable the quick review of information. The student can download applications and can access them in a Wi-Fi zone. Lot of university campus have Wi-Fi access and it's also available at hot-spots, malls, restaurants etc. Mobility comes one step higher with GPRS (3G & 4G) and the services offered while changing cells or travelling from one city to the other. With 3G the mobile applications can exchange data at a faster rate and student can seamlessly continue his learning.

These m-learning activities can be used on a growing list of devices, though the prevalence on cam-

pus of Smartphone's with a data plan—which allow users to run applications on the phone's operating system, browse the web, and send and receive e-mail—makes them attractive options for course projects that are supported with mobile technology. Resource-constrained individuals can be innovative in their use of mobile media and communication (with practices like beeping (Donner, 2008a) and SIM card swapping to use the mobile in the most cost-effective way).

Tata Consultancy Services, Gen-Y survey 2012-13, reports that today's youth are turning to text and chat as alternatives to voice. Besides, the youth have graduated to utilizing the full potential of Smartphone's and almost 70% of the student's surveyed carry a handset. "Nearly seven out of every 10 high-school students own mobile phones and nearly 20% of them have access to the internet," Another revelation is that non-metros are not far behind the metros in the usage of Smartphone's among the youth. The survey also reported that the difference in ownership patterns between metros (58.50%) and mini metros (59.36%) isn't much, with smaller cities scoring over the larger ones".

## A learning Platform for students

Mobile learning is a collaborative form of learning, where the students seen as participant's can have a virtual classroom or m-classroom. With the help of applications like What Sapp, Line, We Chat they can exchange notes, discuss problems, update peers and send illustrations also.

India has seen phenomenal growth in the Telecom sector which typically considers telephone and computers. It is seen that over the last three years, the Telecom sector has grown remarkably in the range of 29% - 47%. Like any other parts of the world, the principal driver for Telecom growth in the country was the growth in mobile phones.

According to Telecom Regulatory Authority of India (TRAI), as on March 3, 2010, the Total Telephone subscriber base reached 621.28 Million in which

- Wireless subscription base increased from 563.73 Million in February-2010 to 584.32 Million at the end of March-2010, and
- Wire line subscriptions re-



mained the same at 36.96 Million.

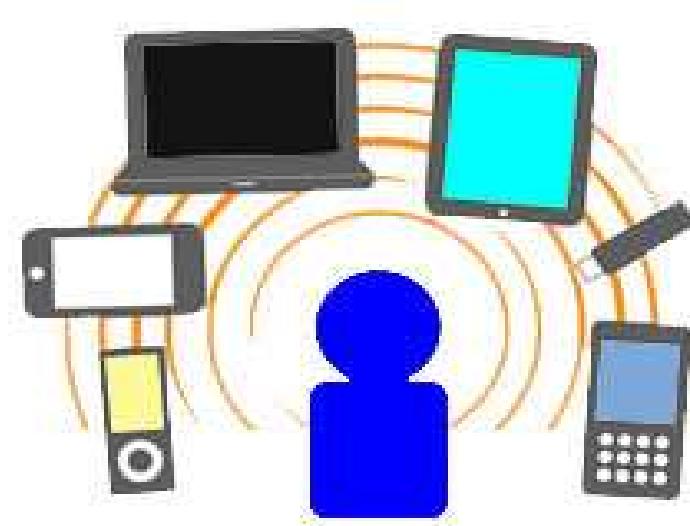
In other words in this period there was 20.31 Million new additions in wireless registering a growth of 3.60%. However the overall Tele-density in India reached 52.74 and Wireless Tele-density stands at 47.91 ([http://www.trai.gov.in/pressreleases\\_list\\_year.asp](http://www.trai.gov.in/pressreleases_list_year.asp)).

Compared to this the broadband subscription in this period was just 8.75 million. In India, 68% of the population lives in rural areas.

The use of mobile devices seems a natural fit for distributed learning and field activities in that handheld technology can not only accompany the learner almost anywhere but also provide a platform that is rapidly evolving and always connected to data sources. While some m-learning applications may be provided by colleges and universities, mobile technology in the main provides an in-expensive layer of functionality to the institution, capitalizing on an infrastructure that is increasingly supported by cloud services and by the technology that students bring to campus. E.g. the Yashwant Rao Chavan Maharashtra Open University (YCMOU) is using mobile phones to take education to the doorstep of masses in rural areas where internet penetration is usually poor. "Reasons like schools being far off and work commitments rob rural students of mainstream education. But internet penetration is not that good in rural India. However, mobile phone penetration is good and even the remotest of villages have mobile networks. The pre-recorded instructions will guide the student to the lecture he or she wants to hear. "The best part is, the lectures will be interactive.

#### **The mobile learning service can be received in different forms :**

- a) SMS based and MMS based*



- b) Mobile application based which can be driven through GPRS (3G and 4G) or Internet.*
- c) Websites designed for mobile phones, mobile sites.*
- d) IVRS driven technology can customize through which the student can listen to the content or the lessons.*

#### **The effectiveness and success of M-Learning depends on :**

- a) The features available in the handset being used.*
- b) The Operating system in the mobile phone, smart phone.*
- c) The Value added services offered by the network provider.*
- d) The bandwidth and service provided by the network operator.*
- e) Lower service fees offered by the network provider.*

### **Theory and Motivation**

Sending and receiving educational content through mobile devices like mobile phones, Smartphone's and PDAs (personal digital assistants), tablets is known as mobile learning. Technically it resembles e-learning and can be seen as a part of e-learning. M-learning gives the student more freedom to move and change his location at his will. E-learning is location bound, although not strictly.

Uses and gratifications talks about why masses prefer certain technology and channels. It's an audience centered approach to communication (Katz et al., 1974; Rubin & Rubin, 1985). The choice of mobile phone and its services, their usage is also examined from a uses and gratifications perspective. Previous research has been used to study needs and gratifications in mobile phones (Leung & Wei, 2000; Wei, 2008).

This perspective suggests that people use certain media in a certain form to satisfy their needs, both cognitive and affective. For a lot of students this new way of learning and the possession of the device may mean independence, independence to communicate, share their thoughts, feelings and be on their own.

**Social influence and mobile learning:** According to social construction technology features and social factors are intertwined. They in totality influence use of ICT. Social variables like personal desire, better status, social equality, are relevant in choosing a technology and desire to adapt that technology for communication. These social variables push individuals in adapting technology irrespective of its technical specifications or understanding. Social influence (Fulk, Schmitz & Steinfield, 1990)

because of variables is socially constructed. They believe that individual's prior experience regarding the task and medium would influence the future usage. This concept can be extended to include the channel also, that the user would prefer for future tasks. This observation talks about the shared meaning, which can happen between 'Channels themselves will develop shared symbolic meanings over time '(Sitkin, Sutcliffe, Barrios-Choplin, 1992).

## Structuration theory given by Glidden's

According to Glidden's, "human agency and social structure are in a relationship with each other, and it is the repetition of the acts of individual agents which reproduces the structure". He talks about social structure - traditions, institutions, moral codes, and established ways of doing things; but it also means that these can be changed when people start to ignore them, replace them, or re-produce them differently. India has a culture of oral communication,

## Mobile learning : Boon for Bharat

People living in remote villages, trekking many miles to schools and colleges before dropping out, can now look forward to a tech option —mobile learning. It is assumed that this new way of learning would improve literacy, where the literacy rate according to 2011 census is 74.04%. India has 791 million mobile subscribers according to regulatory body TRAI with a significant share in villages.

Although research suggests that face-face communication is the best standard, which implies that face-face learning should be the best way (Browning, Stephens, Sornes,

Saetre, 2008), mobile learning has its own advantages. Nowadays it's a 24\*7 companion, rather the best friend. As a channel it's quite passive and non-intrusive. It generally works in a linear fashion, message can be unclear because of noise and so can have ambiguity also.

According to the census, 2011 almost 68% (website citation) of the Indian population stays in rural parts of the country and 32 % of the population lives in urban parts."In rural areas the challenges for delivery of learning content & services are many including physical distances (to institutes etc.), lack of teachers, no or limited access to standardized & branded content, time & cost constraints, limited capability for peer assessments. Women folk can use mobile devices with ease as lot of them stay at home and do household chores also. The pricing of data can be deterrent, but that's also being looked into. The service providers generally bear the cost of sending data i.e. SMS. The cost can increase if the user has to pull the data either through mobile websites or applications made for mobile phone. The service providers are reducing the costs, number portability and zero cost on roaming will really be help-

ful for students who wish to be a part of mobile learning environment. Mobile phone supports multimedia which includes text, audio, video, graphics and images. It's a two way communication device. The student has the option to choose and decode the message he/she wants."With 3G the video clips can help educate, smart apps can help people learn; good applications can engage audiences and students. In rural areas, challenges regarding delivery of learning content & services are many and include physical distances, lack of teachers, limited access to standardized content.

## As (Humphreys, 2013) notes

"For many in the developed world, our internet use started out on a computer and moved to a mobile phone; however, globally, more people will be accessing the internet through a mobile device than through a desktop or laptop computer. When people access the internet with their phones, unsurprisingly, they often use social media (Donner & Gitau, 2009). A lot of research about mobile social media is based on people who started out on a computer and



moved to a mobile phone (e.g., Frith, 2012; Humphreys, 2007, 2010). In the next five years, many people will be coming online for the first time through their mobile devices. A lot of would prefer to buy tablets or large screen smart phones for connectivity and basic applications. The price difference between laptops, notebooks and tablets, big screen smart phones is also marginal. These smart phones by Samsung, Google, Apple, and Nokia provide file sharing, data portability, internet connectivity, Bluetooth, video conferencing to supplement mobile learning. Message credibility would have to be seen when practicing mobile learning.

## Implications for Learning

The cell phone is currently the most common platform for m-learning. In India mobile phones are easily available at the cost of INR 500 or even less. People from poorer sections of society, their families and children can own handsets. A lot of students don't go to schools as they help their parents to earn a little extra. For these students distance learning education aided by mobile learning would be a blessing. M-learning has potential to extend the infrastructure of distance education to outlying areas that have previously been poorly served. No classrooms are needed for m-learning, which creates just the right kind of environment for today's students.

In fact, the convergence of capability, regardless of form factor, is what is fuelling the mobile revolution. The latest new devices have rich capabilities: input via touch screens with built-in or onscreen keyboards and noise-cancelling microphones; output via vibrant screens and quality audio; sensors such as GPS, cameras, compasses, and orientation sensors; and connectivity via multiple networking methods including Wi-Fi, Bluetooth, data via phone

service, and cables (Quinn, 2011;). This convergence also provides a rich source of channels for supporting learning. For mobile devices in general, we are now talking not only documents (text and graphics) but audio. These channels are pretty much a given; the only thing that provides an extra level of challenge is in developing interactivity.

The Biju Patnaik University of Technology started a service in collaboration with SMS GupShup called the BPUTALERT, which distributes information, academic notices and calendars through SMS to students. Voice tap is another service using which people can send their queries through SMS, and the company messages back names of experts on the subject, and then users can connect to the right expert. mGurujee, allows users to download questions and take tests to evaluate themselves. The service also allows people to receive reference content even if they are outside and away from their books. Users just need to register at the mGurujee portal to access free content.

## Conclusion

Although mobile learning offers new pedagogy and learning styles, it at the same has its own share of drawbacks also. Scholars agree that m-learning seems to have the potential to fill certain gaps. Not only would revolutionize the age old traditional methods of learning but will also offer new ways of spreading knowledge. For working students, marginal sections of society and other specified communities it can a powerful tool for development also. Girl and women folk of society can empower themselves by getting information regarding health, education and employment. This paper has not talked about the limitations and draw backs of mobile learning. Further work can

explore these areas, as this is rather an evolving area for researchers.

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# Social Media : Challenges and Prospects

**Prof. Devesh Kishore and Ms. Tasha Singh Parihar**

(Social media has no doubt democratized the flow of information but at the same time it has brought anarchy in the world of media. More than this, in the absence of a gate-keeping mechanism it has given sectarian and self-seeking interests an opportunity to gain publicity at the cost of objective and balanced assessment of the information of public interest. As TV has been hijacked by soap opera social media is increasingly being cornered by e-marketing lobby. Prof. Kishore's study has to be viewed in this lite. The Editor)

## Abstract

Social Media is the latest form of media available to the audience of varied groups, ages and classes. It is a form of electronic communication through which users share information, ideas, personal messages, videos and pictures and other content through it instantly.

The major reason behind its popularity is that the users are given a free service to create a virtual social world where they exchange photographs, play games, become friendly, fall in love, split, fight, argue and quarrel at many times without having met physically. But, on the other side it is an encroachment to someone's privacy which can lead to different type of illegal activities by using the information such as name, location, and email addresses. Knowing this problem about the social media people still engage themselves in social networking sites and are addicted to use it very often. They feel that enough time is not available to write letters, mails, or communicate to each and every friend. Hence, it is an easy way to advertise your latest activity or achievement in most of the cases.

The paper attempts to sketch a very broad overview of the challenges and prospects of Social Media. The observations made in it are based on experience, and, in part, on reports about social media in India. But they are in no way complete. Rather, they want to identify certain trends which seem to be emerging. Conclusions which can be drawn from them are, therefore, necessarily provisional and tentative.

**Keywords:** Social Media, Awareness, Challenges and Prospects

## Introduction

Social media provides us a platform to express ourself without any restrictions which is becoming a major challenge as it may infringe the fundamental rights of privacy of a human being.

By a rough estimate more than 95% of the social media users are youth-students, young IT professionals, real estate developers and realtors, management and marketing executives and staff of banking and financial services. They are vocal and visible but unaware of the ground realities of social and professional life



## Objectives

The study was planned with following fourfold objectives in National Capital Region of India:

- To identify the various forms of social media.
- Analyse the challenges before social media.
- Study the prospects of social media.
- To know the awareness about the challenges before social media in the youth of NCR.

## Methodology

The study was conducted in the National Capital Region of India i.e. A total of 22 districts in three neighbouring states of Haryana, Uttar Pradesh and Rajasthan along with whole of the National Capital Territory of Delhi constitute the NCR of India as defined in National Capital Region Planning Board (NCRPB) Act, 1985.

To meet the objectives content analysis method was used to identify the various forms of social media. Case study method was used to analyse

and study the challenges and prospects of social media in India. To check the awareness about the challenges before social media in the youth a sample was selected randomly in NRC. The youth was identified in the age bracket of 18 to 25 years of age. A questionnaire was developed as research tool for data collection.

The variable of the study were education level, frequency of using the social media, type of usage of social media etc. Classification of sources of information was made on basis of inter-personal communication, group communication and mass communication.

## Findings and Discussion

Social media serve as a superior medium to stay connected with friends and family, to meet new people, and make new friends. People are using it as a platform to make important announcements, inform each other about new businesses and personal developments in one's life. It seems to be the most effective form of communication as feedback is instant. It

is like a boon to introverts as they find a safer zone to initiate conversations. This can be comforting for people who are far away or have not been in touch with each other from a long time. It is an upcoming media to integrate people and follow the principle of many voices one world.

As social networking sites have risen in numbers over the past years, people have been spending a lot of time on social networking sites and on the Internet in general. The excessive amount of time that people spend on social networking sites has led researchers to debate the establishment of Internet addiction. Social networking can also affect the extent to which a person feels lonely.

## Various forms of Social Media

The social media in India is definitely gaining popularity day by day. In India the social media was introduced somewhere in the year 2008 and it is an important part of the everyday life of the online Indians.

It is believed that today India is a

country with more than 83 million people having access to the internet. Surprisingly the number of internet users in India is more than the total population of countries like UK, France, Switzerland etc.

We can easily expect this number to rise in the coming years with the increasing penetration of broadband in Indian homes and the advent of higher internet 3G speeds.

Social media comprises of lot many options before the user. Hence, broadly the classification can be made into 6 common forms of it.

## Forms of Social Media

- Social Networks** - Services that allow you to connect with other people of similar interests and background. Usually they consist of a profile, various ways to interact with other users, ability to setup groups, etc. The most popular are Facebook and LinkedIn.

- Bookmarking Sites** - Services that allow you to save, organize and manage links to various websites and resources around the internet. Most allow you to "tag" your links to make them easy to search and share. The most popular are Delicious and Stumble Upon.



- Social News** - Services that allow people to post various news items or links to outside articles and then allows its users to "vote" on the items. The voting is the core social aspect as the items that get the most votes are displayed the most prominently. The community decides which news items get seen by more people. The most popular are Digg and Reddit.

- Media Sharing** - Services that allow you to upload and share various media such as pictures and video. Most services have additional social features such as profiles, commenting, etc. The most popular are YouTube and Flickr.

- Microblogging** - Services that focus on short updates that are pushed out to anyone subscribed to receive the updates. The most popular is Twitter.

- Blog Comments and Forums** - Online forums allow members to hold conversations by posting messages. Blog comments are similar except they are attached to blogs and usually the discussion centers around the topic of the blog post. There are many popular blogs and forums like RSS Feeds.

While these are these different forms of social media, there can be overlapped among the various services. As Facebook has microblogging features with their "status update" and also, Flickr and YouTube have comment systems similar to that of blogs.

Following a recent report published by comScore, social networking sites now reach 84% of the web audience in India and takes upto 21% of all the time spent online.

It is easy to say that 'Social Networking' sites are most prominent amongst all other forms of social media in India.

"The social networking phenomenon continues to gain steam worldwide, and India represents one of the fastest growing markets at the moment," says Will Hodgman, comScore executive vice president for the Asia-Pacific region.

The 16% growth of social networking sites in India over the past year, outpaces the global growth percentage.

The Nielsen Company in collaboration with AbsolutData provides an interesting insight into the activities performed on social networking sites. It was concluded that Indians spend more time on social media than they do using personal email.

It was found through the research study that out of 170 responses received through the questionnaire cent-percent respondents are using Facebook and YouTube, 82% respondents are using Twitter, 74% respondents are using Orkut, 56% respondents are using LinkedIn.

## Challenges before Social Media

On examining the successful online campaigns in 2012 conducted in India like 'The Straight Hair Experiment' of Unilever owned Sunsilk which involved bloggers and its Facebook community, 'Secret Diaries' of Unilever owned FMCG brand, Dove launched its new hair fall treatment product using YouTube as a major social media channel along with its global Facebook page to run an exciting quiz around the stories, 'Drive with MTV' MTV and Tata Nano created history by organizing India's first 21 day social road trip, Penguin India the publishers of Shobhaa De's 'Sethji' designed an innovative storytelling campaign 'Who is Sethji' for the book launch on popular social media channels, Kotak Mahindra

Bank launched 'Save with Subbu', a campaign where users can co-author a 'Smart Savings Book' through Facebook or Twitter. (Prasant Naidu Founder and Blogger at Lighthouse Insights.) This seems very encouraging from the business point of view but on contrary the mass exodus of 4 lakhs Assamese in August, 2012, arrest of two Mumbai girls for anti - Bal Thackeray facebook post in November 2012 are some of the recent examples of infringement to freedom of speech and expression. Apart from the basic challenges to social media the major challenge is the threat to national security and peace.

On the basis of the study conducted on the youth of NCR it was observed that misuse of one's personal information, hacking of accounts, morphing of personal photographs, addiction of social networking sites, spam and viruses are most high-flying problems faced by them due to social media. The efforts made by the respondents to get rid of it were de-activation of the accounts or deleting the personal content. On the other hand most of the respondents didn't have any say on the challenges of social media. The major challenges recognised by the respondents is illiteracy, reach and accessibility of internet, lack of censorship on social media, need of regulatory body to govern the social media. Some respondents also narrated their plight to see how small issues are unnecessarily hyped in various platforms of social media.

## Prospects of Social Media in India

On over viewing the growth of internet in India it can be said that there has been a remarkable increase in the broadband connection. Due to feasibility the people in the metros are moving towards online trans-

actions for bill payments, easy recharge, ticket booking, etc. There has been successful penetration of personal computers even in the small cities and towns in the country. We all witness the intense mobile penetration in all nooks in India. We can classify the social media users as frequent users from 25 – 40 years of age, heavy users from 15 – 24 years of age and also new users from 12 – 15 years of age, visiting atleast for 25 days in a month. India has approximately 300 million working population, with 45% in the urban area. It is a young country with 70% under the age of 35 years, with second largest English speakers after USA. (Pankaj Muthe & AT Kearney report, 2012.)

To know the prospects of social media in India a ranking scale ranging from very bright to very poor was designed, in the survey on the youth of NCR. It was found that none of the respondent earmarked poor and very poor prospect of social media. Maximum respondents believe of a bright prospect of social media and few optimistic youth exclaimed a very bright prospect of social media in India.

- Awareness in the youth of NCR about the challenges before Social Media :

The youth is the most active user of social media. They have convenient time and interest in exploring the new websites and forms of social media. The youth in NCR is supposed to be more exposed to the latest influx in the application of any new gadget or plan of internet connectivity like 3G service etc.

But, the study revealed that still there are many challenges that panic the youth in NCR.

- Internet speed is one major challenge inspite of paying high price for better connectivity.



- Due to portability most youth opt for data card than broadband link which requires landline connection specifically. The data card if 3G consume high units of memory or if 2G are habitually slow.
- Electricity supply is very uncertain in NCR. Hence, online surfing is often frictional.
- Due to low internet speed operations like video - conferencing via Skype, Yahoo Messenger, Google Talk is not successful.
- Too many users in the peak hours lead to congestion in the network.
- Videos of YouTube take lot of time to buffer.
- It has challenged the youths even on psychological ground as social media especially the networking sites have lead to constant peer pressure amongst them as every user keep updating its achievements or any adventure trip etc.
- Social sites are being used to showcase one's status, contacts with high - profile people etc.

The study conducted reflects that only a few youth were able to distinguish problems of social media from the challenges of social media. Most of them fail to attempt the question seeking answer for the challenges of

social media faced by the youth of NCR.

## Conclusion and Implications

Amongst the various forms of social media the most sought after by the youth is social networking sites like facebook and video sharing website like YouTube. For most of them it's a medium of entertainment and fun. Previously, there were only newspapers and magazines where very selective and fine write-ups were able to make space. In human beings it is common nature i.e. to express one's thoughts and feeling, freely & frankly. Only this medium provides every single user a podium to freely articulate his ideas and emotions.

All professionals related to marketing, law, medical, politics etc have adopted this medium to share information, opinions and also make business.

It was Orkut that was introduced before Facebook, but later because facebook was able to provide more features and applications to the users it superseded Orkut. Hence, one of the challenge of social media is against the 'me-too syndrome.' Apart, from competing with other forms of media it has to continuously keep advancing for retaining and increasing its users.



Social media in India has to meet other challenges apart from illiteracy, reach and accessibility that are revenue generation. In comparison to revenue generated in developed countries it is much less in developing countries. Hence, these media groups constantly attract business people to enter in social media advertising.

There has been a rapid increase in social networking sites, microblogging, media sharing and bookmarking sites. People from various domains are using them for their benefits. Social media is being extensively used by celebrities of films, sports, and politics to gain popularity. Most journalists, columnists have adopted the practice of maintaining a blog which their fans or followers pursue. India is lucrative market and social media is certainly gaining opportunities to deepen its roots resulting into a strong foothold in India.

Youth in India is socially intertwined with cultural values and modernity. We may find a large number of immature youngsters with no focused goals and aims. On other hand, the same generation carries a sensitive clan who has objectives and is working hard to thrive it. For some social media is amusement and hence, are inclined towards social networking sites, updating profiles and pictures. But, some take social media very judiciously. The recent incident of mass gathering for Anna Hazare or Delhi Gang Rape victim strongly depicts the power of integration and worthy use of social media.

Today, because of micro blogging like twitter every citizen is able to write his views on all the events of national concern, which is the largest of its kind where people are using their freedom of speech and expression.

media. Some agency must be deputed to monitor the anti-social activities taking place on virtual world of social media. Laws relating to cyber crime should be made more stringent. There should be a separate policing department for cyber crimes.

There is a need of extensive research study for finding ways to regularize crime against social media. These suggestions must be certainly taken into consideration and implementation or else the Indian population will keep waiting for another monitoring body along with the television monitoring authority since 1959.

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There is need to regularize the social

# TV: Time to build on signs of hope

**Continued From Page 10**

and remove the shortcomings in our content, both in news and current affairs as well as program of serials and soaps.

We have to draw a strategy that keeps viewer and not market in focus. In present scenario market forces are controlling the content and programming. The so called television programme ratings 'TRP' is well known. Is unfortunate this is hard currency in television market. Where as they are catering only metro and major cities according to there population and clientage. In this regard government has to take initiatives and provide a transparent well research system. Since India is a vast country no private agency make such a big investment. Ultimately a transparent television rating system would be market savvy. In a way viewer involvement

in the programming will automatically promote interest of the market. To create content that raises the level of first generation media user. There need to develop an entirely new approach to program production by setting aside old notions and half-baked ideas. The content must be well thought fully conceived, A small-stratified sample survey in the proposed catchment area will be greatly helpful in drawing a new strategy. We may device a new approach of slotting programmes catering the viewers profile. Prime-Time curtailed just between 8 to 11 P.M although market forces taken away the Youth Time 7 to 8 P.M. Mid-Prime Time may be utilized for rural and children orientation, documentaries etc. Programming for children required more attention and expertise because it would be helpful to enrich national asset We

can take the help of some good media institutes and media researchers to find out as to what various segments of viewers want to see on the small screen. Inputs so obtained can be discussed by an expert committee and stake holders and to draw a blueprint for better programming.. Accordingly a programme guidelines may be formed before consultations with all stakeholders. Since last decade the sky invasion has influence the India society especially the youth very much. They inculcated consumerism in the name of giving information and right of choice to a product, the advertising industry flourished tremendously and creating unwanted competitions. In result increasing the costs of consumable product by burdening consumers by recovering marketing and advertising cost.

## Media Space and Time Selling

**Continued From Page 15**

Prospects have always demanded more than what their money can ever get them in a fair transaction. Therefore don't get perplexed by their attempts to squeeze more from you. Usually in every deal a compromise is reached between the buyer and the seller, which seals the deal. You will discover the process of arriving at such a compromise is a very healthy exercise.

In practice, each sale becomes a unique bond between the buyer and the seller. Common feature of these bonds being that in each

seller has given to buyer the comfort that his decision has been a correct one and seller will live up to expectations. Also, the volume of supplies/services so contracted is optimum for his money. This bond is an important source of future orders and referred leads. Pay good attention to leads so received as they are going to improve the looks of your order book. Exercise some caution here: Ask for such leads only after completing the transaction with the original prospect.

**Finally, pay attention to these and**

**reap rich rewards:-**

- *Don't let events take charge of your day; instead you take charge of events.*
- *Believe in the benefits of your proposition.*
- *Make good use of telephone.*
- *Create your call in your mind before you approach any prospect.*
- *Every day, be the first person to begin customer contact work.*
- *After every call analyze your performance and record the prospect's attitude.*
- *Focus on doing the most rewarding thing at any given time.*

# Alternate Paradigms for Journalism

**Prof. B.K. Kuthiala**

(The ancient Indian knowledge systems are full of wisdom that can form the basis of modern news media and journalistic practices, argues Prof Kuthiala in a very thoughtful paper. Though opinions may differ but it can certainly be the starting point of a meaningful discussion on the present state of journalism in the country. The Editor)

**M**ore than 90 years ago Walter Lippman, a scholar journalist, had analyzed the functions and powers of media in great detail. Amongst much candid analysis, two are very pertinent. One, he contended that journalism is like a search light, it can highlight an issue for a short while but for persistent change and remedial actions other sections of the social system have to intervene. Second, he admitted that the manner the newspaper journalism is structured it cannot pursue and present absolute truth. He said and rightly so that a journalist moves from one story to another and very rarely he can devote time and energy for investigating the truth. Most journalistic stories are either part of the entire truth or a mix of facts and assumptions.

But Lippman's observations went unattended and the journalism was not only perceived as a magic band

but it has been promoted as more powerful than law makers, administrators and judiciary. Many modern analysts almost all of them belong to media, have put journalism on the highest pedestal.

In their scheme of social hierarchy journalism is more important than the education and political system of the society. Perhaps it is the myopic vision of media persons that has created a pseudo all-powerful image of the media. Media may have the potential of influencing the social systems significantly but like any other social sub-system it has its own limi-

The renowned media scholar Wilbur Schramm who helped to shape the communication systems of our country claimed that media are magic multipliers and can be used for effective dissemination of developmental information. After twenty years he confessed that he had overrated the potential of media as change agents. He observed that media work in a socio-cultural environment and their influences are limited.

Again and again the inherent inadequacies of journalism have been proved but the sacred journalism have to be protected under the guise

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**Media may have the potential of influencing the social systems significantly but like any other social sub-system it has its own limitations.**

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tations. At best media may be perceived as one segment of the total communication system of the society. In turn, journalism is one part of the media system of the society.

of the freedom of the expression of the individuals. When a counted few decide the daily thought process and societal discourse through a newspaper or a news bulletin is it not a

violation of individual freedom of thought and information? Does it not give a pungent smell of imperialistic designs? The compulsion of transmitting news either every twenty four hours (newspaper) or instantly (24 hour news channels) is a simple impediment in the search and presentation of truth. Limits of space and time are also important factors that do not leave scope for the presentation of the complete truth.

Journalism is also a process that involves gate keeping at various levels. Out of the many happenings in the beat a reporter or correspondent makes a selection and in the process some of the events remain uncovered. Out of the total information collected about an event the filed story contains a part only. In the newsroom the story may be accepted or rejected. If accepted it is sub-edited which again involves loss of some information. The processes of report filing and sub-editing also involve sequencing of the information. The intro puts emphasis on one or two bits of information and the rest is placed as less important. Placement of the edited news on the pages of the newspaper or in the bulletin again adds or decreases the value. All these processes of selection and placement have an essential element of subjectivity of the person(s) performing those tasks. Although good journalism claims to be highly objective and fair the elements of subjectivity are bound to be there in the entire process. The editorial policies and owner's preferences and influences are also factors that lend a lot of subjectivity in the process of news selection and presentation. Therefore the claim of the journalism of being an instrument of democracy needs to be taken with a pinch of salt.

Journalism of today as it is being practices all over the world originated in West. Its spirit, principles and

practices are all based upon Western values and ethos. West defines news as something that describes something that is not normal. Biting of a dog by a human is news but the normalcy of a dog biting a human is not worth talking about. Again, the role

media time and proved that journalism is a marketable commodity.

The spirit of today's journalism is reflected in the statement of the CEO of a major media house. He declared in an open public forum "My job is

### To say the least, there is an essentiality of negativity, subjectivity and incompleteness in the entire spirit and practice of journalism of today.

of a newsperson is described as a 'watchdog'. In the entire philosophy of Western concept of journalism dog gets preference over the human. The positivity of the dog's behavior (faithfulness) is not worth noticing. Functions of a watchman are preventive in nature and not positive contributing tasks. A newshound in the role of a watchman looks for abnormalities of human behavior in the society and it is considered his or her sacred professional duty.

To say the least, there is an essentiality of negativity, subjectivity and incompleteness in the entire spirit and practice of journalism of today. As a society do we want to endorse mass distribution of negativity, half-baked description of events and subjective observations and views? Society has to decide.

Lippman was able to see it about a century ago and well known researcher Klapper proved the inadequacies of media by many research studies later. He went to the extent of questioning the basic concept of 'mass' in mass communication of journalism and media. But the basic instincts of survival and false self-portrayal of the saviors of the masses the communities of journalists refuse to look at the image in the mirror. The so called all powerful profession of journalism has got a shock of its life when the political managers managed to buy the news space and

not to inform masses, my job is to deliver a set of persons to my advertisers, and those persons should have heavy pockets". The same media house announced a scheme wherein if you were carrying the day's copy of their newspaper you were entitled for a gift but you must have a car.

It is not the intention of this article to decry journalism but the aim is to have a look at the basics of journalism as it is being practiced today. There is no doubt that journalism is one tool that has the potential of performing two very important tasks. It can be a 'great equalizer' and also a 'connector par excellence'. The technologies of printing, radio broadcasting, imaging, television broadcasting, telephony, computers and Internet are the blessings to human society by the mankind itself. These technologies are connecting the entire human race to each other beyond the concept of 'global village'. Their applications in different communicating systems have created a scenario of free flow of information. Equality of access to information that the new technologies ensure is the precursor of a highly democratic system. The physical distances are dead. Boundaries of oceans, mountains and deserts are irrelevant. The interventions in the connectivity by the state are ineffective. The technology based systems are self driven and gatekeepers are conspicuous by their absence. The opportunities to receive

and give are equal. In fact, the communication processes are no more of give and take, on the contrary participative communication is the biggest asset. But, should negativity, incompleteness and subjectivity be allowed to creep into these new systems? The challenge is to look for alternate media principles and practices.

The ancient Indian knowledge systems are full of wisdom that can form the basis of modern news media and journalistic practices. Although, the ancient Indian texts have not used the concepts of journalism and mass communication but there is tremendous wisdom available that points to desirable nature of societal discourse. Some of these are being presented here in brief, but the matter needs a wider discussion. Following is an attempt to explore the possibility of using ancient Indian wisdom to present to the entire world a philosophy of alternate journalism and media practices.

## Vision of Journalism

Right from Vedas through Upanishads and to medieval Indian literature truth has been the most desirable pursuit even for the common man. Searching the final truth and following truth have been preached as the objectives of human living. Truthful expression as enunciated in the following verse can be treated as the vision statement of journalism:

**The ancient Indian knowledge systems are full of wisdom that can form the basis of modern news media and journalistic practices.**

### Satyam vad dhamam char

Righteous path is to follow truth in all communications. If one wishes to follow religion one must speak the truth. What can be a better motto to follow in all our communications in-

cluding journalism.

## Mission of Journalism

Why journalism is essentially required in a human society? Is it a fault finding system? Is it a mechanism to create distrust amongst different sections of the society? Or, alternatively should journalism be a binding force? It can be connector. Mission of journalism may be to create a humanity that lives as one unit and is related to each other. The concept of universal commonality of oneness is a very potent concept that evolves in traditional Indian scriptures. Integral humanism is the cherished goal of ancient saints. Indian philosophy conceives the world not only as one village but one large family as projected in

### Vasudaiv kutumbakam

The entire universe is one clan. There is mutual empathy and sharing of joys and sorrows in a family. The ability of connecting the masses to each other should make the journalism to adopt universal brotherhood as its mission.

## Spirit of Journalism

The basic foundation of the society according to Indian knowledge system is unity in diversity. Diversity is the key to progress. Even the proponents of organic evolution of liv-

ing beings accept that variety is the key to the formation of new species. This concept is not only applied to the structure and functions of various social systems it is also the nature of truth. There is basic unity in truth but its expressions have to be

### Aa na bhadra kritvo yanto vishvatah

There is only one truth but the knowledgeable persons state it in a variety of formats. Journalism is nothing but the pursuit of truth and its sharing with others. Breaking news and to be first to break news cannot be the essentialities of journalism.

## Purpose of Journalism

There has to be a socially acceptable purpose of journalism. It cannot be to provide a mix of relevant and irrelevant information bits to the society. It has to relate to the growth and development of the individuals and groups. Change is the universal constant of universe.

But in human beings change can be selective and it can be planned. The basic input for planning and executing any change is information. One kind of information or information coming from only one source can never be near the truth. Thus, multiplicity of sources of information is a desirable trait for a healthy society. Plurality of the forms and structures of media may be there but their ownership has also to be diverse. Cross ownership and huge conglomerates of media are not in the interest of a dynamic society. Our scriptures have repeatedly promoted the concept of the multiplicity of the sources of the information.

### Aa na bhadra kritvo yanto vishvatah

Let the noble thoughts come to us from all sides. Gandhi also promoted a similar concept and stated that he kept all his windows of mind open so that fresh air comes from all direction but his feet were firmly set on his own ground.

**Continued On Page 36**

# Strategic Communication in Polio Eradication : A Giant Leap Forward

**Deepak Gupta and Dr. Kiron Bansal**

(Polio virus has crippled a large number of children in India and has also been responsible for child mortality. Public health experts struggled for decades to eradicate this virus from the country and succeeded only in March 2014, when India received a WHO certification of being a Polio-Free country. However, the risk of Polio transmission continues to haunt India, as the authors analyze. Communicating the core behaviour-change and social mobilization messages for promoting Polio vaccination for all the children under 5 years of age has been a momentous task. Authors, in this Paper, illustrate how the Strategic Communication has played a critical role of an ‘invincible vaccine’, especially for hard-to-reach and vulnerable sections of population. The Editor)

The Polio Eradication Programme in India - a strong partnership between the MOHFW, WHO, UNICEF, Rotary International, and the U.S. Centers for Disease Control, started off in 1995 as the Intensive Pulse Polio Immunization wherein children up to the age of 5 were given additional doses of Oral Polio Vaccine (OPV) irrespective of their then immunization status and aimed to eradicate polio from India with the use of doses of OPV. Use of communication, then, was limited as the entire effort was addressed by the public-sector immunization teams in administering polio drops to children.

## Health Communication : Promoting “Products” or “Healthy Behaviors/Concepts”?

Effective Communication is certainly the only most powerful ‘vaccine’ that prevents communities from various dreaded diseases, including Polio. Needless to emphasize, the use of communication has been identified as a major factor in possible eradication of polio in India. This is more so as it was realized that the planned communication strategy is instrumental in following and implementing sustainable steps to eradicate polio in India. The country has been particularly hailed as a success as it saw innovative use of epidemiological data and application of multiple

communication channels for the Polio eradication programme. However, the communication for polio eradication has not been strategic, as it mostly promoted polio-vaccine drops, whereas the causal factors that are responsible for spread of Polio virus (i.e. low rates of routine immunization, poor sanitation, lack of clean drinking water, poor nutrition etc) were not promoted as behavior-change content/tools. Hence, even now the knowledge and perceptions of a large number of communities are very low with regard to recalling any causal factors which lead to polio transmission. Therefore, the current content of the Polio Communication is “promotional” in nature that markets the use of polio vaccination,

without imparting ample knowledge to communities on various causes of polio.

Polio related communication was reviewed, on a sustained basis at all levels which resulted in building a process about communication interventions and inclusion of communication expertise. In India, evidence-based communication strategies, including interpersonal communication and social chan-



nels that includes engaging people's participation through self-reliant efforts, made a marked difference in delivering effective health communication for polio eradication programme. These efforts included participation of community organizations, national, local and state governments, professional organizations and media. It is evident that the mass-media campaigns and sustained political willpower combined, contributed to reducing polio incidences, which led to a stage where no fresh cases of wild-Polio virus infections are spotted since Jan, 2011. However, while the medical experts/Immunization specialists have adjudged the health communication for polio eradication as very effective and job well done, many communication scientists contest the limitations which the polio-communication has carried along with it. This is primarily so as the risk-factors leading to polio-virus transmission and that are

directly related to health-practices have not been incorporated into the communication-content for polio communication.

Polio cases in India were identified among children aged less than two years (75%) who lived in mostly poor Muslim and scheduled Hindu communities who lacked access to basic sanitary facilities, lived in highly dense population areas with inadequate public health systems and were missed in OPV rounds resulting in fewer doses, including poor status of routine immunization.

Polio programme faced another major challenge; even though most parents were aware of the need for polio drops to protect their children, they did not understand the logic for those repeated rounds of the same 'medicine' (OPV). Misconceptions about OPV and suspicions about the motive behind this repeated campaign came to the forefront which included OPV caused illness in children, it was termed ineffective due to sub-standard vaccine, caused infertility in children when they grow up as adults and most importantly it was seen as a part of a plan to curb population growth. Therefore reaching this critical group ("underserved population") in India became a significant strategy and a turning point in formulation and implementation of communication as it was understood that information alone was not sufficient to encourage behavior and social change which could lead to acceptance of OPV.

### Reaching the Under-Served

This challenge of reaching the underserved and hard-to-reach population, largely the Muslim community, and the areas that had families at high-risk of polio-virus infection due to poor access to health, sanita-

tion, and other basic services, was huge. These groups also included nomads, migratory population groups and those migrants from the high-endemic States who stay in Sub-Urban clusters of other State Capitals. Therefore, 'Social Mobilization' was included in the overall Communication approach for Polio Eradication and became the crucial support to the programme in India.

The evolving strategy included focus on reaching out to and connecting with the women community as a whole. The primary channels of communication were kept as interpersonal communication (IPC) methods where it laid the importance of OPV and its safety and efficacy and the benefits it can give to their young children. Public health programme's female health workers (FHWs) were trained and were made to anchor and lead these efforts by directly communicating with mothers / caregivers and sometimes even indirectly through support from their male counterparts and religious leaders.

### Multiple Levels and Stratified Health Communication

In the entire process of evolving a more effective system of communication for polio eradication, the mass-media campaigns continued to ensure national visibility and general public awareness. It included "brand" and "basic message promotion", especially using sound bytes from well-known celebrities such as Amitabh Bachchan (re: "Do boond zindagi ki"). Nevertheless, interpersonal communication and social mobilization became the major riders in piggy-backing the mass-media and thus, became crucial to reach this unreached population in India.

In the apparent absence of any trained and dedicated 'communi-

cation cadre' with the Government to carry such a momentous task of effective inter-personal communication and social mobilization tasks at the field level all across India, especially with a greater focus on endemic and high-risk States, a huge social network was created with the local health staff of districts. Local health authorities coordinated working at different levels such as district / sub-district / block and lastly the villages. Activities included intensive and repeated interpersonal communication using house-to-house visits and bringing the community and religious leaders and influencers on a single platform. In support of its 'Underserved Community/Hard-to-reach' activities, the Polio Programme pro-actively engaged with the influential Muslim institutions. These activities engaged with select institutions in building confidence and credibility of the Polio Eradication Programme among minority populations, thus resulting in an improved coverage of the underserved communities.

Needless to emphasize, the polio programme greatly benefitted with the contribution of folk media in increasing the awareness and enhancing attendance. Mass-media campaigns involving movie and cricket stars and important regional and national level political figures focused on removing the rumors about OPV and encouraging the people to bring children for vaccination. It has been documented that Puppet/theatre shows, video vans and other folk media activities held in more than 3500 villages in Uttar Pradesh, contributed to a 20% increase in booth attendance.

#### **'Must-Follow' Lessons for Health Sector : Strategic Communication for Polio Eradication**

Synergistic communication activi-

ties integrating social mobilization, interpersonal communication, gender and culturally sensitive interventions, mass/folk media and political advocacy have greatly contributed to the overall success of the polio programme, which helped in accessing the unreached and vulnerable population groups in India. The strategic and innovative polio communication can contribute to other public health programmes and initiatives. Some select elements, which should be strongly considered in cementing the strategic health communication include the development of area-specific and tailor-made communication interventions and selection of appropriate communication channels; extensive use of interpersonal communication and social mobilization at all levels; pro-active inclusion of community leaders, PRIs, religious spokespersons, local communication, folk based media and community involvement; effectively using trained and skilled plus effective communication-workers to reach every house hold; well designed entertainment-educate approach; primary content must include "benefit-message"; intense grassroots level social mobilization to reach out to the marginalized communities; and addressing social/gender inequities in improving interpersonal communication and increasing access to hard-to-reach groups.

Therefore, it is evident that the polio campaign is also a good example of the integration of data driven communication programs with the operational work. Policy community ought to base development/health communication around empirical findings and, as is evident; the polio program has shown how to use data in delivering the most effective operational results. Nevertheless, it is noteworthy that so far the Polio Communication has exclusively promoted "demand gen-

eration" for polio-vaccines in more than many ways, while missing out completely the inclusion of primary 'risk-factors' in to the communication-content.. Therefore, while such a demand-generation strategy holds well, in short-term, in chasing away the polio virus; it certainly cannot yield the desired results in polio eradication on a long-term basis. Needless to emphasize, the current Polio Communication content is mostly based on 'product-promotion' (OPV); the content clearly lacks promoting behaviors (sanitation, safe drinking water, routine immunization and nutrition) that would create a stronger prevention-circle in communities.

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# How to Drink from the Media Mirage

**Ashwini Bhatnagar**

(Whatever may be said for or against the present state of journalism the fact is that it has to serve its purpose and it can only be done when the community participates in it. Participation is the key word which will chiefly characterize the discourse in public domain about public interest and public good. It will differentiate journalism from commercial press, argues the author. The Editor)

**J**ournalism is there and it is not there. You can see it and even chase it but at the end of the day it is just not there.

## Like the proverbial desert mirage.

Lately, journalism has been created in our minds to quench a thirst at the oasis. The oasis doesn't exist, the mirage does. But we are so beholden to the promise of it, we never question it. It would be blasphemous to question the Gods of the Air and their meaningful gibberish.

It is not coincidental or even an innocent, inadvertent digression from the very purpose of journalism. It is deliberate and almost Orwellian in its new avatar. The Big Brother is the Big Media -- harassing, dictating, rewarding and punishing and enforcing choices which best serve its Big Purpose of Commerce. Journalism today is crass commerce and the Journalist is the joker who comes in between mind boggling acts of corporate jungle tamers

and merger –acquisition artists trapezing between Q1 and Q4 financial spreadsheets.

The horrendous make-up of a political analyst or a nosy news anchor asking uncomfortable questions that he wears is to keep the public glued between the Big Acts. He is a caricature and though he is not really needed in substantial terms, he continues to makes his comic appearance because that's how the circus has always been.

**Journalism today is crass commerce and the Journalist is the joker who comes in between mind boggling acts of corporate jungle tamers and merger –acquisition artists trapezing between Q1 and Q4 financial spreadsheets.**

The archetype working journalist is dead and buried. There will be no resurrection.

But despite the hype and the bluster, the gaudy face of the mass media con-

ceals a vast silence. The immobile and trance-like television audience – a viewing audience and not a speaking audience—deserves sympathy as despite the miracles of new data bases, electronic and digital gizmos, it seems to know less than what it knew 10 or 20 years ago.

The trance created by the spliced images and Big Brother commentaries is heightened when the language of the mass media deteriorates into slogans and saleable cliché, each piled on the

other in relentless waves to numb and stun the viewer or the reader into abject acquiesce.

Silence, cliché and noise thus represent the condition of public life today.

The media no longer speaks for you or of you. It rather speaks to you. It either tells you or ticks you off. The public or public voice has ceased to exist.

Ironically, the public is the one and only client of journalism. Journalism is grounded in the public and the press justifies itself in the name of the public. It exists—or so it is said from every media platform—to inform the public, to serve as its eyes and ears and to protect its interests. In fact, journalism originates in and flows from the relationship of the press to the public and as such the public is its totem and talisman. If journalism pays homage, it is at the altar of the public.

But for all the breast-beating and the ritual incantation of the public in the rhetoric of journalism, no one knows any longer what the public is, or where one may find it or even if it exists any longer. Rarely in media outlets (a completely befitting terms given its current disposition), is it seriously debated whether the press does inform the public or the nature of the public that has a right to know or how the press can or does represent the public.

Plainly put, the public has been conceptually evacuated from media debate. Journalism's one and only client—the public—has ceased to exist. The media outlets do not want it to exist. There is no place for public in the private domain.

However, behind the faux totem of the public, interest groups have started to operate. But interest groups operate, by definition, in the private sector. They also operate behind the scene. As such their relationship to public life is essentially propagandistic and manipulative. They masquerade private as public interest. Talk about the public continues but only in empty platitudes.

We have inherited and institutionalized this conception of journalism

and the dilemmas of journalism and journalists (not media outlets) flow from this conception. We thus have scientific journalism devoted to the sanctity of fact and objectivity but is one in which publicity invades every domain of privacy.

nication cannot be immediately jettisoned but it has to be chipped away till such time when journalism is what the community participates in. Participation is the key word which will chiefly characterize the discourse in public domain about public interest

## **Behind the faux totem of the public, interest groups have started to operate. As such their relationship to public life is essentially propagandistic and manipulative. Talk about the public continues but only in empty platitudes.**

We have a journalism that is an early warning system but it keeps the audience in constant state of agitation or boredom.

We have a journalism that reports on an endless stream of expert opinion but because there is no agreement among the experts, it is more of a parody than bearing witness to the truth.

It is above all a journalism that justifies itself in the public's name but in which the public plays no role except as an audience – a receptacle to be informed by media outlets and an excuse for the practice of publicity.

Media outlets—operating through professional practitioners – may be doing many things but they are certainly not doing journalism. Since the public has been evacuated from the discourse by them and it has been replaced by private interest, media outlets can at best be construed as kiosks dishing out self-serving propaganda for manipulating activities and processes in the socio-economic domain. Politics is but an offshoot of this domain and therefore the object of this manipulation, too.

But the public and public interest continue to remain vital. Journalism still has to serve its purpose and it can only do so by reverting to the non partisan community model. The present day transmission model of commu-

and public good. It will differentiate journalism from commercial press alias media outlets.

In sum, journalism in this context is neither the journalism of truth or of information or of objectivity or of the experts. It is also not the journalism of going out and doing it. Neither is it a journalism which presents itself before its audience as a seer.

Instead, journalism now ought to be conceived less on the model of information and more on the model of a conversation. As such, journalists should define themselves as being merely a part of the conversation of a culture and its community.

There is no truth-telling for journalists for no one can tell the whole truth. All journalism can do is to preside over and be within the conversation of a culture; to stimulate it and organize it, keeping it flowing and leave a record of it so that other conversations—inter and intra community—can feed off it.

Necessarily then, these conversations have to have their roots in hyper local soil if they have to flow to the macro levels. The public, which had been so rudely evacuated from the discourse, can then relocate to its original space as a participant rather a passive spectator.

## Alternate Paradigms for Journalism

Continued From Page 30

### Limitation of Journalism

Indian wisdom never talks of absolutism. It does not promote rights without duties. In fact Bhagvat Geeta, which is considered as the essence of Indian philosophy, makes one aware of one's duties only.

Truth is the ultimate goal of every human being but every truth is not worthy of expression and discourse. Indian saints have bound the expression of truth in a way that only that truth may be disseminated which promotes the path of welfare of all and also which gives a feeling of happiness or bliss.

*Satyam bruyat  
Priyam bruyat  
Nabruyat satyam apriya  
Priyam cha nanhatam bruyat  
Esha dharma sanatanaha*

The eternal dharma is to narrate the truth, narrate the truth that gives pleasure to the heart, but the truth that is unpleasant may not be spoken and never speak anything that is not true.

The saint of Gods Muni Narada in his 84 tenets of devotional religiosity has more than once stated that there are many experiences of mind and senses that do not lend themselves to any kind of expression. Even no expression is wholly and completely complete. There is always a

gap between the experience and its narration. This is an important limitation of any communication including that of journalism.

### Consequences of Journalism

Narada in one of his verses answers a question as to what would happen if the path of truth is pursued with all its limitations. He declares that if this happens there will be a paradise on this earth and even the forefathers will dance with joy. A verse that all Indians include in their daily prayers is: Sarve tu sukhi-nah santu, sarve suntu niramaya, Sarve bhadrani pashyantu, ma kashchit dukh bhag bhavet

*Auspicious be unto all,  
Peace be unto all  
Fullness be to all  
Prosperity be unto all  
May all be happy  
May all be free from disabilities  
May all look to the good of others  
May none suffer from the sorrow*

Above is only a limited glimpse of what ancient Indian philosophy has to offer for the creation of an alternate journalism. More research is required and many texts need to be examined.

## Oh The People of the World !

*Oh The People of the World ! Oh the People of the World !*

*Pause for a minute to search your soul,  
You have defaced it with a blackish hole;  
Try to discover your holy and angelic role,  
I entreat you to regain your pristine goal.  
Oh The People of the World ! Oh the People of the World !*

*Look at the Universe and its Divine feature,  
Look at the magic of its every creature;  
Listen to the words of the Supreme Preacher,  
Bow to His Commands : Don't be a teacher.  
Oh The People of the World ! Oh the People of the World !*

*The entralling ocean , the magnificent sky,  
Over your misdeeds , all have started to cry;  
The human travails fail to make you shy,  
Your ignorance thinks , you have risen high.  
Oh The People of the World ! Oh the People of the World !*

*The faith and boundary for which you fight,  
The sense of envy which shows your might;  
The greed and malice which make you bright,  
You will perish: All will become a dark night.  
Oh The People of the World ! Oh the People of the World !*

*The prophesies are galore to predict your end,  
The message , your evil intent is bound to send;  
Your savagery continues with no virtuous blend,  
You seek refuge in God for this heinous trend.  
Oh The People of the World ! Oh the People of the World !*

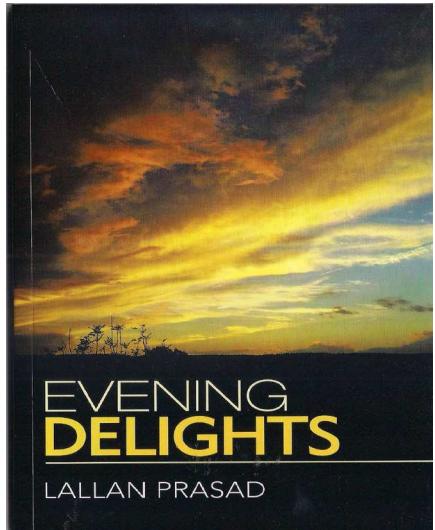
*Have mercy for this harried and anguished man,  
Give him joy and pleasure, as much as you can;  
The flames of wars , you are so happy to fan,  
Will destroy you all within this very life span.  
Oh The People of the World ! Oh the People of the World !*

*(From my poetry book ' Voice of Heart ')*

Dr. Mustafa Kamal Sherwani

# Communication Revealing a Close Bond With Nature

**Mamta Agarwal**



**R**eading the title, I couldn't help saying it aloud- Evening Delights. It brought to my mind that immensely delightful book — Eats Shoots & leaves by Lynn Truss, where she deals with the role of punctuation in writing. The reason I bring it up here is, the title can be read aloud in three different ways, depending on which word or syllable you lay stress on. That by itself intrigued me enough to engage with the poetry of Lallan Prasad. He is an Economist by profession, but certainly not a poet by accident.

I tend to make a humble attempt to define poetry — 'True poetry is without artifice. It is like going into uncharted territories, new realms, on an economy flight with minimum equipment-words and imagination.' Therein lies the magic of Lallan Prasad's poetic journey. Readers who are co travelers,

will immensely enjoy these delightful, serene poems brimming with wit, wisdom and love for life. He has a deep connection with nature; it is almost like a permanent presence in his life. There is a kinship, which comes to fore as one reads the poems.

The poet doesn't use punctuation marks, but the line breaks, gaps in stanzas are a hint to the reader to pause before proceeding further for full enjoyment of the poem. These are literary devices a poet employs to ensure that reader doesn't have to make an extra effort to understand deeper underlying meaning.

Lallan Prasad's poems are like small lanterns with which the poet searches for illumination. If he doesn't find it in scriptures he looks for it in nature.

The poems are written in a style which is reader friendly, no obtuse allusions that would make the reader wary, and leave the book alone. The poems have a vast audience out there. Children from young age to people in the twilight of their lives can relate to these themes, reflect, and nod in assent. His style is an art form 'ne plus ultra' all its own. Simplicity in writing is a great achievement

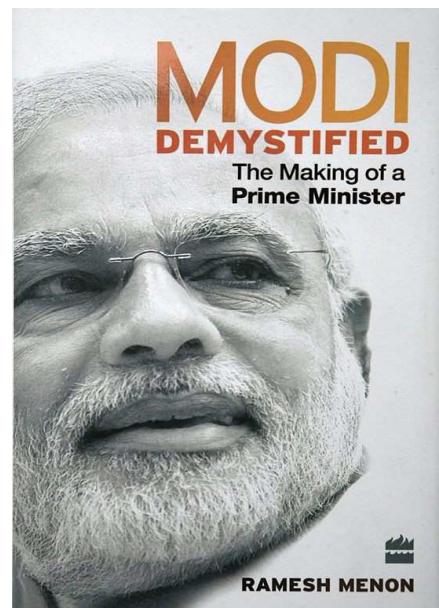
It comes naturally to him, and reveals a lot about the persona. He speaks of themes and topics that almost everyone has had an experience with, expresses himself without

any pretensions, rather with great humility, empathy and grace.

He has already published several volumes of poetry in Hindi. This is his first collection of poems in English. It is more than evident that poet, Lallan Prasad has much to share with his readers, as his poetry has universal appeal.

Larkin always insisted that we speak of poems rather than of poetry. It is an art of particulars, and each poem deserves separate saying and savouring. Lallan Prasad's, 'Evening Delights' is to be savoured, each poem is unique. ■

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# Flakes from Facebook



"Controversies and media debates on issues like sacking of governors, use of Hindi, Sunanda Pushker's "death mystery", Herald property case and Z+ security for Amit Shah could well be non-issues for an electorate that has voted the present govt to power to bring down prices, end corruption, generate employment and kick start the growth engine."

"Mulayam Singh called his Samajvadi Dal leaders the other day and rebuked them for the party's dismal performance in recent elections. But if he genuinely wants his party's fortunes to improve he will have to take some tough, unpopular and even distasteful decisions. One such decision will be to give up his irrational opposition to English language."

"Both within BJP and outside sympathy for L K Advani is baffling. On plus side he is a good party organizer and a good parliamentarian. But on minus side he has done a lot of harm to Democratic temper and social harmony of the country. His stewardship of janmabhoomi movement led to communal violence leading to huge loss of life and property, rise of terrorism, worsening of relations with Pakistan and dent in our image as a peace-loving country in the world."

"The rationale behind rail fare hike is perfectly understandable. What is difficult to understand is how with a 6.5% hike in freight rates and a likely increase in oil prices the government will control the increasing prices of essential commodities. Blaming previous govt will neither bring down prices nor will give any relief to people suffering from price rise. It is time we stop blame game and initiate a serious discourse on the issue. If price rise cannot be contained because of supply constraints or demand pressure we should honestly say so instead of misleading the people."

**"Obviously one can't blame the Narendra Modi Govt for not solving the case of stolen jackfruit. However, if such a theft had taken place earlier the BJP spokespersons would have most certainly blamed the UPA Govt of Dr Manmohan Singh, as well as Mrs Sonia Gandhi and Rahul Gandhi."**

"To say that Dr Manmohan Singh a fine gentleman with a scholarly disposition could not function freely because of compulsions of coalition politics is all right. But to say that Sonia Gandhi did not let him act freely is sheer nonsense. What sort of man u are if u sit on the high chair and say you are helpless. And if u are so helpless what is the compulsion to be sitting on the chair."

**"If the Congress wants to revive its fortunes then it will have to go beyond organisational management. It will need a clearly defined ideological line and a policy framework based on it. In the present political context the only option for the Congress is to return to the Nehru line -- socialist pattern of society, mixed economy, anti-imperialistic foreign policy, secular ethos and scientific temper."**

**"If the monthly graph of prices of essential commodities continues to rise the way it did in June then the Modi Govt will end up with a BJP mukta Bharat instead of a Congress mukta Bharat."**

"Let us make sincere efforts to get some intelligent inputs on the voter behavior as reflected in the poll verdict beyond the commentary on Modi - Rahul singles. There are many issues of considerable sociological importance. These need to be understood to know the future course of our Democratic polity. The impact of caste and Creed on minds of young voters is one such issue."

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