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# MAIMS MEDIA GRAPH

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## From Editor's Desk

The media, without which the life cannot be imagined today, when the same media appears in the dock, then we are forced to ponder over its role and credibility. In the present-time Corona pandemic, when all of us were forced to remain locked in homes, only the media became the sole source for any information. While the graph of Corona infects and deaths has continued to create panic, the estimation of mainstream media to social media and other media platforms has started engaging on the graph like the up and down lines. However, this is not a new thing. Different dimensions, aspects of media have always been measured from different angles. Everyone has a different perspective to it, whether it is an academician, student, officer, politician, doctor, researcher and general media consumer. Keeping all these aspects of the media in mind, the Department of Journalism and Mass Communication of the Maharaja Agrasen Institute of Management Studies (MAIMS) considered the publication of the MAIMS MEDIA GRAPH, an online journal.

When MAIMS MEDIA GRAPH urged eminent media academicians and professionals to join us as members of the advisory board, they accepted it with pleasure. Prof. (Dr.) Devesh Kishore, (Professor Emeritus, Makhan Lal Chaturvedi National University of Journalism and Mass Communication, Professor and Former Director, EMPC, IGNOU), Prof. K. G. Suresh (Founder Dean, School of Modern Media, University of Petroleum and Energy Studies, Dehradun and Former Director General, Indian Institute of Mass Communication, Former Senior Consulting Editor, DD News), Sh. Laxmi Shanker Bajpai (Former Dy. Director General, All India Radio, New Delhi) Sh. Ashok Shrivastava (Senior Journalist and News Anchor, DD News) Sh. Shishir Sinha (Senior Dy. Editor, The Hindu Business Line, Formerly associated with Aaj Tak and ABP News), Ms. Sarjana Sharma, Dy. Editor, News, Sanmarg Daily, Formerly associated with ANI, BBC and Zee News) are our advisory board members. We had the pleasure of their guidance and experience of decades in active journalism and media teaching. Our heartfelt gratitude to all of them.

This effort to publish the MAIMS MEDIA GRAPH with the aim of assessing various aspects of media trends and critical analysis is blessed by Dr. Nand Kishore Garg, Founder Chairman of Maharaja Agrasen Technical Education Society (MATES) and Chancellor of Maharaja Agrasen University, Baddi, (H.P.) and Honourable trustees of MATES. This enabled us to transform his thinking and vision into a form of a Journal with help of Journal's Patron and MAIMS Director General Prof. (Dr.) S. K. Garg and Prof. (Dr.) G. P. Govil, Advisor MATES. With the guidance of the Editor-in-Chief of MAIMS MEDIA GRAPH and

Director, MAIMS Prof. (Dr.) Ravi Kumar Gupta, this first edition of our bi-annual online journal is now presented to you. We need your valuable suggestions for improvements.

**Prof. (Dr.) Vinita Gupta**

**Editor, MAIMS MEDIA GRAPH**

25th July, 2020  
New Delhi

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# A STUDY TO DETERMINE MEDIA'S ROLE IN STRESS MANAGEMENT AMONG STUDENTS

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Ms. Sweta Ghosh\*

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## Abstract

*The paper investigates the way various Media aid in handling stress among school students. It aims at investigating various factors responsible for creating stress among students. Media play a great role in our life. Various media channels and vehicles provide us information, education and entertainment. They also play dual role in our life. Media can be both eustress and distress. Students are required to handle stress effectively. The paper gathers both primary and secondary data through previous literature study and questionnaire survey respectively. The data supported the fact that media have become an important part in every stress management program.*

**Keywords:** *Media, Stress Management, Survey, Videogame, Facebook, Mobile*

## Introduction

Media has become an integral part of human lives. Newspapers, television, radio, and the

internet are the important channels of Mass Media **Nair (2010)**. Technological upgradation made a great impact on new media technologies. Digital games and interactive entertainment have emerged into main-stream media attracting an ever growing audience of young and older users alike. Mobile media have extended the scope of traditional mass media and make information, entertainment, and computer-mediated interpersonal communication available at any time and at any place **Reinecke & Oliver (2016)**. Social Networking Sites (SNS) are permanently changing the ways in which we interact and make sense of ourselves. Interaction through Social media plays a pivotal role in a teenagers' life. They discover and construct

their identities simultaneously online and offline. The boundaries between online and offline are becoming blur and the self-expressive potential of the Net goes hand in hand with significant risks of abuse and overexposure. It is surprising that digital overload and stress caused by SNS are still neglected topics, despite the growing academic and public interest in the “dark sides” of social media **Lutz, Ranzini & Meckel (2014)**.

### **Stress and Stress Management**

Stress is our natural way of responding to the demands of our ever-changing world. Although we all experience change and demands regularly, the way that we interpret these internal and external changes directly affects the degree to which we feel stress. Stress can be a result of both positive and negative experiences, and it is a necessary part of our daily lives (**Ballesteros & Whitlock**). Managing stress is nothing new. It is seen as an outcome response; people talk about being “stressed-out” or being “in the zone.” Thus people experience stress both psychologically and physically. People at workplace experience stress as a stimulus, a reaction, and as a cognitive, affective, physiological state. Stress use three distinct concepts: stressors, stress response, and

stress-related outcomes **Hargrove, Hargrove & Becker (2016)**.

Every human being in today’s fast paced world is plagued by stress every day. The means of tackling stress are differ from person to person. The need of the day is to help people successfully to combat stress. Facing stress is unavoidable, but effectively tackling it is a necessity. A group of people who are most frequently affected by stress are students. Throughout their academic lives, students face various challenges and a whole lot of pressure in today’s competitive environment. Students need to be trained in handling stress. Handling stress is an art by itself and it needs some proven scientific methods to manage it **Nivethitha & Rita (2016)**.

### **Statement of the Problem**

The present study examines the way various Media help in reducing stress among school students. It also aims at investigating various factors responsible for creating stress among school going children.

### **Objectives of the study**

- To find out various Media on which students rely to overcome stress.

- To find out different factors that lead to stress among school going children

## Literature Review

**Nivethitha & Rita (2016)** study various factors like Academics, Environment, Extracurricular, Peers and Time Management as stressors among students. Academic pressure can be distress if it is allowed to become such. It can be converted as eustress urging to greater accomplishments through proper management. In such case, stress management for students' demands building on academic successes. Awarding peak performance can encourage greater academic excellence. The school environment can be a distress if students are left to handle by themselves. It can be converted as eustress by introducing planned activities geared toward initial adjustment, and intermittent periods of relaxation. Careful selection of extracurricular activities and balancing these activities with school life, family life, and part-time jobs can make them a source of eustress. Peers can be source of both eustress and distress if they are handled improperly. Time is an important factor for creating stress among students. A habit of carrying a daily planner and adhering to it can help students to cope

with stress. Parents are largely blamed for creating student stress. It is required to maintain a healthy parent/student relationship for proper management of stress.

**Jung & Hua (2012)** examine the effectiveness of a videogame on educating stress management for university students. One of the contextual features of game play such as the physical similarity of the game character on game experience and knowledge test for stress management was investigated. Participants who played a videogame designed to educate stress management reported higher scores after their game play. The study result implied that videogames can be good complementary tools for new education and learning experiences.

**Georgea, Dellasegab, Whiteheada, & Bordone (2013)** study 145 first-year students at Penn State College of Medicine for searching out the most user-friendly strategies to cope with stress. According to the study, students found certain Facebook content are most helpful in coping with stress. The video-narratives with advice from older students and faculty as well as links to online resources are considered as

most useful. Students feel links and videos provide nice break from studies. Few students have Facebook group for supporting their stress related problem.

**Lutz, Ranzini & Meckel (2014)** along with The “Museum for Communication” in Berne (Switzerland) have conducted a large-scale visitor survey during an exhibition on the dangers of media consumption. A data set of 23878 cases is collected in a period of 8 months by the authors. Out of them, only 6989 person are selected (aging 13-18) for fulfilling the criterion of Swiss teenagers. 5085 (86.6%) respondents feel ‘stressed’ by Social Networking Sites, whereas 794 (13.4%) answer they are able to cope with SNS.

### Hypotheses

H0: Academic has no relationship with mental stress among school students.

H1: Academic has a relationship with mental stress among school students.

H0: Peer Pressure has no relationship with mental stress among school students.

H2: Peer Pressure has a relationship with mental stress among school students.

H0: Family has no relationship with mental stress among school students.

H3: Family has a relationship with mental stress among school students.

H0: There is no relationship between Media and Stress management among students.

H4: There is a relationship between Media and Stress management among students.

### Research Methodology

The present research is an exploratory survey method, which aims at visualizing factors that lead to stress among school students. The study population comprises children aged 14-16 in Barrackpore Area. In this research random sampling technique was used for necessary data collection. The sample size is 77 individual respondents, who studies in class IX and X. Data gathered for the study was derived from primary sources. The researcher constructed questionnaires for the sampled population.

### Research Findings

#### 1. Are you stressed?

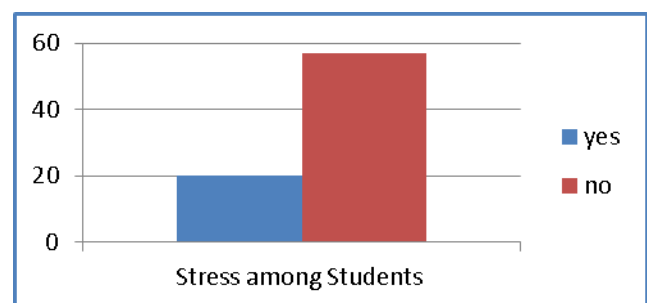


Figure 1: Stress prevailing among school children

Figure 1 show 57 respondents (74.02%) said that they don't suffer from stress, whereas 20 respondents (25.97%) said they suffer from stress in their daily life.

## 2. What are the factors related to stress?

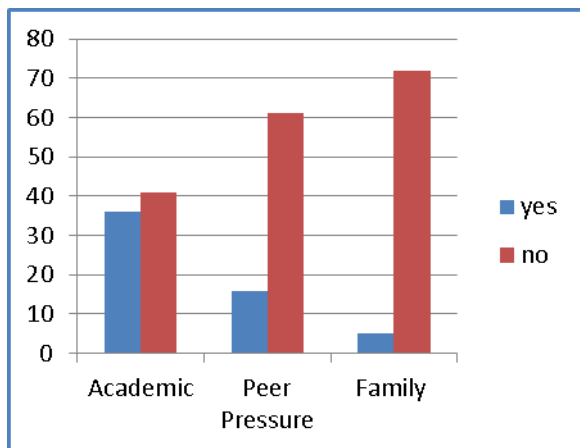


Figure 2: Various factors related to stress

Figure 2 show 36 (46.75%) respondents stated that they suffer from mental stress due to their academic performance. So, Hypothesis 1 is selected. 61 (79.22%) respondents disagree that peer pressure has no relation with stress. So, hypothesis 2 is rejected and alternative hypothesis is selected. Only 5 respondents agree that family plays an important role in creating stressful environment. So, hypothesis 3 is rejected.

## 3. Do you take medicine for stress?

74 respondents (96.10%) give reply that they don't rely on medicine to handle mental stress. Only 3 students rely on medicine to handle stressful environment.

## 4. What you do while you are in stressful situation?

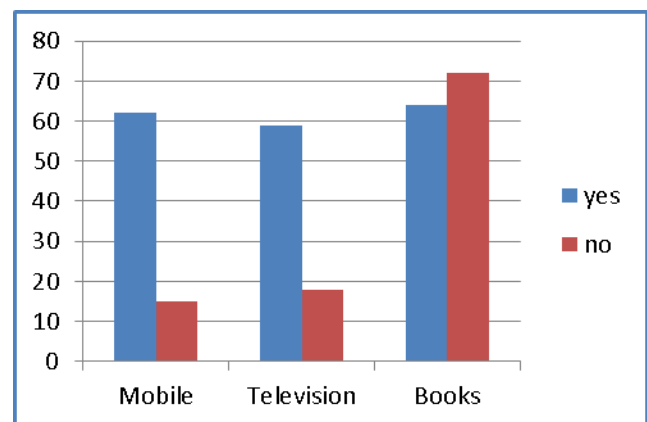


Figure 3: Dependence on media to overcome stress

Figure 3 show 62 respondents rely on mobile phone to overcome stressful situation. 59 respondents said that they depended on Television, while 64 respondents depended on books to cope with stress. Gathered data shows respondents rely mostly on media to overcome stress. So, hypothesis 4 stating is selected.

## Conclusions

Media play a great role in handling the stress among the students. In last decade, human life has changed drastically. Humans are relying more and more on media specially the new media technologies such as social media, internet, mobile and video games. Previous literature study shows media can be both eustress and distress. Few students rely on Facebook group to handle their stressful situation. Other feels Facebook and other SNSs create stress in their life. They have to maintain a balance between their online and offline identities. Every human being has to suffer from stress and they have to manage stress properly. One can't avoid stress, but one should be skilful enough to handle stress effectively. Academics, Environment, Extracurricular, Peers and Time Management are the factors which create stress among students. Internet, Mobile phones, Facebook and videogames play an important role for creating awareness about various stress management programme. Apart from literature survey, a survey has been conducted with 77 respondents. About 74.02% respondents feel they are not suffering from stress. Three factors such as Family, Peer Pressure, and

Academic performance are held responsible for creating stress among them. They mostly avoid medicine and mainly rely on mass media such as books, television, and mobile phones to cope with stress. So, mass media along with new technology play a great role in stress management process among students.

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# RISE OF EVENT MANAGEMENT: TRENDS THAT CHANGED THE INDUSTRY IN INDIA

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## Abstract

*Event management is managing an Event. It is looked upon as a sunrise industry in the service sector. The Indian event management industry underwent a dramatic change in the past decade with the introduction of digital activation, rural expansion, product launches, personal events, government initiatives, etc. All these activities are considered to be the key growth drivers for this industry.*

*As per the EY-EEMA (Event and Entertainment Management Association) report, the events and activations industry in India is expected to cross Rs. 10,000 crore mark by 2020-21. The industry, which was at Rs 5,631 crore in 2016-17 overall, has been growing at a 16% CAGR (Compound Annual Growth Rate), according to the report. For managing any event, a person requires a set of skills and talent and so for learning skills has further given opportunity to the education sector.*

*Event industry caters to events in four broad categories: Leisure, cultural, personal and organizational. The event industry is at a burgeoning stage but exceptionally unorganized, comprising mainly homemakers and self-employed businessmen. The increasing number of household as well as company incomes, growing range of*

*corporate awards and conferences, television and sports events, reality shows and so on is helping this sector grow. It has been seen that with rising income, people are also spending more on weddings, parties and other personal functions. Also, it is observed that competition between cities to confine events of various types through the request processor to attract visitors through the creation of new events is growing drastically.*

*Whether it is a private happenings or public events, everything now is done on 'big scale' for better image. So, 'Image' is the key word today. To boost up this 'image' building exercise today needs a professional manager (event manager), either an individual or an organization, which can enhance image through innovative, unique and attractive idea by organising an event. With events like, Live Entertainment shows, Corporate events, MICE (Meetings, Incentives, Conferences, Exhibitions), and large scale Weddings have led to several work profiles and job opportunities in this field. The individuals, corporate houses and the society have recognized the need for hiring talented and skillful professionals for handling events. This industry is likely to have a bright future and better growth in years to come.*

**Keywords:** *Opportunity, Manage, Skills, Organise, Image, Creation, Growth.*

## **Introduction**

Event Management is about analyzing, scheduling, marketing, producing and evaluating any kind of event. It can also be defined as applying set project management techniques to the development and execution of events. A lot of creativity is required along with robust business management and organizational skills together for a successful Event Management. It can also be used in a diverse way of promoting a product, service or thought. Event managed competently and successfully, can be a very powerful promotional tool to launch or market a product or service. Event management requires professional approach along with values, method and decision to be implemented to every element for achieving effective and efficient results.

The number of Event Management Companies in the past one decade has exponentially multiplied, and given opportunities to professionals at different career levels. Some of the best Event Management Companies in India are the DNA Entertainment Networks Private Ltd., Wizcraft, Scorpio Events Management Pvt. Ltd., and Cox and Kings. (www.teami.org, 2018)

## 1.2. Trends in Event Management

- The latest technology is the new trend in events nowadays, i.e. virtual and the real which is easily available and affordable for masses (www.teami.org, 2018).
- AI, Artificial Intelligence is playing a big role since the time of conceptualization of events till the organizers collect feedback from the audience.
- Crowd sourcing has become a norm today.
- *The* ideas from the past are getting back to mainstream.
- Venues are not limited to stadiums and convention centers.
- Real time data is being used for deciding shape and course of events.
- The security of the event is the priority of organizers.

The report given by EEMA (Event and Entertainment Management Association) in September 2017 showed a remarkable growth.

### **The significant findings were:**

1. The Indian Events industry is expected to cross the 10,000-crore mark by 2021.

2. This figure represents the organized events in the country only 50% of the total industry.
3. The figure also excludes induced revenues.
4. Direct benefits such as telecast rights are also excluded in this figure.
5. During the year 2017-18, it had a value of US \$ 1 billion.
6. It has been growing at the rate of a 16% CAGR overpowering the Entertainment and Media industry growing at a 11-13% CAGR.
7. In the coming years it is expected to grow at a rate of 20%.

The Indian event management industry, in the past decade, underwent a dramatic change. The term itself got redefined from just being a business to a business that takes care of every ‘happening’, be it private or public. Most of the activities are now being done on a big scale, so the individuals as well organizations have acknowledged the need to hire professionals for handling the events. Some examples of the services offered by various event management companies are corporate events, live entertainment shows, conferences, exhibitions, large scale weddings etc. Looking at the statistics presented above, we

can say that the Indian economy is witnessing an alarming growth as far as the size of the event management industry is concerned. As, it has grown significantly so experts believe that it is just the commencement of a new era. The factors like digital activation, rural expansion, product launches, personal events, government initiatives etc. are considered to be the key growth drivers for the industry.



Fig:1. Event Management System  
(Source: pinterest.com, 2020)

### 1.3.Events classification

Events are classified as (Rane Rahul, 2015):

- Social events: Various types of social events which include Wedding Planning (Wedding Management) Birthday Parties, Anniversaries , Get Together, Social Gathering, Fund Raising for Large Clubs, Charitable Trusts etc.

- Corporate events: Corporate events include Meetings, Seminars, Conferences, Training Programs, Annual Picnics, and Award Functions.
- Entertainment events: Entertainment events which include Movie Promotions, Celebrity Nights, Music /Video Release, Award Nights etc.
- Educational Events: The demand has increased in the educational sectors where the knowledge and skills of students are being enhanced which may include Education Fairs, College Events, Picnics & Holidays and Annual Sports.
- Exhibitions and fairs
- Special Events for important clients

Most importantly, in weddings, people spend lot of money and are very expensive in India. The latest trend had been witnessed in Event Management sector is the popular demand for wedding planners. The Indian families now opting for destination wedding which is mainly of two or three days. In these two days multiple activities in the form of rituals takes place and it needs people to handle all these. So, all prefer to give this responsibility

to an event management team. Recent survey has revealed that an average amount of \$31,213 is spent by an Indian on wedding. This number has observed a 4.5% more than the previous year. The same is the case with other countries too, survey has revealed that an average amount of \$27,000 is spent by a U.S Citizen on wedding. As the \$38-billion Indian wedding market continues to grow bigger in size across the country (Rane Rahul, 2015). The number definitely will increase in the coming years. In a bid of making wedding unique, the wedding planning industry derives a reasonable demand owing to their professionalism and touch of precision to make the entire process smooth. As an Indian wedding definitely needs a lot of time and effort towards planning and implementation.

Newly introduced pre-wedding photo shoots and promo videos are also getting immense popularity in India. Event planners are even relying on most modern cinematography techniques (like drones) to shoot promo videos in innovative ways. The businesses like Fashion designers, florists, confectionery makers and event managers are cashing in on the flourishing wedding market and as a part of event management (Weddingsutra.com, 2015).

A survey states that companies spend around 15% of their collective time in meetings. This explains the fact of why there is an

increased spending on arranging meetings by organizations.

#### 1.4. Marketing through Event Management

Marketing strategy, even for the brands, now involve the need for event management too. Direct marketing or indirect marketing are incorporated through these events. A large scale event is organized by the companies to launch a product, advertise it or to celebrate its success. These events also act as a bridge to remove the communication gap. It is not only the experience and knowledge which shall determine success in event management but it also largely depends on contacts (public relations), marketing, negotiating and entrepreneurial skills. These events can be seen as an interactive experience among different employees working in various industries.

The event management industry has already become a sunrise industry, as discussed, in the Indian market. It has evolved in a large scale compared to the situation of the industry two decades ago. Most talented, professional and experienced managers are taking a pro-active approach in managing the firms that fall into this domain (bizencyclopedia, 2019). Still, the industry has a long way to go as the firms need to focus more on providing a more personalised experience to their customers. The uniqueness of an event will depend very

much on the variation of the personalised elements that the event offers. Hence, firms should also embrace the latest technology as it can easily be leveraged to offer customers a memorable experience.



Fig: 2. Indian Event Industry size and Projections (Source: Rane Rahul, 2015)

#### 1.5. Scope and Growth of Events:

There are a number of companies, nowadays, hosting and organizing events on a regular basis. These range from short time private events to the large-scale international events. It has attracted a good number of young people in this field because they realize the potential of the market and the demand and supply situation. The most demanding and profitable aspect of this field is the need for creativity. And that is the way, how and where one earns (Nair, Dr. Padeep, 2016).

The management of events largely need the coordination with one another, from stage one. To get the orders, is the first thing required, for the event. This process is also known as pitching for an event. Usually, the event



manager/company is asked to submit a project report whether it is for small time events or for the larger ones assigned by companies with the finances involved. On the basis of this, the assignment is given to the event manager of the company.

Overall industry size and projections												
Overall industry size (₹100 cr) (For calendar years)	2008	2009	2010	2011	2012	Growth in 2012 over 2011	2013p	2014p	2015p	2016p	2017p	CAGR (2012-17)
TV	241	257	297	329	3701	12.5%	4199	5014	6074	725	8476	18%
Print	172	175.2	192.9	208.8	2241	7.3%	2411	2614	2856	3112	3402	8.7%
Films	1044	893	833	929	1124	21%	1224	1383	1536	1717	1933	11.5%
Radio	8.4	8.3	10	11.5	12.7	10.4%	14	15.4	18.7	22.7	27.4	16.6%
Music	7.4	7.8	8.6	9	10.6	18.1%	11.6	13.1	15.3	18.3	22.5	16.2%
OOH*	16.1	13.7	16.5	17.8	18.2	2.4%	19.3	21.1	23	25	27.3	8.4%
Animation and VFX	17.5	20.1	23.7	31	35.3	13.9%	40.5	46.8	54.3	63.1	73.4	15.8%
Gaming	7	8	10	13	15.3	17.7%	20.1	23.8	30.9	36.2	42.1	22.4%
Digital advertising	6	8	10	15.4	21.7	40.9%	28.3	37.1	48.9	65.1	87.2	32.1%
<b>Total</b>	<b>980</b>	<b>587</b>	<b>652</b>	<b>728</b>	<b>821</b>	<b>12.6%</b>	<b>917</b>	<b>1059</b>	<b>1238</b>	<b>1438</b>	<b>1661</b>	<b>15.2%</b>

Fig: 3. Overall Industry Size and Projections  
(Source: Rane, 2015)

According to the survey, the scope of the Events has been widening day by day. The Events & Entertainment Industry today encompasses events like Fashion & Celebrity shows, Film awards, Celebrity promotions, Road shows, Musical concerts, Bollywood-shows, T.V. Reality shows Company conferences, Banqueting facilities, Tourist attractions, Sports, Culture, Corporate seminars, Workshops, Exhibitions, Wedding celebrations, Birthday parties, Theme parties & Product launch. There is a rise in number continuously and the scale of all such events has emerged as the main growth drivers in the sector.

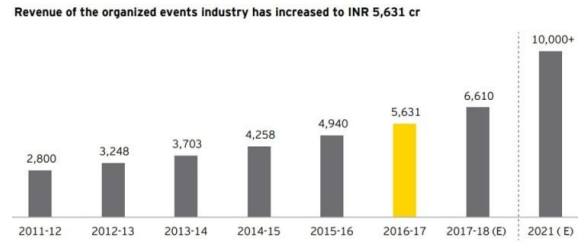


Fig: 4. Revenue of Organised Events Industry  
(Source: Consultancy.in)

Events are also playing an increasingly important role in the Marketing and Communications mix for all companies (Rane Rahul, 2019). In today's era, Event Management has become an integral part of marketing plan. A large number of companies have already recognized the benefits of Direct Marketing through organizing various events. Events are considered as a means to Launch, Advertise or Build a brand.

Growth of the Industry				
	Global	INDIA	USA	ASIA
Growth (in %)	6.2	13.1	6	20
Projected Growth (in %)	5.5	25	4.2	21

Fig: 5 Growth of the Industry (Source: Rane, 2015)

The Indian M&E industry grew from INR 728 billion in 2011 to INR 821 billion in 2012, registering an overall growth of 12.6 percent. The industry has achieved a growth of 11.08 percent in 2013 to touch INR 917 billion (Rane Rahul, 2015). This sector has shown growth at a CAGR of 15.02 percent to reach INR 1,661 billion in the year 2017.

Event planning jobs are expected to grow 7% from 2018-2028, compared to 5% across all jobs, indicating that the industry is growing.

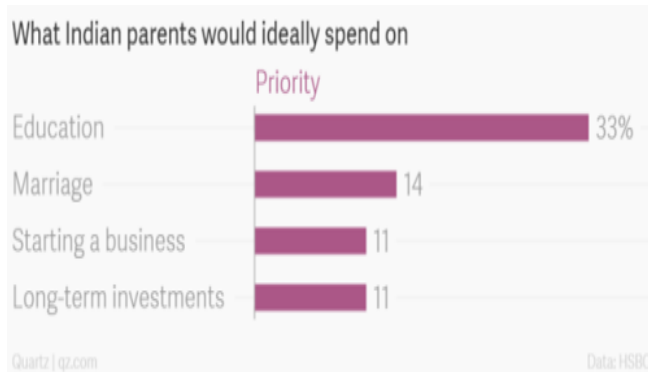


Fig:6 Expenditure of Indian Parents Priority wise (Source: blog.megavenues,2015)

### 1.6. Skills Required for Event Management

The field of event management requires a great amount of creative skills involves lots of discipline and meticulous planning (Nair, Dr. Pradeep, 2016). Planning an event is an event in itself. The job of organizing an event begins with the very basics. The client may come with some vague idea and it is entirely up to the event manager to work on the idea and turn it into a reality. Events could be any activity from concerts, product launches, conferences, promotions, press conferences, jubilee celebrations and farewells to television based events, fashion shows, wedding or parties etc.

Event management professional needs good academic qualifications, i.e. formal education in

the form of a diploma or degree in event management or in advertising or public relations with a specialization in event management should be ideal though not much stress is laid on academic qualification. But, there are qualities also to be developed, which are essential for a person to be well-equipped in this field (Nair, Dr. Pradeep, 2016). These include:

1. **Analytical and Critical Thinking and Problem Solving** - Analytical thinking, critical thinking and problem solving abilities that are a must in this field. A person should be able to acknowledge a problem, recognize that and to be solved. At the same time they must have some plan to avoid such problem in future.
2. **Client and Customer Service Orientation** - Client/customer service orientation is the ability to be client focused and committed to meeting the needs of your customer. An event manager has to be client focused, he must attempt to know the client's needs, he must be able to put them at ease while interacting with them, build trust and respect with customers and clients.
3. **Good Negotiation Skills** - It is a skill that every businessman should have along with better good communication skills.
4. **Ability to Work under Pressure and Meet Deadlines** - An event manager

should be able to learn and handle pressures and deadlines at ease. Even after having a meticulous planning and arrangements, a small error or miscalculation can create havoc and disrupt the entire schedule. It should be taken care of, so that others are not adversely affected.

5. **Teamwork, Facilitation and Co-operation** - One of the most important things in event management is the ability to work as a team. A person must have capability to know how to lead a team but also work with everyone and get the job done.
6. **Planning, Co-ordination and Organisation** - This involves the ability to effectively coordinate and organize oneself, others, information and/or situations at a personal and organizational level.
7. **Good Networking Skills** – One of the main characteristics of an event manager is to build up his/her own network. The more number of contacts he/she has the more successful he/she will be. Any kind of business can be only expanded through contacts with an attitude of talking to people.

### 1.7. Challenges in Various Event Management

Event Planners can face various challenges (Waida Maria, 2019), Like:

1. *Understaffing in an event is a common problem*: Understaffing is a serious problem for events. And it often doesn't become obvious until the day of, when it's too late to do anything. So prevention is definitely key with right proportion of staff.

2. *Overspending on the event is a big challenge*: Budgeting is the number one most challenging aspect of event planning. Lots of things change or unexpectedly come up during the event planning process, so expenses to be kept modest. The best way is to compare previous event budgets and assess what can be done better this time around.

3. *To make networking a priority activity in an event is a challenge*: Networking is a primary factor for business professionals, in their decision making when choosing whether or not to attend an event. There must be plenty of opportunities provided in form of some activities to professionals for networking activities. As 41% of active networkers don't have time to network as frequently as they'd like to and 67% of entry-level job seekers say that networking face to face is more valuable than any other method. All of that just goes to show how important this event component really is.

4. *Forgetting to track schedule or budget changes is an avoidable event problem*: While planning any event, we must follow formal change tracking process. Follow up should be done with key stakeholders to keep



communication to one centralized and accessible platform. Also, we must be organizing event project notes so that nothing slips between the cracks.

5. *Not having a strong backup plan for bad weather is an event problem:* There must be some backup plan for sudden extreme weather like hail storms, tornadoes and hurricanes etc. Alternative planning should be done to avoid problems in emergency and plan should have disaster-proof outdoor wedding venue or always have a second venue in mind. One that lets you book last minute, is located nearby, and isn't in high demand this time of year.

6. *Neglecting event timeline is a problem:* To run out of time is a major event planning problem. But it's totally avoidable. Planning fallacy, a psychological phenomenon first coined by experts Daniel Kahneman and Amos Tversky in 1979, is the tendency for humans to forget that things can go wrong – especially when it comes to projects that require many different steps and people (ahem, like events). People must work on strict deadlines to maintain time for doing any work.

7. *Lack of work experience can be an event challenge:* Beginners of event management may face this problem but they can cope up

by gathering knowledge and skills required in this business.

8. *Having more guests than planned is an event mistake:* It may happen sometimes that no one actually plans for, so the planners must keep a check on event forums, social media mentions and activity on your event app. If the number of people engaging with event on these platforms is higher than the number of people was expecting to attend, the plan must be adjusted accordingly.

9. *Not having structured event management process can be another challenge:* There are some tools to be utilized like streamlined workflow, centralized communication, and a scalable event planning process as these aren't just buzzwords. They're needed to maximize productivity and ultimately, the success of your event.

10. *Forgetting to create an attendee engagement plan for before, during, and after the event is a challenge:* There must be a plan for engaging all attendees and make them feel involved in a specific event like online forums, in person networking, and community management.

11. *Leaving no time for event set up or take down is an event mistake:* All attendees of an

event will appreciate arriving the venue that is fully ready for them, that is why it is absolutely paramount that as the event planner give your partners plenty of time – or as much time as the venue will allow – to get everything taken care of.

12. *We should never neglect to research, the presence of other local events or laws that might affect gathering creating a problem:* An outdoor concert on the lawns of a museum is an amazing experience for attendees. But there may be a problem of parking etc. Event planner must ensure to avoid the disturbances from outside forces and must plan everything in advance.

13. *Failing to capture valuable event data can be an event mishap:* Event ROI (Return on investment) is one of the most important, practical and effective ways of measuring event success. We need data to view all useful information. And it's important for our team as it will be required to compare past and future sponsors to see those numbers spent on event. Plus, it will also help to determine what can improve in the future with the help of a clear record to check how effective each event was.

14. *Over-programming event schedule is a problem:* No matter how cool your schedule line up is, everyone needs a little down time here and there. Make sure that your event schedule has plenty of the following:

- I. Designated free periods where there are no events, activities or keynotes going on.
- II. Clearly stated or suggested program lunch breaks.
- III. Down time that is completely separate from networking events, where your more introverted guests can take a breather.
- IV. Early wrap up times at the end of multi-day events so attendees don't burn out.

15. *Not confirming your vendors can be an event mistake:* This event planning mistake is often very common. In addition to paying your deposit, looping them in on relevant email chains and confirming your venue set up times, you need to get one final confirmation within 48 hours of the event. We never know what might come up – whether it's a personal family matter or a flaky vendor, having written confirmation from all partners is a great way to prevent any misunderstandings. Plus, if something

does go wrong, your event insurance company can use that documented communication to help assure them that you did everything in your power to make things work.

### **1.8. Opportunity in Event Management in India**

Young entrepreneurs are taking 'Event management' as an upcoming challenge. Because, this field had been showing a good growth over last decade, so nowadays almost around the world many Event Management companies are involved in big events that are organized in their respective country. Though, this field requires a lot of manual labour and handwork and also requires well-timed delivery of every component to the customer. Event management is becoming a good opportunity as a career option for creative candidates to explore life in a new way. Various agencies offering event management services need expert event managers who can handle all the things efficiently. Following are the opportunities that a person can look forward for event management:

- Handling Corporate Events like Meetings, Incentives ceremony and Conferences.

- Organising Family Functions like Birthdays, Weddings, Baby Showers and Anniversaries.
- Organising Sports Events
- Conducting Cultural Festivals and Exhibitions
- Radio and Television Events
- Celebrity Management
- Reality Shows
- Fashion Shows
- Various Product Launches
- Road Shows and other Promotional Events
- Event management industry is becoming an essential in connecting economies, communities, international, national and local, businesses and their clients, one business and another, service providers and the users, connecting sectors like health, education and welfare with other sectors.
- Growth of this industry expected to cross Rs.10,000 crore by 2021.
- Great opportunity for creative youngsters for employment as it needs large pool of manpower, highly skilled, semi-skilled or unskilled. There are immense

opportunities to learn, grow and to prove self.

- AI has taken over most of the mechanical, technical and administrative jobs, the creative aspects or those that need a human touch are the only ones left as bright and lucrative career options. Event Management is therefore, a field where there is tremendous scope for man power and hence employment.
- Event Management could be one of the most exciting and rewarding jobs for many looking forward to and is intensive work.
- This is an area where each project is different and each day is new to explore something new.
- Gradually with experience, one can have opportunities for meaningful partnerships and for own dream ventures.
- The positive aspect about the industry is that it gives freedom to get in and walk out, choose less or more depending on your commitments in personal life.

- Attractive opportunity for a career with a community life and opportunities to innovate which fits in best here.
- If a person enjoy challenges and love out of box solutions then there will be opportunities every day.
- If a person is flexible, a multi tasker, adventurous, ready to take risk, determined and a very good organizer, this industry will be a better choice where the sky is the limit.
- Networking and PR is passports to entry and growth.
- You could be guided by the premier institute for event management with world class training and networking team.

#### 1.8.1 Career opportunities in event management (Cvent socialtables,2019)

- **Event Manager:** Event managers are responsible for various tasks from conception to clean-up. Their job responsibilities include delegating with clients, planning the event with the clients' and team's input and taking care of booking locations, food and staff.

- **Venue Manager:** Venue manager will be responsible for supervising all the operations of the event space such as staff management, overseeing all procedures and handling problems that may arise during the course of the event.
- **Catering Services Manager:** Catering manager's job responsibilities includes supervising the day-to-day catering services, overseeing the food quality and leading a team of chefs. They ensure that all outlets under their jurisdiction perform well.
- **Social Media Event Coordinator:** There is too much influence of social media nowadays. The job responsibilities include promoting events online, creating unique hashtags, designing digital campaigns and doing live feeds to garner more attention for the event.
- **Wedding Planner:** All couples now make sure that their big day, when they are going to tie a knot, should go off without a hiccup. Hence, they try best to hire industry professionals who know the system of wedding planning inside out. Their responsibilities include handling everything starting from wedding dresses to the sound system, helping clients make calls as per

their budget and expectations and overseeing all the nitty-gritties of the event.

- **Marketing or Communications Manager:** Their responsibility is for organising promotional events for the company's products and services. They are expected to be equipped with other skills apart from event planning to do justice to a role of this calibre.
- **Staff Coordinator:** The responsibilities of a staff coordinator include taking care of logistics concerned with the staff on site. Also, encouraging them in order to enhance productivity and taking charge of training the personnel according to the requirement of the event.

Event management is becoming increasingly popular and can be accredited to the various opportunities and the platform it provides to professionals to exploit their creative streak.

## Conclusion

This industry is set to grow multifold in times to come as per the consumer demand. The events industry is creative and regularly innovating. It is adapting continuously to new technology and has the potential to survive adverse economic and political circumstances. Creative content and constant innovation have played a key role

in enhancing the growth of the industry. The largest users of events are the Media and Entertainment and Telecom industry.

There is tremendous growth in segments such as marathons, music concerts, exhibitions, fashion shows, trade fairs and talent-hunt competitions as well as the increasing number of TV and sports events, reality shows, corporate conferences and awards, etc.. The current growth in these segments is facilitated by the growing company and increasing household incomes. People's incomes are growing as reflected in their expenditure on parties, weddings, & other social and personal functions. This brings an opportunity for event management organisers.

In other words, the booming Indian economy has sent out a sudden spike in the number of events taking place nowadays. This situation of high growth has enhanced the demand for talented event managing personnel. In coming days, the demand for creative and hardworking, a result-oriented event manager is only going to escalate. Because of lack of entry barriers has greatly multiplied the number of players in this field. Therefore, there is an enhancement of increasing competition making this industry

one of the most competitive industries in India.

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# NAXALISM IN INDIA: PAST, PRESENT AND FUTURE

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## Abstract

*Today Indian is facing a serious problem i.e., naxalism which is harming our country both internally and externally. It is not only a socio-economic problem but also it is a political, security and psychological issue. Its root causes are unemployment, poverty, discrimination and lack of basic facilities and exploitation of basic rights of the citizens of the country. They should also have equal rights like other citizens of the country. But they are suppressed and exploited so they lost faith in the government and they express their anger violently. For deep understanding of this problem, it is necessary to know about its origin, present and future possibilities. Therefore, to tackle this problem only one-sided approach is not sufficient. Multilayered approach has to be adopted to solve this problem. Three layered approach including socio-economic development, strong security and proper dialogue between government and backward people should have to*

*be adopted. In this study, the researcher tries to do the same. Researcher examined the existing literature for this study.*

**Keywords:** *Naxalism, Naxalbari, Poverty, Unemployment, Discrimination, Exploitation*

## Introduction

Today India is growing economy, socially and politically. But, it is facing a serious problem called naxalism which is harming the country both internally and externally. We cannot call it only a security problem but it is a social, economic, political and psychological problem. Its root causes are unemployment, poverty, discrimination and lack of basic facilities and exploitation of basic rights of the citizens of the country. There is provision of various types of scholarships and stipends for tribal people and adivasies in Indian constitution but these are only on paper not in reality. Tribal people and



Adivasis are the also the citizens of the same country. They should also have equal rights like other citizens of the country. But they are suppressed and exploited so they lost faith in the government and they express their anger violently. Most of the tribal communities in India are socially ignored, economically weak, geographically isolated, politically different, culturally rich, behaviorally simple, and trustworthy and leading their life in the lap of nature **Rao (2013)**. They are away from political system and economic process of the country. They are not aware about their basic rights. They are living in darkness and ignorance. Both government and naxalites are torturing tribal people. **Ramchandra Guha** in his essay argued that, “Adivasis have lost most but gained least in post-independence development in India” **S. K. (2018)**.

## Objective

To examine the past, present and future scenario of Naxalism in India.

## Research Methodology

Meta-analysis of existing literature about naxalism.

## Origin of Naxalism in India

People all over the world want to live under the regime that recognizes their basic rights. According to **A. Philip Randolph**, “A community is democratic only when the

humblest and weakest person can enjoy the highest civil, economic and social rights that the biggest and most powerful possess **Saravanan J. (2018)**. At the time of independence, Jawaharlal Nehru declared in his speech “wipe out every tear from every eye.” **Singh L. & Chenrui C. (2015)**. Our constitution pledges to ensure social, political, and economic justice to every citizen. In the absence of this kind of environment, people become puppets in the hands of upper class. Their faith towards government and legal system becomes weak that leads them to a revolution. An example, of this is an event of a remote village in 1967, when a young man named Bimal Kisan in a village called Naxalbari in West Bengal, went to plough his land with court orders when the local property owner attacked at him mercilessly. Out of rage, villagers attacked at property owner. This was a proved to be seed of revolution and it gave a political grab after formation of Communist Party under the leadership of Charu Mazumdar. Many naxalites were arrested, beaten, and went underground in the 1967 revolution. Charu Mazumdar said, “Many of the naxalbaris are smoldering in India naxalbari has not died and will never die” **DEB, S., & GOGOI, M. J. (2013)**. Earlier its roots were in West Bengal only but later this movement spread in other lesser-developed parts of the country. India’s Prime Minister Manmohan Singh declared it as an internal security threat. However, it is a social,

economic, psychological and political problem also.

### **Present Scenario of Naxalism in India**

Naxalism in India works under the slogan, 'Lal Salam' **A. D. (2015)**. There is also a dispute about naxalites whether they are Gandhians or Gangster? Arundhati Rai called them 'Gandhians with Gun' and according the Ministry of Home Affairs they are 'cold-blooded-murderers' **J. K. (2014)**. In the earlier times naxalites used to fight without weapons but now, they have improved their way of fighting. They developed their technology, better weapons and communications strategies. Here a question arises how they manage all these with limited financial resources. First, they get it from attacking industry and secondly the opposition parties helped them for creating disturbance in present governance. Some foreign powers also interfering and helping naxal powers such as Lashkar-e-Taiba. These agencies helped naxals by giving weapons. Today naxalites are organized and trained in a better manner than before. MNCs also helped them. They are also adopting the method of spreading dissatisfaction among poor and backward people against government. Naxalites engage the people in naxalism by highlighting the issues such as land and natural resources, child rights, discrimination, mining issues etc. They also misuse less information of the people.

One of the reasons of their spread is the failure of **PESA (1996)**. According to this Act, it is mandatory to consult Gram Sabhas before acquiring land and natural resources but only consultation is not sufficient. There should be provision of taking consent. Now, by taking control over land and resources naxal are not satisfied but they want to capture political power. One new strategy they are adopting to involve the women in the movement because women are more loyal and dedicated towards the movement. Women are helping them in many ways such as cooks, information collectors, drivers, medical helpers, guards of camps etc. but women suffered a lot. Shobha Mandi a women cadre who surrendered in 2010. After three years she wrote a book 'Maowadi Ki Diary' in which she wrote Maoist movement is nothing but 'den of vice' **Maheshwari R. (2018)**. Another strategy is to raise livelihood issues. They also manipulate the unemployed youth by giving them better wages. Mobilization and propaganda are also their strategies.

### **Future Scenario of Naxalism in India**

The future of naxalism depends upon the efforts made by the central and state governments. Firstly, the governments should take care of alienated, poor and backward people. For example, in Nepal mainstreaming the naxalites helped a lot in reducing the naxalism. It is very necessary to understand the feelings of naxalites and act upon them. Naxalites are also the citizens of the India and they have equal

constitutional rights. Secondly, the naxal-affected areas of the country should be categorized as worst affected, moderately affected and vulnerable people by the government. Efforts should be made according to the requirement. Development projects should be implemented from bottom to top level. Employment opportunities should be enhanced so that the youth can be saved from naxal influence. Security forces should be well trained and coordinated. Basic infrastructure should be improved for economic development. Local governing bodies can be more helpful in this mission. Well-justified issues raised by the naxalites should not be ignored and should be considered properly.

The future is not hopeless. If the economic reforms are properly implemented then there is a hope. There are some drawbacks in the system such as inadequate investment, lack of monitoring, lack of proper utilization of funds, poor planning, lack of land reforms etc. Protection of innocent citizens from this hell is very necessary. Proper dialogue system and negotiations can be the important steps for better future of India regarding naxalism. About the implementation of Forest Rights **Dr. Manmohan Singh** said at a conference in **Nov, 2009**, “There have been systematic failure in giving tribes a stake in the modern economic processes that inexorably intrude in the living spaces....the systematic exploitation; social and economic abuse of our tribal communities can

no longer be tolerated.” **Padhee U. (2010)**. It is very necessary to evaluate the livelihood programmes in LWE areas and impact of LWE on livelihood of the people. ‘Development Deficient’ is the main reason for growth of LWE **Padhee U. (2010)**.

## Conclusion

Naxalism problem is not only a law and order problem but also it is a social, economic, political, psychological problem. Therefore, to tackle this problem only one-sided approach is not sufficient. Multilayered approach has to be adopted to solve this problem. Three layered approach including socio-economic development, strong security and proper dialogue between government and backward people should have to be adopted. Many of the plans and policies have been launched to handle this problem such as Pradhan Mantri Gram Sadak Yojana, Forest Rights Act, 2006, NREGA, Rajiv Gandhi Vidyalaya Yojana, National Rural Drinking Water Supply Programme, Sarva Shiksha Abhiyan, Indira Awas Yojana etc. **R. K. (2013)**. If all these plans and policies implemented properly then most the problem will solve automatically. For example, in Sandesh block of Bihar PESA act is properly implemented. There is remarkable representation of poor and backward people in Panchayats. First Panchayat election was held in 2000 in Sandesh and second in 2006. It created a significant distance between Maoists and community. It created faith in the hearts of

people for the government. Second example is Ashwar Project in Jehanabad in Bihar that is package of welfare schemes such as drains, link roads, individual toilets, hospitals and schools in backward villages etc. that is implemented properly **S. K. (2010)**. One more example is **Surrender and Rehabilitation Policy, 2004**. If the surrendered Maoists are properly resettled and rehabilitated properly then they can be easily included in the mainstream and turned against naxal movement. If they are given all the facilities of a normal life then the number of surrendered Maoists can be increased and India can become a naxal free country. Overall conclusion is that if all the plans and policies are implemented properly, fundamental rights are provided to marginalized and backward people they automatically turned against naxalism.

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## कोविड-19 का मीडिया पर असर

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24 मार्च की रात प्रधानमंत्री नरेंद्र मोदी ने संपूर्ण लॉकडाउन की घोषणा की थी। किसी को अंदाजा भी नहीं था कि करीब 90 दिन घर में कैद हो जाएंगे। कोविड 19-के संक्रमण चक्र को रोकने के लिए सरकार के सामने यही विकल्प था। जो जहाँ था, वहीं थम गया। फैक्ट्रियों, दुकानों के शटर गिर गए। अगले दिन से सड़कों पर कर्फ्यू जैसा सन्नाटा पसर गया। ट्रेन, बस, मेट्रो, कैब, कार सब बंद। लेकिन, कुछ लोग थे जो डटे थे अपने कर्तव्य पथ पर। घरों में कैद लोगों को खबरों से जोड़े रखना था। चुनौतियां नई

थीं। कभी ऐसे हालात की कल्पना भी न की थी। जीरो से शुरुआत करनी थी। लॉकडाउन ने मीडिया को पूरी तरह बदल दिया। रिपोर्टिंग से लेकर डेस्क और टेक्नॉलजी तक में असर दिखा। इसको मुख्य रूप से चार तरह से देख सकते हैं...रिपोर्टिंग,

टेक्नॉलजी, डेस्क, रीडर कनेक्ट ।

### 1. रिपोर्टिंग

कोरोना संक्रमण की वजह से हर जगह पहुंचना मुश्किल था। कदम-कदम पर संक्रमण का खतरा। खुद बीमार हुए तो परिवार भी उसकी सजा भुगतेंगे। ऐसे में रिपोर्टिंग में सबसे पहले खुद को संक्रमण से दूर रखने का चैलेंज था। प्रिंट मीडिया के लिए यह थोड़ा आसान था। उन्हें एक मीटर की दूरी मेंटेन करते हुए बातचीत करने में ज्यादा दिक्कत न हुई। लेकिन, समस्या टीवी और डिजिटल रिपोर्टर को थी। बाइट भी चाहिए थी और विजुअल भी। माइक एक मीटर पर रखा तो साउंड क्वालिटी खराब होगी। फिर माइक को डिस्पोजेबल पॉलीथिन से कवर किया। हर बाइट के बाद उसे नष्ट किया। मोबाइल का चलन बढ़ा।

टीवी रिपोर्टर ने मोबाइल से खुद ही बाइट रिकॉर्ड की। अखबारों के रिपोर्टर मोबाइल से खबर भेजना सीख गए।

## 1. टेक्नॉलजी

कंप्यूटर क्रांति के बाद मीडिया में टेक्नॉलजी का इतने बड़े स्तर पर पहली बार इस्तेमाल हुआ। पूरा न्यूज रूम डिजिटल हो गया। न तो रिपोर्टर को ऑफिस आने की जरूरत हुई और न ही डेस्क को। कुछ चैनलों ने भी पूरा प्रोग्राम स्टूडियो से बाहर शूट किया। एंकर ने घर से लाइव न्यूज पढ़ी। अखबारों में भी ऐसा ही हुआ। पूरा ऑफिस लोगों के घर में पहुंच गया। कहीं सर्वर एक्सेस दिया गया तो कुछ जगह रिमोट से सिस्टम कनेक्ट किया। ऑफिस में अपने सिस्टम पर बैठकर जो महसूस होता था, टेक्नॉलजी ने वैसी ही व्यवस्था घर में कर दी।

## 2. डेस्क

अखबारों से टीवी चैनलों तक डेस्क का काम अहम होता है। डेस्क का मोबाइल पर काम करना लगभग नामुमकिन था। अखबारों में इन्-डिजाइन और क्वार्क सॉफ्टवेयर पर डेस्क काम

करती है। इसी तरह टीवी चैनलों में उनके विडियो एडिटिंग सॉफ्टवेयर होते हैं। बगैर ऑफिस सर्वर के इनका चलना असंभव था। रिमोट एक्सेस से ऑफिस के सिस्टम से कनेक्ट हो गए, लेकिन सॉफ्टवेयर को चलाने में तेज इंटरनेट कनेक्शन की जरूरत थी। ब्रॉडबैंड ने समस्या हल की। अखबारों के पन्ने घर बैठे बनने लगे। टीवी के न्यूज प्रोग्राम भी घर से तैयार हो गए। पेज पर खबरों की प्लेसमेंट और टीवी के विडियो पैकेज का एरर फोन और वॉट्सऐप से दूर होने लगा।

## 4.रीडर कनेक्ट

अखबार और टीवी चैनल में रीडर कनेक्ट में सबसे अहम होता है परिचर्चा। आम लोगों, पीड़ितों से सीधी बातचीत। उनकी फोटो, विडियो के साथ। अब तक यह दो ही तरीके से होता था। रिपोर्टर मौके पर जाता या इन्हें ऑफिस बुलाया जाता। लॉकडाउन ने दोनों तरीकों पर काफी हद तक रोक लगा दी। इसका समाधान वेबिनार से हुआ। ऑफिसों में होने वाली डिबेट भी वेबिनार के जरिए होने लगी। अखबारों के लिए कॉल, वॉट्सऐप और ई-मेल ने इसे आसान बना दिया।

वैसे अखबार भी अब डिजिटल हो चुके हैं। ऐसे में यहां भी ऑफिस या स्पॉट पर लाइव चर्चा की जगह वेबिनार हुआ।

### मीडिया इंडस्ट्री में किसे फायदा हुआ

लॉकडाउन में सीधे तौर पर अखबारों की सबसे ज्यादा अहमियत सामने आई। शुरुआत में अफवाहों का दौर चला। लोगों ने संक्रमण के डर से अखबार लेने बंद कर दिए। न्यूज की निर्भरता टीवी और वेबसाइट तक सिमट गई। लेकिन ,यहां पाठक को दो नुकसान हुए।

पहला समाचार की विश्वसनीयता का दोनों प्लैटफॉर्म पर अभाव दिखा। टीवी और वेबसाइट दोनों जगह समय का कॉम्पिटिशन है। कई खबरें ऐसी चलीं जो गलत थीं। जब तक बदलाव होता , कुछ लोगों ने स्क्रीनशॉट लेकर अफवाहें फैलानी शुरू कर दीं।

दूसरा नुकसान हुआ कि पाठक को अपने आसपास की खबरें मिलनी बंद हो गईं। न्यूज चैनल और वेबसाइट लोकल में किसी बड़ी घटना को ही कवर करते थे। नोएडा के किसी मुहल्ले में

कोरोना मरीज मिला ,यह न तो टीवी की खबर थी और न ही वेबसाइट की। लेकिन ,उस मुहल्ले के लोगों की दिलचस्पी इस खबर में दूसरी न्यूज से कहीं ज्यादा थी। जिनका हाथ टेक्नॉलजी में थोड़ा तेज था ,उन्होंने ईपेपर का रुख किया। बाकी लोगों ने अफवाहों पर ध्यान देना बंद करके अखबार लेना शुरू किया। लॉकडाउन में प्रशासन ने किसी मुहल्ले में क्या इंतजाम किए हैं? कौन सी दुकानें खुलेंगी? आसपास में क्या हो रहा है? ये सारी जानकारी अखबार देते रहे। नेशनल और लोकल की इसी खाई को पाटकर अखबार लोगों के बीच अपनी जगह बनाने में कामयाब रहे।

### नया क्या हुआ

जब भी ऐसे हालात बनते हैं ,तब कुछ नया होता है। लॉकडाउन में भी ऐसा ही हुआ। पारंपरिक मीडिया संस्थानों से कुछ पाठकों का मोह छूटा। सोशल मीडिया पर निर्भरता बढ़ी। किसी खबर सूचना के लिए उन्होंने फेसबुक ,ट्विटर , इंस्टाग्राम और यू-ट्यूब को खंगालना सीखा। अपनी भाषा ,क्षेत्र को प्राथमिकता पर रखा। इस नए वर्ग को जोड़ने के लिए सोशल मीडिया पर



बड़ी फौज तैयार थी। फेसबुक पर न्यूज देने वाले कई पेज सामने आए। यू-ट्यूब चैनल बने। लोकल न्यूज की वेबसाइट बनीं। लोगों को उनकी भाषा ,उनके क्षेत्र की खबरों के आधार पर अपनी ओर जुटाया गया। पारंपरिक मीडिया के सत्ता या विपक्ष की तरफ हुए झुकाव की दलील दी गई।

### न्यूज चैनलों में कैसी थी तैयारी

लॉकडाउन में सबसे बड़ा चैलेंज न्यूज चैनलों को फेस करना था। रिपोर्टर मोबाइल से रिकॉर्ड कर अपनी खबर भेज सकता था। बाइट मोबाइल पर मिल सकती थी। लेकिन ,एंकर का ऑफिस तक आना जरूरी था। सपोर्ट में कुछ स्टाफ को भी मौजूद रहना था। लॉकडाउन के कुछ दिनों तक तो सख्ती काफी थी। ऐसे में आने-जाने में दिक्कत के साथ ही संक्रमण का भी खतरा था। कुछ न्यूज चैनलों में अपने जरूरी स्टाफ के रहने की भी व्यवस्था ऑफिस में ही की। खाना ,रहना , सोना ,काम सबकुछ ऑफिस में ही। 14 दिन का साइकल बनाया। एक टीम 14 दिन ऑफिस में रुककर काम करती।15 वें दिन उसे रिप्लेस करने दूसरी टीम पहुंचती। इस व्यवस्था से ऑफिस में

सोशल डिस्टेंस भी मेंटेन रहा। संक्रमण में पूरी टीम के फंसने की आशंका भी कम हुई। कुछ न्यूज वेबसाइट और अखबारों में भी डेस्क के लिए ऐसी ही व्यवस्था की गई थी।

### पत्रिकाओं और पब्लिशिंग हाउस की हालत

न्यूज चैनल और अखबार तो किसी तरह इस आपदा में खुद को संभालने में कामयाब हो गए , लेकिन सबसे अधिक मार पड़ी तो पत्रिकाओं पर। सर्कुलेशन पूरी तरह से गिर गया। रेवेन्यू के सारे संशाधन ध्वस्त हो गए। मैगजीन प्रिंट तो हुई , लेकिन पाठकों तक नहीं पहुंची। हालांकि कुछ बड़ी पत्रिकाओं के पास ई-कॉपी का विकल्प था। उनके ऐप ,वेबसाइट और कुछ थर्ड पार्टी ऐप के जरिए इलेक्ट्रॉनिक एडिशन की बिक्री होती थी। महामारी के इस दौर में पत्रिकाओं और पब्लिशिंग हाउस ने अपनी स्ट्रैटजी बदली। जैसे इंडियन एक्सप्रेस ने ई-पेपर पहुंचाने के लिए एचडीएफसी बैंक की मदद ली ,उसी तरह आउटलुक ,गृहशोभा आदि ने भी दूसरी कंपनियों के साथ टाइअप करके ई-कॉपी उपलब्ध कराई। राजकमल ,वाणी , पियर्सन ,अरिहंत आदि पब्लिशर्स ने भी

वॉट्सऐप आदि के माध्यम से पाठकों से रिश्ता जोड़े रखा। लॉकडाउन के बहाने रोज उन्हें कुछ न कुछ कंटेंट उपलब्ध कराते रहे। ऐसा करना केवल मार्केटिंग स्ट्रैटजी का हिस्सा था। इन्हें चिंता थी कि महामारी के इस दौर में पाठक अगर दूर हुए तो फिर पास बुलाना कठिन होगा। किताबों और मैगजीन आदि की बिक्री तो हो नहीं सकती है। ऐसे में एक ही विकल्प शेष था कि सोशल मीडिया के जरिए कंटेंट का इलेक्ट्रॉनिक वर्जन उपलब्ध कराया जाए।

### अल्टरनेट वर्क अरेंजमेंट

मीडिया संस्थानों के लिए यह बड़ा कठिन काम था। स्वास्थ्य विभाग की गाइडलाइंस थीं कि जहां कोरोना मरीज मिलेगा, उस जगह को सील किया जाएगा। कई सरकारी ऑफिस और मंत्रालय भी सील हुए। मीडिया संस्थानों के ऑफिस सील हुए तो काम पूरी तरह रुक सकता था। ऐसे में अल्टरनेट वर्क अरेंजमेंट की व्यवस्था हुई। अखबारों ने भी 3-2 जगह अपने अस्थायी ऑफिस की व्यवस्था की। स्टाफ को कई समूहों में बांटा गया। एक समूह में अगर कोई संक्रमित

मिले भी तो काम में रुकावट न आए। कुछ टीवी चैनलों के स्टाफ के लोग संक्रमित हुए। उनके परिसर को स्वास्थ्य विभाग ने सील भी किया। लेकिन, अल्टरनेट वर्क अरेंजमेंट की वजह से काम पर खास फर्क नहीं पड़ा। जी न्यूज, टीवी 9 भारतवर्ष, आज तक, नेटवर्क, 18 दैनिक भास्कर, राष्ट्रीय सहारा, दैनिक जागरण में काम करने वाले कई पत्रकार और गैर संपादकीय कार्यों से जुड़े कर्मचारी कोरोना संक्रमित हुए। इनमें से कुछ के कार्यालय भी सील किए गए। लेकिन, कहीं भी काम नहीं रुका। कुछ संस्थानों के जो कर्मचारी संक्रमित मिले, वे पहले से बनाए गए अस्थायी कार्यालयों में काम कर रहे थे। ऐसे में काम पर ज्यादा असर नहीं हुआ।

### प्रॉडक्शन कम हुआ

मीडिया इंडस्ट्री में प्रॉडक्शन को नंबर ऑफ न्यूज से समझ सकते हैं। लॉकडाउन की वजह से खबरों की संख्या में काफी गिरावट आई। चैनलों के भी न्यूज पैकेज 15-14 घंटे से घटकर 10-9 घंटे पर सिमट गए। रिसर्च स्टोरी और पुराने रिकॉर्डेड प्रोग्राम से स्लॉट को भरा गया। विज्ञापन भी कम

होने से न्यूज स्लॉट का वक्त काफी बढ़ गया। ऐसा ही हाल अखबारों का भी रहा। कारोबार बंद होने से विज्ञापन पूरी तरह से रुक गया। खबरों के लिए जगह ज्यादा मिलने लगी। लेकिन ,खबरें कम हो गईं। कारोबार ,ऑफिस ,स्कूल ,कॉलेज , स्टेडियम ,ट्रांसपोर्ट सब बंद थे। खबरों का 90 पर्सेंट सोर्स बंद था। हेल्थ बीट से ही अधिकतम खबरें आ रही थीं। पलायन का दौर शुरू हुआ तो दूसरी खबरें आने लगीं। फिर भी सामान्य हालात की तुलना में खबरें आधी हो गईं। अखबारों के पन्ने कम होने की एक वजह यह भी थी। हालांकि जून के मध्य से धीरे-धीरे सुधार दिखने लगा। चूंकि अधिकतर दफ्तर खुल गए ,इसलिए खबरों की संख्या भी बढ़ गई। विज्ञापन का भी दौर शुरू होने की वजह से पृष्ठों की संख्या भी बढ़ गई।

### रेवेन्यू

किसी अखबार के खर्च का 90 पर्सेंट हिस्सा विज्ञापन से मिलता है। चंद रुपयों में जो अखबार निकलता है ,उससे प्रिंटिंग कॉस्ट भी नहीं निकल सकती। रेवेन्यू जुटाने के लिए बड़ा फैसला लिया गया पेज कम करने का। सामान्य तौर पर 24

पेज में निकलने वाला अखबार 12-10 पेज में सिमट गया। खबरें कम होना इसकी एक वजह कह सकते हैं ,लेकिन मूल बात प्रिंटिंग खर्च को कम करना था। टीवी चैनलों पर भी विज्ञापन का स्लॉट 10 पर्सेंट तक पहुंच गया। करीब 60 दिन तो हालात जेब पर बहुत भारी रहे। जैसे-जैसे ढील मिली ,रौनक लौटने लगी। टेलीकॉम ,आईटी , ग्रॉसरी से जुड़ी कंपनियों के विज्ञापन शुरू हुए। लेकिन ,करीब 2 महीनों तक जबरदस्त घाटा झेल चुके मीडिया संस्थान दोबारा उबरने की हालत में नहीं आ सके। ऐसे में न तो अखबारों की मोटाई बढ़ी और न ही चैनलों पर न्यूज स्लॉट। उम्मीद की जा रही है कि जुलाई के बाद माहौल में सकारात्मकता का दौर लौटेगा।

### अब आगे की तैयारी

लॉकडाउन ने एक राह दिखाई है। ऑफिस कल्चर खत्म होने की। किसी भी कंपनी का सैलरी के बाद एक बड़ा हिस्सा ऑफिस मेंटिनेंस पर खर्च होता है। मेट्रो शहरों में तो कंपनियां औसतन एक कर्मचारी पर 15,000 रुपये ऑफिस मेंटिनेंस पर खर्च करती हैं। अगर कर्मचारी वर्क फ्रॉम होम

करता है तो यह खर्च बचेगा। इसके साथ ही ट्रांसपोर्टेशन का खर्च भी कम होगा। 3 महीने तक रेवेन्यू लॉस का बड़ा झटका झेल चुकी कंपनियों को अपने कर्मचारियों को ऑफिस तक बुलाना कम खर्चीला नहीं होने वाला। स्वास्थ्य विभाग की गाइडलाइंस को पालन करने में 15,000 रुपये का यह खर्च करीब 20,000 रुपये तक पहुंच सकता है। अगर कर्मचारी वर्क फ्रॉम होम करते हैं तो यह खर्च सीधे तौर पर बचेगा। दूसरा लाभ ट्रांसपोर्टेशन से होगा। गूगल, फेसबुक, ट्विटर जैसी दिग्गज कंपनियों ने वर्क फ्रॉम होम कल्चर को शुरू कर दिया है। दिल्ली-एनसीआर में वर्क फ्रॉम कल्चर को सरकार भी प्रमोट कर सकती है। एक तो खर्च कम होगा, दूसरे सड़कों से ट्रैफिक भी हटेगा। इससे हर साल प्रदूषण के बुरे हालात से भी दो-चार नहीं होना पड़ेगा।

### बेरोजगारी की मार

कोविड 19-के इस हालात की सबसे बड़ी कीमत बेरोजगारी के तौर पर चुकानी पड़ी। असंगठित क्षेत्रों से भी करीब 80 पर्सेंट रोजगार अचानक बंद

हो गए। मीडिया इंडस्ट्री भी इससे अछूती नहीं रही। बगैर विज्ञापन अखबार की प्रिंटिंग ने प्रिंट मीडिया की हालत खस्ता कर दी। आर्थिक तंगी का यही दौर न्यूज चैनलों का भी था। आर्थिक मोर्चे पर पहले से ही किसी तरह रेंगने वाली यह इंडस्ट्री महज 3 महीने में पस्त हो गई। जाहिर सी बात है इसकी कीमत कर्मचारियों को चुकानी पड़ी। कई पत्रकारों और गैर पत्रकारों को नौकरी से निकाल दिया गया। हालांकि इनमें से अधिकतर ऐसे लोग थे, जिन्होंने लंबा वक्त बिताया था। सैलरी के लिहाज से भी काफी आगे थे। कई मझोले और छोटे आर्थिक मोर्चे पर (कर्मचारियों को बाहर का रास्ता दिखाने की जगह चंद लोगों से भरपाई की गई। राहत भरी बात यह है कि कोविड 19-के इस आपातकाल का असर अब छंटने लगा है। कुछ मीडिया संस्थान ऐसे भी हैं, जिन्होंने भर्तियां भी शुरू कर दीं। जिस तेजी से हम आगे बढ़ रहे हैं, हालात ऐसे ही रहे तो 6 महीने बाद मीडिया इंडस्ट्री में एक बार फिर रौनक लौटेगी।

# INDIAN POLITICS: LANGUAGE VS. MEDIA

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## **Abstract**

*This paper will throw light on how the language of Indian Politics has changed so far. This study of Language of Indian Politics is concerned not only with the literal meaning of language but will examine how different tools of mass communication whether print media or electronic media has changed the linguistic attitude in Indian Politics. Language creates a great problem in Indian political system. During independence it was difficult to communicate due to linguistic problem with different state ministers as in the country it was believed by a large section that English should be continued as the national language. These were the linguistic problems faced by Indian political system during independence. Apart from these linguistic problems, in contemporary world the language of Indian politics changes according to the different tools of mass communication like radio, television, newspaper etc. The adjacent study is an effort to identify these different tools. The contemporary trend is an attempt to inform audience about how Indian political language has changed in past years. In this paper an effort has been made to find out how politicians manipulate the issues in front of*

*audience. This study is exploratory and the method used for research is qualitative. This paper will throw light on the language of Indian politics that has changed in years since independence.*

**Keywords:** *Indian Politics, Language, Linguistic Issues, Tools of Media.*

## **Introduction:**

What is the relation between English language and Indian Politics? This has always been a big question for every Indian as the British have always followed enlightening policy, without unambiguously “Imposing” their language. In early 1832, British were trying hard to produce individuals who were Indian by blood but British in morals, intelligence, understanding and opinion. During the late 19<sup>th</sup> century an amplifying fashion swept upper class Indian for political and economic advantages to British or due to cultural shame and in some parts of the country due to the intelligent appeal of British culture.

The most persuasive force for the impulsive adoption of any language is its relation with the politics. In many cases the society may require a political base or may be bifurcated into two or more political bodies like first, linked dialects or a state with fewer or more same political values.

As a typical rule national and lingual boundaries are inclined to coincide; certainly, these two realms of customs and society may effectively strengthen each other development. India's lingual diversity, on the other side, is paragon to the political disjuncture that has mostly same reasons. India was never free before English invasion; even the Gupta and Maurya dynasties brought together only main parts of the country also a perception of "National Unity under Akbar" is hazy undeniably in Dravidian South. A great division of English political and judicial actions and ideas, while genuinely promoted by many Indians, still require in many way of incorporation with various traditional cultures and values. National and state government still remains threatened by the possibility of immense mass action and self-directed aggressive behavior of Indians "submissive conflict".

There are so many speculative problems in the developing field of lingo and culture; out of these many the major problem is establishing a common language for the multilingual state. This linguistic issue is burdened with the cordial political allusion. Unity of language partakes to unite in other segments of culture too; for

example, due to the presence of upper class who spoke English undoubtedly raised the national amalgamation of the Congress during the struggle of independence. On the other side, enmity of political and economic foundation will connect to the flagrant symbols of language differences. Due to linguistic issues many Indians living in slum area of Bombay now Mumbai have stabbed each other as one speaks Marathi while other Gujarati. India today is examining outrageous cases of language diversity. This language diversity is pooled with the weak chances for any of the national language. The important aspect is that this weakness and linguistic assortment is growing on regular basis. Researchers and observers think that this amalgamation is disrupting for which something has to be done. The situation is possibly a catastrophic waft as population is increasing at a rapid pace but the solution for the problems are yet not formulated.

India is a country which is serene of several semi national states, ethnocentric, bigotry and distinctive profile. Language is categorized into Verbal Language and Written Language. Verbal Language means a system of mutually intelligible vocal symbols by which the members of society communicate while Written Language is a special kind of language. Dialect is the speech system of a regionally or socially defined group, marked by a combination of shared linguistic features so that dialects may form a chain and the people from different dialect cannot understand one another.

If we look language through the lens of anthropology, it is a part of culture as it is derived from the different conscious and sub conscious patterns which are shared and transmitted by the members of any society. Also, language is unique in its own way be it as a part of code, as a symbolic of any organization of experience, all these are entwined in the most insidious way with other sub cultural systems like politics. Every society has its own language and its process, but many societies practically lack some systems like music, politics etc. Language plays a vital role for society as well as any individual, it helps them to define them and understand others how they define themselves.

The problems arise due to the number of languages and their importance in any country. India has twenty two official languages (Assamese, Bengali, Gujarati, Hindi, Kannada, Kashmiri, Malayalam, Marathi, Oriya, Punjabi, Sanskrit, Tamil, Telugu, Urdu, Sindhi, Konkani, Manipuri, Nepali, Bodo, Maithili, Dogri and Santhali) out of which Hindi is spoken by 41% of the total population while English which is included as one of the official language is spoken only in major cities or metropolitan cities and around the famous tourist places. In India, there are many people who speak dozens of other languages which are actually their mother tongue divided into four different phylogenetic categories: Indo European, such as Nepali; Dravidian, such as Tulu; Austroasiatic (Munda),

such as Ho; and the last is a great number of “non-Indian” speaking Persian.

On the other hand if we look the case of Sanskrit, though, while parallel to the language Hebrew and written Chinese, vary significantly in many ways. India being the diverse country in every sense also wobbles the immigration. The Christianity and Islamic religion contributes the total of 15% of the Indian population and out of this half of its population resides in South and are divided into numerous sub-groups. These groups generally oppose Sanskrit. Not only these religions but also a section of Hindus oppose the use of Sanskrit language. Many Tamilians denied studying Sanskrit due to its origin from Aryans. Only few people were able to communicate in Sanskrit freely in different parts of the country using the complex variation and copious vocabulary. Still majority of Indians are still illiterate even in their mother-tongue, it should not be an issue to make Sanskrit the national language.

#### **Politics vs. Indian Languages:**

India is a diverse country, with 1635 mother tongues. There are other 33 languages which are spoken by at least one lakh people. Also, India has 22 official languages with English as one of the official language. These languages are included in Eight Schedule of the Indian Constitution. Initially, there were only fifteen languages in the schedule and later with few amendments rest 7 languages were added.



There are 29 states in India, with an ample array of languages, tongues, customs and traditions, and legacy. Numerous political parties have developed in the different regional parameters and framework. The major political parties in India which have nationwide support are Bhartiya Janta Party and Indian National Congress. With these there are many regional parties like Dravida Munnetra Kazhagam, All India Anna Dravida Munnetra Kazhagam, Telgu Desham Party, Bahujan Samaj Pary, Jammu and Kashmir National Congress, All India Muslim League, Peasnts and Workers Manipur People's Party, Samajwadi Party, Pattali Makkal Katchi, Marumalarchi Dravida Munnetra Kazhagam, Janata Dal, Janata Dal (United), Rashtriya Janata Dal, Shiromani Akali Dal, Communist Party of India, Revolutionary Socialist Party, Akali Dal (B) and BJI, Asom Gana Parishad, Kerela Congress, Telangana Rashtira Samiti etc.

These parties use regional language as the administrative language of a state and for the school instructions. Use of regional languages is an established policy of a state, but it is still not followed consistently in all the states of India. This policy was first incorporated by Mulayam Singh Yadav, the Chief Minister of Uttar Pradesh in 1991 and this resulted in a furious attack by the influential English-language press in India. More than eloquent, these issues mixed up with the policy in such a manner, that it brought the debate to the surface that changed the relation between the socio - political groups and the discrepancy of

perspectives between the opposing groups, the so called proponents and opponents of the English language policy in the name of nation building.

The word vernacular is used for language and custom. In the former means vernacular referred to all Non-English Indian languages as a diffused countervailing reality confronting the prominence of English in India. Due to English the constitutionally recognized languages such as Bengali, Gujarati, Marathi, Tamil etc. had to compromise on the status of the language and are called as 'regional languages'. In this league Hindi is also referred as vernacular, though it is competing with English on national level to be recognized as the national language of the country. There are some other parlances which are yet to acquire the status of dialect like Dogri, Tulu etc.

The phrase vernacular, when referred for the large cultural milieu is known as cultural identity in politics, of people and social-political elites who are identified for their non-use of English in the national political conversation. The use of non-English Indian language or the regional language by the 'Vernaculars' is due to the inability to speak English as their first language. In the country like India non use of English is considered as lack of literacy, sophistication, education, parochialism and traditional underdevelopment. Hence, all the activities in Indian or Regional languages are seen as lack of authentic national perception and modernist

content. This has raised the multi-cultural identification in politics, and the privileged not using English as their first language are considered as regional, provincial, local, aboriginal or vernacular.

Also, this article criticizes those Indians who speak English and oppose Hindi speaking people and create hostility between Indian linguals. It is not that the English cannot defy Hindi language in India, but this article proposes that the English strategists are actually trying to segregate Indian languages, following the same strategy of divide and rule. It's mythical to argue that the position and use of Hindi language as the national one expose other languages. There are few questions that arise in mind every time, "how can a language that is spoken by majority of people be an opponent to the regional languages like Malayalam, Bengali etc. it will same like Ganges have enmity for the Yamuna or Saraswati. Hindi language has integrated words of Bengali, Marathi and Gujarati also it has routed English language every time whether it is in advertisement, news or politics. Multinational companies cannot get into the Indian market or cannot hold the Indian market without Hindi language and English leaders have been defeated badly on the political grounds. This article also throw light on that being Hindi language a "ruling everywhere" and English flourishes only in places created by British rulers, whether it is file noting of administrators, proceedings of Court or policy making, English is set in fundamental places. But

this strengthening of Hindi language will ultimately strengthen the realm and making place in policy building for Hindi language will encourage confidence in non-English speakers.

### **Caste System:**

This article also adds one more aspect of politics that is Reservation Policy in India. This is the most sensitive issue which has been there in the country for so many years. Despite of reducing the reservation the number of reservations is increasing with every new government policy. In this article I have discussed about the discrimination that lower castes have gone through which is an excuse for reservation and everyone blames English for pushing many castes into backwardness. The English education system was difficult for lower castes to get education as the caste system was legal and rigid. This article also criticizes the upper class and caste that were rigid and forgot about their moorings and basic spirit of scriptures. All castes came together to fight the invaders in the country for centuries.

It then highlights the flawed implementation of the reservation policy, which has caused the number of Scheduled Castes to increase from 1,208 in 1950 to 1,241 in 2011, the number of Scheduled Tribes from 664 to 705 and OBCs from 1,257 to 5,013. The fact that more castes are fighting for reservation confirms "that these communities are being further impoverished by government policies or there is a rush to fall backwards".

The article asserts that Hindus have always aspired towards higher virtues and “never believed in living at the mercy of others”. Urging backward communities to relinquish their reservation benefits, it says that many have given them up as “it is for the communities to decide how long these privileges should continue”.

### **Politics vs. Media:**

Media or rather independent media is a backbone for any noninterventionist democracy. It is very important that the media should not be controlled by the government as by controlling the information government may certainly escape from all the responsibility, liability and also can have the deplorable influential level over the population. This is the reason that free-press cannot be ignored. In a democratic country like India, it is important to have a free-press to continuously examine the government and provide the correct and unbiased information to the audience.

In India, media keeps a check on government powers and influence on the population. In the past few years, media has grown exceptionally with the declining price of radio, television, web services and satellite. This incident has facilitated to disseminate political information to the larger audience. Also, the bang in mass media services has helped different political institutions to reach the masses and targeted audience.

Today, there is a common blame on media that it is lacking in the values and ethics of objectivity and unbiased reporting. There are many major media organizations which take the side of the political gamut and provide partial coverage or acts like a virtual propaganda for meticulous political party.

Some of the common problems with the media and noninterventionist democracies can be identified and it is difficult to give some effective remedy. It is very complicated to completely abolish political sway and have a perfect unbiased position. Certainly, it would be counterproductive. In contemporary world media not only provides the news but also represents the different segments of the society. Many news organizations give liberal or conservative information about the different political parties.

Media has a vital role to play in democracy. Media of rather free media works as a watchdog for the administration. The media work is crucial because of their process of gate keeping and agenda setting. Every individual linked with media directly or indirectly is aware of the fact that media works as a gate keeper for making limits in political debates sometimes also for individuals involved in public sector.

Media is big market which has the power to influence the opinion of public. This is a distress in many independent democracies as very few individuals have the power to influence political

views and attitudes ultimately weakening the political system.

This is very important that media should not set the agenda for the major business houses that always control media. This will eventually threaten the political system of the nation and major business houses. This kind of act will bring to an end the political structure of the country.

### **Conclusion:**

The rise of media organizations, whose owners are very passionate to convey their political views, seemed to end the herald of media realm in yesteryears. But the nationalization of major broadcasting institutes or networks can build a bridge between the media and government and open new ways for intervention, which can be more damaging. Also, the language or the regional language used by different media needs to be worked on to make a change in political system of the world largest democratic country like India. The power of media must be critically analyzed. The independent democracies must keep an eye on the major media organizations. This should be a constant effort for the influencers to keep a check that media not only manipulate the audience always but also provided the constructive and correct information to the public in order to make the correct opinion. Media is a practice and theory of influencing public opinion globally. Lastly, we can conclude that it is important to create a conducive atmosphere for a

better control also media works as an instrument that created public perception and political system and authority.

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# MEDIA CONSUMPTION HABITS OF YOUTH IN THE CONTEMPORARY SOCIETY: A STUDY OF DELHI/NCR REGION

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## Abstract

*This study has examined the media use and media awareness among various categories of respondent. The findings suggest that respondents are autonomous in making their own choices of media. Internet is the most preferred media among youth as most of the respondents preferred Internet. Youth preferred social media platforms for information and entertainment purpose. Social networking is the most popular activity on Internet, which keeps them busy most of the time. Internet is a very powerful but underutilized media to target youth, in India the marketers. There are many uncharted territories for the marketers to communicate with the youth like mobile phones. The marketers should try to avail this as it hold a lot of potential and do not rely merely on the new media at the expense of the traditional media. It is thus convincing to argue that more contextual and in-depth approaches of research would be beneficial to assess the media use patterns of respondent, from which relevant media education models can be derived. The people are required to cultivate healthy media habits in order to obtain useful communication services on day to day basis.*

**Keywords:** *Media, power, society, perception, youth, news consumption*

## Introduction:

We are living in the age of Social Media. Youth is paying more attention towards the social media in comparison to the traditional media. Media has become increasingly powerful in our everyday lives. With technological advancements, the media has penetrated into the lives of the new generation. Apart from traditional media like Newspaper, Television and Radio, the Internet has become one of the most influential media. Social Media is making remarkable impression on the youth. The media in India is powerful, influential and has the potential to give voice to the masses, which is vital for a nascent democracy and good governance. The

media consumption habit of young audience is changing rapidly. How it is changing in the age of social media? This is discussed through this research paper. The media became powerful tools in the hands of few people or organization. As Jim Morrison quoted “whoever controls the media, control the mind”. This is the matter of fact that Media set the agenda according to their profit interest rather than public interest, hence Media has great power and power comes with responsibilities but Media fails to fulfill social responsibility as per the expectation of Media critics and Public.

The media today are largely acting irresponsibility and not serving the people in their struggle against poverty unemployment and other social evils, as they ought to be doing. Is this a responsible way for the media to function?

The common public perceptions of TV news channels are that they are sensationalizing the stories. News was earlier said to be a mere reconstruction of an event or happening or person open to vast interpretation from the media, but in the past few years Indian media houses have successfully assumed the role of an opinion maker and essential creator of public opinion. What people think about the Media is also very important to know so the

research regarding the power of media and public perception is the need of Hour. The media awareness and media use patterns of youth with regard to newspapers, television, radio and social media is investigated through this research paper.

### **Objectives:**

- 1) To study the media consumption pattern of youth in Delhi/NCR region.
- 2) To study interaction of youth with each medium – consumption & Usage trend.
- 3) The major objective of the study is to know the Media habits of youth in the contemporary society.

### **Significance of Study:**

Today, our life will remain incomplete without media. For example, it provides an easy means of communication where people are able to contact friends and family from another side of the world. At the same time, media like television, radio and the Internet enhance our knowledge by providing access to information from all over the world.

At the same time, media like television enhances our knowledge by providing access to information all over the world. We can also receive different news or daily events through the television. It can also be such a powerful



educational tool for the younger generation helping to put them on the right path. For programs that have a positive influence among many of the younger generation. They taught kids to communicate effectively, to spell correctly, choose healthy food and have fun with learning. First and foremost, they taught us to communicate with the deaf. It brings out the talents of the people. Television provides a good influence in education by helping to teach right values.

### **Review of Literature:**

**Bogart (1972)** studied the media habits of whites and blacks in Africa and stated that the impact of aging was a major factor which influenced the media consumption habits in African society. The study revealed that aging adults' lives were considerably restricted by a number of factors such as poor health, lack of social interaction, depression due to social isolation and sometimes lack of adequate expendable income. The scholar suggested that people should be empowered to cultivate better social relations and media habits in modern times.

**Doolittle (1979)** assessed the new media use of older adults and observed that older adults spent more time reading newspapers than they watching television or listening to the radio.

**Allen and David (1980)** analyzed the influence of culture, historical and political antecedents on blacks and Latinos which were similar in their

**Melki (2010)** analyzed the media habits of youth in three countries and noted that country of residence,

example, "Sesame Street" is one of the TV communication attitudes and behavior. The scholars suggested that age-specific and audience specific television programmes should be broadcast in order to satisfy the communication needs of various segments of society.

**Korzenny and Kenndorf (1980)** examined the television viewing habits of elderly citizens in modern society and pointed out that most of the television programmes had catered to the needs of young generation and neglected the elderly citizens due to certain compulsions. **Belch & Belch (2006)** suggested that the basic task involved in the development of media strategy is to determine the best matching of media to the target market, given the constraint of the budget. The media planner attempts to balance reach & frequency and deliver the message to the intended audience with a minimum waste of coverage.

**Gentile and Walsh (2002)** studied the family media habits, including the use of television, movies, videos, computer and video games, the Internet, music and print media. The study revealed that the parents had understood the negative impact of violent video games, television programmes and movies on the children. The scholars suggested that violent media contents should be subjected to reasonable restrictions in order to protect the interest of young generation of audience.

gender, age group, education level, and income level had a bearing on the media habits of youth in



the study areas. The study revealed that the respondents had cultivated different media habits in modern times due to demographic background. The scholar suggested that youth should be given proper orientation on the cultivation of healthy media habits.

**Lenhart et.al (2010)** examined the social media, mobile and Internet use among the teens and young adults in American society and pointed out that the cell-phone texting had become the preferred channel of basic communication between teens and their friends and cell calling is a close second. The study revealed that those phones had become indispensable tools in teen communication patterns. The study suggested that social media use patterns of the young adults should be systematically monitored by the authorities concerned to check the negative effects and facilitate healthy media habits in modern society.

**Carlson (2011)** assessed the impact of digital media on youth and observed that digital media combined with the Internet and personal computing had caused disruption in publishing, journalism, entertainment, education, commerce and politics.

**Mitchell and Weisel (2014)** studied the relationship between the political polarization and media habits which is part of a series by the Pew Research Center aimed at understanding the nature and scope of political polarization in

the American public. The Scholars suggested that media comments and criticisms should be fair, judicious and responsible to create enlightened citizenry in modern times.

### **Hypothesis:**

**H1:** Youth prefer to get information from New Media more than Traditional Media.

**H2:** Youth (18-35 years) are using social media platforms more than older age people (more than 35 years).

### **Research Methodology:**

The present study approached the problem through a systematic survey method. Questionnaire as a tool was used to measure media habits of Delhi/NCR based respondent.

A survey has been conducted in which 300 respondents from all across Delhi/NCR were administered a questionnaire.

The respondents have been selected on the basis of stratified and quota sampling techniques. Besides survey method, case study method, nonparticipant observation, informal discussion and secondary sources of information were also used as other methods to study the media habits, information level and performance level of respondent.

Primary data has been collected through structured, organized and standardized interview schedules. Besides survey method, non-participant observation, informal

discussions and secondary data analysis can also be followed by the researcher. The entire study is exploratory by nature.

### **Quantitative Method:**

This method is also known as statistical method. In this method, data is measured and as such only such units are taken which are worth measuring. Its important utility is that it keeps subjective elements away from the field of research. The researcher will employ quantitative method in this chapter of analysis and interpretation.

**Independent Variables:** Gender, Age, Education, Profession, Income

**Dependent Variables:** Use and Gratification of Communication Media, Dependency on Communication Media among respondents.

### **Questionnaire Design and Interview Method:**

- To conduct interviews of teen agers (age group 13-17) to know about their media consumption habits.
- To conduct interviews of Youth (age group 18-35) on their media use habits.
- To conduct interviews of older people (age group 36-50) on their habits of using media.

### **Sampling and data collection:**

- India is a densely populated country. People from every part of the country and of variety

type (education, income, profession etc) live in Delhi / NCR. People of Delhi city are quite aware of Media. So the residents of Delhi/NCR are the target group for our study. Data from 300 respondents has been collected in July 2019. Data is collected through face-to-face interviews, e-mail and Google form. Prior to the interview, the interviewer explained the whole process and the questionnaire to the interviewee and asked the interviewee to self-administer the questionnaire. In some situations, the interviewer filled up the questionnaire based on the respondent's verbal responses.

- **Sample Size:** Convenience sampling has been used. The sampling size is 300. Respondents in the age group of 13-50 were selected.

➤ The sample includes Teenagers (100), Youth (100) and Senior citizen (100).

➤ A detailed questionnaire on media consumption habits of teenagers, youth and senior citizen was shared with all respondents.

- **Tools for data collection:**

A structured questionnaire was used for the data collection.

### **Data collection:**

This research has indicated that most of the public's knowledge on the burning issues is based on the

information provided by mass media. If viewers or readers think that some stories are just to create hype without having any news value, then they react in social media. They share their views on Facebook, Twitter or any other social platform.

Mobiles mean different things to different categories of people. But as seen in many parts of the world, mobiles can be tools of social change. They can be an effective tool to develop knowledge capital and take knowledge to the masses.

It is expected that in the coming years, mobile technology will play a significant role in news sharing, consumption of information and taking information to the masses easily.

**Table 1: Primary Source of Information of respondents.**

Media Platform	Teen agers (100)	Youth (100)	Senior citizen(100)
Newspapers	35	50	75
TV news channels	45	55	65
Radio	25	40	50
Facebook	70	80	55
Twitter	20	70	50
Instagram	60	70	55
YouTube	65	70	60

**Hypothesis Testing:** According to the data of Table 1, Newspaper is popular among senior citizens and Facebook is more popular among teen agers and youth. It means Youth prefers to get information/news from New Media rather than Traditional Media. Hence, **hypothesis 1 gets validated.**

**Table 2: Time spent on various media platform in a day (24hours).**

Media Platform	Teen agers (hours)	Youth (hours)	Senior citizen (hours)
Newspapers	15 minutes	30 minutes	1 hour
TV news channels	1 hour	1.25 hour	1.50 hour
Radio	25 minutes	30 minutes	40 minutes
Facebook	2 hours	3 hours	20 minutes
Twitter	20 minutes	30 minutes	25 minutes
Instagram	45 minutes	70 minutes	25 minutes
YouTube	2 hours	3 hours	30 minutes

## Hypothesis Testing:

According to the data of Table 2, senior citizens spend more time on watching news channels and then reading Newspaper while teen agers and youths spent more time on social media platforms like Facebook and Instagram. Hence, **hypothesis 2 gets validated.**

## Data Interpretation and Findings:

As per the survey and interview conducted to different categories, following data is formulated:

- 75% respondents said that they prefer digital media for information rather than traditional media.
- 70% respondent said that they spend more time on Social Media.
- 65% respondent said that they watch news channels.
- 80% respondent said they used various social media platforms.
- 70% respondent said that they regularly used TikTok video
- 70% respondents said that they watch movies and web series on Over the Top (OTT) platforms.
- 70% respondents said that they spend more time on posting and uploading text/video in their social media platforms like Facebook and Instagram.
- 75% of female respondent said that they used Instagram account more than Facebook or twitter.

## Conclusion:

The media play an important role in the lives of the people. The communications media are regarded as the fourth estate of democracy. They also function as informal universities in modern society. They provide information, education, entertainment, advertisement, publicity, propaganda, counseling, guidance and allied facilities to the mankind across the globe. This research has given details of media use, attitudes and understanding among the various categories of people living in the society.

This study has examined the media use and media awareness among various categories of respondents.

The findings suggest that respondents are autonomous in making their own choices of media. Internet is the most preferred media among youth as around 85% of the respondents preferred Internet. Youth preferred social media platforms for information and entertainment purpose.

Social networking is the most popular activity on Internet, which keeps them busy most of the time. Internet is a very powerful but underutilized media to target youth, in India the marketers. There are many uncharted territories for the marketers to communicate with the youth like mobile phones. The marketers should try to avail this as it hold a lot of potential and do not rely merely on the new media at the expense of the traditional media.

It is thus, convincing to argue that more contextual and in-depth approaches of research would be beneficial to assess the media use patterns of

respondent, from which relevant media education models can be derived. The people are required to cultivate healthy media habits in order to obtain useful communication services on day to day basis.

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# STUDY ON PANDEMIC OF INFODEMIC AND ITS IMPACT ON SOCIAL MEDIA USERS

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## Abstract

*In today's scenario of Pandemic whole world is under the misfortune of Covid -19 and so are the social media platforms that are dominated by epidemic, tragedy and disaster. Social media platform provides wide range of space to its users to post whatever they feel like and this gives platform to misinformation, mal-information, fake news and disinformation to spread like a jungle fire. It becomes very difficult to do distinction between correct and fake information. And the scholars of social science have already started raising the questions in this field. The study of infodemics in social media is multifaceted problem that need to be studied to find the wide range of problem and its impact on receiver that draws attention of both academia and policy makers.*

*Recently the social media platform is flooded with information related to corona virus that has raised debates from health workers, organizers, the media and the public itself on the credibility of the information's on social media platforms. Therefore a study is required to demystify the infodemic about corona in various social media platforms and study suggest that there high need of media literacy and stakeholders are needed to minimize the effect of both pandemics i.e Covid -19 and infodemics.*

**Keywords:** *Social Media, Pandemic, Infodemic, Impact, misinformation*

## Introduction:

The Chinese virus so called Covid -19 or Corona Virus that originated from one of the cities in, Wuhan continues to spread across the world, affecting as many as 213 countries.[1] This pandemic has brought an exceptional rise in the information from various sources from different platforms and mostly from unscientific sources. As the disease spread so the misinformation that entangled everyone with different versions and hence ended up in distorted dissemination of information. [2] In fact the giant platforms like Google, Facebook, and Twitter were widely used to accelerate the pandemic worldwide which resulted in overflow of information and created infodemic. A report also indicates that out of 178 fact checks the website conducted since the onset of COVID-19 in the country, as much as 35% of them were fake videos, 29% images and a similar percentage were doctored messages on range of issues such as fake diagnosis and treatment, falsified



quotes by celebrities with their photos, false notifications and lockdown guidelines among other. According to the words of the WHO

Director-General Tedros Adhanom Ghebreyesus, “We are not just fighting an epidemic; we are fighting an infodemic” [3].

## **Objective of the Study:**

The aim of the study is to analyze the impact of over information on the users of media or information. The study also tells how in the phase of Covid 19 there is flood of fake information on different social mediums.

## **Research Methodology:**

The paper is conceptual in nature. A number of research papers and articles have been reviewed to see the impact of over information on the individuals’ behavior and how this lockdown period has increased screen time on social media platforms.

## **Inferences:**

### **Why Infodemics is a problem?**

According to an article published in Economic Times dated March 28<sup>th</sup>, 2020 by Smita Balam titled ‘Covid-19 Impact: Social media’ activity in the country grew 50X in early March, revealed a study by Nielsen that social media buzz picked up from 0.4 million in January and 1.6 million in February to a

staggering 20.3 million till March 24. The number reportedly spiked simultaneously as corona virus

cases jumped from just one in January to the over 500 in March. According to Nielsen, the total volume of Covid-19 related conversations reached 22.3 million by March 24 in the country. Social media buzz notably began buzzing mid-January with the initial news of the outbreak of the novel corona virus in Wuhan district of China. [4]

The uptake of Social media platforms such as WhatsApp, Facebook, YouTube, and Twitter has increased even in rural India. The pandemic related information available on these platforms gets disseminated without verification and spreads even faster than the virus itself. This spread of misinformation can create a sense of panic and fear mongering among the people. Additionally misinformation in disease control measures for example on Measles vaccine (in America, Eastern Mediterranean region and Europe) or Ebola containment (in West Africa) has resulted in increase in morbidity and mortality due to these diseases [5].

And worrying fact is that rumors originate from social media without any proper evidence and scientific evidence keeps on circulating the information without understanding its impact and critical analysis.

**Impact of Infodemics:** As the virus is new and it is in evolving phase and scientific evidence are also in developing phase and so are the results related to this novel virus and its impact on human race. As the speed of virus is very fast people want to know as much as possible about it from any source and on that lock down and development of technology and internet connectivity has given



ample space and speed for the rumors to spread. This further leads to the frequent use of social media/technology to explore more about this disease regarding its symptoms, prevention, cure, and most importantly, its impact on the future course of action. So, it's along expected lines that the two most talked topics of recent times are under the hashtag of #covid19 and #coronavirus taking the count to over 3 billion posts and over 100 billion interactions [6]. A study reveals that Social media is one of main channels updating the COVID-19 information. This study also found that 82.0% of participants frequently expose them to social media, and frequently SME (Social media exposure) associated high odds of anxiety and CDA, which is consistent with previous studies. There may be two reasons explaining the association between frequently SME and mental health. During COVID-19 outbreak, disinformation and false reports about the COVID-19 have bombarded social media and stoked unfounded fears among many netizens, which may confuse people and harm people's mental health. Besides, many citizens expressed their negative feelings, such as fear, worry, nervous, anxiety et al. on social media, which are contagious social network So, WHO's 'infodemics' team is working hand in glove with countries' communications department to deliver **information to a broader public audience** [7].

This mis-infodemic is negatively affecting people's routine, their behavior, and overall wellbeing. If we take an example of hygiene practices, there is a flooding of information on the frequency of hand washing, how to wash

consumable items or packets, disinfecting homes, etc. This compelled people to unnecessarily hoard the chemical disinfectants and cleaning products. Similarly, information on closure of shops during lockdown resulted in buying and stocking of excess vegetables or groceries. Amidst this ignorance and increased uncertainty about disease adds an element of helplessness and fear. This opened the business of false claims about miracle cures or unproven natural remedies that people have fallen prey of [8].

It can be said that infodemics has created a new world full of anxiety, stress, suffering and disorders in mental health, social health and overall wellbeing. And spread of rumors' has made the situation worse.

### **What is the need of authentic source of Information?**

As pandemic like situation is concerned with the health and wellbeing of public at large so the information reaching to it should be dealt very carefully. Especially the source of information should be authentic and official because it's a risk to miscommunication in public health. Here comes the role of risk communication in public health. In this state of crisis, where the potential impact of hazard is high, there is people's emotional response or outrage about it [9].

WHO risk communication team launched WHO Information Network for Epidemics on 15<sup>th</sup> February 2020 [10]. WHO has now started to closely track and identify the most prevalent rumours relating to the Corona virus through a campaign titled #Know The Facts. In this

International Fact Check Network (IFCN) organization is responsible for a double-checking of any suspicious information [11]. Google has also released its fact check methodology. The government of India has started COVID 19 Fact Check Portal. FactChecker.in is India's first dedicated fact-checking initiative to verify the information.

In crisis situation it's very important to do crisis risk communication that is based on accurate information, timely, scientific and through relevant sources. In this context Indian Health Ministry has started creating

awareness platforms and started taking some measures to limit the circulation of misinformation and stop infodemics. Media also need to understand its importance and relevance in such situations and must do all the Communications with great sense of responsibility.

## Conclusion & Suggestions:

### Media literacy is the solution:

India is progressing fast in all aspects be it economic, social or technological but certain precautions are still need to be taken. As responsible citizens and individuals before forwarding any information we must see its source and motive then only disseminate further.

As it becomes the high responsibility of news channels, agencies, media personnel's that we understand then broadcast or circulate the information as it has big impact.

Most of us are literate now but we have to become media literate so that we understand how to use the technology and information sensibly.

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# THE PREFERENCE OF YOUTH BETWEEN PRINTED BOOKS AND E-BOOKS

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## ABSTRACT

*A book is a medium for recording information in the form of writing or images, typically composed of many pages bound together and protected by a cover. Whereas an electronic version of a printed book which can be read on a computer or a specifically designed handheld device. The purpose of this study is to find out whether the college or school going students prefer printed books or electronic books (e-books) when reading for educational purposes or leisure reading, and how the technological advancements and rapid growth of e-books are affecting the traditional educational values. Many factors may make a person prefer a particular type of medium for reading, such as cost, durability, portability, reading conditions.*

*After asking multiple questions to college and school going students and working professionals who read books for educational purposes and pleasure, the findings of this study conclude that most of them prefer to read from printed books. Various factors go into making this choice, and most of the participants revealed that they prefer printed books in comparison to e-books, keeping in mind the various factors and scenarios.*

**Keywords:** *Printed books, e-books, Educational purpose, Traditional values.*

## INTRODUCTION

It is an era of technological advancement and growing up in this era has its own advantages, and disadvantages. There is much technological advancement if we compare it to the last decade itself. People have found new and easy methods to do their work and they are becoming more productive day by day, due to these technological advancements whereas on the other hand it's causing serious health issues. These technological advancements have opened a totally different world on how the information is perceived. Apart from all the advantages of these technologies, there are many disadvantages also. People spending lot time on screen, which causes many health issues, especially the youth. Due to this rapid growth in technology, the status of the print industry has been up for debate for years as to whether the technology will completely overtake the print industry or will the print industry always have its own irreplaceable place.

## Significance of the Research

The intended audience for this research is mostly college and school going students that read for

both leisure and educational purposes. The type of audience in this research ranges from school going students to working professionals as the millennial generation spends a lot of time working on their computers and phones and has a greater consumer impact than the previous generation. Knowing the choices of the youth could help determine the future of the print industry. The benefit of this research is that it will help us derive the way the population feels about printed and digital e-books and why they prefer them, and what choices go into making those decisions.

## **PRINTED BOOKS AND e -BOOKS**

### **Printed books**

I read a lot on my laptop frequently and it often reminds me of how comfortable and good it is to read from printed books or as one can say real books. As technology is growing lot of people prefer to read on their phones and laptops but printed books have a lot of advantages over e-books like, the comfort and the feel of books that any real book lover or readers love. There are many scientific reasons also, as to why one should read printed books over e-books.

### **Advantages of printed books:**

**Absorb more information:** According to a study presented in Italy in 2014, it was said that readers of printed books remember and absorb more information than that of e-books reader. The readers of printed books score more points in various fields like empathy, understanding of narrative, and various other things.

**Less eye strain:** In a study of 429 university students, it was found that the maximum number of students reported strain on the eyes while reading digitally. E-books can lead to various eye problems like blurred visions, dryness, irritation in the eyes, and redness due to lot of screen time. Even in our normal daily routine, be it schools, colleges and offices, we spend a lot of time digitally, so it is pretty good to give our eyes some rest.

**Less distraction:** People who read e-books are more likely to get distracted rather than people who read printed books. Printed books are designed for focus, whereas e-books can distract you with many different links that pop up or the messages or e-mails you receive while reading e-books. If your goal is to fully grasp the information and comprehend text that you are reading then, printed books are the best choice for you.

**Feel your progress:** In printed books, you can actually feel your progress as the number of upcoming pages becomes fewer and fewer. Seeing and feeling the progress a reader has made by waxing and waning of pages helps the reader to feel like they are unfolding the story as they move forward. It is also easier to go back on a particular page and confirm your information and doubt without losing your current page.

**Used books:** Some printed books are pretty expensive than e-books, but they are Eco friendly as they can be recycled many times and converted into new books or pages for new people. Apart from the recycling, there are many used book

markets where people can sell their books, and you can have access to all these used books at minimum rates, and it also helps you to have access to a large collection of books without much pay, at cheaper rates and you can re-sell them for others to read, for new readers and new shelves.

**Multiple books:** If you are in the middle of making a research paper or preparing for a test and you need to open many different books at times, it is not present in e-books but, physical books can afford this thing. You can open many different e-books in your laptop and computer, but in different tabs and then you have to constantly switch between tabs to read them, and your computer will turn slow and might even crash, but as physical books don't have hard drives so you can open as many books as you want, write on them, tag them easily.

**Technological advancements:** Technology is a good thing, and there is so much technological advancement in this generation,

but technology has its disadvantages also. Printed books, do not have a battery and hence there is no need to charge them time to time, you do not need good telephonic or Wi-Fi signals to read printed books whereas, in e-books, you need to change your battery or charge your device again and again, and at times due to less signal strength you cannot have access to many e-books, and you have to wait for signals to return.

**Addiction-free:** People rarely get addicted to printed books, whereas a lot of people get addicted to their screens for reading or watching movies or shows. The screen addiction is no less than drug

addiction and spending most of the time online, we need to give our eyes some rest while reading, so if you don't want to harm your mental and physical health due to excessive use of screen time and addiction, you should prefer reading from a printed book next time.

**Mind mapping:** Printed books are 3- Dimensional objects which have length, width, height, weight, texture, smell, etc. They carry all the information in a stationary and physical way, which enables the reader to form their own mental map of stories and ideas which are present in the books. The human mind gravitates towards physical illustrations, which only printed books can provide, and then we try to formulate the given information, which helps us to comprehensively understand something. Books allow you to follow and formulate the whole course of the story or argument as they have the same verbal cues to your understanding.

**Memorization:** The text in printed books is stationary, which allows our memory to easily understand and remember the lines, quotes, dates, names, data given in the book with more efficiency and ease. Texts in printed books have physical locations that cannot change, and you can tag them easily for later reference. Printed books help you to remember key ideas, quotes, data, and location in a more effective manner.

### **e-Books**

In recent years, due to advancements in technology and usage of the internet, readers have shifted from printed books to e-books because of their convenience of reading from smart phones and



laptops on the go, which has made digital reading a mainstream phenomenon. From one perspective, e-Books present a greater challenge as compared to printed books as many books are not available online and people have to opt for printed books in that case. The advancement of e-books came into force with the release of Amazon Kindle in 2007, and as the popularity grew, many different websites and applications followed.

### **Advantages of e-Books**

**Portable:** e-books are easy to carry. You can literally carry a library in your smart phone, I-pad, or laptops and read anytime and anywhere you want to. It is very much convenient for students and other readers; they can go through a lot of learning material while at home or even on the way. They are also very convenient while traveling as you can read any book on your journey and carry an unlimited amount of books for yourself.

**Instant gratification:** You don't have to wait for your book to arrive if you are reading an e-book. You can buy or download any book you want on your Kindle, Smartphone, I-pad, or laptop, and you can start reading it instantly. You can do it in the comfort of your home without having to go out to the store to buy a book or waiting for a few days for your book to arrive.

**Customizable fonts:** This might not be the biggest advantage of reading an e-book, but it is very helpful if you have weak eyes, as you can just increase the font size according to your comfort. If your eyes feel strained after reading for too long, you can change the font size, and the type and you can continue reading.

**Audio-visual aids:** E-books are interactive, and this element makes your reading

experience a more engaging one. Audio feature in e-books lets you listen to a story and commute information as you run your daily

errands; just slip your headphones and listen. They also contain various videos, photos, and graphs for readers to watch and understand more effectively. Readers can view a 3-D model of the image-making their experience much more interesting.

**Cost-efficient:** E-books are much more affordable than printed books. This is because of no manufacturing cost, no shipping charges, no printing charges; all this makes them cheaper in the long run because of no additional charges. This is very helpful for students as they spend a lot of money on curriculum-related books, and not a lot of money is saved for reading for pleasure.

**Eco- friendly:** E-books are good for the environment, they are ecofriendly, as they totally eliminate the paper printing process, transportation of raw materials, production process in the mill, and the final shipping. It saves tons of waste to be thrown away as they don't end up being landfill waste. E-books save us from the harmful and toxic inks which are used in printed books and save a lot of energy as you can make infinite copies of an e-book while saving many trees.

**Search:** The option of searching in the e-books comes very handy when you are in a hurry and something you can't remember is mentioned, so you can just search about that particular thing to refresh your memory. You don't have to flip



through hundreds of pages if you forgot to bookmark that particular page, you can just search in the book for that thing.

**Storage capacity:** You can store hundreds or even thousands of e-books without taking up space in your room. If you don't have enough space to store all your printed books, then e-books are the right choices for you as you can literally store books on your devices and they are even easy to transport or carry around. You can upload your e-books backup to cloud storage or copy them in an SD card so you have a backup also and you don't have to worry about the physical damages done with your books.

**Multiple devices:** E-books are easy to carry everywhere and easily accessible. Once you have downloaded or purchased an e-book you can copy it on multiple devices at your home, work, in your phones, laptops or you can also use the cloud storage option to access them from anywhere, in case you forgot your device at home and e-books also sync your reading places so you can restart from where you left off without having to worry about bookmarking a page or remembering the page number

**Sharable content:** You can share your e-book content with many users. The social feature allows you to share and link your content. A printed book can only be shared with one person at a time, whereas you can share an e-book with multiple users at a time. This feature can be used by students to collaborate with their work.

**Availability:** E-books are always available to you. You can purchase or download a book at night, in

the rain, anytime. E-books are never out of stock or unavailable. All you need is an internet connection to download or purchase your e-book anytime as they don't go out of print.

## REVIEW OF LITERATURE

With electronic books becoming more and more popular day by day, a lot of research and studies have begun to be carried out about the position of printed books, various reading habits, e-book devices, digital catalogs and a vast number of these studies especially focus on university students or the youth.

### **A study by Annand (2008), Learning Efficacy and Cost-effectiveness of Print Versus e-book Instructional Material in an Introductory Financial Accounting Course**

A study by Annand (2008), inquiring about the preference of e-books over printed resources, and its effect on learning, was conducted on a sample size of 109 students (N=109). From this study, he found out that students generally prefer printed books and printed materials and as far as learning is concerned, there is not much difference between the two formats.

### **A study by David Gray and Andrea Copeland (2012)**

Another study by David Gray and Andrea Copeland in 2012, was also conducted, and their result derived from the study was that the demand for printed copies is much more than that of e-books. In a direct comparison of circulation of

both the formats, printed copies were circulated four times more than e-books, as per this study.

**Szapkiw, Courduff, Carter, and Bennett (2013),  
Electronic versus traditional print textbooks: A comparative study on the influence of university students' learning**

Another study was done by Szapkiw, Courduff, Carter, and Bennett in 2013, which was conducted on 538 people/students (N=538). In this study, the grades and learning scores of university students from a course were compared according to their preference of printed books or e-books as per the scope of the course. The study concluded that there was not much difference in the grades and learning scores of students who prefer e-books.

**Anderson, Craig, Pham, Jeanie (2013),  
Practical overlap: The possibility of replacing print books with e-books**

Anderson and Pham conducted a study in 2013 on whether print really could be replaced with e-books. In a library setting, they concluded that “it appears unlikely that more than 26% of the current print holdings can be replaced by e-books.” This could be done to save the floor space as printed books take a lot of space and the magnitude of cost alone is likely to make the exercise of replacing printed books with e-books.

### **Objectives of the study**

1. To find out how various factors are responsible for choosing between printed books and e-books.

2. To explore college and school going student's attitudes and perceptions towards using printed books and e-books.

3. To know how technology has affected traditional media.

### **Hypothesis**

H<sub>0</sub>- Technological advancements are affecting traditional educational values and people prefer to read from e-books.

H<sub>a</sub>: Technological advancements are not affecting the traditional educational values and people prefer to read from traditional printed books.

## **RESEARCH METHODOLOGY**

### **Research design**

The survey method constitutes the design of the research study. It was conducted in Delhi -NCR (Delhi, Ghaziabad, Noida). The questionnaire tool as used to know the preference of youth between printed books and e-books.

### **Sample size:**

The population of this survey was mostly the college and school going students who read books for educational purposes, leisure reading or official purposes. The age group of the people ranges from under 18 years old to above 25 years old. The respondents basically ranges from school going students to working professionals who read for various purposes as this field suits to target all the age groups. The main focus of the study is to know the preference of youth and the working professionals as to what choices they make while

selecting their preferred media and why. A total sample of 80 respondents was taken by the researcher and the respondents belonged to a different age, profession, and gender, and income class.

### Sampling

The sampling procedure for the study is done through a simple random sampling technique. The data was collected by using a questionnaire as tool. The findings and conclusions have been drawn based on survey results. From the total of 80 respondents of the study, 50 respondents were male, and 30 respondents were females from different age groups, gender, professions, and income status. The questionnaire link was shared with various respondents from different age groups.

### Area of study:

The area of study for this research is the youth; school and college-going students and working professionals of Delhi – NCR (Delhi, Noida, and Ghaziabad).

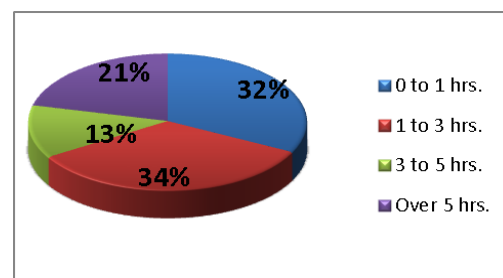
## DATA ANALYSIS & INTERPRETATION

This survey was designed to determine the platform from which school or college going students and working professionals prefer to read for different purposes. A sample size of 80 people was surveyed. The questions asked focused mainly on the reader's experience with both printed and e-books platforms and what they preferred most and for what reasons. They were

asked about different things like cost, how much and how often do they read for different purposes, which platform they prefer and, why they prefer it. All responses were anonymous. The majority of participants are male with 62% (50) while the female participants are 38% (30). Most of our participants (70%) are in the age range of 18-21 years of age. The second largest portion (15%) is between the age ranging from 22-25 years of age.

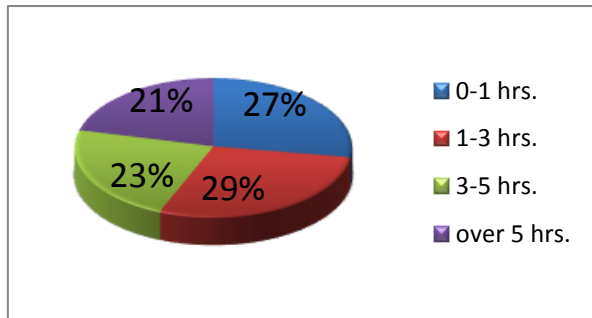
The majority of participants of this survey are students from graduation (48%) and second most participants are from 12<sup>th</sup> class (11%)

### Weekly Time Spent on Book Reading



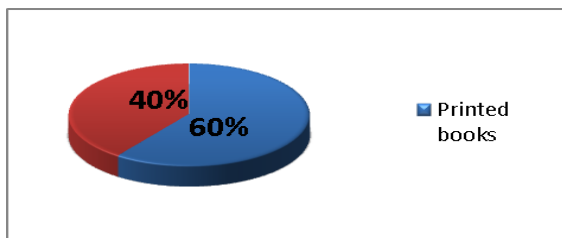
As we can see that people often read books in their free time as a hobby so all the participants that read for leisure/fun/pleasure weekly, majority of participants (34%) read about one to three hours every week while 32% read for zero to one hour week and 21% of the participants read for over five hours per week for pleasure and 13% of our participants read for three to five hours in a week.

### Weekly Time Spent by Students on Reading Books for Education Purpose



As most of our participants were college going students or working professionals, so when asked about the number of hours they spend per week for reading for educational purposes, there was not much difference between the numbers of hours per week. The majority of participants (29%) read for one to three hours per week, while 27% of the participants read for 0-1 hours in a week. 23% of the participants read for three to five hours a week, while only 21% of the participants read over five hours for educational purposes.

### Preference of Reading e-Books over Printed Books



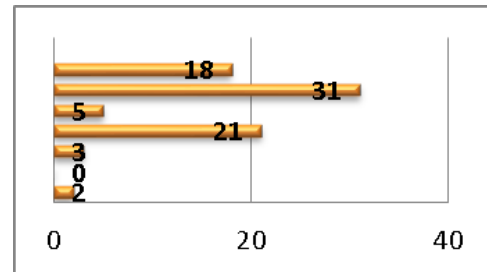
When asked about the preference of our participants when they have to read for extended periods of time, the majority of participants, i.e. 60% choose to read from printed books, while 40% choose to read from e-books.

### Platform used to read e-books

The majority of our participants (37 participants) that do read from e-books have chosen their

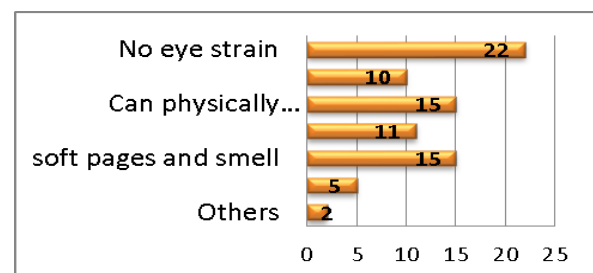
favorite platform to be PDF files on the phone, while the second largest portion (19 participants) to read from is PDF files on the computer. Kindle stands at the third choice to read e-books with 12 participants choosing it, while some of the participants also read from other platforms like Watt pad, WebPages, and any other books app.

### Reason for Choosing e-Books



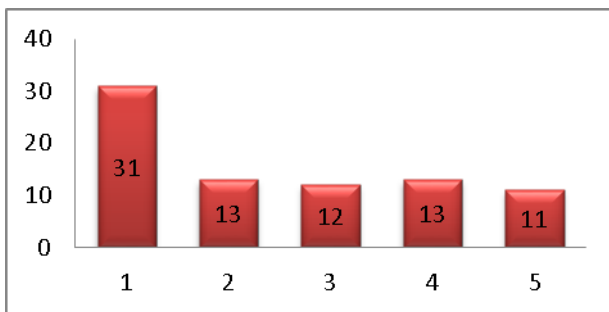
The major factors that go into choosing e-books over printed books are easy accessibility which was chosen by 31 participants (38.7%) as e-books are easily accessible on different apps and websites; Portability, which was chosen by 21 participants (26.3%) as people can carry multiple books at a time with them in their phones and laptops; and low cost chosen by 18 participants (22.5%) that E-books are cheaper than printed books. Though there are many other factors involved but these are the top three factors that go into making this choice.

### Reason for Choosing Printed Books



The major factors that go into choosing printed books over E-books are, no eye strain, chosen by 22 participants (27.5%) as the blue light from laptops or phones is harmful to the eyes and there are no such things with printed books, and people can read for extended periods of time; second most preferred reasons are that people can physically write in them and the feel of soft pages and the smell of new books, each of these options were chosen by 15 participants(18.8%); less distraction is also a major factor that goes into choosing printed books as there are no pop-ups, notifications, links.

### Majority of Respondents Prefer Printed Books over e-Books

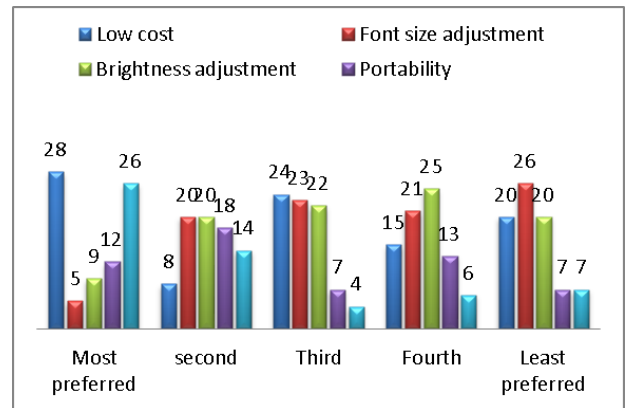


The majority of participants prefer printed books over e-books and most of the participants (38.8%) always prefer to read from printed copies.

#### Reading e - Books Preferred

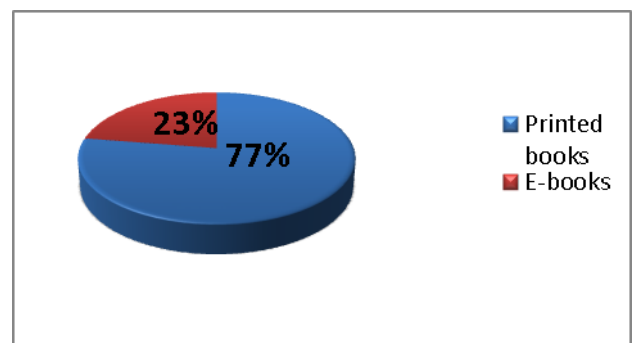
Majority of participants do not prefer to read from e-books always, but they do read e-books sometimes. Only 12.5% of the participants prefer to read from e-books always.

### Charm for e-Books



A maximum number of participants feel that the most preferred factor in choosing e-books over printed books is the low cost of e-books and the easy accessibility of E-books, while the least preferred factor for choosing E-books is font size adjustment. There are many other factors involved in choosing E-books over printed books like brightness adjustment and portability.

#### Difference of Cost is a Major Factor



The difference of cost being one of the important factors that go into choosing printed books or e-books, the participants were asked if there was no difference in cost between the two medium, what would they choose and the majority of participants (77%) said that they would prefer to read from printed books if the cost was not an issue.

## CONCLUSION

The purpose of this study was to find out the preference of youth between printed books and e-Books and what factors go into making these choices. The majority of the respondents were college-going students and working professionals within the age range of 18 to 25 years old. The main focus of the study was to gain information from the target audience through a survey about their preference between printed books and e-Books and why do they prefer that particular media while reading for both educational purposes and leisure reading. The conclusions and results were drawn from the answers of the audience through a questionnaire.

When asked about the choice of the participants for reading purposes, the majority of participants prefer to read from printed books. The first choice of some participants was e-books too. According to the survey, 34% of participants read for 1-3 hours per week when reading for pleasure, and only 21% of the participants read for over 5 hours per week for pleasure. Talking about reading for educational purposes, 29% of the participants read for 1-3 hours per week, while only 21% read for more than 5 hours. When asked about their preferences between both the mediums, while reading for long extended periods of time, 60% of the participants said that they prefer to read from printed books for an extended period of time while 40% said they prefer to read from e-Books.

The favorite platform for reading e-books is PDF on phones, which were preferred by around 45.25% of the participants. As this study also focused on the factors that are involved in making the choices to read from e-

books or printed books, respondents were asked about the major factors that go into choosing e-books over printed books, the top three factors are easy accessibility of E-books, portability, and low cost of e-books. When asked about the factors that are involved in choosing printed books over e-books, the top three factors are printed books don't cause any eye strain, you can physically write in or highlight in the printed books, and the feel of soft pages and the smell of pages and books.

When the participants were asked to rate their preferences on a scale of 1 to 5, 38.75% (31 participants), prefer to read from printed books always while this is not the case with e-Books. In the case of e-Books, most of the participants prefer to read from e-books sometimes, while only 12% prefer to read from e-books always.

When asked about the most preferred to least preferred reason that goes into choosing printed books over e-Books, most of the participants agree that **no eye strain** is the most preferred reason to choose printed books as they are more comfortable to read and you can read it for extended periods of time without having to cause harm to your eyes. When asked about the most preferred reason that is responsible for choosing e-books over printed



books, most of the participants agree that the low cost of e-books is definitely the factor that people choose e-books over printed books at times. As the price is definitely a factor, the participants were asked if there was no price difference between both the mediums, what would they choose to read and 77% of the participants said that they would choose to read from printed books if the price was not a factor, while 23% participants preferred to read from e-books. Based on these results it can be said that people who read printed books are more likely to continue reading on the same platform and cannot be easily persuaded to read from a digital platform, but if we remove the cost difference between the two, those who read digitally can be persuaded to read from printed books.

Overall it is concluded that the preference of youth between printed books and e-books is **printed books** in both readings for pleasure and educational purposes. There are many factors that go into making these decisions like accessibility, portability, cost, etc. Despite all these factors and regardless of cost or any technological advancement people still prefer to read from printed books over e-books.

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## WHAT ATTRACTS THE AUDIENCE TO WATCH A MOVIE?

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### Abstract

*Youngsters have such huge number of other fun exercises to do and once in a while get time to go to the theatres. Their companions likewise feel they have better diverse choices and would prefer to invest energy sitting in front of the TV or movies at home or simply celebrating with companions. We are going to take a gander at a portion of the elements that get the youngsters far from theatres and approaches to take them back to the theatres. Target crowds are always for a specific niche — a group of individuals with explicit interests and of a characterized age, sex, interests, and so forth. Indeed, there are situations when movies don't fall into one particular niche (and it happens more as often as possible than one could have envisioned), yet really wide intrigue in the film business is a very uncommon practically terminated case. Bollywood, the glamorous world of stardom and dazzling world has reached to all the masses at various international and national levels. The enchanting effect of the industry drives ample of people crazy due to the fame and popularity that Bollywood stars gain.*

*The world cannot survive without our sizzling entertainment industry. But what usually attracts the audience to watch a movie? Is it the star cast, story, song, the director, the script, or the cinematography? Certainly, the audience*

*considers the star cast factor more important than anything else due to which some excellent movie does not become a blockbuster.*

**Keywords:** *Movie viewing, Audience, Moviegoer, Box-office Trends, Survey*

### INTRODUCTION

Movies have become a major piece of everyday life, starting from small at their origins and growing as of 1910. During the 1910s, the motion picture industry developed from “an industry dominated by mom-and-pop businesses to a mature, complex industry”. The movie audience served as the catalyst for this change in the industry. The purpose of the current study is to analyze the movie-viewing audience and to know what motivates them to go watch a particular movie. It is important to read the mind of the moviegoer, to understand the nature of this selection why one chooses to watch a certain film of the many offered. Previous studies examined the socio-economic aspects of moviegoers such as looking at income levels and leisure activities in order to know the impact of movie watching on society in general. This new study is increasingly explicit, exploring how an individual is at first lured to go watch a film, regardless of whether

this is through informal, introduction to different news sources running from film sneak peeks to film evaluates in a paper or on TV, the drawing intensity of the cast or executive, etc. Movies continue to be big business. In fact, their popularity seems to grow with time, despite the competition for people's leisure time and money. To give an indication of just how big affair movies have become over the time, *Worldwide Box Office.Com* was consulted. This Website, which records current and past box-office trends, tracks the total box office receipts for movies that suggest the popularity of film in general. For example, 1989 featured such hits as Batman and Indiana Jones and the Last Crusade and had total receipts of \$5,987.5 million for that year alone. 2002, on the other hand, featured movie blockbusters like Spider-Man and Lord of the Rings: The Two Towers and had receipts total \$15,275.9 million (Worldwide Box Office 2003). This indicates there is a huge difference in box office receipts from the late 80's to the early part of the new millennium.

We live in the 21st century where things no more work on the conventional basis. With the changing lifestyles of the people and their increasing spending capacities, the youth of today tends to spend a lot on materialistic things, one of them being- movies. Recently with such an expanding interest for motion pictures, the film business which is putting an enormous sum in making them requests for similarly great benefits. Thus, the successes of a movie as a project and the factors affecting

the same have become an inevitable part of the study before one starts on this project or invests in the same. By studying why people go to the movies, the investigator feels that it will be possible to open up a wider array of human behavior topics that could be discussed. For example, use and gratification theory can be analyzed as to how it applies to movie going behavior: what needs are satisfied by going to a movie and why? Previous research has not touched this point recently, especially since the year 2000. It is now a good time to re-examine the movie-going experience.

## REVIEW OF LITERATURE

- The Audience Effect: On the Collective Cinema Experience (Jan 2018) by Julian Hanich. This book systematically describes the experiences spectators have when they watch a film collectively in a cinema. Watching a film in the presence of others is different from watching a film alone. The collective constellation always has an effect on the way viewers experience the film, be it positive or negative.
- Class and Audience Effects: A History of Research on Movies, Radio, and Television (April 2010) by Richard Butsch. The comments reveal an ethnocentrism in judging lower class behavior using middle-class standards. In this article, it explores

this thread by focusing on comments about class in a few of the most well-known studies.

- **Television Audiences** (August 2015) by Karen Buzzard. Classical understanding of an audience assumed that it is composed of individuals physically co-present. The interposition of a device or system between the source and the receivers, such as that made possible by the rise of mass communications technology in the 20th century.

- **The Perception of Film Attractiveness and its Effect on Audience Satisfaction** by (Feb 2016) by Dongjin Yang. This article adopts empirical research methods to measure the content of Chinese film attractiveness. Exploratory and confirmatory factor analysis is used to extract and verify 5 dimensions: moral education, plot, satisfaction of curiosity, entertainment and reputation.

- **The Role of Film in Society** (June 2011) by Vikas Shah. Film has a uniquely powerful ubiquity within human culture. In 2009, across major territories, there were over 6.8 billion cinema

admissions (compared against a world population of roughly the same number) creating global box office revenues of over US\$30 billion.

## **OBJECTIVES**

- To study the main reason for people to watch movies
- To understand how frequently do people watch movies
- To know the purpose of watching the movies
- To understand key elements of films that attracts audience.

## **RESEARCH METHODOLOGY**

Survey method is opted to understand the behavior and attitude of people towards a particular ideological as well as psychological frame.

### **Sampling**

UNIVERSE: Delhi-NCR. It was non-probability sampling, convenient sampling.

### **POPULATION**

- Age Group 18-75 both males and females.

### **Sample Size**

Sample size for the research is 100.

### **Research Tool**

For the research study we have used questionnaire via web survey as the major tool

to reveal the facts.

## DATA

The study is based on primary and secondary data. The primary data had been collected from the respondents of Delhi - NCR through questionnaire and secondary data is collected from articles, books, and other research papers reports on the related issues.

## DATA COMPILATION & ANALYSIS

- Age group the respondent belonged to.

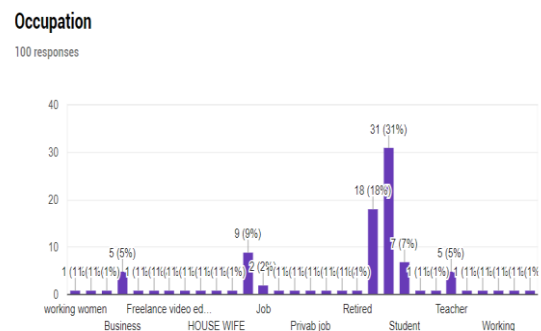
**Inference:** - The aim was to cover people from all age groups. Therefore, option was given to respondents to give choice in five groups from 18 to 75 years. This ensured inclusion of people from young to old. The sample population for the study therefore involved a fair distribution across age groups covering almost all possible spectrums, which is evident from the 45.5% in age group 18 to 24 years, 14.1% in 25 to 29 years, 9.1% in 35 to 39 years and 4.3% in 40 to 45 years.

Response also indicates that majority of population includes people from 18 to 24 yrs.

- Gender of the respondent

**Inference:** - In order to know what percentage of gender influence the study, this information was required to be filled for the survey. As seen above, 51% of the responses were filled by men and 49% of the rest were filled by the female counterparts. Therefore, the results of the study may give a common idea of the preference of male and less of the female working population of Delhi.

- Occupation of the respondent

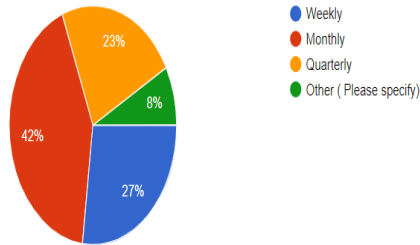


**Inference:** - From the above Bar Graph, we can conclude that the majority of people who took the survey belonged to the student as they are 31% whereas the remaining % belongs to the various sector.

- Frequency of watching movie

### How frequently you watch a movie?

100 responses

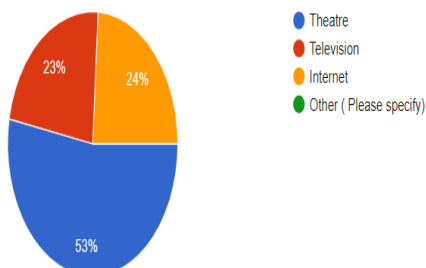


**Inference:** - This was a simple question which only required the respondent to tell about how frequently they watch a movie? As the pie chart above shows that 42% of the people who took survey watched movies monthly, 27% of the people who took the survey watched movies weekly, 23% watched quarterly and the remaining 8% chose the other option.

- Preference of medium for watching a movie

### In which medium do you prefer to watch a movie?

100 responses

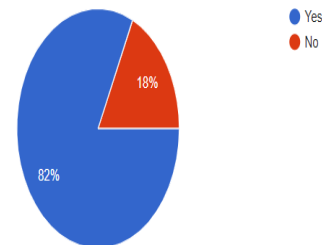


**Inference:** - After getting to know about the frequency of watching movies, the next question asked was, in which medium do you prefer to watch a movie? None of the respondents chose other option. While 53% selected theatre, 24% selected internet and 23% selected television.

- Watching movies to relax from your busy schedule.

### Do you watch movies to relax yourself from your busy schedule?

100 responses



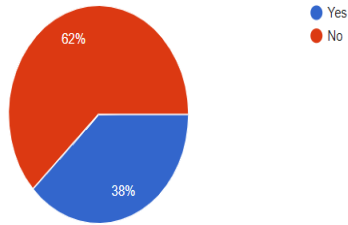
**Inference:** - Once it was established, that majority of people frequently watch movies. The next question asked was do they watch movies to relax themselves from their busy schedule? 82% of the audience voted for yes and remaining 18% voted for no.

- Star cast is the main reason for you to

watch a movie

Is star cast the main reason for you to watch a movie ?

100 responses

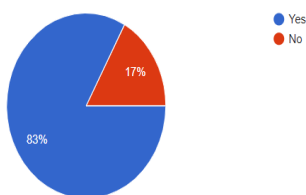


**Inference:** - The next question asked was Is star cast the main reason for them to watch a movie? 62% of the population responded with yes and the remaining 38% responded with no. Therefore, it gave a clue that the star cast can be a reason for the audience to watch movies.

- Story of a film is the key element that attracts the audience

Do you think story of a film is the main element that attracts the audience?

100 responses



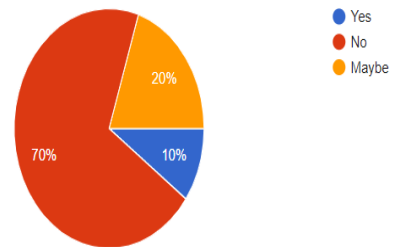
**Inference:** - The next question asked was do they think the story of a film is the main element that attracts the audience? 83% of the population responded with yes and the remaining 17% responded with no. Therefore, story of film can be an

important aspect for the audience to watch a movie.

- Adding item song is really necessary

Do you think adding item numbers is really necessary?

100 responses

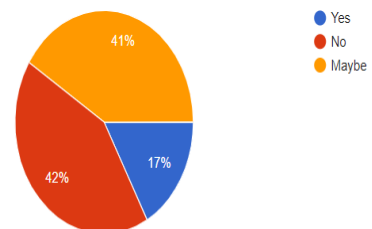


**Inference:** - After knowing about the preference of audience to watch a film because of the story, it was important to ask about adding item numbers. So, 70% of the population voted for no, 20% voted for maybe and rest 10% voted for yes. Hence, adding item numbers is not mainly necessary.

- Audience watch a movie for a particular song

Do you think the audience watch a movie for a particular song?

100 responses



**Inference:** To get a better view about our audience behaviour, we further asked them

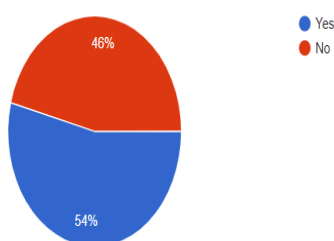


if they watch a movie for a particular song? So, 42% voted for no, 41% voted for may be and rest 17% voted for yes. Therefore, people not necessarily watch movie for a particular song.

- Director of the movie invites audience to watch a movie

Does the director of a movie invites you to watch a movie?

100 responses



**Inference:** - Director being one of the major elements for a film, we asked our audience if they watch a movie because of the director. 54% of the population gave positive response and 46% gave a negative response.

#### LIMITATIONS OF THE RESEARCH

- The study is confined to New Delhi only and hence the result cannot be generated to other areas
- Internal prejudice of the respondents serves as a limitation of the study
- There are research gaps on the effect of internet accessibility among the common public due to high data charges. Therefore, more research is needed to bridge the gap between the

reports by various organisations

- In addition, developed countries including US, UK and others are not compared through the survey as the availability of content and devices is much easier because of their higher standard of living
- The research only analyses the working population of Delhi-NCR; hence it cannot account to the preference of children and homemakers. Thereby, an overall profile of the population of Delhi is not possible through this study.

#### MAJOR FINDINGS OF THE STUDY:

- There are various elements which the audience considers before watching a film
- Story and director are one the most crucial elements
- Adding Item numbers are not very important factor
- Since Bollywood is one the biggest entertainment industry, audience analysis surely helps to understand the behaviour of the people

#### CONCLUSION

The factors affecting the success, or the failure of the movie were effectively studied. Moreover, analyzed the behavior of the audience and the elements they consider before watching a movie. In the research we

studied various elements such as star cast, storyline, director, script, item number, song etc. Finally we got to know that star cast, item numbers were the least important factors for the audience to watch movies. Story, director was the prominent factor that helps the audience to choose the film they want to watch.

Therefore, this research will help the film makers to understand the choices of their audience and to plan the marketing plan accordingly to make their productions a success.

## **RECOMMENDATIONS & SUGGESTIONS**

This study can be further carried out by researchers who want to know more about Cinema. This research can be taken as a guide by Film Makers to learn about elements which attract the audience or researchers can use my work to check different aspects of movies. They can use it as a review of literature that is willing to do their own research.

It can be useful for production houses to know about the outcome of their services provided by them. They can use this research to know the marketing plan for their movies and also

can do the improvements required to engage more people and to gain as much popularity as they can.

Lastly, it can be used by advertising and public relation companies to know about how much promotions and awareness are required for movies and can be used to know what type of content should be advertised by them and for what purpose.

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# SOCIAL MEDIA IS RAPIDLY CHANGING THE LIFE OF URBAN WOMEN: A STUDY IN DELHI-NCR

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## Abstract

*With the evolution of human society, women have played an important role in socialisation. Mode of socialisation has drastically changed particularly in urban area due to advancement of technology and advent of internet. Social media has given a new definition of socialisation which is virtual and has global boundaries. In this world virtual relations and virtual liking – disliking has lot of meaning to lot of people. It is a different kind of socialisation than the traditional one and defines the behaviour of urban people. With more than 160 million internet users, women’s online behaviour is increasingly becoming significant for everyone. This is the reason why market, industry, brands – all are targeting women. This fact shows that social media has changed the life of urban women. Through this study I tried to peep into the life of women in Delhi – NCR. This study gives a glimpse of changing lifestyle of these urban women. It’s an effort to know what role does social media play in their life.*

**Keywords:** Social Media, Information Technologies, Urban Life, Smart Phones

## Introduction

According to latest studies, with more than 160 million Internet users, women’s online behaviour is increasingly becoming significant for everyone to watch.

Following facts draw our attention:

- Women spend more time on online apps at least 45 minutes a day.
- They are more receptive to brand relation as compared to men. They follow a brand on the social media.
- Young Indian women seem to use social networking sites more frequently than their male counterparts.
- Compulsive social networking has led to insomnia, depression, lack of concentration, high level of anxiety etc.
- Male Internet penetration is around 10.69%, while women and girl’s penetration is 9.8%.

- Out of the total online population of Internet users in India is around 52% males and 48% females.
- Facebook is the most accessed website with 90% of all individuals using it followed by Google and LinkedIn.
- LinkedIn has highest proportion among women.

These facts shows that social media has created a space in the life of urban women. To study the role of social media in their life we conducted a study in Delhi NCR. For this study we selected the women of age group between 25 to 50 years. This is supposed to be the second quarter of one's life. The reason behind selecting this age group is that these are the women who have lived the life without Social Media and now they are experiencing the life with Social Media.

## Review of Literature

To collect information about the usage of social media, time to time studies are being conducted by the Market Researchers and Industry people. Accordingly they make their strategies to target users. Research agencies are also hired for the same purpose. These researches provide data to their clients frequently.

Internet and Mobile Association of India (IAMAI), Indian Market Research Bureau (IMRB) and ORG – MARG are some of the leading agencies in this area.

The Girl Scout Research Institute, America surveyed 1,026 females ages 14 to 17 about their social networking habits and how they portray themselves online, found that the online space is not only one where they learn to brand themselves and perform for others in the search of social acceptance, but a forum in which they can find emotional safety and nurture friendships with their peers.

At the heart of the findings is a schism between how they portray themselves in person and online. Seventy four percent of respondents were in consensus that most females of this age “use social networking sites to make themselves look cooler than they are,” What's more, they significantly downplay their smartness and kindness online. While 82 percent said that in person they came across as smart and 76 percent said they came across as kind, girls were most likely to categorize their online personas as fun, funny or social. Smartness and kindness fell by the wayside as valued social currency.

A recent study conducted by **J. Maureen Henderson** says that women are now more active than men across major social media platforms such as Twitter, Facebook and Pinterest and have a stronger attachment to social networking than do man. It quotes an example of Pinterest where 82 % traffic comes from women.

A study conducted by IAMR and IMRB in the beginning of 2013 claimed that social media

users in urban India are estimated to reach 66 million within 6 months. It says that, “the growth in the number of social networking users can be attributed to the rising Internet penetration in India through increasing affordability of smart phones and consequently mobile Internet use.”

## Research Methodology

Study is based on primary data collected from Delhi National Capital Region–Delhi, Ghaziabad, Noida, Greater Noida, Gurgaon. For collecting data random sampling methodology is used and the tool used was Questionnaire. Schedule, Mail and Telephonic Surveys were conducted.

To understand the trend, role and their behaviour after the entry of Social Media in their life, we asked them few questions which they answered freely.

The questions were: –

1. Since when you are using social media?
2. Which social media apps do you use?
3. For what purpose you are using Social Media?
4. What are the topics of your discussions on Social Media?
5. How much time in a day you spend on Social Media?
6. What time suits you to get Online?

7. Has Social Media brought any change in your life?
8. If yes, then in what manner?
9. What is the role of Social Media in your life?
10. What will you feel if kept away from Social Media for a week?
11. With whom you share usually on Social Media?
12. Do you feel Social Media has become a cause of isolation in the society?
13. Has Social Media brought a Behavioural Change in the society?
14. Do you feel it's an addiction?
15. Is social media has stolen your time which was earlier used for hobbies?

## Data Analysis and Interpretations

In response to the questions we got to know that women of Delhi NCR are using social media since

- 10% since last more than 10 Years
- 34% since last 5 9 Years
- 32% since last 3 4 years
- 24% since last 1 2 years

It shows that maximum % of women in Delhi NCR are using social media since more than five years.

Facebook, What's app, Twitter, Viber are the favourite apps of women. But their preference is as follows:

- Facebook 48%
- Whatsapp 50%
- Twitter 1.5%
- Viber 0.5%

This trend shows that What's app is the most favourite application and is frequently used by them.

The topics they discuss on social media –

- Personal 37%
- Society related 24%
- Current Affairs 19%
- Professional 15%
- Other 5%

The topic of their discussion on social media is most of the time personal and then society related issues.

As we experience there is a lot of exchange of messages on social media, it makes us curious to know that how much time these women spend on social media.

The study shows:

- 1 hour 50%
- 2 hours 30%
- 3 hours 10%
- 5 hours 8%
- More than 5 hours 2%

It shows that 50% of women spend at least 1 hour to interact on social media.

- When asked, what time suits them to get online?, responses were as follows:
- Morning 8%
- Forenoon 6%
- Afternoon 14%
- Evening 34%
- Night 12%
- Late Night 18%
- All the time 8%

These responses show that mostly women love to interact on social media in the evening.

With whom they interact on social media? The data Reflects –

- Family Mambers 28%
- Relatives 21%
- Friends 49%
- Strangers 2%

‘Friend in need is friend indeed’. This study proves that the women see social media as a powerful tool to share their feelings with friends.

- It is believed that social media has become a cause of isolation in the society. 56% women don't think this way but 44% women say yes it is a cause of isolation in the society.

- People say that increasing arrogance, impatience, depression and other behavioural changes in the society are a result of social media. Some of respondents see positive aspects of it. 88% of women strongly feel that Behavioural change is due to social media. 22% don't feel like this.
- Social media has brought a radical change in the life of 78% of women living in Delhi – NCR.
- 68% women feel that social media is an addiction but 32% say no, it depends on you , whether we get addicted or not .
- Earlier we used to spare time for our hobbies but social media has stolen that time. 54% women of DELHI – NCR agree with this statement while 50%
- Women strongly oppose it, they believe that nothing can kill someone's hobbies and passion. 2% women accept that social media has played a role of catalyst in their life as it helps them by giving tips for cooking, gardening, shopping, decorating , travelling etc.

When asked for what purpose they use social media? The answers were different. They use social media for –

- Getting connected with friends, relatives, colleagues.
- Getting updated with latest happenings around
- Getting aware
- Networking with lots of people
- Sharing information
- Creating awareness
- Social discussion
- Chatting
- Group sharing
- Gain knowledge
- Latest trends
- Branding for business
- Getting smarter
- Improving life style
- Personal growth
- Self upliftment
- Communication in less time
- Sharp vision
- Professional advantage
- Fun and Entertainment
- Time pass
- Business development

Women feel that it play very positive role in the society as it connects people inspite of all geographical distances. They feel it is a very good medium of emotional outlet,



fills the vacuum and sometimes become life saviour also. They feel, it is a very effective platform to discuss values and principles. Without any hitch they accept that it has become an important part of their life.

If it has become an important part their life then what will happen if they are kept away from social media –

- 48% say they will miss a lot in the life.

They will totally cut off from the world, feel depressed, get bored, feel lonely, get irritated, their life will be stand still and monotonous. Some of them cannot even imagine their life without social media. They feel it's impossible to live without social media for a week. They will feel as they are hungry for weeks, life will be finished.

- 52% women say that it will not affect much.

## Conclusion

This study shows that social media play a vital role in the life Urban Women. They find it as a very powerful tool for exchanging views and sharing feelings.

This trend shows that What's app is the most favourite application and is frequently used by them.

- They discuss Personal, Society related issues, Current Affairs Professional and occasionally some other matters.
- It shows that 50% of women spend at least 1 hour to on social media and 2 % spend more than 5 hours on it.
- 34% women are online in the evening. Evening time suits them the most to get online. They spend their evening with virtual friends.
- Women find social media as a powerful tool to share their feelings with friends.

No doubt social media is an effective tool of sharing feelings, emotional outlet, getting connected with nears and dears, to spend time enjoying it, branding image, sending pictures, video , text in few seconds and getting lot of information, make ourselves aware and create awareness but there is another side of coin also. Excessive use of social media has lot of side effects such as attack on privacy, anxiety, impatience wastage of time, distraction from goal. But intelligently use of social media can connect scattered dots.

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# COMPARATIVE STUDY ON CORONA VIRUS NEWS THROUGH PRINT MEDIA AND ONLINE MEDIA AND ITS IMPACT

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## Abstract

*This study tries to deal with the proliferation of unauthentic news through studying the comparison between various media platforms. We saw that quite a lot of people have been a victim of fake news during the ongoing pandemic which highlights the fact that the dissemination of fake news is still carried on through online mediums like WhatsApp. There are also instances of people forwarding What's App messages related to COVID19 which are not verified by credible sources. This can give rise to a major miscommunication and can also lead to fatal consequences. The spread of this virus is unstoppable and India is observing a constant rise in the numbers of cases every single day. Unreliable and fake news is spreading around the world to such an extent that some commentators are now referring to the new avalanche of misinformation that's accompanied the COVID-19 pandemic as a 'new virus'. The COVID-19 virus may have not spread to all corners of the world but there has barely been an area left untouched by the virus of disinformation'. There are only a few reliable sources of news information among*

*which print media holds the top position. Moreover, it can also be concluded that fake news through online mediums like What's App during a pandemic can lead to a lot of panic and miscommunication at the same time.*

**Keywords:** *Reliable news, Corona virus, Pandemic, Online media, Print media, fake news*

## Introduction

Media in all its shapes and forms plays an extremely crucial role in shaping our day to day thoughts and actions. In today's world, media has made a very special place for itself in our lives.

The term media refers to several different forms of medium required to educate and make a socially aware nation. The communication forms can be radio, television, cinema, magazines, newspapers, and/or Internet-based web sites. These forms often play a varied and vital role in our society. With the evolution in the field of economic reforms, India has witnessed a major advancement in the role played by the media. Media has impacted our society in many ways.

It has always played a very crucial role as a source of information, education and entertainment.

The media play an important role in increasing public awareness and formation of their views and attitudes toward certain issues. There is no denial that media is playing a very significant role in making the world smaller. Through various mediums of media whether it is radio, television, newspaper or internet, we are able to connect with large number of people around us. Especially internet has truly become the need of every individual both for our work and to connect with our friends and well-wishers.

The world right now is going through a COVID-19 pandemic also known as the coronavirus pandemic. The first case of the COVID-19 pandemic in India was reported on 30 January 2020, originating from China. As of 25 May 2020, the Ministry of Health and Family Welfare have confirmed a total of 138,845 cases, 57,721 recoveries (including 1 migration) and 4,021 deaths in the country. But this is not the only virus the world should be concerned about.

Fake news spreads like a real virus amongst the people. It is transmitted through the use of online or social media.

Although media is the prime source of creating awareness regarding the virus, it is also the prime source of creating fake news amongst the people. The spread of fake news amongst

the people especially during a pandemic can be deadly.

Anxiety and fear of the virus makes people antsy which results in desperate measures for the cure. On top of that the spread of fake news regarding cures, new medicines and even the increasing number of deaths can be fatal.

The above clipping is of the Hindustan Times newspaper. It is a well-established paper which recognizes the harmful effects of the spread of fake news. Print media is a much more reliable source of information than online media especially in terms of the virus.

Two major reasons why newspapers are the best source of information even in the digital times are:

1. There is growing scientific evidence that newspapers are safe, and that there's really no risk of catching an infection from them. There is no chance of transmission of the virus from newspapers.
2. They do not print fake news. Each and every news article is properly verified and checked before printing. Newspapers remain most credible source. In an era of misinformation and fake news dissemination, it's even more important to know that newspapers are a reliable resource that deliver accurate, fair and unbiased reporting from which you may form your own opinions.

## Review of Literature

**Chew and Eysenbach (2010)** presented a study on the Pandemic in the age of twitter: content analysis of tweets during the 2009 H1N1 outbreak. The study illustrates the potential of using social media to conduct “infodemiology” studies for public health. 2009 H1N1-related tweets were primarily used to disseminate information from credible sources, but were also a source of opinions and experiences. Tweets can be used for real-time content analysis and knowledge translation research, allowing health authorities to respond to public concerns.

**Purva et al. (2012)** presented that online social media like Facebook and twitter have the fastest means of communication and having gained wide popularity, have revolutionised inter-personal communication by providing a platform to individuals for expressing their concerns and stay connected.

**Scanfeld et al., (2010)** presented a study on the ‘Dissemination of health information through social networks: Twitter and antibiotics’. Social media sites offer means of health information sharing. Further study is warranted to explore how such networks may provide a venue to identify misuse or misunderstanding of antibiotics, promote positive behavior change, disseminate valid information, and explore how such tools can be used to gather real-time health data.

**Signorini et al., (2011)** this study presented ‘The Use of Twitter to Track Levels of Disease Activity and Public Concern in the U.S. during the Influenza A H1N1 Pandemic’. The literature provides several examples of “syndromic approaches” to anticipating or forecasting ILI, including analyses of telephone triage calls, purchases of over-the-counter medications for respiratory diseases, and school absenteeism. While these efforts can yield information about future influenza activity days to weeks in advance of traditional sources (e.g., ILI surveillance), it is difficult to compare these approaches, because different geographic regions were studied and different statistical approaches were used.

**Serrano et al., (2015)** ‘A Novel Agent-Based Rumor Spreading Model in Twitter’. This study presents the rumors spreading on various social media websites especially through twitter.

**He et al., (2015)** This study presented ‘Modeling propagation dynamics and developing optimized countermeasures for rumor spreading in online social networks’. Blocking rumors at influential users and spreading truth to clarify rumors. Employing the Pontryagin's maximum principle, we obtain the optimized counter measures that ensure a rumour can become extinct at the end of an expected time period with lowest cost. Both the critical conditions and the optimized countermeasures provide a real-time decision reference to restrain the rumor spreading.

**Nyhan and Reifler** documented several instances of a “backfire effect” in which offering fact based corrections increased people’s misperceptions, i.e., presenting people with facts strengthened their original inaccurate beliefs. In contrast, more recent studies have shown people heeding factual information even when it challenged their ideological commitments.

**Pennycook et al.** went a step further and demonstrated what they term as the Implied Truth Effect – “the presence of warnings caused untagged stories to be seen as more accurate than in the control.” To shed further light on these matters, our study explored several credibility indicators that capture the above aspects such as community influences and technical measures.

**BuzzFeedNews (2015):** This dataset comprises a complete sample of news published in Facebook from 9 news agencies over a week close to the 2016 U.S. election from September 19 to 23 and September 26 and 27 Every post and the linked article were fact-checked claim-by-claim by 5 BuzzFeed journalists. This dataset is further enriched in by adding the linked articles, attached media, and relevant metadata. It contains 1,627 articles–826 mainstream, 356 left-wing, and 545 right-wing articles.

## Objectives

- To analyze the coverage of corona virus news through print media and online media.

- To analyze the impact of fake news at the time of a pandemic.
- To understand the implications of spreading of fake news creating panic among people.
- To know how even in digital age print media come out to be more reliable than online media.

## Research Problem

The research problem that this research aims to answer is:

**‘How does news regarding corona virus through online and print media impact people in a pandemic’?**

## Significance of Research

In these trying times of a pandemic like corona virus people are more vulnerable to fake news which results in a lot of miscommunication and panic. Rumors are being spread across the country regarding various cures and remedies through WhatsApp handles which not only creates a state of confusion among people but also gives them a false hope.

On one hand there are news channels that create fear among the people and on the other hand online media sometimes encourages unauthentic news. Moreover, they are generating opinions in people by calling it a Chinese virus hence spreading hate and resentment.

In these times it is necessary that authentic news is delivered so that it prevents false perceptions. Verified information or news results in awareness which brings people out of myths and rumors yet some people are prone to unauthentic news and are trapped in a vicious cycle of fake messages. Recently WhatsApp has limited the forwarding of messages to one person at a time as to curb the problem of dissemination of fake news.

This research aims to compare the reliability of various news sources be it online, print or electronic media. Moreover, it analyzes the impact of fake news of the virus on the people.

The surreal amount of panic created among the people due to the pandemic is quite clear by their actions of hoarding all the necessary items be it toilet papers or canned food products. This study also analyzes the behavioral changes among people during the pandemic and how panic can sometimes lead to disastrous deeds.

### Research Methodology

The research methodology for the present study adopted is survey method where questionnaire was the tool. For this study both open ended and close ended of questions were used.

### Sample and Sampling

The random sampling or the probability method was used and the sample size was 100 participants.

## Data Analysis and Interpretation

Q1) Which medium do you use for news updates?

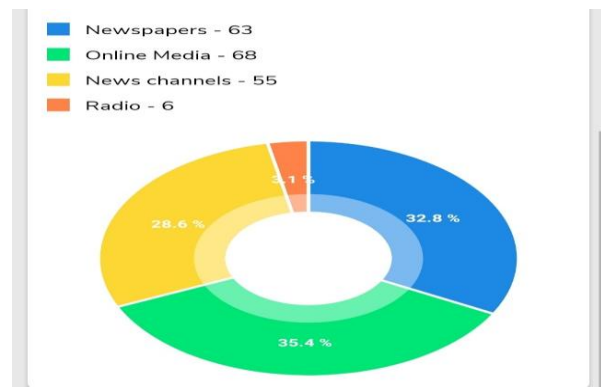


Figure no.1

Options	Preferred medium
Newspapers	63%
Online media	68%
News channels	55%
Radio	6%

### Interpretation:

Figure no.1 describes about the choice of medium the respondents use for news updates. It can be seen that online media is the most preferred choice at 68% followed by newspapers at or print media at 63%. The least favored medium is radio at 6% only.



Q2) Do you still get newspapers delivered to your home since the lock-down?

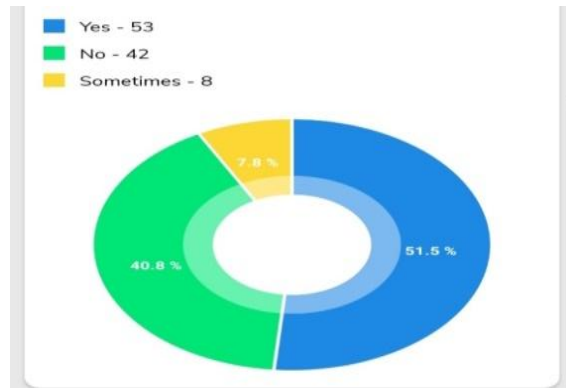


Figure no.2

Options	Preferred answer is
	yes
Yes	53%
No	42%
Sometimes	8%

**Interpretation:**

Figure no.2 shows that 53% of respondents still get newspapers delivered to their homes even during the lockdown. Whereas 42% people do not get newspapers delivered anymore. This shows that print media is still given a preference even during the lockdown since there is zero transmission of the virus through newspapers.

Q3) Do you watch the news for updates regularly?

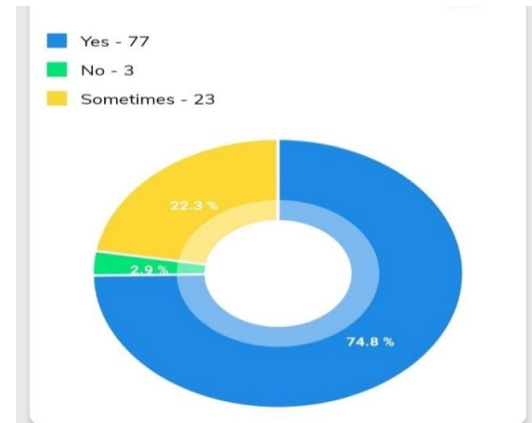


Figure no.3

Options	Preferred answer is
	yes
Yes	77%
No	3%
Sometimes	23%

**Interpretation:**

Figure no.3 describes that the respondents like to be up to date with the ongoing news especially when a pandemic is going on. 77% people watch the news for updates regularly and only 3 % people don't. Watching the news regularly also shows that the people like to get authentic news regularly and don't depend on the online media for all the updates.

Q4) Which news sources do you feel is the most reliable for COVID19 news?

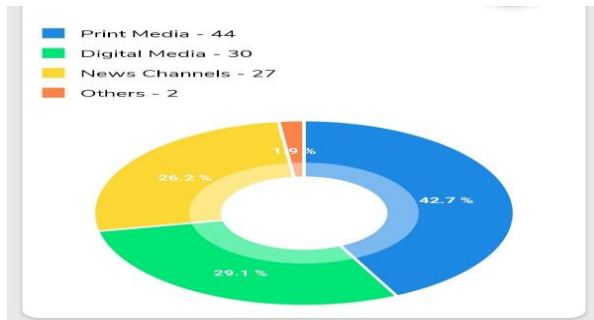


Figure no.4

Options	Preferred answer is print media
print media	44%
Digital media	30%
News channels	27%
Others	2%

**Interpretation:**

Through figure no.4 it is observed that 44% people prefer print media for covid19 news updates followed by digital media at 30% and news channels at just 27%. Print media is a preferred source of medium since it gives the respondents authentic and reliable news. Newspapers pull the respondents out of the fake news cycle by providing verified information/news.

Q5) Do you get messages related to COVID19 on WhatsApp?

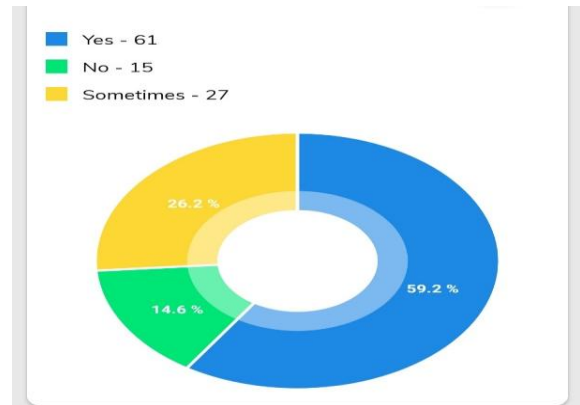


Figure no.5

Options	Preferred answer is yes
Yes	61%
No	15%
Sometimes	27%

**Interpretation:**

Figure no.5 shows that 61% people get messages related to covid19 on their WhatsApp handle. This points towards the fact that a lot of fake news may still be going around related to the virus. A lot of WhatsApp messages give out information regarding fake cures and fake home remedies which if used without proper information can be fatal.

Q6) Which source of news medium do you prefer?

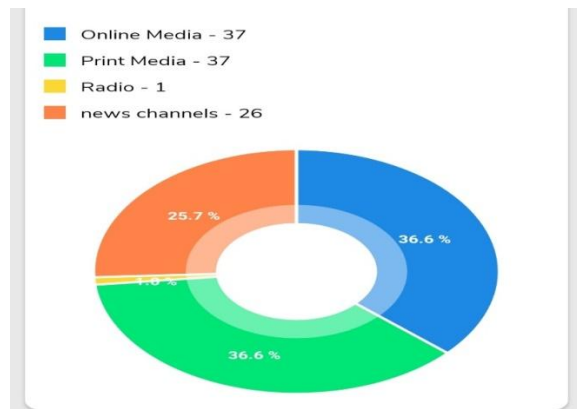


Figure no.6

Options	Preferred answer is online media and print media
Online media	37%
Print media	37%
Radio	1%
News channels	26%

**Interpretation:**

Figure no.6 depicts that print media and online media are equally preferred forms of mediums for news updates. They are both at 37% followed by news channels at 26%. Even though print media is observed to be the most reliable source of information, online media is equally preferred for news updates.

Q7) Do you forward messages related to COVID19 on platforms like WhatsApp?

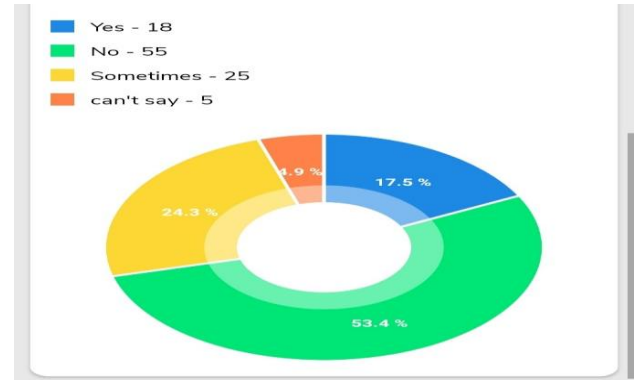


Figure no.7

Options	Preferred answer is no
Yes	18%
No	55%
Sometimes	25%
Can't say	5%

**Interpretation:**

It is observed from figure no.7 that most people do not like to forward messages related to the virus as to not spread fake or unauthentic news to people and create panic. 18% respondents have ticked yes to forwarding the messages but the majority is at 55% saying no to forwarding of messages on WhatsApp related to the virus.

Q8) Do you feel that print media is a reliable source of information regarding the virus?

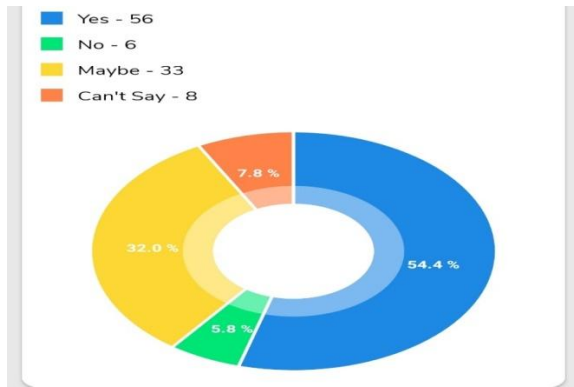


Figure no. 8

Options	Preferred answer
Yes	56%
No	6%
Maybe	33%
Can't say	8%

**Interpretation:**

The majority of the respondents are believed to find print media to be the most reliable source of information related to the virus at 56%. This shows that even at a digital age newspapers have not lacked their authenticity.

Q9) Do feel that there is a lot of fake news going around related to the virus?

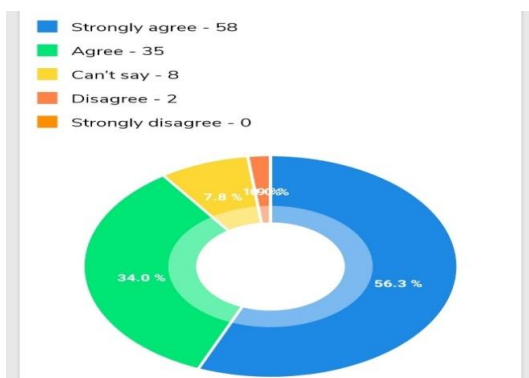


Figure no. 9

Options	Preferred answer
Strongly agree	58%
Agree	35%
Can't say	8%
Disagree	2%
Strongly disagree	0%

**Interpretation:**

Figure no. 9 shows that most of the respondents strongly agree that a lot of fake news is going around related to the virus. The majority agree at 58% followed by 35% people who agree to this as well.

Q10) Have you ever been a victim of 'fake news'?

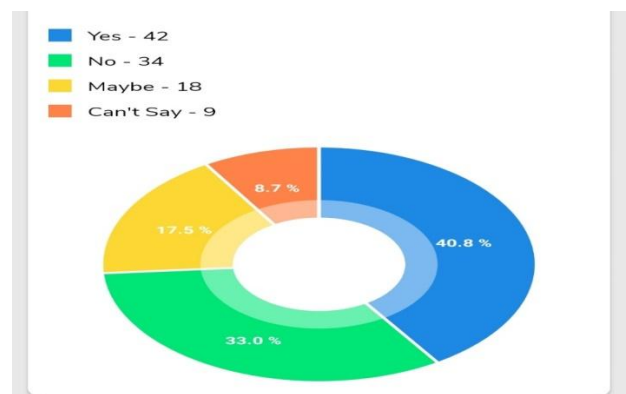


Figure no.10

Options	Preferred answer
Yes	42%
No	34%
Maybe	18%
Can't say	9%

**Interpretation:**

Figure 10 shows that majority of the people at 42% have been a victim of fake news. This shows that the corona virus is not the only thing we have to worry about. Spread of fake news is a much deadlier virus which can result in fatal consequences.

Q11) Do you think it is important to fight fake news especially during a pandemic?

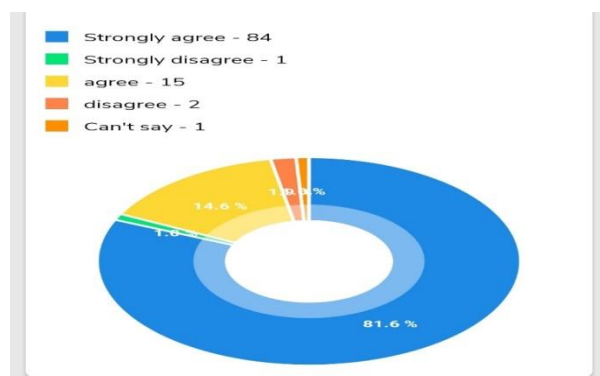


Figure no. 11

Options	Preferred answer
Strongly agree	84%
Strongly disagree	1%
Agree	15%
Disagree	2%
Can't say	1%

**Interpretation:**

Figure no.11 shows that 84% respondents strongly agree that it is very important to fight the virus of fake news during a pandemic which is spreading much faster than the corona virus. This virus not only spreads anxiety but

also creates panic through miscommunication of information.

Q12) Do you think that fake news can severely harm people?

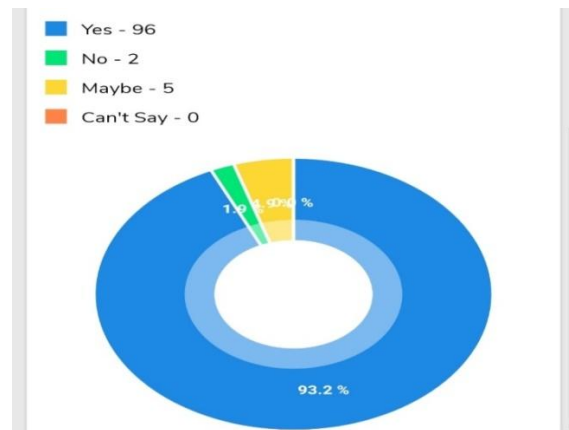


Figure no.12

Options	Preferred answer
Yes	96%
No	2%
Maybe	5%
Can't say	0%

**Interpretation:**

Figure no.12 depicts that 96% people believe that fake news can severely harm people. When people start consuming medicine by reading messages on WhatsApp which are not verified it can lead to fatal consequences.

Q13) Do you think there should be strong laws against the spread of fake news especially when a pandemic is going on?

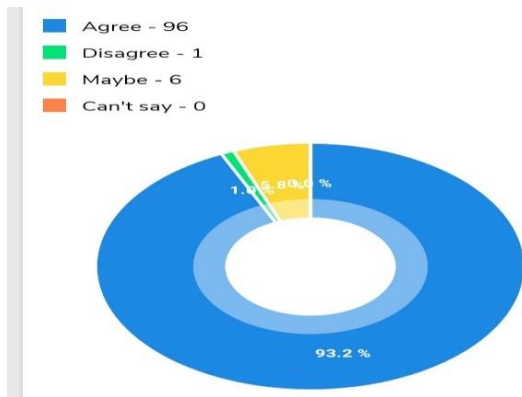


Figure no.13

Options	Preferred answer
Agree	96%
Disagree	1%
Maybe	6%
Can't say	0%

**Interpretation:**

96% people agree that there should be much stronger laws placed as to help curb the problem of spreading fake news especially during a pandemic.

Q14) Do you verify the COVID19 news that you receive before forwarding it to other people?

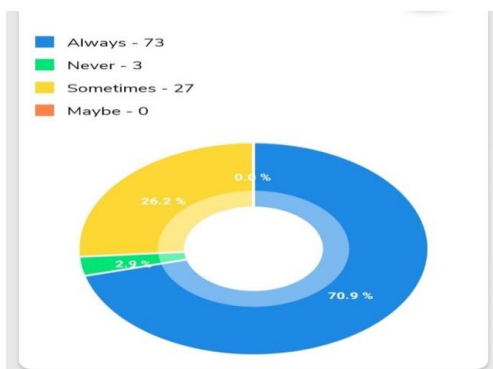


Figure no.14

Options	Preferred answer
Always	73%
Never	3%
Sometimes	27%
Maybe	0%

**Interpretation:**

Figure no.14 depicts that most respondents verify the news before sending or forwarding it to other people. This is a positive information which shows most people are responsible while forwarding news and do not shared unauthentic news casually.

Q15) WhatsApp has recently limited the forwarding of messages to one person at a time. Do you think it is a good move to curb the spread of fake news?

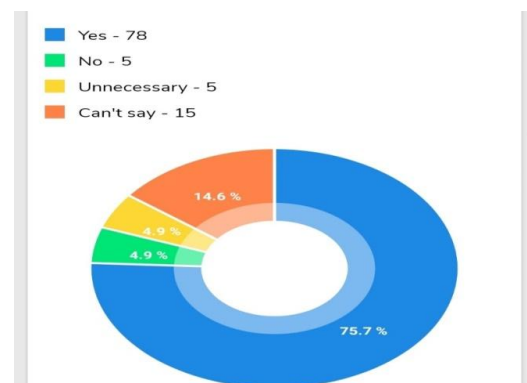


Figure no.15

Options	Preferred answer
Yes	78%
No	5%
Unnecessary	5%
Can't say	15%

## **Interpretation:**

Figure no.15 describes that 78% respondents feel that limiting the forwarding of messages to one person at a time by WhatsApp is a good measure to help curb the problem of fake news.

## **Research Findings**

The major research findings are as following:

- The Majority of the respondents use online media for news updates although they feel that the most reliable source of information is received from print media especially the news related to the COVID19 virus.
- Majority of the respondents still get newspapers delivered to their homes even during the lockdown since scientifically there can be no transmission of the virus through newspapers.
- Respondents believe that there is a lot of fake news going around related to the virus and to break out of this vicious circle of rumours they use print media for reliable news updates.
- The responses gathered also show that the respondents believe that there should be stricter cyber laws so that the circulation of fake news breaks and people are saved from fatal consequences.
- Most of the respondents do not share unverified news and also find the initiative taken by WhatsApp, an online media handle, of forwarding only one

message at a time very positive in terms of curbing the problem of circulation of fake and unauthentic news.

## **Conclusions & Recommendations**

### **Conclusion**

This research, the comparative study on corona virus news through print media and online media and its impact, deals with the proliferation of unauthentic news through studying the comparison between various media platforms. We observed that even after the introduction of various sources of news dissemination, people still prefer print medium as the most reliable source of all.

It was found out that a lot of people have been a victim of fake news during the ongoing pandemic which highlights the fact the dissemination of fake news is still carried on through online mediums like WhatsApp. There are also instances of people forwarding WhatsApp messages related to COVID19 which are not verified by credible sources.

This can give rise to a major miscommunication and can also lead to fatal consequences.

The spread of this virus is unstoppable and India is observing a constant rise in the numbers of cases every single day. There has been a state of panic in the country and the spread of fake and unauthentic news



just makes it worse. The last thing we want is migrant workers being a prey to fake news and subsequently get themselves infected.

As presented throughout the background research and the above study sample population of 100 individuals it can be concluded that there are only a few reliable sources of news information among which print media holds the top position. Moreover, it can also be concluded that fake news through online mediums like WhatsApp during a pandemic can lead to a lot of panic and miscommunication at the same time. After observing the answers of the respondents and completing my research I believe that there should be changes made so that only authentic and verified news is circulated in the society especially during a pandemic. Circulation of fake news leads to panic and anxiety which is the last thing the world need to fight the virus.

## Recommendations

Suggestions on the basis of the study are as follows:

- Stronger cyber laws are needed to be put in place to stop the circulation of fake news. It is imperative that
- people who spread fake news deliberately are punished or heavily fined. This could lead to people

responsibly spreading news and not be casual about sending out messages that could be untrue.

- Print media should be encouraged more especially for the younger generation who rely more on online media for updates. Although it is observed that print media is seen to be the most reliable source, it still should be encouraged amongst people so that it does not get lost in the digital age.
- People should be educated on the consequences of fake news and should be encouraged to refrain from sending out negative messages especially when the world is going through such trying times.
- Online media handles should have an inbuilt ability to verify news the sender is about to send out so that it can ping the sender automatically alerting them of the news they are about to send.

These are the bare minimum things that we need to do so that miscommunication of information does not take place in the society. The world leaders should not only focus on the corona virus that is going on but the more dangerous virus of fake news that is brewing.

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# NETFLIX IS GAINING POPULARITY AMONGST YOUNG VIEWERS: A STUDY IN DELHI - NCR

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## Abstract

*Over the years, the innovation of some remarkable technologies has taken a new twist and turn and has caused major impact on lifestyles and behavior of people. In today's era there is large number of online streaming services available in the world for all type of audiences such as Amazon prime, Hotstar, Voot, Hungama and many more. Different streaming services provide different type of content. Due to excessive digital accessibility, consumers have many options to choose from to watch their favorite movies and shows. It has been observed that mostly people get attracted to Netflix more in comparison to other online streaming services.*

*Addiction to television is a known phenomenon but increasingly, viewers are getting attracted to online streaming service - **Netflix**. Netflix is a streaming service that offers a wide variety of award-winning shows, movies, anime, documentaries and more on several internet-connected devices. It offers originality with a broad variety of licensed programs. People are enjoying the*

*shows on Netflix as compared to TV shows.*

*Viewers, especially youngsters couldn't stay away from some of the shows. Netflix doesn't provide age bonded subscriptions because of which it is prevalent amongst small children and adults. Shows like Too Hot to Handle, Money Heist, Lucifer and Vampire Diaries are being watched by children and because of the unawareness among the parents, there is no one to stop them creating a bad impact on their minds. Most popular shows on Netflix are watched by people so much that lead to increasing popularity of Netflix.*

*The basic aim of this research is to know the trend and impact of Netflix and also compare the ratings between television and Netflix. This study will help in knowing, whether the viewership of Netflix is increasing or decreasing. The study is based on survey method, including information gathered by conducting a web survey by creating a questionnaire where the target audience was of age group between 18- 45 both males and females.*

**Keywords:** *Netflix, viewership, binge, licensed programs*

## INTRODUCTION

Netflix, is an American over- the - top media service provider, in, California. Founded in 1997 by Reed Hastings and Marc Randolph in California, use to offer DVD rentals in mail. Later in 2002 when Netflix made its subscription available for public, it reached the one million mark. Netflix maintains an honest and ethical code of conduct throughout its company. It offers online streaming of a library of films and television programs. It's headquarters is located at 121 Albright Way, Los Gatos, California, United States. They also have other offices in the Netherlands, Brazil, India, Japan and South Korea. Netflix launched in India in January 2016. The Netflix subscription plan starts at 500 rupees per month in India, offering a free one-month subscription trial in each Netflix account to expand their impact on the society. Users can access Netflix through an app on a smart TV, a video game console, a streaming player, a Smartphone or a tablet. It is the world's leading entertainment service with over 130 million memberships. Members can watch as much as they wish, anytime, anywhere, on any internet connected screen. Members can play, pause and resume watching, all without commercials or commitments. Netflix has produced and released countless series, shows and movies around the world. Apart from having most influential shows, Netflix also includes some famous Bollywood movies as well. The most viewed shows on Netflix are

Money Heist, Sex Education, Dynasty, Gossip Girl and many others. It is consistently rising and giving a constant flow of shows and movies that people want today. It is referred to as the current leader in streaming of movies and television programs. The growth of Netflix as a destination streaming service has been enhanced by showcasing certified Disney movies and other shows.

## REVIEW OF LITERATURE

**Durgesh Nandan Jha (2018)** in the study 'Addicted to online TV series? Press Pause Button Now' reveals that youngsters are getting addicted to online TV series. In this he mentions about a student of college who got addicted to Netflix, started skipping his classes and meals and also would not bathe for days because of Netflix addiction. He also mentioned that there is often competition among college-goers about who has watched how many shows or who finishes it first which gradually leads to addiction.

**Madhav Chanchani (2018)** 'India Is a Key Part of Subscription Growth: Netflix' When they launched Netflix in India they said that they are targeting top 10-12 million customers as they have expanded

and now takes 250 million local debit and moving towards watching Netflix leaving televisions beside which leads in India's development growth as well.

**Alisha Sachdev (Oct 19, 2018)** 'At Half A Million Subscribers, Netflix Still a Premium Service in India' concluded that our Indian members enjoy many of the same shows that Netflix members around the world enjoy, such as Stranger Things, Narcos, The Crown and Love Per Square Foot. They are also more likely to devour a TV series over three days, at a faster pace than the rest of the world.

**Saurabh Singh (2017)** 'India has the second-highest public watchers in the world' This study presented that India's apparent addiction with Netflix has seen us watching--streaming--on buses, trains and planes, but new research has revealed that India has the second-highest public bingers in the world. According to a Netflix survey, a staggering 88 per cent of Indians are now watching on the go-71 per cent more than last year-"ranking having access to movies or shows higher than food and water as 'essential' items for travelling or commuting." world'.

## RESEARCH METHODOLOGY

The survey for this study was conducted amongst the people of age group 18-45 years,

credit cards. This concluded that people are covering areas of Delhi – NCR. The data has been collected by using questionnaire as a tool.

## DATA ANALYSIS

Age Intervals	No. of Respondents
18-25	78
26-35	14
45	8

In order to get clear vision, respondents were segregated in three age groups which were from 18-25, 26-35, 35-45. 78 respondents were from 18-25 age group, 14 were from 26-35 age group and 8 were from 35-45 age group. Out of 100 respondents 42 were male and 58 were female. During the survey, 63 respondents were students, 10 were businessmen, and 21 were working professional.

### Respondent's preferences

Preferences	No. of respondents
Netflix	70
Television	30

70% of the respondents prefer Netflix. On the other-hand 30% of the respondents watch television.

### Free one-month trial service

Yes or no	Respondents
Yes	94
No	6

Survey says 94% of respondents enjoy their free one-month trial service and 6% of the respondents do not like their free one-month service.

### Ratings of Television channels in comparison to Netflix

Ratings	No. of respondents
Better	30
Worse	23
The same	30
Other	17

As a result of survey we came to know television channels rating were both 30% better and the same in comparison to Netflix.

### Time spent watching Netflix

Time	Respondents
1 Hour	34
2 Hours	25
3 Hours	30
5 Hours	7
Above than 5	4

During the survey, it is seen that respondents generally watch Netflix one or three hours. Also, there are some respondents who watch Netflix for 2 hours or even more than 5 hours.

### Idea of uploading Hindi movies

Preference	Respondents
Yes	83
No	15
Other	2

83% of the respondents liked the idea of uploading Hindi movies whereas 15% respondents don't like the idea of uploading Hindi movies.

### Addiction to Netflix

Addiction	Respondents
Yes	14
No	38
Maybe	48

In the survey, 48% of respondents say that maybe they are addicted to Netflix and 38% of the respondents say that they are not addicted and 48% respondents are not sure if they are addicted or not.

### Television becoming an outdated medium

Preference	Yes	No	Maybe
Respondents	45	47	8

Here 47% of respondents feel that television is becoming an outdated medium and 45% of respondents feel that television is becoming an outdated medium.

### Friends and family members watch Netflix

	No. of respondents
Yes	99
No	1

99% of respondent's friends and family members watch Netflix.

### Any other online stream

Streams	Amazon prime	Hot star	Voot	Other
No. of respondents	19	15	9	57

57% of population replied to other and 19% of population watches Amazon prime, 15% respondents watch Hot Star and 9% respondents watch Voot.

### Paying attention to notifications provided by Netflix

	No. of respondents
Yes	41
No	22
Sometimes	37

41% of respondents pay attention to notifications provided by Netflix, 22% do not pay attention and 37% sometimes pay attention.

### Satisfactions from Netflix

Satisfactions	No. of respondents
Extremely satisfied	55
Very satisfied	13
Satisfied	25
Less satisfied	6
Not at all	1

### RESEARCH FINDINGS

- 70% of the respondents prefer Netflix. On the other hand, 30% of the respondents watch television.
- 94% of respondents enjoy their free one - month trial service and 6% of them do not like their free one-month service.
- During the survey television channels rating were both 30% better and the same in comparison to Netflix.
- It is seen that respondents generally watch Netflix one or three hours.
- 83% of the respondents liked the idea of uploading Hindi movies.
- 48% of respondents say that maybe they are addicted to Netflix and 38% of the respondents say that they are not addicted.
- 47% of respondents feel that television is becoming an outdated medium and 45% of respondents don't feel that television is becoming an outdated medium.
- 99% of respondent's friends and family members watch Netflix.



- 57% of population love to watch other online streaming services and 19% of population watches Amazon prime.
- 41% of respondents pay attention to notifications provided by Netflix.
- 55% of respondents are extremely satisfied from Netflix.

## CONCLUSION

Youngsters showed an overwhelming preference for Netflix with 70% of respondents choosing Netflix over other platforms. The increasing viewership of Netflix is causing hindrance and suppression in today's people's life. Not only people are watching Netflix for time pass rather they are getting addicted to it. Since, Netflix provide a free one -month trial service people are getting attracted more to the service and are enjoying watching it. People are shifting towards Netflix from television as a source of entertainment. It shows that in the fast-moving lives of today, people are advancing more and more towards the change. Netflix is on rise. Thus, this can be concluded that Netflix is now playing a major role in today's youth life and its popularity is increasing immensely.

## RECOMMENDATIONS & SUGGESTIONS

This study can be further carried out by researchers who want to know more about

Netflix. This can be taken as a guide by audience to learn about Netflix or researchers can use it to check various aspects of Netflix. It can be useful for Netflix team to know about the outcome of their services provided by them. They can use this study to know the engagement rate on their online streaming services and also can make improvements required to engage more people and to gain as much popularity as they can.

Lastly, it can be used by advertising companies to know about how much promotions and awareness is required for Netflix and can be used to know what type of content should be advertised by them and for what purpose.

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The culture of Connectivity: A Critical History of Social Media On – Demand Culture: Digital Delivery and the Future of Movies

# OPINION POLLS: POLITICAL AND ETHICAL ISSUES AND ROLE OF MEDIA IN INDIAN DEMOCRACY

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## Abstract:

*In the research paper researcher would like to demonstrate in context of the present scenario of how opinion polls intend to sense the nerve of the people and know what the public opinion is. Opinion polls are mainly being used for assessing the public view on the prevailing electoral atmosphere and the popularity of the players fighting in it. Since times immemorial, vox populi or the voice of the people has been given immense importance and without doubt, public opinion is the basis of the assertions of any democracy. Going by the claims of opinion polls, they do reflect a lot of what people think and might translate into actions. However, whether all opinion polls are accurate and truly representative of the population that has been surveyed is questionable.*

*Well, unlike any other event or media report, opinion polls too tend to influence both –people and leaders. Focus should be on making and showcasing ‘informed’*

*opinion rather than twisting and forming an ‘inclined’ opinion. Political parties clearly seem divided on the proposition of EC to ban opinion polls. After all, their credibility is the first thing in question. And if the influence is being talked about, then media reportage is equally effective in swaying the public opinion.*

**Keywords:** *Opinion polls, exit polls, survey, election commission, media, news channels*

## Introduction

As the name suggests, opinion polls intend to sense the nerve of the people and know what the public opinion is. In context of the present scenario, opinion polls are mainly being used for assessing the public view on the prevailing electoral atmosphere and the popularity of the players fighting in it. Since times immemorial, vox populi or the voice of the people has been given immense importance and without doubt, public opinion is the basis of the assertions of any democracy. Going by the claims of opinion polls, they do reflect a lot of what people think and might translate into actions.

They do not explain why respondents believe as they do or how to change their minds. Polls are simply a measurement tool that tells us how a population thinks and feels about any given topic. This can be useful in helping different cultures understand one another because it gives the people a chance to speak for themselves instead of letting only leaders and politicians speak on behalf of all. It gives an opportunity to common people to access the media.

Political parties clearly seem divided on the proposition of EC to ban opinion polls. Those with winning prospects support them while the opponents give the reason of skewed criteria and unwanted influence on the voters. Politicians often deny the use of opinion polls, arguing that they provide inaccurate information. Many politicians claim that they can read the political pulse of the people through meetings with constituents and to see their response in rallies. However, the problem is relying entirely on these meetings and rallies are unlikely to get an accurate picture of public opinion. The types of people who attend rallies are different than the public at large. It is the public after all

that elects the politicians. Therefore, the debates, discussions and fights on whether these polls should be banned or not is useless as the politicians also need it.

However, whether all opinion polls are accurate and truly representative of the population that has been surveyed is

questionable. If the opinion polls are conducted in a fair manner and the criteria adopted are in sync with the actual ideologies of the people, they can boast of having given voice to the large numbers with the effect. It cannot be ignored that unlike any media report, opinion polls too tend to influence the mass and leaders equally. It reflects the idea and concept of the majority and minority thinking. Such effects could change the course of action and generate different responses.

Thus, instead of the result the method has to be looked into. If the ways of conducting an opinion poll are accurate, unbiased and democratic in nature, the results should also be accepted in a matter-of-fact manner. Influences are unavoidable and change is unpredictable. Here is where in media's role comes into light. Focus should be on making and showcasing 'informed' opinion rather than twisting and forming an 'inclined' opinion.

If the influence is being talked about, then media reportage is equally effective in swaying the public opinion. Opinion polls are not the sole factor in contributing to the change in people's mind sets.

## **1. Opinion Polls and Constitution of India**

The Constitution of India guarantees the Freedom of Speech and Expression under Article 19(1)(a), which enable an individual to express freely. The Freedom of Press has not exactly been used in Article 19, though it is

recognized throughout the world that freedom of expression includes freedom of press. Reasonable restrictions can be imposed in the interest of public order, security of state, decency or morality.

The amended Section 126 of the Representation of the People Act, 1951 is to prevent any public meeting or public campaigning in the constituency for a period of 48 hours ending with the conclusion of the poll. 126 (1)(a) prohibits convening, holding, attending, joining or addressing any public meeting or procession in connection with an election during this sensitive period. 126 (1)(c) prohibits the propagation of any election matter to the public by holding, or by arranging the holding of, any musical concert or any theatrical performance or any other entertainment or amusement with a view to attracting the members of the public thereto, in any polling area during the 48 hours before the conclusion of the poll.

### **1.1 Contradictions**

With most political parties speaking out against opinion polls, the Election Commission has once again asked the government to enact a law banning the release of their results after the notification of elections.

This view was articulated in a letter to the Union Ministry for Law & Justice which had in September asked the Commission for its view on whether the ban on opinion polls should be effective from the date of announcement or notification of an election.

The Ministry also asked the EC to hold fresh consultations with all recognised political parties on the issue of “banning” opinion polls so that “the necessary legislation may be moved.”

Election Commission stated that the publication of pre-election opinion or exit polls at any time close to an election in India influences voters unfairly or even significantly. The grounds on which the ECI is considering restriction do not get covered by the postulates prescribed in Article 19 (2) of the Constitution.

### **1.2 Arguments**

Every so often even the Election Commission of India talks of 'banning' them or regulating them. This is something that cannot be done without violating the right to freedom of speech. Any restriction on opinion polls would fall in the realm of restriction of the fundamental right of freedom of speech and expression guaranteed in Article 19 (1) (a) of the Constitution.

Article 19(2) permits the state to impose by law "reasonable restrictions" on freedom of speech and expression on eight and only eight specified grounds. They are the sovereignty and integrity of India, security of the state, friendly relations with foreign states, public order, decency or morality, contempt of court, defamation, and incitement to an offence. Holding "free and fair elections" as interpreted by the Commission is self-evidently not a ground for imposing, by law or otherwise, any kind of reasonable restriction on the

fundamental right guaranteed in Article 19(1)(a).

The Commission thus has not considered the view that information on how other persons and other sections of society think and feel about candidates, political parties and issues could be a valuable input into the voter's decision. In other words, the dissemination of such information at any point of time could only be an instrument of education of the electorate. There is no evidence at all to show that the publication of pre-election opinion or exit polls at any time close to an election in India influences voters unfairly or even significantly.

## **2. Guidelines by Election Commission of India**

1. The organizations or agencies conducting Opinion Polls shall be free to conduct such polls, and publish results thereof, in or by any print or electronic media, at any time, except the period mentioned in clause (ii), during the run up to the polls for the aforesaid general elections to the House of the People and State Legislative Assemblies mentioned above.

2. No result of any opinion poll conducted at any time shall, be published, publicised or disseminated, in any manner whatsoever, in or by any print or electronic media, after 1700 hours on the 14<sup>th</sup> February, 1998 (16<sup>th</sup> February, 1998 being the first day of poll for the aforesaid general elections) and till half an hour after the closing of poll in all States

and Union Territories, except three Parliamentary Constituencies in the State of Jammu and Kashmir i.e., 1730 hours on the 28<sup>th</sup> February, 1998.

3. The above organisations and agencies shall also be free to conduct exit polls. But the result of any such exit poll conducted at any time shall also not be published, publicised or disseminated, in any manner whatsoever, in or by any print or electronic media, at any time from 0700 hours on the 16<sup>th</sup> February, 1998 (being the first day of poll for the aforesaid general elections) and till half an hour after the closing of poll in all States and Union Territories, except three Parliamentary Constituencies i.e., 1730 hours on the 28<sup>th</sup> February, 1998.

4. Any organisations or agencies conducting any Opinion Poll or Exit Poll, while publishing, publicising or disseminating the result of any such poll, must indicate the sample size of the electorate covered by such polls and geographic spread of survey so conducted. They must invariably give the details of methodology followed, likely percentage of errors, the professional background and experience of the organisation or organisations and the key professionals involved in the conduct and analysis of the poll.

### **2.1 Contradictions**

In 1998, the Election Commission of India issued its Guidelines for the Publication and

Dissemination of Results of Opinion Polls/Exit Polls, prohibiting the publication of opinion poll results beginning 48 hours before the start of voting, and continuing until the polls closed. Organisations or agencies that conducted and published the results of an opinion poll before the blackout were required by the Guidelines to indicate the survey's sample size, the geographic spread of the survey, the margin of error, details regarding the methodology, and information about the organization.

During the 1999 election, numerous media institutions ignored the ban and were subsequently prosecuted by the Election Commission. After a number of lower court decisions, the Supreme Court of India ruled that the Commission Guidelines "exceeded the power of 'superintendence, direction and control' granted to it by Article 324 of the Indian Constitution." The Court also questioned the practicality of such a ban, given the presence of international and online media in the country. The Commission Guidelines have since been withdrawn, and no new legislation has been enacted. Renewed calls for some form of ban on the publication of opinion and exit poll results were heard last February after numerous exit polls were wrong, prompting accusations of media bias.

## 2.2 Arguments

When the Election Commission has withdrawn the ban with the orders of the Supreme Court of India then what makes it so disturbing that it has asked for the opinion of the political

parties. With most political parties speaking out against opinion polls, the Election Commission has once again asked the government to enact a law banning the release of their results after the notification of elections.

If the Election Commission is so responsible to have fair and free election then why is it asking for political parties to give their opinion, rather it should ask the people for their response and reaction regarding public opinion. As forceful legislations and the discretion of a group in isolation is not acceptable in a democratic setup.

## 3. Guidelines by the Press Council of India on 'Pre-poll' and 'Exit-Polls' Survey

The Press Council of India having considered the question of desirability or otherwise of publication of findings of pre-poll surveys and the purpose served by them is of the view that the newspapers should not allow their forum to be used for distortions and manipulations of the elections and should not allow themselves to be exploited by the interested parties.

The Press Council, therefore, advises that in view of the crucial position occupied by the electoral process in a representative democracy like ours, the newspapers should be on guard against their precious forum being used for distortions and manipulations of the elections. This has become necessary to emphasize today since the print media is sought to be



increasingly exploited by the interested individuals and groups to misguide and mislead the unwary voters by subtle and not so subtle propaganda on caste, religious and ethnic basis as well as by the use of sophisticated means like the alleged pre-poll surveys. While the communal and seditious propaganda is not difficult to detect in many cases, the interested use of the pre-poll survey, sometimes deliberately planted, is not so easy to uncover.

The Press Council, therefore, suggests that whenever the newspapers publish pre-poll

surveys, they should take care to preface them conspicuously by indicating the institutions which have carried such surveys, the individuals and organizations which have commissioned the surveys, the size and nature of sample selected, the method of selection of the sample for the findings and the possible margin of error in the findings.

Further in the event of staggered poll dates; the media is seen to carry exit-poll surveys of the polls already held. This is likely to influence the voters where the polling is yet to commence. With a view to ensure that the electoral process is kept pure and the voters' minds are not influenced by any external factors, it is necessary that the media does not publish the exit-poll surveys till the last poll is held.

The Press Council, therefore, requests the Press to abide by the following guideline in

respect of the exit-polls: No newspaper shall publish exit-poll surveys, however, genuine they may be, till the last of the polls is over

#### **4. Political and Ethical Issues Related to Opinion Polls**

Opinions are not the true facts; it is actually a collection of data that reflects what people say they are thinking. On the other hand, it is also true that in a democracy, opinions translate into votes and thus power. The collection of opinions has been proven to be a powerful tool that changes behaviors.

The election reporting and coverage among news channels and print media has always been extensive. Most reputed newspapers have remained active to this tradition. During elections, newspaper reporters and photographers are sent to remote and far areas to assess public opinion and highlight local issues and concerns. The reports are equally useful for public as well as political parties, often forcing them to alter their strategies.

##### **4.1 Political Parties Threat on Opinion Polls**

In India the opinion polls sometimes create threat to the political parties, as the situation here is quite different. The election process involves very large number of national and regional parties and it becomes quite difficult to predict that the elections are personality based or issue based. Voter's mood appears to be more easily swayed here. The political parties keep splitting and regrouping in



different formations; old parties are broken up and new are created. All this causes voters to shift often with wide margins as in the recent Assembly Elections at Delhi where a new party emerged and captured a major amount of seats. There are very few fixed seats where the negative opinion of any political party does not make any major changes. But these threats are not mere allow any political parties to give their force opinion on banning the public opinion polls.

With most political parties speaking out against opinion polls, the Election Commission has once again asked the government to enact a law banning the release of their results after the notification of elections.

This view was articulated in a letter to the Union Ministry for Law & Justice which had in September asked the Commission for its view on whether the ban on opinion polls should be effective from the date of announcement or notification of an election. The Ministry also asked the EC to hold fresh consultations with all recognised political parties on the issue of “banning” opinion polls so that “the necessary legislation may be moved.”

On 30<sup>th</sup> Oct, 2013 response to the EC, the Congress supported the commission's view that opinion polls should be restricted during election time. The EC had sought the views of the political parties on restricting publication and dissemination of opinion polls during elections. According to the Congress response,

these random surveys "lack credibility" and could be "manipulated and manoeuvred" by people with "vested interests". The Bahujan Samaj Party (BSP) has written to the commission that opinion polls do not reflect the correct picture of voters at large. It said such opinions were susceptible to being managed to confuse voters. Communist Party of India-Marxist leader Sitaram Yechury said that results of opinion polls should not be published after the poll panel has made notification of elections.

#### **4.1.1 Contradictions**

Political parties were divided on the proposal to restrict opinion polls in the run-up to the elections, with the Congress and the BSP saying these do not reflect the correct picture, and the BJP claiming that restricting them was constitutionally neither permissible nor desirable.

Ever since the advent of multiple news channels, opinion and exit polls at the time of elections have become a hot topic. While the media supports these, political parties and the Election Commission strongly oppose. Opinion polls, like all research, are useful to gain insight into what people think of the policies and programmes.

Of the 15 national and State parties which had sent in their views, only the Bharatiya Janata Party was against any restriction on the “conduct of or dissemination” of the results of opinion polls. The BJP’s contention is that any restriction would “fall in the realm of a

restriction on the Fundamental Right to Freedom and Expression guaranteed in Article 19 (1) (a) of the Constitution.”

Though not averse to the conduct of opinion polls, the Communist Party of India (Marxist) is of the view that the results should not be published during a reasonable period before the date of polling and till half hour after the conclusion of poll in all constituencies “as there could be several manipulated opinion poll results which could impact the voting pattern.”

Manipulation of polls was a common concern among most of the dozen parties opposed to opinion polls. The parties favouring a ban include the Congress, the Bahujan Samaj Party (BSP), the Samajwadi Party, the Janata Dal (United), the AIADMK, the DMK, and the DMDK. The Trinamool Congress said it had no comments to offer on the issue and would abide by the EC’s decision.

#### **4.1.2 Arguments**

Most political parties in India conduct their in house surveys to know about the mood among the electorate and devise strategies to win public favor during their various phases of their electoral campaigns. Then why the same opinion should be banned, if it is not in favor of any particular political party. How are opinion polls different from newspaper editorials, articles by journalists, political speeches and advertisements? They also may influence voting behavior.

The parties who expect less number of votes in the elections are seem to be more prone to curb the opinion polls and its publications.

### **4.2 Controversies with Tactical Voting**

Tactical voting is understood to be a voter’s decision to adjust his or her vote according to the expected outcome of the elections. So it is claimed by few political parties that opinion polls may influence or change the perspective of the people before the election. Political parties find that the results of opinion polls aired on TV influence the voters to change their minds.

#### **4.2.1 Contradictions**

From a normative perspective this is criticized because the decision is not made in the favor of the political parties. This can be a decision to vote for the party that is expected to win the election, thus putting oneself on the winner’s side. Or it can also be the decision in the favor of the party that the voter will like to see achieve a majority and make it to the parliament or to see strengthened in order to limit the power of another political party.

#### **4.2.2 Arguments**

Tactical voting is not only detrimental to democracy. Even politicians themselves need scientific measured opinion poll results to be able to prepare for possible political decisions. In the end, it is solely the affairs of the voters how they make up their mind about who to vote for. It would be incompatible with the

idea of free elections for information to be consciously withheld which is available and desired to the voters and considered to be relevant. With the help of election polls voters can make their decisions fully aware of the consequences. Rather it would be less compatible if the political parties will make use of the unpublished polls and set their strategies and tactics to influence the voters and similarly voters will be kept in dark with no information about the socio- political scenario of their area.

### **4.3 Evaluation of Polls**

**Sampling:** A random sample requires that everyone in the entire target population who are eligible for voting have an equal chance of being interviewed. Generally, a good random sample size is somewhere between 1,500 and 2,000 persons who are selected in a stratified or multi-stage process where progressively smaller geographical units are randomly selected as sample areas. Most polls describe their sample methodology in the publication of their results. If the pollsters seek out respondents are considered to be scientific, but if respondents are allowed to select themselves are considered to be unscientific polls for e.g. call-in polls, internet polls.

**Sample Error:**

All polls have potential sampling errors, and the better ones will report their potential error rate up front. A 3 to 5 percent sampling error rate is considered reasonable, while polls with

higher margins of error should be interpreted with caution.

### **4.4 Credibility of the Opinion Polls**

There are controversies regarding the ownership of the organizations who conduct opinion polls and it cannot be ignored that few newspapers and news channels are being biased to different political parties. It has to be acknowledged that the difference between a fair poll and a false one cannot always be told at the outset. This is where strong independent poll agencies with a clear sense of their ethical lines are necessary. There are various ways of influencing poll results. Sampling itself can skew the results unless truly random and thus representative. There are issues of ethics in gathering the results of huge mass in short periods of time with small group of people. Payments for being polled are another controversial issue and cannot be considered as good polling. A well designed poll that is administered ethically may not provide so effective information.

#### **4.4.1 Contradictions**

While some polls may be sponsored, there are some polls that are conducted ethically. As with anything that is out there for people to evaluate, any adulteration in quality only reduces the credibility of these polls. False polls merely destroy the future of those who conduct it.

#### 4.4.2 Arguments

Opinion polls in India have not lived up to the highest standards of professionalism. The problem is not that opinion poll predictions are inaccurate. Rather it is considered to be quite interesting. All forms of polls have become a great source of information and of course a discussion for all levels from newsroom to office to living rooms. It is also recognized that exit polls and post poll surveys have proven to be better and more accurate than pre polls.

The real problem with opinion polls raises few major issues firstly, their non-transparency and non-professionalism and secondly, there is very little understanding among the common people or even media persons about the effects of the polls and lastly, the non-sharing attitude of the polling agencies and the media organizations about the basic methodological details of the polls.

#### 4.5 Role of Media: Need Focus on 'Informed' Opinion Rather Than 'Inclined' Opinion

In a democratic setup media acts like a bridge between the politicians and the common people. It has been an important role of the media to disseminate information and to articulate authentic public opinion. The media have not only published poll data but many polling organizations are under the control of the media. News organizations decide about time, method, topics, analysis and publication

of surveys. The media usually provide information about date of the interviews, the method of data collection, the size of the actual sample, and the sampling error of the overall sample but if the survey report relies primarily on less than the total sample, complete wording of questions upon which the release is based and the percentages upon which conclusions are based should also be discussed.

#### 4.5.1 Contradictions

There are few areas of criticism regarding the same:

- a) Polls are generally use for TRP purpose or the competitions between the newspapers and news channels. The trend within the news organizations is to discuss who is ahead on election fight or who has made gains or losses. Only the superficial information is being given the in depth analyses of the political processes are generally not covered or discussed.
- b) The practice of paid news is another area of concern which focuses on impartial reporting. Almost every other day all the papers and channels publish opinion polls so it becomes difficult to differentiate between the tampered one or the one which are covered with high

standard of professionalism and authenticity.

- c) It is quite evident that most media organizations tend to avoid providing their readers and viewers about the necessary data to assess the authenticity, quality and validity of the results. It is also difficult for common people to understand the margin of errors, and technical information about the target group.
- d) One of the criticisms against the media is that they promote the polls to such a level of accuracy that the polls become regular topics for news stories. It cannot be denied that there are controversies that media publish opinion polls when they correspond to their own wishes of the election and hold it when they contradict them.
- e) Media houses spend huge amounts on agencies executing poll surveys for them. Media houses focus more on
- f) news creating rather than news reporting if they are involved in the sponsorship of polls.

#### 4.5.2 Arguments

- a) Evaluation of the technical aspect as well as interpretation of the polls is more problematic for common people as it depends on how well the media describe and interpret the ingredients of

opinion polls. The media needs to play a non-judgmental role and have to be elaborative about the important details without keeping the constraint of time and space so that it cannot create misinterpretation among the readers and viewers.

- b) The more information media will provide about the methodology the better people will be able to understand and judge it, after all it is the common people who will judge according to their knowledge, experience and understanding.
- c) The information about the real issues and problems cover very less space and time to discussions and debates. For the sake of competition, TRPs and to run 24X7 news channels, more focus is given on the debates and discussions where big personalities shout and put allegations on each other in an hour show which comes out with almost negligible results and programmes like who will become Chief Minister or Prime Minister rather than basic
- d) Reporting on issues and problems of common people. The result is media persons are left with superficial understanding of national, regional issues and people's concerns which further creates illusion in the journalistic proficiency and the

complete the process becomes inclined rather than informed.

## Conclusion

Those with winning prospects support them while the opponents give the reason of skewed criteria and unwanted influence on the voters. Instead of banning the opinion polls the EC should lay down certain strategic guidelines which would monitor the conduct and authenticity of such polls. After all, their credibility is the first thing in question. And if the influence is being talked about, then media reportage is equally effective in swaying the public opinion. Opinion polls are not the sole factor in contributing to the change in people's mind sets.

Thus, instead of the result the method has to be looked into. If the ways of conducting an opinion poll are accurate, unbiased and democratic in nature, the results should also be accepted in a matter-of-fact manner. Influences are unavoidable

and change is unpredictable. The existence of several polls provides the stimulus of competition and thus encourages developments in opinion poll methodology.

Here is where in media's role comes into light. Focus should be on making and showcasing 'informed' opinion rather than twisting and forming an 'inclined' opinion. The media which conduct opinion polls should provide information with regard to the population that was sampled, method of interview, sample

size, details of the questions addressed and the percentages upon which conclusions are based. Then only criticism and skepticism with regard to the accuracy of survey results can be addressed. But in a democratic setup no group can be so authoritative to curb this kind of public information, opinion and freedom of speech and expression.

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# COVERAGE ON FOOTBALL AND INDIAN FOOTBALL IN NATIONAL DAILY

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## Abstract

*This study tries to find out extent of coverage given to the Indian football and football in national dailies of Delhi. Through content analysis the researcher tries to find out the coverage on football and Indian football in three national dailies namely, The Times of India, Hindustan Times and The Hindu. Sports news has become an important part of newspapers these days. Many sports lovers refer to the sports news pages in the newspaper to know about their favorite sports and sportsperson. But in India sports news revolves mostly around cricket. All the newspapers, agencies, websites focus mostly on cricket when it comes to sports. Only a few give their equal attention to other sports as well. Among the three newspapers used in the study The Hindu was most factual and formal, it also used better language than the other two*

*newspapers. In all the three newspapers more than 40% of stories were on cricket. The Hindu had most balanced numbers among the three newspapers. Indian football was given less coverage as compared to Indian cricket. Most news on football was about the foreign football. Some newspapers even publish news about the personal lives of the cricketers ignoring some important events in others sports. The newspapers need to start giving attention to other sports as well so that the sportspersons from other sports can also get the limelight they deserve and become household names in the country. Giving more attention to other sports will also help in uplifting of the sports in India.*

**Keywords:** *Newspapers, Sports coverage, India, Football, Cricket*

## Introduction

Sports journalism is a form of writing that reports on matters pertaining to sporting topics and competitions. Sports Journalism started in the early 1800s when it was targeted to the social elite and has transitioned into an integral part of the news business with newspapers having dedicated sports sections. The increased popularity of sports amongst the middle and lower class led to the more coverage of sports content in publications. The appetite for sports resulted in sports only publications like ESPN and Sports Illustrated. There are many different forms of sports journalism, ranging from play by play and game recaps to analysis and investigative journalism on important developments in the sport. Technology and the internet age has massively changed the sports journalism space as it is struggling with the same problems that the broader category of print journalism is struggling with, mainly not being able to cover costs due to falling subscriptions. New forms of internet blogging and tweeting in the current millennium have pushed the boundaries of sports journalism.

Modern sports journalism finds its roots as content started to appear in newspapers in the early 1800s. At the start, the sports sporadically covered horse racing and boxing. The focus of the coverage would be less on the event itself and more on the greater social context. Horse races between the North and South and boxing bouts between US and England garnered a lot of interest from the social elite. During the 1820s and 30s, the primary demographic target

for newspapers was the social elite as newspaper was too expensive for the common man. Approaching the 20th century, several important changes occurred that lead to the increased saturation of sports journalism in the main stream. The first was the advent of the Penny Press which allowed for cheaper and more tabloid style of newspaper production. Newspapers also began using advertising to pay for their production costs instead of relying on circulation. These two factors lead to a change in the target demographic from social elite upper class to the lower-middle class. Simultaneously, the Industrial Revolution was creating a rapidly expanding middle class who were moving from the country side to booming urban developments. The change in the target demographic meant that newspaper publishers were looking for content that appealed to the masses so they turned to sports. These developments also coincided with the rising popularity of baseball which was rapidly becoming ‘America’s Pastime.

The New York Herald was the first newspapers to publishing consistent sports coverage. The New York World in 1883 was the first newspaper to have a full times sports department. The following period from 1880-1920 saw a massive increase in sports coverage in publications. A study showed that in 1880 only. 4 percent of space in the newspaper was dedicated to sports. By the 1920s, that proportion had risen to 20 percent. During this time, newspapers focused mainly on play by play coverage and game recaps of the sport events. Local publications started hiring beat

reporters who were tasked with following all developments pertaining to the team. This included traveling with the team and interviewing the players. Teams also started constructing dedicated sections called press box in the stadiums for the press to sit and record notes on the game.

As technology introduced new developments like the radio, television and the internet, the focus of sports coverage shifted from the play by play to statistical analysis of the game and background pieces on the players. This was also coupled with a massive increase in sports amongst the general public. The increased popularity of football basketball and hockey meant more content to publish and more interested readers to publish to. This led to the creation of journals like Sports Illustrated, first published in 1954, was one of the first publications to solely focus on sports. Sports Illustrated was the brainchild of Henry Lucre who felt that the established publishers at the time were not taking advantage of the public's massive appetite for sports. With weekly issues, Sports Illustrated was able to produce more classic journalistic pieces as the writers had more time to research and conduct longer interview sit downs with players and coaches.

### **Sports Journalism in Digital Age**

Since the start of the new millennium, circulation and advertising numbers of print newspapers having been falling rapidly. This has led to widespread cost cutting and layoffs across the industry. There is 29% percent fewer journalist in the workforce now when compared

to the number of journalist in 1980. These developments have significantly affected sports journalism as established publications like Sports Illustrated and ESPN have had to cut content, increase prices and reduce the number of publications which leads to more people unsubscribing from the content. The fall in print sports journalism can be tied to the rise of internet and digital sports journalism. Digital sports journalism serves as both a complement and a competitor of newspaper sports journalism. Digital sports journalism began in the mid-1990s with ESPN creating the first website in 1995. At first digital sports journalism covered broad topics in scope, but as time went on and the internet became more widespread, bloggers and location and team specific websites started taking over the market. A majority of these smaller websites did not charge a subscription fee as it was funded on advertising. This lower cost to the consumer as well as increased access to variety of very specific content led to the shift away from print and towards digital. However, the growth seen in the digital space which has increased advertising revenue has not balanced out the losses from print journalism. The importance of click count has gone up as these sites are being funded by online advertisers. This has led to a lot of shorter style journalistic pieces offering controversial opinions in order to generate the most clicks. Sportswriters regularly face more deadline pressure than other reporters because sporting events tend to occur late in the day and closer to the deadlines many organizations must observe. Yet they are expected to use the same

tools as news journalists, and to uphold the same professional and ethical standards. They must take care not to show bias for any team.

### **Sports Journalism in India**

In fact sports journalism is recent. In the pre-independence era, the subject "Sports had a very negligible position in society. The idea about it was that it is nothing but a subject of entertainment & its limit was just to have recreation in ideal time. More or less the newspapers were made as it was a medium of social & political awareness. Maharashtra's 80% region had the occupation of agriculture. Whereas the newspaper readers were of urban area. So, the spread of newspaper was in urban civilized class & in that class there was much importance to education in human life. The middle class felt to get maximum education & to achieve a lot of respect & fame in the society. Therefore, their mentality was that youths should spend maximum time in a day for studies. So, sports were exactly opposite to the knowledge of this class. Sports means uselessness, such a role they had. Naturally, such social inactiveness has an adverse effect on sports journalism. It is false that there was not any evolution in sports during pre-independence era. Comparatively cricket & hockey these two games have closeness to 'Lord/Boss' so they were famous in higher middle class.

Wrestling was popular in villages from the pre-independence period. There was a lot crowd on the playgrounds on these games. But newspaper never took the sports close to them. Kabaddi,

Kho-Kho, Atya-Patya etc. games were not known to the newspapers. In pre-independence era neither the Wrestlers like Gama-Gunga not including hockey players like Dhyanchand were given any special importance by the Marathi newspapers. Though hockey, cricket were even popular; though they even has a place in society, still they weren't recognised that they could get any independent place in sports journalism. But the steps were taken slowly towards the sports journalism. Some numerous newspapers in Pune-Mumbai had started to send their special reporter to get news from the test cricket matches. Madhu Rege (Daily Sakaal), Sadashiv Palsule (Daily Kesari), Manohar Datar (Tarun Bharat) can also be introduced. We can't say them as sport reporter, but it was step ahead towards it. This idea was started in the real sense due the publican of Maharashtra Times. To collect sports news & for that sector there should be a full time reporter. He should get the income scale the same as other reporters, the last paper of newspaper should be reserved for sports news & sports reporter should give 'live' report of tournaments by being present there. This idea in India was only in English newspapers. Bennet Coleman company adopted this idea & from that the first step of sports journalism was taken. The editor of Maharashtra Times D. B. Karnik, sports journalist V.V. Karmarkar (Nashik), Anand Kelkar (Pune), Vasant Bhalerao (Mumbai) was the people behind this success. Later many newspapers started giving news place to sports news. Still there went a long time to the appointment of full time sports

journalist. Yet in Maharashtra Maharashtra Timea, Sakal, Loksatta, Saamna, Lokmat, Tarun Bharat such numerous newspapers have sport journalist. The no. of Marathi daily newspapers has gone over 400. On that background, Marathi sports journalism is very backward. Still, neither a single woman has entered in Marathi sports journalism. Comparatively, the sport having no arrival of women is not there. In fact half time sports journalism is increasing. About 30-40 newspapers have appointed half time sports journalists. In today's era of competition newspaper is an effective source to develop sports. So, the role of sports journalist can play a big role in this development. Like other arts, sports journalism is also an art & in that the role of sports journalist is important.

### **Growth of Indian Sports Journalism**

Indian sports journalism is of recent growth. In the main it developed in a very perceptible manner in the early years of independence. Prior to that there were practically no regular sports pages in many newspapers. The first remarkable event in the history of sports journalism in India was the introduction of a sports page by a leading English daily of Bombay in the late thirties. This bold and 'revolutionary' step was resented by some readers who had no interest in sports but the majority of the readers liked it. Its sports page became so popular that other newspapers followed suit. Today there are sports columns in all daily newspapers. Yet a distressing feature of Indian sports journalism is that there

are not enough good magazines on sports especially in Indian languages. A couple of English magazines are catering to the needs of sports lovers but there is woeful lack of informative and educative journals in Indian languages. Today the sports have got partners of advancement. Many sports became popular but the society is going away from sports & playgrounds. Except some numerous players, other players are brought by forcing them. There are many reasons behind this. Excessive awareness of parents towards their word's future, the political interference which has grown like a cancer in sport & the importance given to specific sports by media. Sports unions are just nominal as children are hardly coming on the playgrounds. Because the

students are being involved more in studies, tuition classes, computer classes, homework, in the age when children should play in that age they are subjected to extreme mental stress. Even then in today's age of competition, for mental & physical healthiness, sports & exercises are very important. As compared to ancient era, in today's era psychological diseases, heart problems & the propagations of other Diseases has increased. The main cause behind this is the lack of sports & optional physical exercise. In order to make society free from diseases, to increase the rate of health again awareness should be created in society about sports & exercise in a new way. For the promotion and spread of various games along with players, sports unions, sports teachers, govt. system & moreover media - Doordarshan,

Akashwani, private channels, Internet & Newspapers play a vital role.

## **Pioneers of Sports Journalism**

### **Grantland Rice**

Grantland Rice was an early innovator for sports journalism and is best known for his work covering college football teams starting in 1925. Rice is also the writer known for naming the Notre Dame backfield of 1924 after the "Four

Housemen of the Apocalypse." He covered exceptional athletes like Babe Ruth, Knute Rockne, and Bobby Jones, among others, helping make them into American icons. Rice has a scholarship given in his name by Vanderbilt University for a freshman intending to become a professional sports writer.

### **Henry Chadwick**

Henry Chadwick (October 5, 1824 – April 20, 1908) was an English-American sportswriter, baseball statistician and historian, often called the "Father of Baseball" for his early reporting on and contributions to the development of the game. He edited the first baseball guide that was sold to the public. He is credited with creating box scores, as well as creating the abbreviation "K" that designates a strikeout. He is said to have created the statistics of batting average and earned run average (ERA). He was posthumously inducted into the National Baseball Hall of Fame in 1938.

### **Leonard Koppett**

Kopett was an established and influential sports writer who wrote for The Sporting News, New York Times, and New York Post among others. His best work was in baseball, writing stories on the game, and the inspirations that come from it. He received the Curt Gowdy media award by the Basketball Hall of Fame in 1994 and the J.G Taylor Spink Award by the Baseball Hall of Fame in 1992.

## **Objectives**

- To compare the coverage on football in national daily
- To analyse the coverage on Indian football in national daily

## **Review of Literature**

Newspapers play an important role in giving information about different aspects of life. How news is written supported by which photograph and headline affect the way of thinking of the reader. The influence of media is inevitable. Sports today have become an important part of the lives of people and newspapers play a vital role in keeping sports lovers updated about what's happening in sports world. The sports columns in modern newspapers are growing on popularity every day. One can even say that universal reader interest in sports pages is much higher than that of any other part of newspaper. As a result readers are demanding more and more matter on sports, sports events and sportspersons. Almost all newspapers standing in our country, particularly English language newspapers are devoting atleast one full page



on sports. Some of the big newspapers are devoting even two to three pages often. This demonstrates the tremendous pull sports command on the mind of the readers. Influence of sports in newspapers has been growing significantly in past few years. Many magazines and newspapers specially devoted to sports have been started over the years. Some of the famous sports magazines in India are Sportstar, Sportsworld, and News Weekly. The readership of these sports magazines has been growing rapidly since the last few years. In India the readership of sports news has been growing year after year. Sports news now has become an integral part of newspapers. In the past sports news would rarely feature on the front page of the newspaper or become a headline but now sports news featuring on front pages or becoming a headline have become common. Even the sportsperson are being closely followed by the newspapers. Everything that a sportsperson does becomes news these days. Whether professional or personal everything they do becomes news nowadays. In India also the readership of sports news has increased year by year. Newspapers are now giving more space for the sports content in their papers. Sports coverage has grown in importance as the different sports have grown in wealth, power and influence. In India Cricket was recognised as the only sport bringing the nation together and behind it. But as the years passed on and sportsperson brought glory from the Olympics and the Asian Games, while playing host to the Commonwealth Games in 2010 added much needed motivation for the

Indian media in looking beyond Cricket. Today, Indian media has reduced its coverage for Cricket significantly in comparison to ten years ago, adding some air-time for football, badminton, boxing and so on.

This makes sports journalism an essential element of any news media organization. Sports journalism includes organizations devoted entirely to sports reporting - newspapers such as L'Equipe in France, Marca in Spain, American magazines such as Sports Illustrated, all-sports talk radio stations, and television networks such as Eurosport, ESPN, StarSports and so on.

Sports coverage has been an integral part of print media. There is not a single newspaper which doesn't devote at least one full page on sports events nowadays. Giving them a run for their money is new media which has emerged as the most instant and potent tool to cover sports. In the recent times, a number of sports dedicated websites like Cricinfo, goal.com, SportsKeeda etc; have come up. They post live update of matches, besides offering detailed analyses, features and blogs.

In the early days of India's sports journalism, anyone found unsuitable for the news desk would be asked to cover sports.

In India, newspapers remained disinterested toward sports in the pre -independence era. However, it developed in a very noticeable manner in the early years of independence. Prior to that there were practically no regular sports pages in most newspapers. The first



remarkable event in the history of sports journalism in India was the introduction of the sports page by a leading English daily of Bombay in the late 1930s. This bold and ‘revolutionary’ step was resented by some readers who had no interest in sports but it is believed that the majority of the readers liked it. Its sports page eventually became so popular that other newspapers followed. Today there are sports pages and additional columns in all daily newspapers. Despite such increased coverage in newspapers India still lacks good magazines on sports especially those in regional Indian languages.

In the post-independence era, it was only with the hosting of the inaugural Asian Games in Delhi in 1951 and many historians state that it was only after this that the Indian newspapers began to publish a separate page dedicated to sports coverage. Though sports developed as a full-fledged beat in the subsequent years, it was only with the transmission of 1982 Asian Games on colour TV and India’s victory in Prudential World Cup (cricket) in 1983 that sports news began to appear on the front page. With time, though, it became a specialised beat and sports reporters were taken more seriously. Among the pioneers of sports journalism in India were K.N. Prabhu, P.N. Sundersan, Bobby Talyarkhan and N. Ramaswami.

“To be a sports journalist is to engage in an occupational specialization that combines the general responsibilities of the profession with the particular demands imposed by the object to

which those professional practices and ethics are directed”. (Rowe, 1999)

Despite Rowe’s definition, sport journalists have long been regarded as unprofessional. Indeed, according to Garrison and Salwen, sport journalists have suffered a number of criticisms, including “accepting freebies”, “cheering for the home team”, and having “an unwillingness to report in-depth issues” (Garrison & Salwen, 1989).

In India, sport has been ranked behind internal politics in terms of story volume in newspapers (Karan, 2006; Shoemaker & Cohen, 2006). Specific research into sports journalism has been undertaken in relation to content in India (English, 2013), as well as in comparative studies (English, 2014; Horky & Nieland, 2013). By publishing results and attracting readers, sports journalism plays a major role in disseminating information. This is particularly relevant to online sites, where the content is a way of gaining – or satisfying – readers who crave up-to-date material on match results and news.

An article by Gary Andrew Poole in The Columbia Review on the evolution of sports journalism illustrates a good point. Poole states that the “expansion of sports on cable television, combined with the explosion of information on the internet, has ‘diminished classic sports writing.’” The article further goes on to touch on the fact that reporters in this day and age are too busy chasing blog-based rumours and leaving the bigger stories true sports enthusiast crave to ‘go wanting’.

Sports journalism has also been neglected in journalism research, although it has expanded in recent years. Despite this, it continues to battle with the perception of being trivial, particularly in comparison with more serious sections of media

(Boyle, 2006; Boyle et al., 2012). In detailed research focusing on India, neither Jeffrey (2000) nor Ninan (2007) explored the sports desk. However, sport remains a key section of contemporary media organizations for a variety of reasons. These include attracting readers and advertisers (Boyle & Haynes, 2009); the large numbers of sports journalists employed (Zion, Spaaji, & Nicholson, 2011); and the amount of content produced (Boyle, 2006; Lawe-Davies & Le Brocque, 2006; Shoemaker & Cohen, 2006).

In Germany, Felix Görner carried out the first significant survey of sport journalists, which was a milestone in sport journalism. The response rate to his written questionnaire, which was posted to 4,087 German sport journalists, was an impressive 42.54 per cent. The results of the study revealed that the reputation of sport journalists in Germany had significantly improved during the last twenty years. The current profile showed a modern, attractive and optimistic profession, which had developed a new self-confidence and a positive self-portrait. The formerly disparaged “outsiders” of the news department had transformed themselves into respected “mavericks” with a greater job satisfaction. Younger, educated journalists with more self-

confidence and a greater income helped to create this more positive situation (Görner, 1995).

The former “toy department” was significantly improved by these technological forces. Furthermore, working practices changed in the sense that sport journalists were forced to alter their writing style. News stories became more interpretative and provided more depth, more feature material, and more analysis. According to Rowe and Stevenson, a “greater focus on gossip and reaction has occurred alongside the promotion of more in-depth and self-consciously literary writing” (Rowe & Stevenson, 1995).

## Research Methodology

The research method employed in the study is content analysis.

### Sample

For the purpose of this study three English newspapers have been selected on the basis of their readership and availability. The sports news stories published by The Hindu, The Times of India and Hindustan Times from 20<sup>th</sup> February 2020 to 20<sup>th</sup> March, 2020 were analysed for the study.

## Research Findings and Interpretation

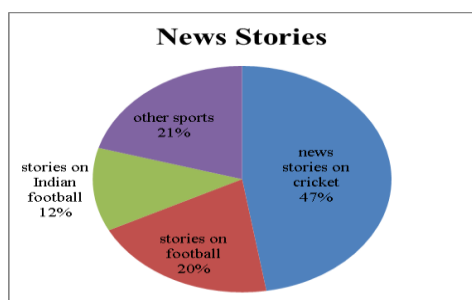
Coverage of Sports News stories in The Times of India from 20<sup>th</sup> February 2020 to 20<sup>th</sup> March 2020

**TABLE 1**

<b>Total sports news stories in The Times of India</b>	570
<b>News stories on cricket</b>	270
<b>News stories on football</b>	115
<b>News stories on Indian football</b>	68
<b>News stories on other sports</b>	117

According to table 1 The Times of India published 570 news stories from 20<sup>th</sup> February to 20<sup>th</sup> March. From those 570 stories 270 were on cricket, 115 were on foreign football, 68 were on Indian football and 117 were on other sports.

Figure 1



According to figure 1, 47% of the total sports news stories published were on cricket, 21% were on foreign football of which 12% were on Indian football and 21% were on other sports.

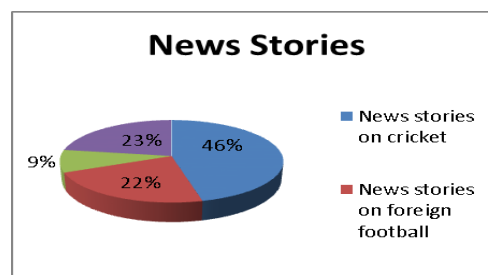
Coverage of Sports News stories in Hindustan Times from 20<sup>th</sup> February 2020 to 20<sup>th</sup> March 2020

**TABLE 2**

<b>Total Sports News stories in Hindustan Times</b>	548
<b>News stories on cricket</b>	256
<b>News stories on football</b>	125
<b>News stories on Indian football</b>	48
<b>Other sports</b>	116

According to the table 2 Hindustan Times published 548 sports stories from 20<sup>th</sup> February to 20<sup>th</sup> March 2020. Out of those 548 stories 256 were on cricket, 125 were on foreign football, 48 were on Indian football and 116 were on other sports.

Figure 2



According to the figure 2 Hindustan Times published 46% of their total sports stories on cricket, 22% on foreign football, 9% on Indian football and 23% on other sports.

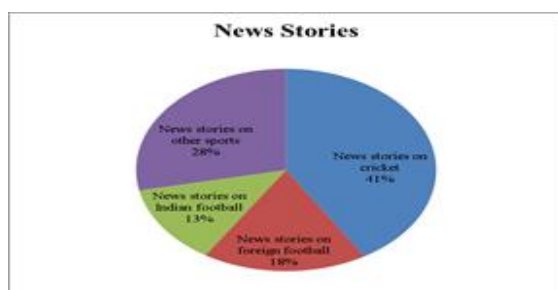
Coverage of Sports News stories in The Hindu from 20<sup>th</sup> February 2020 to 20<sup>th</sup> March 2020

**TABLE 3**

<b>Total news stories in The Hindu</b>	630
<b>News stories on cricket</b>	260
<b>News stories on foreign football</b>	112
<b>News stories on Indian football</b>	80
<b>News stories on other sports</b>	178

According to table 3 The Hindu published 630 news stories on sports from 20<sup>th</sup> February to 20<sup>th</sup> March, 2020. Out of those 630 stories 260 were on cricket, 122 were on foreign football, 78 were on Indian football and 178 were on other sports.

Figure 3



According to the figure 3 The Hindu published 41% of their total stories on cricket, 18% on foreign football, 13% on Indian football and 28% on other sports.

## Conclusion

According to the study The Hindu has published the most number of sports stories with 630 stories. The researcher observed that in all three newspapers most stories were published on cricket. All the three newspapers published more than 40% of their stories on cricket, while The Hindu published the least number of stories on cricket with 41% of its total sports coverage being on it. The Times of India and Hindustan Times had published 47% of their total sports news stories on cricket. The Times of India published 32% of their total stories on football out of which 20% were on foreign football and only 12% were on Indian football. The Hindu had the most balanced numbers with 41% of its stories being on cricket, 31% on football of which 13% were on Indian football and 28% on other sports. Football was the second most preferred sport behind cricket with 32% news stories in The Times of India and Hindustan Times both and 31% in The Hindu. Indian football was given less coverage in comparison to foreign football. In the Times of India 64% of total news stories on cricket were on Indian cricket while only 37% of total stories on football were on Indian football on the other hand Hindustan Times published 72% of its total stories were on Indian cricket but in football only 28% the stories were on Indian football. The Hindu has better statistics here as well with 60% of its total stories on cricket being on Indian cricket and 42% of the stories on football being on Indian football. The Times of India had more

pictures than Hindustan Times and The Hindu. Hindustan Times used the kicker headline more often than The Times of India and The Hindu. Among the three newspapers The Hindu was more factual and formal. The editorials and the articles in The Hindu has better use of language than the other two. Hindustan Times experimented with headlines more than the other two newspapers. The Times of India also used the most number of cartoons. The language used by The Times of India was sometimes more informal than required. Also it was observed that The Times of India published news about the personal lives of players where it could have used that space for publishing about any sports event. This was mostly the case with the cricket players. Even the smallest details of what they are doing were published whereas players of other sports were ignored. The Hindu had the most stories about the Indian sports with 55% of total stories being on Indian sports and The Times of India had the least number of stories in Indian sports with 49%.

### **Recommendations:**

The researcher observed that the cricket was the sport on which most stories in all three dailies. More than 40% of the total stories were on cricket in all three dailies. The newspapers should also pay more attention to other as they give to cricket so that the athletes of other sports can get the recognition cricketers get. Many big achievements in other sports go unnoticed by the readers as they are published in the corner of the newspapers and the cricketers get the headline. It was noticed that

The Times of India published stories about the personal lives of the players especially cricketers ignoring the other sporting events going on at that time. The dailies can use their sports better than it is being currently used. The Olympics were supposed to be held this but no attention was being paid to the preparation of the athletes. More stories should be published about other sports so that sports in India can get a push.

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