

**Communication
Media Studies**
Vol.5 Issue:1 OCT-DEC 2016
ISSN 2395 -1559



Communication and Media Studies

An Indian Research Journal

OCT - DEC 2016
Vol : 5 | Issue : 1
ISSN 2395 -1559

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A Quarterly Devoted to
Communication and Media Research



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Published by

Department of Communication and Journalism

University of Kerala | Thiruvananthapuram

KERALA | INDIA

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***Layout and Design : Renjith R.
Hexileris Software Technologies
Trivandrum***

ISSN 2395-1559 Vol. 5 No. 1

COMMUNICATION AND MEDIA STUDIES

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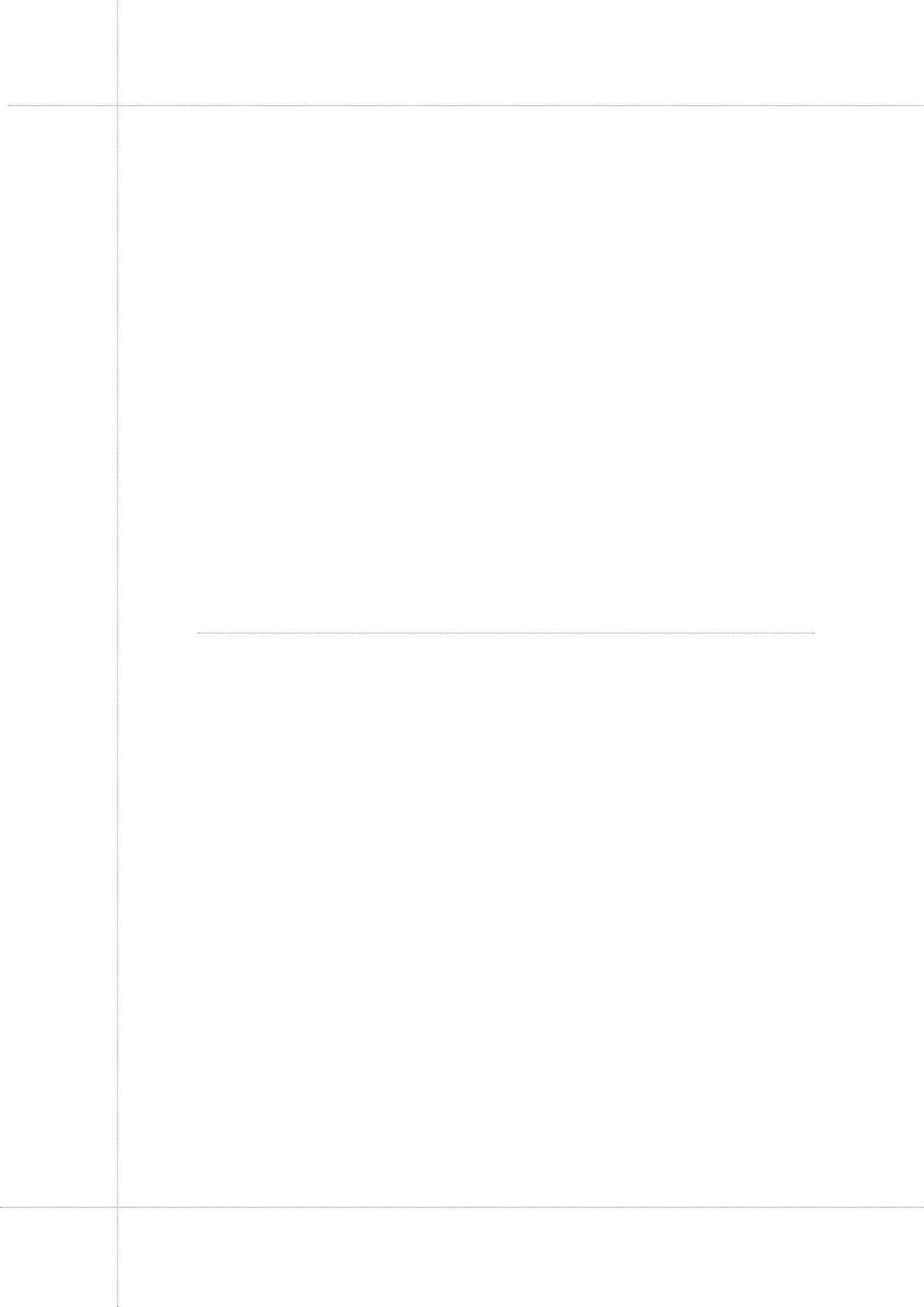
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Printed and published at the Department of Communication and Journalism
University of Kerala (For private circulation only)



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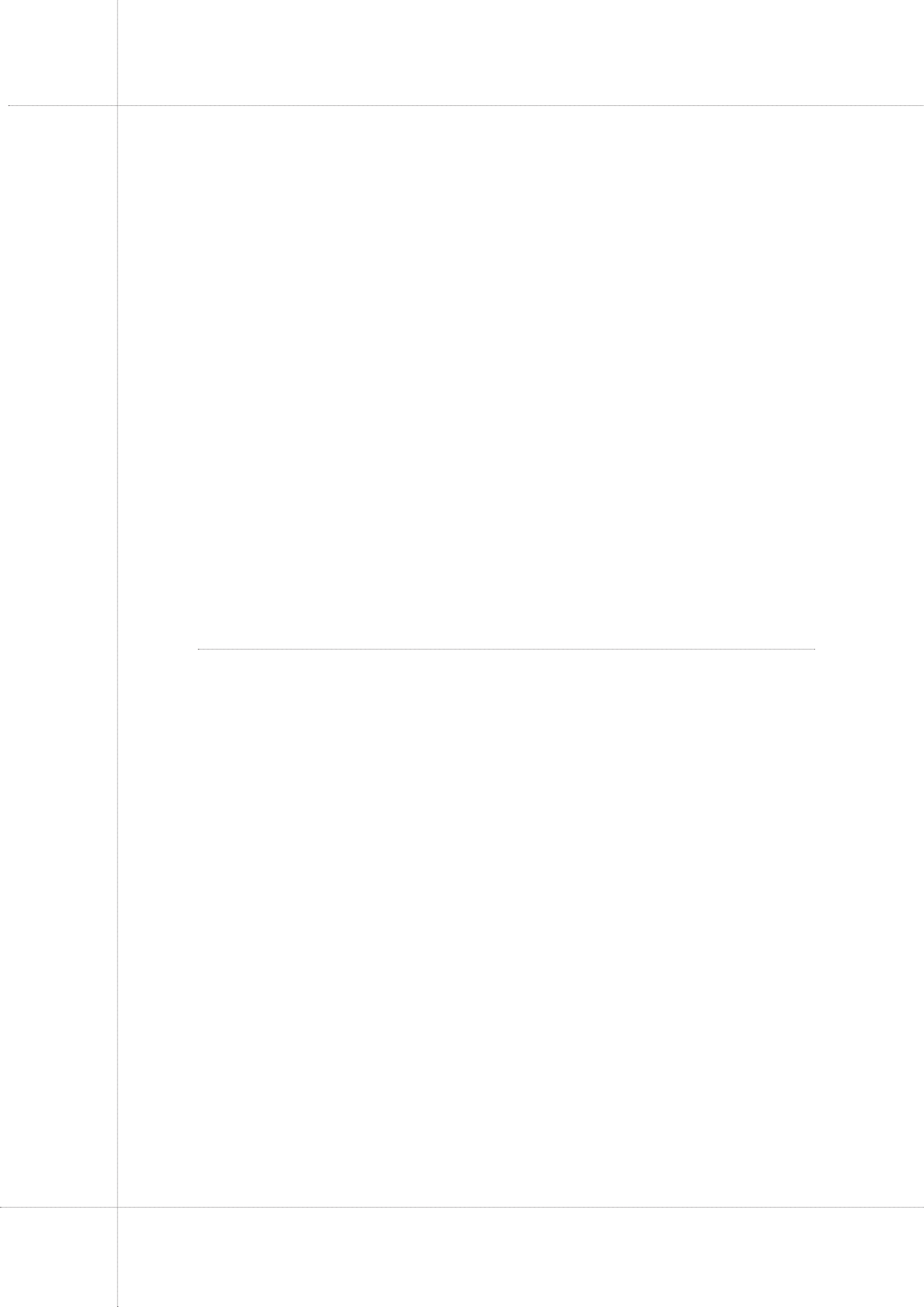
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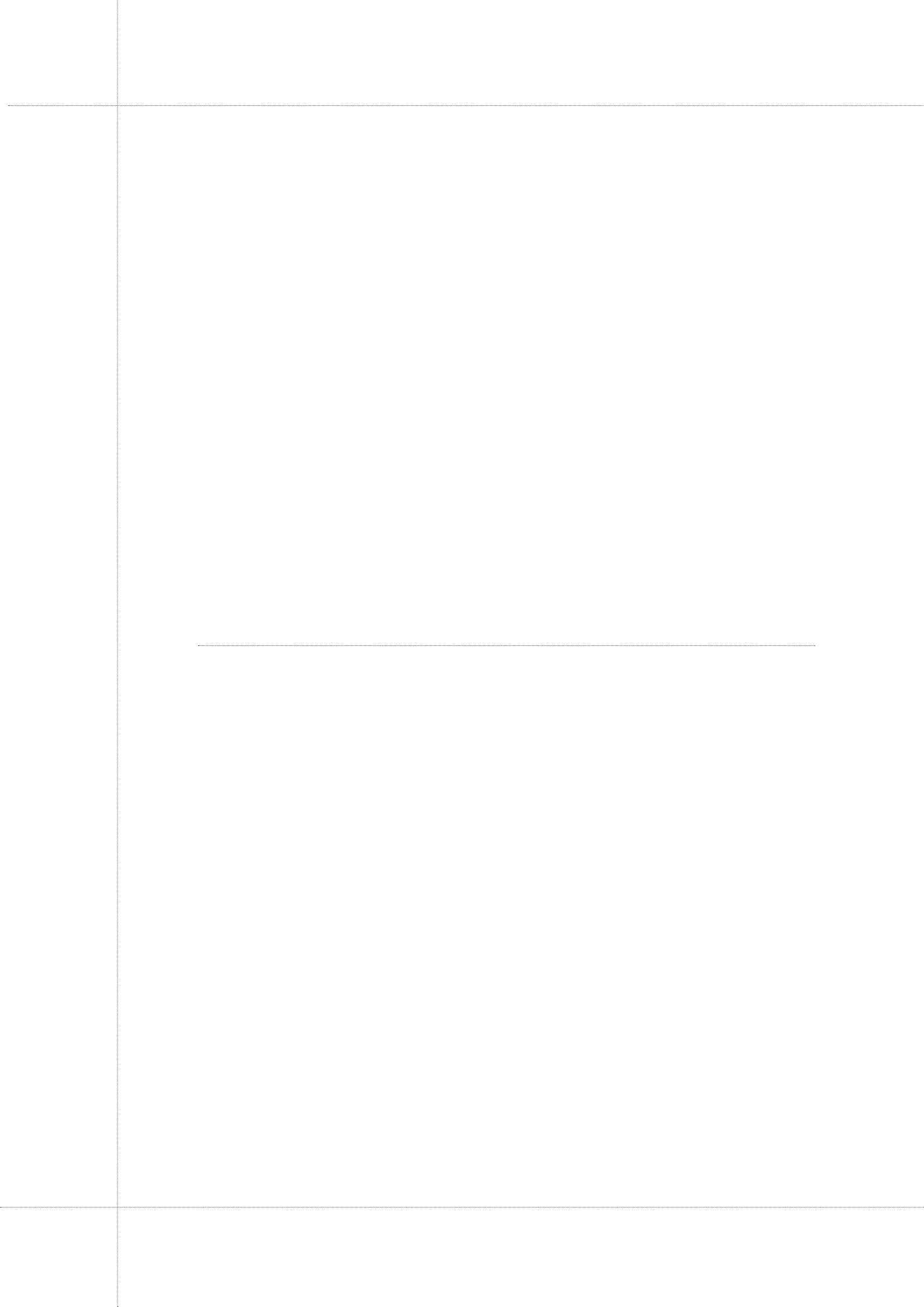


EDITOR'S NOTE

Mass Communication scenario is passing through a transitional phase fomented mainly by technological onslaught brewing in varied ramifications on several fronts of the profession. Projections drawn by media pundits regarding the umpteen chances of media convergence for the ensuing decades are really mind boggling. Assertions made by western medialogists on the 'doomsday' theory of conventional media segmentation and replacement by 'all-in one' format for consumption airs divergent intriguing propositions for academic deliberations.

Chronologically, media studies have grown from craft-oriented imparting of soft skills to sociological and philosophical interpretations of media culture based on semantic and aesthetic perspectives. Evidences coming from nations where media studies have established on firm footing amply demonstrate the trend to focus more on cultural dimensions through qualitative assessment which may inevitably lean towards subjectivity, at least in trivial doses. However, empirical quantification of variables and statistical observation to ascertain variances if any still have relevance in communication enquiries.

Sieving the content for a media research journal necessitates the readiness to accommodate both qualitative and quantitative streams of intellectual observations. We also subscribe to this view and hence studies of both nature are published in this issue of CMS. Hope this humble endeavour by us will act as a catalyst in promoting the nascent research acumen of our budding media researchers.



Mass Media and Mass Deception

■ YASEEN P. V.*

ABSTRACT

In spite of its countless beneficial contributions to humanity, the cunning deceptions of the media often go unnoticed. People have to make conscious efforts to enhance their awareness concerning the various kinds of deception by the mass media.

Keywords : Media Impact, Mass Media, Deception by Media, Faces of Media

Introduction : Mainstream View of the Media

People generally view the mass media as a cross between the angel and the devil, as the media helps and harms humanity in many ways. Good and evil are considered as the two sides of the same coin-- one cannot exist without the other. Indeed, everything, including the most useful things, could be misused to harm humanity. The media is no exception.

Therefore, the argument goes, it is unfair, if not illogical, to single out the media and accuse it for everything from distorting reality to destroying social values. The candle cannot provide light alone-- shadows are inevitable. Those who take this perspective seem to suggest that once we decide to live with the mass media the most

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sensible thing to do is to increase the capabilities of the media for the service of humanity while making efforts to minimize the harmful effects.

From a sociological point of view, do the benefits outweigh the injuries caused by the mass media? The primary functions traditionally assigned to the mass media are informing, educating and entertaining the public. Besides, the media is expected to promote culture, mobilize public opinion, campaign for social objectives and set the agenda for debates and discussions (McQuail 1983: 78-80). The media can and should expose social evils and bring about the desirable social changes. Since the mass media can reach immensely large, widely scattered, heterogeneous audiences with great rapidity it is considered as the most powerful tool for worthy social change. If the potentialities of the mass media -- newspapers, magazines, books, radio, films, TV, internet and others -- could be used for socially desirable ends. Thus, it is pointed out that the media becomes a blessing for humanity.

Other Facets of the Media

On the contrary, another viewpoint seems to suggest that, with tremendous power of influence the mass media has, it could very well become the most deceptive, harmful and cunningly elusive snake, poisoning humanity incessantly. The media could misinform, misinterpret, and mislead the public. Social conflicts, disharmony and chaos could be caused by the media. It could destroy social values, corrupt local cultures, glorify criminals and disintegrate society. All told, when it is really bad, the mass media could become a curse for humanity, it becomes nothing less than the devil.

The Need for Alternate Views

For the sake of argument, it is easy to take sides, present “data” and “prove” the respective viewpoints: the media is an angel or a devil! Indeed, it could be both, depending on how the media uses its potentialities. Now, is the mass media an angel or a devil? Such a question might generate a burst of responses supporting or opposing both the descriptions. But to a candid viewer such responses, however emotional or rational the arguments might be, are too inadequate to reach a sensible understanding of the mass media. What is required for understanding the media is a candid approach: a perspective

which requires reflections on the nature of the media rather than hasty answers to certain questions born out of inadequate thinking.

To the candid viewer, questioning--seeking black and white answers--are too inadequate to unravel the gravity of the greatest misfortune ever to fall on humanity: mass deception by the mass media. Such academically-fascinating questions only distract our attention from the real issues which could very well be called the chocolate-coated atrocities by the mass media against humanity. Instead of merely asking, whether the mass media is an angel or a devil, it is time to focus our attention to a more urgent question. In what different ways is the mass media engaged in mass deception? What, indeed, are the consequences? What are the solutions?

Humankind and Symbolic Environment

Humans are destined to live primarily in two environments: the physical and the symbolic. Physical environment involves nature as well as things manipulated by humans. This, the man also shares with the animals. However, man is basically a symbol-using animal and the climate of symbols is most crucial to his humanity (Gerbner 1973: ix).

The symbolic environment involves all his thinking, beliefs, values, languages, visions, dreams and so on. In fact, this symbolic world is totally created by man himself. A man and a cat may be sitting in the same room, sharing the same physical environment. But, what the cat can never get an inkling of could be called the symbolic environment of the man. The man has something that the cat totally misses. Hayakawa calls this the "semantic environment" in which all human beings live. It is the world of news, information, beliefs, attitudes, laws and cultural aspects (Hayakawa 1979: 109).

Indeed, each man has his own symbolic environment. However, there is a vast network of individuals in a society constituting a very large symbolic environment that all of them share. So, humans could be defined as sophisticated symbol-using animals whose ability to develop and use complex symbols is remarkable (Real 1977: 31).

Animal behaviour is, in general, the result of instinctive response to the stimuli in the environment. Human beings may also behave in the same manner in many situations. However, man, being a symbol-using animal, is more often controlled by his own thinking, beliefs, ideologies, values and so on. A hungry animal might devour any

edible thing offered to it. But a hungry man might abstain from eating any food which his belief or value system prohibits.

More simplistically it could be said that primarily thinking controls man. This is not to deny the powerful influence of instinct. Often man is capable of overpowering instinctive impulses using symbolic thinking. The control on the base desires in man, because of religious convictions, is an example in this regard.

Mass Media and Symbolic Environment

The symbolic environment of modern man is largely defined, diffused and perpetuated through the mass media (Budd and Ruben 1979: 107). To know their reality, people are becoming more and more media-dependent. In other words, the direct experiences of our immediate environment, our “reality” constitute mostly of mediated-reality, reality as described by the media. When the reality for the mass becomes a mediated-reality, any attempt to deceive the people becomes mass deception. Is that really happening in our society? Or is it such a suspicion or a natural, random thought of a maniac?

The Fish-in-Water Syndrome

A wise saying has it that the fish is the last one to be aware of the presence of water. The reason is obvious: it is too close to notice. People are often carried away by the often-reinforced idea that all they have to do to escape the so called “distortion” by the media is to disbelieve a part or whole of the content. That is, you either believe it or not. What the general public often fail to understand is the fact that when they believe a particular media content to be hundred percent right, they could be hundred percent wrong! A report of the death of “terrorists” in police encounters might serve as a suitable example.

The mediated reality has to be invariably incomplete, as all about anything can never be told. And as long as people are operating the mass media all human weaknesses and prejudices are likely to be with it. This is just one perspective which pardons the mass media for its mistakes, either intentional or unintentional. Those who follow this stream of thought continue to “trust” the media with all its virtues and vices. Again, the mass media goes uncaught here. Most people are concerned whether something reported in the media is “true or false”. This sort of attitude is another dangerous disease that has affected even the most sophisticated in our society. These people only focus

their attention on what is reported and they are never aware of what is not reported.

Identifying the Areas of Deception

Once released from the blinding influence of the fish-in-water syndrome, it should be easier for one to identify various ways in which the mass media engages in mass deception. The general public has to be reminded of the fact that, despite the self-imposed “sanctity” on it, the media functions include the negative activities as well: misinformation, misinterpretation, misguidance and the like. The media can and they often do carry out these “functions” with a great degree of subtlety and cunningness -- perpetually!

Mass deception by the mass media cannot be justified simply by pointing out the limitations of the media to report the reality. Arguments like “it is impossible to tell all about anything” will not justify many of the deceptions of the media mainly because the deceptions are not caused by the limitations.

Then, why does the mass media deceive? Perhaps the most terse and most sensible answer is: because the human is always behind any media. The media is only an instrument which could be manipulated by people for certain ends.

As long as good and evil remain together in human nature, media deception will continue to exist. However, it is useful to alert the unsuspecting general public who seem to have, what I would like to call, an “optimistic bias” in favour of the media. This bias acts as a stumbling block in understanding correctly the subtle, unworthy function of the media.

As there are pitfalls in the physical environment, there are pitfalls in the symbolic environment also, wherein millions of people frequent every day. They are also likely to be caught up in the snare laid by the media in the symbolic environment. The public has to be taught to locate and avoid such pitfalls, snares and deceptions.

Behaviour Control through Symbols

As humans are symbol-using animals, their thinking could be controlled by the appropriate use of symbols, which in turn will control their behaviour. The behaviour pattern of a thoroughly media-oriented society can be controlled by the media. In other words, those

who control the media control society. Though it is often argued that different individuals react to the media contents differently resulting in different impacts from individual to another, it is difficult to ignore the media-induced social changes one could witness in society with regard to social norms, food habits, fashion and hair-style.

In situations wherein people have no scope for any direct experience of reality there is no way for them but to depend on mediated reality. The impact of such a phenomenon is very evident in our society. For instance, most of us do hold similar pictures of reality with regard to South Africa, Algeria, Afghanistan, Bosnia and Palestine. Indeed the reality that each of us hold are likely to be significantly different had we been to visit those countries and experience things for ourselves.

This curious phenomenon can also be considered as a subtle, if yet unintentional, deception of the mass media. Pinpointing the areas of deception by the mass media might help the public to get a better understanding of the function of the mass media. Such an enhanced understanding might enable them to judge the mediated reality in a more sensible and useful manner.

Checklist for the Deception Hunter

1. International “blacking out” of a person, thing, place, community, religious group, or even a country of great significance on the basis of political, religious, ideological, communal or other bias. To the audience, what is blacked out does not exist at all.

The media users do not suspect anything. Indeed, they don’t have anything to believe or disbelieve! Many often, many atrocities against the tribals and dalits often get blacked out.

2. The media never reflects reality like a mirror. In fact, it only describes to form attitude. For example, think about the same events in Kashmir being covered by the media in India and Pakistan.
3. The media sometimes does not cover the event as it unfolds, but creates the event for the media to be covered. Try to visualize a celebrity casting his ballot in the box. What does the media cover? The celebrity casting his ballot in the box? Not at all.

To get the real idea, think about what the celebrity would have done before the invention of photography and TV. Or do we have

- a “Live” coverage of the actual proceedings of the Parliament? Indeed, the very presence of the media equipment influence the events covered.
4. The media does not give us an account of events in the world that are of some consequence. The media provides only what a few people think that one should get, from what they were able to gather. What a wide gap between myth and reality!
 5. What the general audience believe to be true is, in fact, only one description of the event. Several different descriptions are possible with regard to the same event. For example, a crowd of people moving about could be variously described as a mob, rioters, demonstrators, agitators and the like. So as an audience member, if you firmly believe that the version you have got is absolutely true, you are deceived.
 6. Indeed, all about anything cannot be told. But most often the media does not say all that it is able to say. Also, many things that can be told and should be told are not at all told.
 7. You might believe that you cannot live without newspapers. Such a myth is reinforced by the media itself. Try to calculate the percentage of the media content that you could really use in any way to improve your life. Disappointing figures? If so, you have got deceived.
 8. The media quite often presents opinions as “facts”. Because of the indiscriminate blending of facts and opinions, without keeping any borderlines to distinguish one from the other, the readers and viewers have long lost the ability to distinguish which is which. For instance, the opinion of a columnist: “that was a crushing diplomatic defeat for Pakistan”, is swallowed by many readers as a “fact”. This kind of “information pollution” (Gabor 1973: 84) erodes the discriminatory ability of the media users.
 9. Because of its tendency for exaggeration, the mass media sometimes acts as “amplifiers of deviance” which could result in moral panics (Barrat 1986: 37). Trivial social aberrations are often magnified by the media for its sensational value in providing excitement to the public. Thus, the media deceives people by showing something “really big” which in reality may be something very small.
 10. Saturating the media with trivial events while issues of real

significance and concern are “lost in the cloud of trivia”. Many of the atrocities against the tribal women of Wynad in Kerala never emerged out of the cloud created by the media.

11. Popularizing and eulogizing certain terms, which can be called “God terms” (Faules and Alexander 1978: 140), is a deceptive method. These terms are used to find justification for many of the injustices against the weaker sections of society, including the dalits, tribals and minorities.

These terms include, among others, “national interest”, “democratic values”, “maintaining social harmony”, “peace at any cost”, “law and order”, “unity and integrity” and “development”. By constantly harping on these “God terms”, the media gives it a sort of inviolable sanctity creating the impression that any injustice done in the name of these terms should have to be tolerated since none is supposed to oppose these self-righteous concepts. “God terms” are unchallengeable, they demand obedience and sacrifice though the victims are most often from the backward sections of society.

Learning to Use the Media

What is so far indicated here constitutes only the tip of the iceberg. It takes more efforts, time and space to reveal the rest of it. It is unfortunate that, by and large, people remain unenlightened concerning the deceptions of the mass media.

The media users, who usually follow the logic of believe-it-or-not, need to learn that this tool is too inadequate to compensate the harm done by media deceptions. The critical mind is guided only by what is reported there. They should be taught to look for “reality that is not there”.

A thorough understanding of the nature of the deceptions of the mass media might make the media users more alert and media savvy rather than mere naive absorbers of its content.

The media consumers should also learn to demand more: not more of what the media is giving but more of what the media is not giving. They should seek and demand what the media intentionally avoids, especially the coverage of the problems faced by the tribals, dalits, minorities, slum-dwellers and other underprivileged sections of our society.

Indeed, mass deception by the mass media is, perhaps, the most vicious threat that the humanity is facing today. Then what can be done about it? Can we eradicate the menace for ever? Naturally, there will be arguments for or against such a possibility. When the dust, kicked up by such arguments finally settles down, the truth might emerge for all to behold.

As things stand now, the weaker sections of humanity are powerless before the crushing strength of the media giants who only promote the interests of the privileged class. This is how, in the information age, the rich and the privileged are going to control and rule over the majority and the unprivileged. The grand strategy involves the use the same time-tested tool: deception.

Modern mass media provides a tool for mass deception on global scale. A conscious effort to see through the deceptions of the media might enable the common people to get a grasp of the reality in a world saturated with manipulated, mediated reality.

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Dr. A. P. J. Abdul Kalam as a Communicator: An Analysis of his Selected Works and Speeches

■ **LIZA GEORGE***

Dr. M.S. HARIKUMAR#

ABSTRACT

This study was designed to explore the traits of Dr.A.P.J. Abdul Kalam as a communicator by analyzing his selected works and speeches. A public opinion survey was also conducted among the youth to elicit their views regarding Dr. Kalam's ability as a motivating communicator. It was found that the use of simple language in his books, active interaction with audience during his motivating speeches made him an excellent communicator. He was also able to deliver his messages effectively across people of all strata in society. His books still attract millions of readers and his motivational speeches recorded and available online have much popular appeal.

Keywords : Dr. A. P. J. Abdul Kalam, Kalam as a Communicator, Non-Verbal Communication, Motivation, Appeals, Subtle Variations

Introduction

Avul Pakir Jainulabdeen Abdul Kalam usually referred as Dr.A.P.J. Abdul Kalam, a renowned scientist and engineer was the 11th President of India from 2002 to 2007. He has inspired people across generations and was popularly called as 'People's President'. Youth admired him for his 'Simple living and high thinking'.

A self-motivated personality, who was always full of ideas, aimed at the development of our country. Kalam succeeded K.R.Narayanan

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and became the first scientist and first ever bachelor to occupy the Rastrapati Bhavan. By profession he was a scientist and an administrator in India. He worked with Indian Space Research Organization (ISRO) and Defense Research and Development Organization (DRDO) as an Aerospace Engineer before becoming the President of India.

As an honour Switzerland commemorate Mr. Kalam's visit to their country as Science day.(May 26). His 79th Birthday was declared as World Student's Day by United Nations. He was personally in touch with every scientist and never hesitated to approach anyone who could make a contribution to his vision and mission. He was also extremely generous in acknowledging everyone's contribution in the public. He did this by name with poise in the books that he wrote later and in his well-publicized talks. He did this attribution not only to his mentors like Vikram Sarabhai, Satish Dhawan, Brahm Prakash, Raja Ramanna and others, but also his peers and juniors. He was a great integrator and motivator of people. This art of management of large projects through inclusive participation and generous appreciation was the key ingredient in the success of all his work – a trait that he learnt from his mentors.

Past Research

A study on "The autobiographies of A P J Abdul Kalam" by Edwin Jeevaraj A (2015) brings out the autobiographical aspects of Kalam's life. In *Wings of Fire* and *Turning Points*, Kalam, records various aspects of his personality and his personal philosophies that helped him achieve success to motivate his fellow human beings to dream and achieve extraordinary things for personal and national growth. Tiwari plays the role of a psychologist, an editor and a writer to support Kalam in writing his auto/biographies. This study finds Kalam as a secularist, humanist, scientist, educationist, hard worker, optimist, nation builder and Universalist through an analysis of the strategies, ideologies and philosophies that Kalam used for his achievement. This study also reveals autobiographical elements in '*Wings of Fire*' and '*Turning Points*', biographical elements in '*Who is Kalam?*' and '*The Kalam Effect*', auto/biographical and conversational elements in '*Guiding Souls*' and autobiographical elements in '*You are Born to Blossom*'. Hence, this study proves that Kalam is an auto/biographer par excellence.

A study on Mahatma Gandhi as "A communicator and journalist"

by Dr.M.S Harikumar delineates Gandhi as a great communicator. More than anyone else, he recognized that communication is the most effective tool to shape opinion and mobilize popular support. Gandhiji's writing style was a complete departure from the one that was in practice at that time in India. He was meticulous about the use of words and carefully chose the correct word at the right moment. An effective communicator, he was fearless and eloquent with his words. Gandhiji made good use of the Nationalist press and his own journals (Young India, Harijan, Navjivan) - to reach the nook and corner of the country.

The study "Swami Vivekananda as Global Communicator" by Avinash Kumar Parate analyses the communication skills reflected in his lectures. Swami Vivekananda was a major force in the revival of Hinduism in India, and contributed to the concept of Nationalism in colonial India. He achieved the highest success for his inspiring speech with proper communication model which began; "Sisters and brothers of America...", in which he introduced Hinduism at the World Conference of Religions in 1893 on behalf of India. These teachings which constitute the core of India's oldest philosophy, Vedanta, stresses among other things, the equal validity of all religions and the potential divinity of man and the service of man as service unto God.

Lord Krishna as a Persuasive Communicator, a study by P.S.Jayan portrays the persuasiveness of Lord Krishna's advice to Pandava brother Arjuna. Lord Krishna's advice was selected as a classical example of persuasion. Of the 700 texts in '*Bhagavatgita*', 81 were found to be highly persuasive. This research was aimed at finding out the persuasive techniques Lord Krishna used during the war of '*Mahabharatha*' and described in '*Bhagavat Gita*', an ancient text of Hindu philosophy.

It is in this context, this study was also envisaged to explore the communication skills of Dr. A. P.J Kalam, which was of tremendous help to increase his popularity across the globe.

General Study Objectives

The main objective of this study was to analyze the communication strategies adopted by Dr.A.P.J Abdul Kalam through a detailed examination of his works and public speeches. Views and opinions of public were also sought regarding the effectiveness of his communication strategies.

Specific Objectives

1. To find out as to how Dr.Kalam's personal experiences are communicated effectively in his works and speeches.
2. To analyze the non-verbal communication methods employed in his presentations and speeches
3. To find out the sociological thrust of his works.
4. To analyze the linguistic elements of his written and spoken words

Hypotheses

On the basis of the review of existing literature and consultation with the experts in the field, the following hypotheses were framed for the present study.

1. Dr.Kalam had meticulously selected his words and literary tools to communicate effectively to the audience
2. There were distinct variations in his approach while communicating to people of different backgrounds.
3. The use of simple language has enhanced the popularity of his speeches
4. His books are read for some gratifications by the people.

Selected Books and Speeches for the Current Study

A.P.J Abdul Kalam was a noted author who had penned a number of books and had delivered innumerable number of lectures during his life time. The researcher has selected only the most popular of his works.

The books selected were '*The Wings of Fire, Ignited Minds*', '*My Journey: Transforming dreams into actions*', and '*Target 3 Billion*'. Seven of his speeches delivered to students and youth including his address at European Union were also selected for the study.

The selected speeches were: -

1. Speech at European Parliament in Strasbourg, France, during the golden jubilee of the European Union on 24th April, 2007
2. Dr. APJ Abdul Kalam's Speech at IIT-Hyderabad. (Three visions of India)

3. Dr.Kalam's speech to students at SRM University, Kancheepuram on 1st September, 2007
4. Address and Interaction with the youth of Government College for Women on Thiruvananthapuram 28th May, 2014
5. Speech to Students of Sri Lanka at Colombo on 26th June, 2015
6. Address and interaction with the Students of MediCiti Institute of Medical Sciences at Hyderabad on 17th September, 2012
7. Address to the Air Force Officers and Staff of Air Force Administrative Staff College at Coimbatore on 19th, February 2012

Study Method and Sampling

Content Analysis of his selected works and speeches were done by the researcher. A self-administered questionnaire survey was also conducted to elicit the opinions of youth regarding the qualities they found in Kalam as a communicator.

A simple random sampling procedure was adopted for conducting the survey. The sample size was limited to 200. Respondents of age group of 15 to 25, studying at the undergraduate and Post graduate courses were randomly selected from different educational institutions in the Southern most districts of Kerala namely *Kollam* and *Thiruvananthapuram*.

Samples were drawn from four colleges namely '*Sree Narayana College*' and '*Fathima Mata National College*' at Kollam and '*Government Women's College*' and '*Mar Ivanios College*' at Thiruvananthapuram. A self-administered questionnaire was used to collect the data.

Dr. Kalam as a Communicator: Perception of Youth

A sample of 200 respondents of age group 15 – 30 was taken from four colleges in Kollam and Thiruvananthapuram districts of South Kerala. There were 50 respondents each from *S.N College* (Kollam), *Fathima Mata National College* (Kollam), *Govt. women's College* and *Mar Ivanios College* (Thiruvananthapuram).

Sample Description by Gender and Education

Out of the 200 respondents 128 were female (64%). Most of the respondents had qualifications above the Degree level (56.5%) .See table A.

Table A

EDUCATIONAL QUALIFICATION	GENDER		TOTAL
	MALE	FEMALE	
UPTO SSLC	0	0	0
SSLC-DEGREE	26	61	87 (43.5%)
DEGREE AND ABOVE	46	67	113 (56.5%)
TOTAL	72	128	200 (100%)

Sample Description by Income

Table B shows that majority of the respondents belonged to the category of monthly income below Rs.10,000 (31.5%) and 25.5% earned above Rs.50,000 rupees. There is a slight difference between the group which who earned Rs.10,000-25,000 (21%) and Rs.25,000-50,000.(22%) See Table B

Table B

MONTHLY INCOME	NUMBER	PERCENT (%)
BELOW 10,000	63	31.5 %
10,000-25,000	42	21 %
25,000-50,000	44	22 %
ABOVE 50,000	51	25.5 %
TOTAL	200	100 %

Hypothesis 1

There were distinct variations in Kalam's speeches while communicating to people of different backgrounds.

The Respondents were asked as to whether Dr.Kalam had used subtle variations while speaking to people of different backgrounds. A lion's share of the participants (64.5%) has replied positively.

only 37 respondents had replied in the negative (18.5%). Majority of the participants replied positively were belonging to the group of monthly income of below Rs.10,000 (30.23%). There was only a minor difference between the lower and upper class of people. 27.13% of the upper class had a positive reply. (See Table 1)

Has he used subtle variations while speaking to people of different backgrounds?

Table 1

Options	Number of Respondents- N (percentage)				Total	Percentage (%)
	Below Rs.10,000	Rs.10,000-25,000	Rs.25,000-50,000	Above Rs.50,000		
Yes	39(30.23%)	28(21.70%)	27(20.93%)	35(27.13%)	129	64.50%
No	13(35.13%)	8(21.62%)	7(18.91%)	9(24.32%)	37	18.50%
No Comments	11(32.35%)	6(17.64%)	10(29.41%)	7(20.58%)	34	17%
Total	63(31.5%)	42(21%)	44(22%)	51(25.5%)	200	100%

Hypothesis 2

The use of simple language has enhanced the popularity of Dr.Kalam's speeches

148 of the respondents have expressed that simple language and narrative style enhanced the popularity of his speeches (74%). 11% of the respondents have expressed their dissent while 15% of respondents have left the question with no comments. Large number of people who have indicated the approval of the statement were of the upper class, under the income group of above Rs.50,000 (29.05%). There was only a slight variation between the responses from income group of below Rs.10,000. Our data shows that greater number of respondents believed and agreed that the use of simple language in Dr. Kalam's speech has enhanced the popularity of his speeches. (See Table 2)

Does the use of simple language and narrative style of his presentation have enhanced the popularity of his speeches?

Table 2

Options	Number of respondents -N (percentage)				Total	Percentage (%)
	Below Rs.10,000	10,000-25,000	25,000-50,000	Above 50000		
Yes	42 (28.37%)	34 (22.97%)	29 (19.59%)	43 (29.05%)	148	74(%)
No	9 (40.90%)	4 (18.18%)	6 (27.27%)	3 (13.63%)	22	11 (%)
No Comments	12 (40%)	4 (13.33%)	9 (30%)	5 (16.66%)	30	15(%)
Total	63 (31.5%)	42(21%)	44(22%)	51(25.5%)	200	100(%)

Hypothesis 3

Dr. Kalam's books are read for some gratifications

To find out the gratifications the reader derived from his books, four options were given to understand the taste of the participants. Majority of the respondents have expressed that the books were read for motivation (41%). Most of the respondents belonged to the upper class have indicated that they read Dr.Kalam's books for motivation (30.48%). See Table 3

What is the major purpose for which his books are read?

Table 3

Options	Number of respondents – N (percentage)				Total	(%)
	Below Rs.10,000	10,000-25,000	25,000-50,000	Above 50000		
For motivation	21(25.60%)	19(23.17%)	17(20.73%)	25(30.48%)	82	41%
To satisfy their curiosity	26(43.33%)	13(21.66%)	9 (15%)	12 (20%)	60	30%
For study purposes	9 (30%)	6 (20%)	7(23.33%)	8 (26.66%)	30	15%
To improve English language skill	7 (25%)	4(14.28%)	11(39.28%)	6(21.42%)	28	14%
Total	63(31.5%)	42(21%)	44 (22%)	51(25.5%)	200	100%

30% of the respondents read the book to satisfy their curiosity. 15% of the participants read his books for study purposes and among that majority were of lower middle class. 14% of the respondents have reported that they read his books to improve their English language skill.

Appeals in Kalam's books

Four options were presented as major appeals seen in Kalam's books. The respondents were asked to select the most appropriate options among the given. Majority of them (40.5%) have selected the recollection of personal experiences and real life incidents as the major appeal in Kalam's books. Majority of upper class respondents have selected this option. Some of the respondents (23%) have suggested simplicity as a major appeal. Incidentally they were from the category of middle class. A minority of the respondents (19.5%) have opted his visionary approach and 17% of the respondents have selected developing enthusiasm as the major appeal which led them to read his books. (See table 4)

Which major feature of his books appealed to you the most?

Table 4

Options	Number of respondents – N (percentage)				Total	(%)
	Below Rs.10,000	Rs.10,000-25,000	Rs.25,000-50,000	Above Rs.50,000		
Recollection of personal experiences and real life incidents	23 (28.39%)	12 (14.81%)	16 (19.75%)	30 (37.03%)	81	40.5%
Simplicity	12 (26.08%)	16 (34.78%)	10 (21.73%)	8 (17.39%)	46	23%
Visionary approach	15 (38.46%)	8 (20.51%)	12 (30.76%)	4 (10.25%)	39	19.5%
Developing Enthusiasm	13 (38.23%)	6 (17.64%)	6 (17.64%)	9 (26.47%)	34	17%
Total	63 (31.5%)	42 (21%)	44 (22%)	51 (25.5%)	200	100%

The major appeals which led the readers to Dr.Kalam's books were recollection of personal experiences and real life incidents (40.5%), simplicity (23%) visionary approach (19.5%) and enthusiasm(17%).

Reasons cited for reading Kalam's books

Options were provided to understand the reason as to why people have selected his books for reading. Majority of the respondents have expressed that his books have inspired them (39%). Most of the upper class category of respondents have agreed to this quality. Anecdotes and profile nature of his works have attracted some of the respondents to his books (29.5%). In this group majority were from the lower middle class and upper class. A portion of the participants have reported that they read these books because they provide them with knowledge (17%). Some of the participants have stated that they read his books because their friends or teachers have suggested these books to them. (14.5%) (See table 5)

Why are you interested in reading Dr.Kalam's books?

Table 5

Options	Number of respondents- N (percentage)				Total	%
	Below Rs.10,000	10,000-25,000	25,000-50,000	Above 50000		
Inspires me	21 (26.92%)	16 (20.51%)	17 (21.79%)	24 (30.76%)	78	39%
Contains a series of anecdotes and profiles	26 (44.06%)	11 (18.64%)	9 (15.25%)	13 (22.03%)	59	29.5%
Provides knowledge	8 (23.52%)	9 (26.47%)	11 (32.35%)	6 (17.64%)	34	17%
Friends/teachers suggested them	8 (27.58%)	6 (20.68%)	7 (24.13%)	8 (27.58%)	29	14.5%
Total	63 (31.5%)	42 (21%)	44 (22%)	51 (25.5%)	200	100%

Major thrust of his speeches

Four options were given to the respondents to analyze the major thrust point in Dr.Kalam's speeches. There was only a slight variation in the responses from across various income categories of the population. Majority have expressed the need for a vision and dream as the major thrust(39.5%). Role of youth in nation building was his major thrust in his speeches according to some of the respondents (26.5%). 18.5% of respondents have selected development and progress of the nation and remaining 15.5% stood for the need for teamwork. See table 6

What was the major thrust point in his speeches?

Table 6

Options	Number of respondents- N (percentage)				Total	(%)
	Below Rs.10,000	10,000-25,000	25,000-50,000	Above 50000		
Need for a vision and dream	26 (32.91%)	16 (20.25%)	15 (18.98%)	22 (27.84%)	79	39.5 %
Role of youth in Nation building	20 (37.73%)	11 (20.75%)	9 (16.98%)	13 (24.52%)	53	26.5 %
Development and progress of Nation	9 (24.32%)	9 (24.32%)	13 (35.13%)	6 (16.21%)	37	18.5%
Need for teamwork	8 (25.80%)	6 (19.35%)	7 (22.58%)	10 (32.25%)	31	15.5%
Total	63 (31.5%)	42 (21%)	44 (22%)	51 (25.5%)	200	100%

Contemporary issues communicated in his speeches

A question was asked as to whether contemporary issues were dealt in his speeches and a five point scale was also provided. Majority of the respondents have expressed that they agreed to this statement.

(40.5%). 54 respondents have strongly agreed to this statement (27%) while 8% have strongly disagreed also. (6.5%) See Table 7

**Contemporary issues were dealt with in the text of his speeches.
Do you agree?**

Table 7

Options	Number of respondents- N (percentage)				Total	(%)
	Below Rs.10,000	Rs.10,000 -25,000	Rs.25,000- 50,000	Above Rs.50,000		
Strongly Agree	17 (31.48%)	11 (20.37%)	16 (29.62%)	10 (18.51%)	54	27%
Agree	31 (38.27%)	16 (19.75%)	13 (16.04%)	21 (25.92%)	81	40.5%
Neither agree nor disagree	6 (20%)	8 (26.66%)	7 (23.33%)	9 (30%)	30	15%
Disagree	5 (26.31%)	4 (21.05%)	3 (15.78%)	7 (36.84%)	19	9.5%
Strongly disagree	4 (25%)	3 (18.75%)	5 (31.25%)	4 (25%)	16	8%
Total	63 (31.5%)	42 (21%)	44 (22%)	51 (25.5%)	200	100%

Kalam's interaction with audience

To determine the importance of his interaction with the audience, a question was included as to whether his direct interaction with the audience made his speeches more lively or not. Large number of respondents has replied positively (89%) to this and a minority have replied in the negative (11%). Majority have stated that his direct interaction with audience made his speeches more lively. (See table 8)

His direct interaction with the audience made his speeches more lively. Do you agree?

Table 8

Options	Number of respondents - N (percentage)				Total	Percentage (%)
	Below Rs.10,000	Rs.10,000- 25,000	Rs.25,000- 50,000	Above Rs.50000		
Yes	57 (32.02%)	38 (21.34%)	39 (21.91%)	44 (24.71%)	178	89%
No	6 (27.27%)	4 (18.18%)	5 (22.72%)	7 (31.81%)	22	11%
Total	63 (31.5%)	42 (21%)	44 (22%)	51 (25.5%)	200	100%

Social responsibility as a message in Dr.Kalam's speeches

Most of the respondents have strongly agreed to this statement(36%) while a minority of participants have strongly disagreed (8%). (See Table 9)

His messages were intended to create social responsibility among his listeners. Do you agree?

Table 9

Options	Number of respondents – N (percentage)				Total	Percentage (%)
	Below Rs.10,000	Rs.10,000- 25,000	Rs.25,000- 50,000	Above Rs.50,000		
Strongly Agree	26(36.11%)	12(16.66%)	16(22.22%)	18(25%)	72	36%
Agree	19 (33.33%)	14(24.56%)	13(22.80%)	11(19.29%)	57	28.5%
Neither agree nor disagree	8(24.24%)	9(27.27%)	7(21.21%)	9(27.27%)	33	16.5%
Disagree	6(27.27%)	3(13.63%)	5(22.72%)	836.36%)	22	11%
Strongly disagree	4(25%)	4(25%)	3(18.75%)	5(31.25%)	16	8%
Total	63	42	44	51	200	100%

Testing the Hypotheses

1. Dr.Kalam has meticulously selected his words and literary tools to communicate effectively

From the content analysis and survey, it was found that Dr.Kalam could influence the audience and persuade them through the careful use of words in his texts and speeches . He had purposively chosen instances from his own life to motivate his readers and this have made him a successful communicator with extra ordinary traits. Hence the hypothesis is proved.

2. There were distinct variations in his approach while communicating to people of different backgrounds.

The public who listened to his speeches were in agreement with this statement as shown in Table 1. So it can be inferred that Dr.Kalam's speeches have subtle variations while communicating to people of different backgrounds. Thus the hypothesis is proved.

3. The use of simple language has enhanced the popularity of Kalam's speeches.

Most of his speeches were audience specific. But he has taken special care to deliver his messages with clarity and purpose. From table 2, it can be inferred that the public also shares the same opinion. Thus the hypothesis is proved.

4. Dr. Kalam's books are read for some gratifications

Motivation, curiosity and improving the language skill were the major purposes for which the readers have turned to his books. They have derived such gratifications while reading his works, as reported in Table 3. Thus the hypothesis is also proved.

Summary of Findings from the Survey

When a questionnaire survey was done to ascertain the opinions regarding Dr.Kalam's works and Speeches, the researcher has arrived at the following findings based on the analysis of the responses from the population

- Dr.Kalam had meticulously selected his words and literary tools etc. to communicate effectively to the audience

- There were distinct variations in his approaches while communicating to people of different backgrounds.
- The use of simple language has enhanced the popularity of his speeches
- His books are read for some gratifications like motivation, satisfying curiosity, for study purposes and for improving English language skills.

Conclusion

Dr. Kalam was a brilliant communicator who knew how to influence the audience. He used distinct variations while communicating to people of different backgrounds. For example, when addressing the audience of a Women's College, he has tried to emphasize the importance of women and he encouraged them to come up in life. He even used quotes on women and has pointed out the examples of successful women. While addressing the staff and officers of Air Force College he had recollected his experiences and ignited their minds. Likewise he has communicated to different group of audience with distinct variations in his presentations and different style in delivering the messages.

Dr. Kalam's books are read for some gratifications. Motivation, satisfying the curiosity, study purposes and improving the language skills were the cited reasons for which his works are liked by the readers.

While addressing people he has purposively used simple language the audience could understand easily. His language was simple and clear so that the students could easily understand the content. He has also influenced and persuaded the students in many ways while communicating to them in various situations. His was a persuasive message which attracted the audience to him all through the delivery of the content of his speeches. He has also found time to have an interpersonal communication with the students during his visits to academic institutions. Many of his speeches were so inspirational to the extent that it could change the attitude, behavior and beliefs of his listeners. He has also made it a point to reply each and every letter he received during his lifetime. Most of his speeches are now available online and they also have greater view records as per the data.

Dr. Kalam had meticulously selected his words and literary tools to communicate effectively with the audience of various genres. He carefully crafted his text of speech to attract them.

Even his books have a magical touch that carries the reader from chapter to chapter. His works and speeches have sowed the seeds of optimism, motivation and patriotism and ignited a fire in the minds of the people to dream big and to be a part in transforming the nation to a developed one.

Kalam's writings, addresses and interviews to the media reveal two of his traits. First, he used to explain his views and thoughts by quoting examples from his personal life even in his speeches inside and outside India. Second, most of his personal incidents shared in his speeches were reported in his autobiographies and collaborative works. Major parts of his collaborative books are filled with his personal views, ideas, visions, and observations.

His words are inscribed in the minds of people so that he will be remembered forever as an excellent communicator.

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Representation of Women Protagonists in Indian Films: A study on 'Best Film' National Award Winners of the Decade (2001-2010)

■ Dr. SUDHEER S. SALAM*

ABSTRACT

India has emerged as the largest producer and exporter of films, with almost a thousand films made every year in its different languages. Though the entertainment quotient attached to films has amplified many fold, it is learned that majority of the Indian films still is made in the formulaic platform that may more appeal to the patriarchal society around. With men composing seventy percent of the film going folks, presenting powerful women outside the stereotypical, homebound caretaker roles will appear suicidal to many, though some attempts on a free willed, aspiring women are also rarely evident. This study takes a look into the 'Best Films' National award winning films of the decade 2001-2010, to decipher whether they make any socially relevant and realistic depictions and comments on the societal status of the women as true as an individual. The results show that even the films from acknowledged and seasoned film makers lack in giving proper screen time and identity for the women folk, their screenplays largely limiting the mobility of women folk as they are seen as home makers with little financial independence.

Keywords : Indian Film, Women in Films, Women Stereotypes

Introduction

The influential role of cinema in the public sphere has already been acknowledged and documented through years of research and analysis. It has already become an art form powerful enough to control the thinking process of the audience around, giving values to their perception of reality around them. Even the ideologies that people starts to believe and the power equations that they resort too are all now decided by the mediated images that they are bombarded with. And naturally it also dictates the confinements that each of the

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personas will limit himself to, in a educated and cultured society. Media has long been defining the patterns of specific representatives from a social block in the form of stereotypes, nurturing them, very rarely challenging them.

Christian Mertz, the French film theorist opined that cinema belies three imperative characters that makes it a language system. Though it is limited to one-way communication, using few signs and more importantly -partly a system, he recognised that some film images, through long previous use in speech have been solidified, so that they acquire stable and conventional meanings, becoming kinds of signs. (Metz, 1974). He argued about the needs to understand films from a semiotic or structural point of view which recognize and attends to the unique characteristics of the film medium where the story or the plot undermines every other aspects of cinema when it is approached as a discourse (Metz, 1985)

Turner (1988) has argued that films can be analyzed in terms of the culture and ideology that implicate the production of the texts. But according to Joseph T. Klapper (1960), by and large people tend to expose themselves to those mass communications which are in accordance with their existing culture, attitudes and interest. People from each culture dodge communications of paradoxical hue either intentionally or unintentionally which also result ultimately in media managers and film makers trying to create materials that largely are in acceptance with the dominant and popular view.

Women and Representations

A representation stands in for and takes the place of what it represents, but cannot be said to be exactly the same as what it represents. The properties of the medium in which the representation is made and the form in which it is made definitely makes explicit differences from the original characters of the represented. But since the text and the subject are in complete control of the creators, they have got ultimate liberty in how they are going to make this constructed reality. When the creators make right representations, the audience will easily interpret the test with their knowledge within their 'preferred reading'. The producers can position the audience and thus create a certain amount of agreement on what the representation means" (Wilson 2000). Representation can also be seen as a process, which starts with a reference, who/what is being depicted and who/what it's based on. Production, including extra textual information that add to

a scene add on to a representation; and its reception, contributing to the influence on the interpretation and the factors involved.

Berger (1972) in his research on how a woman is born 'within an allotted and confined space into the keeping of men', observes that women are told continually to watch herself from childhood, and thus is continually accompanied by an image of herself which she gets from her peers, elders and finally from media. The latter visibly have an indispensable role in this figuration of representation which itself is an integral part in encrypting any media text. It is also evident that media has already created very specific connotations of what is 'natural behaviour' for each sex which is an integral part of the encoding of any media text. In other words, society together with media has constructed a set of 'truths' about what is the 'right' way for a man or a woman to behave. These gender stereotypes which could be seen as psychological processes, illustrates regimented sets of beliefs about the individual attributes of men and women. In films, this leads to a one-dimensional understanding and representation about the community and overlook the contradictions that might exist within a social group. It can also be cited as the reason behind the widespread notion about woman synonymised with 'appearances' than men. Hence the stereotype in popular visual texts will never be an overweight, withered or a slimy woman, who is but progressive and free-willed.

The seminal article by Mulvey (1975) asserts that female images in the cinema can be analyzed as objects to be viewed in relation to three gazes: that of the camera, that of the film's spectators, and that of the male characters within the narrative frame. Men till recently, were not showed as objects to be looked at and 'controlled' by women in the same erotic, blatantly sexual way. Paradoxically, masculine portrayal was quite respectable and usually abrogates milieus threatening 'traditional' masculinity.

The retrospect of Mulvey in the early 1980s impelled the change in mood among some feminists wanting to debate exclusively on political issues. After four decades from the article, the gaze is no longer considered to be male: it can be homoerotic, oppositional and so on. Film could now be engaged as an ideological tool, which can counteract stereotypical images of women presented in a male-dominated media. It can also raise women's awareness of their inferior position in patriarchal society, where they are generally relegated to a subservient role. These broader perspectives enable critics to see that film is part of the cultural apparatus and that it related in a complex

way to the structure of patriarchy. (Wright and Doughty, 2011).

But the ideal image of Indian womanhood has displayed remarkable uniformity through ages, with images of Pativrata', Sita and Savitri- docile, submissive, sacrificing, sentimental, superstitious, women incapable of rational action, their primary duty is total dedication to husband. The other applauded image was that of the glorified Motherhood- 'Bharat Matha Image' which also has broad approval. In India fundamentalist forces at home also erase spaces of difference and possible interventions and construct a monolithic representation of women gender across the nation. The process of globalisation had but simplified image making, isolating it from a historical or social context. And naturally the effort to continually find spaces and intervene with a difference is a survival strategy which works - and the effort is ongoing (Datta, 2000). The need of the hour is 'for feminist engagement with global as well as local/situational ideological, economic and political processes, and the urgency of transnational, cross cultural feminist dialogue in building an ethical and egalitarian culture capable of withstanding the commoditised, exploitative practices of global capital.'"(Ghosh and Bose, 1997)

Though several filmmakers in India have earnestly tried to portray women in a dignified, realistic, and an intriguing way and have succeeded considerably, in most Indian mainstream cinema we continue to see a patriarchal version of female sexuality. It was at this juncture, the researcher thought of studying the aspects of gender handling of the award-winning movies of the country. In this study, the researcher is thus making an attempt to check whether the National award-(Golden Lotus) winners selected as 'Best Indian films' of the current decade (2001-2010), represent the social discomforts of the gender or formulate a counter hegemonic or feminist discourse. The researcher also would like to analyze the prevalence of each of the gendered protagonists in the films and also to whether the inherently rooted perception of socio-cultural framework of past, regarding women as men's shadow confining her to her husband and household, still rules the roost in modern narratives.

Hypotheses and Methodology

The researcher also had some hypotheses coined for the study.

1. The women protagonists of the movies are given less screen time than their male protagonists, if they are available in the narratives.

2. Female protagonists in award winning films tries to reject the conventional roles centered on family and romance, of devoted wife and loving mother that mainstream society prescribes.
3. Powerful women were suggested as social aberrations meant to be destroyed to restore the otherwise proffered social order.

After fixing upon the theme and after the purposive sampling the ten movies that got awarded in these ten years were amassed which were from six different languages, - Dweepa (Language-Kannada, Best film of 2001), Mondo Meyer Upakhyam (Bengali, 2002), Shwaas (Marathi, 2003), Page 3 (Hindi/Eng, 2004), Kaalpurush (Bengali, 2005), Pulijanmam (Malayalam, 2006), Kanjeevaram (Tamil, 2007) Antaheen (Bengali, 2008) Kutty Srank (Malayalam, 2009) and Adaminte Makan Abu (Malayalam, 2010).

The research design was based on descriptive content analysis that is critical discourse analysis as the best one for the study. According to Van Dijk (2009), CDA focuses on the ways discourse structures enact, confirm, legitimate, reproduce, or challenge relations of power and dominance in society. And hence the female protagonists in the narratives were chosen as the variable, whose particular communicative purposes and significant relationships with other participants, aspirations and the extent of domination were meticulously followed. The coding instruments also allowed for cross platform quantitative approach to compare against various genres of films listed in the flicks, mostly to check the prevalence of characters and to quantify the screen time that they enjoyed. Another way used to examine gender balance was to depend upon methodology used by Smith, Stacy and Cook to assess the number of films featuring 'balanced cast.

After watching the films a multitude of times, detailed transcript of each of the films were made, which also carried subjective comments on each of the sequences. Interestingly, the ten films carried almost 18 female protagonists who had a definite say in the narratives of each of the films. In films such as 'Kutty Srank, Kaalpurush and Anthaheen', the researcher listed three female characters with almost equal weights in the storylines.

Findings

Analysing the films in the study, it was noted that films from seasoned film makers had the definite stamp of their authors and their film making styles in them. The struggle of a woman to break free of the bonds of patriarchy was found to be fundamental in

Gireesh Kasaravally's 'Dweepa' as with his every other films. It also displayed a woman who rose above the conventionally sacrosanct institution of marriage to take control of her life, at least for a while. The protagonists in Madhur Bhandarkar's 'Page 3', did show women who at some point of time were exploited and oppressed, but gradually rising above the petty forces of conventionally and 'puritan' moralistic ideals about women that would subjugate them.

Almost all the female characters in the three films under consideration that spoke Malayalam, succumbed to the pressures offered by a patrilineal society. Priyanandhan's talented female protagonist in 'Puli Janmam', suddenly became mute and helpless over the societal dominance of 'male'ish values, denying her any chance or right to decide over her future for herself. Patriarchy in religious pretext was upheld in 'Adaminte Makan Abu', where the leading female protagonist Aishu was clad as the typical Muslim stereotype in the characteristic costumes, and with hardly any different opinions from his deeply spiritual husband. This was also passively presented as a progressive manner to be followed by a good Muslim lady. Shaji N Karun's 'Kutty Srank' but offered women characters from extremely different strata of Kerala society, who celebrated ritualised resistance despite the impositions made by male bigots on their life (who appeared in a variety of forms ranging from father, the local priest and to the community leaders). 'Kancheevaram' the only representation from Tamil had female characters who restricted their dreams to the extent set by their men. They were confined to accept their husband's unreal offers, in the notion of ennoblement.

The notion of Independent women was tackled brightly by the three films that originated in Bengal and formed the part of this study. 'Anthaheen' by Aniruddha Roy Chowdhary showcased a couple of women, Brinda and Paro, who resisted succumbing to the pressures of domestic shackles arising from home. These progressive women worked in the demanding, notable jobs and were self sufficient, (with right achievements and action) but for their emotional demands. But the stereotyping of upper strata ladies as continuous smokers also found space in certain sequences. Budhdadeb Dasgupta's two Bengali films in the list were poetic, ideologically left and abstract as usual, but had strong females. 'Kalpurush' had a few who lived on their impulses, but lacked clear moral superiority over their men when put to cinematic trial. 'Mondo Meyer Upakhyen' had a young girl with initiative whose power of dreams ultimately handed her the power to decide upon her future. All the three movies also had

the stark realism of female characters from the earlier generation, who but stuck to the yardsticks of wifely duty and servitude, set by the traditional patrilineage. The proactive Asawari of Oscar award nominee 'Shwaas' from Marathi was a committed, hard working women – a unromanticised notion of the nobility of women.

The other major finding of the research was that the female folk appeared much less frequently in films even though they took half the share of the target population to which these movies were aimed at. The key finding from this study included that only 129 out of 406 speaking characters were female in this ten films under consideration, this amounted to just 31.4% of the total characters. In some films like 'Pulijanmam', 'Dweepa' and Adaminte Makan Abu, this percentage still stooped down to such low levels as 7% of the total (13/92). Interestingly the third gender attributes were limited to only a single character who appeared in Madhur Bhadarkar's 'Page 3'.

Table 1. Number of gendered characters

Name of the film	Total no: of characters	No: of Males	No: of Females
Dweepa	26	22	4
Mondo Meyer Upakhyan	37	17	20
Shwaas	40	27	13
Page 3	96	60	36
Kalpurush	30	18	12
Pulijanmam	30	26	4
Anthahen	21	15	6
Kanjeevaram	55	36	19
Kuttyshranku	35	25	10
Aadaminte Makan Abu	36	31	5
Total	406	277	129

When tried upon a method of finding a balanced cast, only three films qualified to the list, with 'Mondo Meyer Upakhyan' found to feature a balanced cast and 'Page -3' and 'Kalpurush' qualifying with a slightly male centric casting. Though female characters in feature films populated just around one by third of all speaking roles, four film's narrators were female. 'Kutty sranku' followed a peculiar narrative pattern told through the viewpoints of three lead ladies.

Among others ‘Dweepa’, ‘Page 3’ and Anthaheen’ recited women’s point of view and followed their lady protagonists with desired intensity.

The time codes of each of the appearance of characters were carefully coded to list the total time the characters maintained themselves on screen. And it was found that except in the case of ‘Dweepa’ and ‘Page 3’, every other movies had their male protagonists taking the lion share of the screen proceedings. In the curious cases of films like ‘Pulijanmam’, the female lead character just had 22 percentage of the total time of the film. She just appeared in 19.5 minutes and in 13 of the 57 scenes in the movie. It may also be noted that the three Bengali films in the sample of ten ‘Mondo Meyer Upakhyan, Anthaheen and Kalpurush explicitly bothered to present their lead ladies in more than forty percentage of the screen time. All these Bengali movies didn’t favour a stereotypical Hollywood narrative revolving around a single hero, but told tales that have multiple men and women protagonists.

Table 2. Screen time occupied by the protagonists

Name of the movie	Total screen time	Lead Male	Male protagonist 2	Male protagonist 3	Lead Female	Female protagonist 2	Female protagonist 3
Dweepa	134.41	61.10 (Ganappa)			92.4 (Nagi)		
Mondo Meyer’ Upakhyan	85.1	13.57	19..5		28.1	19.48	
Shwaas	107	69.32 (Vichare)	59.10 (Parasuram)	39.46 (Dr. Sane	44.32 (Asawari)		
Page 3	138.4	11.31 (Vinayak)			67.2 (Madhavi)		
Kal Purush	100.3	58.28	26.40		19.10	9.12	4.49
Pulijanmam	87.20	73.30 (Prakashan			19.55 (Shahnaaz)		
Anthaheen	117.3	53.43 (Abhik)	16.31 (Ranjan)	13.01 VK Mehra	51.57 (Brinda)	32.3 (Paro)	11.19 (Pishy)
Kanjeevaram	120.1	101.51 (Vengadam)			20.41 (Annam)		
KuttyShranku	132	78.15			27.2	20.7	15.22
AdamInte Makan Abu	104.6	77.37 (Abu)			42.46 (Aishu)		
Total Time (In min)		597.34	121.31	52.47	412.31	81.6	30.9

**All calculations in minutes*

At the start of the study, the researcher has hypothesized that ‘The women protagonists of the movies are given less screen time than their male protagonists, if they are available in the narratives’. Barring the case of ‘Page3’ and ‘Dweepa’ every other male protagonists of the other eight movies under consideration were offered the pleasure of being in the screen much more time than their female counterparts, which proves that this hypothesis is valid. Interestingly, in the case of Malayalam film ‘Kutty Srank’, which told the tale of the male protagonist through the eyes of three lady protagonists, the male lead took more time than the screen time offered to all the female protagonists combined.

The other key finding was that when compared to males, more females were seen depicted as parents and in committed relationships. They are more depicted as caregivers, legal guardians or parents. The lead females were over four times shown in sexually revealing clothes, especially in ‘Mondo Meyer Upakhyan, Page-3 and Kutty Srank. The later even had a shot of full nudity of an Indian actress that is quite a rare occurrence as per Indian standards.

Apart from ‘Dweepa’s Nagi, all other characters in the sample were praised for their physical beauty, at some point of the narratives. Even in the tale of the aged couple in ‘Adaminte Makan Abu’, there is a scene where Abu looks into the photos of Aishu, his wife, taken for the purpose of obtaining passports and praising her for her ‘monchu’—the word for beauty in Malayalam. In a peculiar case of ‘Kali’ of Kutty Srank, who was shown initially to be from a minority race, and was largely ridiculed by the society, the film maker even did a dream sequence expressing all her external beauty roaming with the male protagonist in a dreamy hill side. It is also read that if a protagonist is introduced to the audience as less than ideal, then she may need to undergo a metamorphosis prior to her introduction to the society, just like what happened here in the case of Kali.

The aspirations of females were found to be short lived in the case of most of the protagonists under consideration. Following the analysis patterns of the Smith and Cook, the researcher was able to segment the 18 female protagonists based on their attributes, initial ambitions and what they turned out at the end of the plot. The researcher found out that only five among the eighteen continued in their struggle towards better aspirations and goals. Eight among them had solid aspirations but couldn’t keep on the track for long. Five of the female protagonists were real daydreamers with not much in them that they valued. One of the hypothesis put forward was ‘Female protagonists

in award winning films tries to reject the conventional roles centred on family and romance, of devoted wife and loving mother that mainstream society prescribes'. But the results had shown the other way. Much of the leading ladies were confined to the roles and persona with limited world view and majority never tried to reject the conventional roles centred on family and romance.

On screen females were often sexualised, domesticated and sometimes lacked gainful employment. Our data on the sample reveals that a higher percentage of males than females were depicted with an occupation. Sixty six percentage of lead ladies in our sample lacked gainful and socially approved jobs. Most among them were happy living a life as a home maker, letting their men to earn bread for them. Women who were having a job were seen noticeably absent in some of the most prestigious occupational posts. The jobs offered to the female protagonist include that of teacher, TV anchor, and medical social worker. Only a single character of Paromita in 'Anthaaheen' had a job of a media manager that is considered in the upper strata of job hierarchy. Moreover the high-end powerful jobs like News Editor, Doctor, Police Inspectors, Revenue Officers, and Senior Party Leaders were all handled by male characters; which all doesn't really demanded such a gender disparity.

Almost all the female in the sample had romance and home as their primary focus whereas others appeared secondary. The researcher has also posited that 'Powerful women were suggested as social aberrations meant to be destroyed to restore the otherwise proffered social order'. This was proven in most of the cases in narratives. Be it in the case of 'Madhavi Sharma of Page 3', the upright journalist who was forced to quit the job, or with the lady actor in prakashan's drama in 'Pulijanmam', all the female characters who has shown power at some point of time was soon registered to be ones who must be diluted in their power. In the case of Brinda in Anthaaheen, the film maker has even created a 'cinematic' death for no known reasons to extinguish the powerful woman from the narratives.

Limitations

Despite the fact that some hypotheses were accepted, there are some limitations to this research. The researcher notes that in constructing our sample for the database, the selection was more a purposive one, where the most recent of the films that grabbed the awards for the 'Best films' were only considered. This can introduce a selection bias toward movies that were identified as films important for this review.

A single method of analysis was never reached for this study, as apart from qualitative discourse analysis, quantitative method to recognise some of the underlying factors that were also considered beneficial for his study were also used. Some in the sample like 'Kancheevaram' were based on historical plots, while films like 'Kutty Srank' were set in the post independence years. This genre shuttling and period shifting could have also affected the results. This research couldn't look at the basic differences in independent cultures, from which the respective movies arise, which could have affected the reasoning and effectiveness of the representations

The study which was articulated for the presence of a geographically mobile independent-minded female character, tried to focus on female centred interpersonal relationships. And after the analysis, the suggestions are mostly on for more balanced portrayals. Film makers must also ensure more secondary characters, in crowds and as narrators which otherwise can also be considered to be a human rights violation than creativity. And the screen writers must provide female characters with aspirations beyond romance, and they must try to flesh out the inner characters of female persona. The recommended future studies are those that must take into consideration the cultural aspects of independent narratives. This will give an in-depth analysis about why each filmmaker thought to place the women characters in particular moulds.

We have indicated that social categories including women and men are not fixed, but are socially constructed. But those categories are often treated as fixed and self evident, with women as subordinate class to men, in communities across time and place. However if such equilibrium of interaction is not a absolute possibility, it still seems essential for any society that believes in ambitions of democratic ideals, to look over for ways that discourse reproduces and challenge social inequalities and power relationships and work towards more classless practices.

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Internal Communication and its Impact on Emotional Health: Integrating Corporate Communication and Employee Satisfaction

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ABSTRACT

It is the age where success is being redefined to encompass not only technical and market success, but also simple happiness and satisfaction at work. A positive environment is highly needed to increase the efficiency of the employees as well as their willingness to work. Creating a positive work environment is essential to keep up the spirit within the people working at an organization. Here comes the role of an effective communication tool, "the internal communication", a strategic internal communication planning, a pro active approach to build a better, more directed and efficient work place. The present study in the light of above observations seeks to analyze the crucial role played by the strategic communication tool, "the internal communication" that help workers to find ways to cope up with demanding job conditions and to solve the emerging conflicts in organizations. The study is carried out to emphasize the necessity of internal communication in an organization and the techniques to be adopted to offer a good work environment. The study stresses on effective internal communication strategies and to suggest innovative, effective and employee-friendly techniques to facilitate internal communication strategies thus boosting their morale of the entire organization.

Keywords : Internal Communication, Emotional Health, Employee Satisfaction, Mental status

Introduction

Work culture may be defined as a reflection of shared beliefs, values, norms and traditions within the organization .It manifests itself in both tangible and intangible ways, forming the foundation for all the actions and decisions within an organization. Organizations with strong well defined work culture enjoy greater employee loyalty and satisfaction. An ideal work culture creates supportive environment for the employees and has the ability to bring out the best in them. It inculcates in employees, strong work ethics

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and constructive attitudes towards their jobs and relationship with co-workers. It creates a positive impact on their work and their lives

Successful companies attach great importance to human resource management and internal communications. The idea of satisfied employees for the benefit of organization is accepted and developed by both academicians and practitioners, through the concepts of internal communication, internal marketing and human resources management. Internal communication can be defined as transactions between individuals and groups in organizations at various levels and in different areas of specialization. The role of internal communication is “building and nourishing employee relations, establishing trust, providing timely and reliable information and there by contributing to general motivation, particularly in times of change and stress.

An effective internal communication between employees and top management is the need of the hour. It is very useful because it gives the management feedback and suggestions from their employees who are usually the people in touch with the market and the customers on matters related to products and routine work practices. This internal communication is needed because it also makes it possible for the employees to inform the management about their problems and needs. All this helps an organization improve its products and working conditions and also to take sound decisions.

The work of internal communication is shaped by, the organization’s strategy and culture. These factors combine to influence the five following key success outcomes:

1. Effective change
2. Engaged employees
3. Customer satisfaction
4. Reputation and pride
5. Recruitment and retention.

Ultimately, this leads to enhanced performance in the organization. Some aspects of internal communication are:

- Providing leadership and guidance.
- Organizing face-to-face meetings at the beginning and end of the project.
- Developing the methodology in collaboration with the team.
- Coordinating efforts and communications within the organization.
- Leading some of the focus groups

Advantages & Benefits

- Permits employees to make more decisions online since they have the tools and knowledge needed to make the “right” decisions.
- Encourages a sense of identification, on the part of staff, with the goals, mission and procedures of the organization
- Has the potential for reducing day-to-day conflict and share a common vision or understanding.
- Helps staff feel a part of the organization.
- Encourages employee participation in community activities.
- Improves morale and foster goodwill between employees and management.
- Informs employees about internal changes.
- Creates the sense that employees are an important asset to the organization.
- Increases employee understanding of the organization, its ethics, and culture and external environments.
- Changes employee behavior towards becoming more productive and quality oriented.

Mental health is a term used to describe either a level of cognitive or emotional well-being or an absence of a mental disorder. It is the capacity to express our emotions and adapt to a range of demands. The World Health Organization defines mental health as “a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community”. Mental or emotional health refers to overall psychological well-being, the quality of relationships, and the ability to manage feelings and deal with difficulties.

“Emotional Intelligence” is slowly gaining ground in the corporate world as a means to boost team effectiveness. It is all about being aware of the existence of human emotions in the work place and analysis of their impact on the work environment. Emotional intelligence helps to gauge our emotions, others emotions and the reciprocal impact of emotions on each other. It also relates to controlling emotions so as to convert them in to positive energy. Creation of environment that can handle emotions will helps to build mutual trust and a sense of

identity among the team members. This naturally paves the way for greater participation, co-operation, and commitment and of course greater team productivity.

A positive state of mind is crucial for employees to perform well at the work place. Good communication has to go hand – in- hand with talent, ability, and knowledge. A wiser move would be to prepare for change and concentrate on problems, keeping everyone motivated and confident. A pleasant and happy work place will benefit from decreased absenteeism, improved productivity and better employee health in the physiological and psychological sense. In short a transparent communication along with a generous close of light – hearted fun can go a long way in improving employee health, motivation and cultivating a positive corporate culture.

Objectives and Methodology

Main Objective

To find out the impact of internal communication patterns in IT sector on the emotional health of the employees. To materialize this goal in a meaningful way, the researcher has set an array of specific objectives, which help explore various aspects of the general objective.

Specific Objectives

1. To find out the employees' level of satisfaction with the existing internal communication practices.
2. To explore the internal communication tools those contribute to better emotional health.
3. To find out the correlation between employees level of satisfaction with internal communication practices and their perceived productivity.

Methodology

Survey research method was used in the study considering the objectives and nature of the research work. A sum of 130 questionnaires were handed out, of which 119 were successfully coded and analyzed. The questionnaire was distributed among the employees of various reputed IT firms such as Infosys, Wipro, CTS, Yahoo, Pentasoft and Accenture based in Chennai and Bangalore

through e-mail. The questionnaire consisted 22 questions of which part first raised demographic data such as name gender education & name of the organization. The second part aims to get information on the employees level of satisfaction on their internal communication process employed in an organization. The third part attempts to track the emotional or the mental status of employees.

To test the probability level of significance of association between demographic variables, Pearson Chi-square test was used. A Correlation test was carried out to find the significance between the satisfaction level of internal communication tools among the employees and their mental status.

Analysis and Findings

The study focuses on the role of internal communication and its impact on the emotional aspects especially emotional health of employees working in the IT field. A detailed account of the sample in terms of various demographic variables is given below.

Sample description by Gender and Age

The sample contains more females (57.14 %) than males (42.86 %). In respect of the respondents' age, the sample was divided in to three categories. (1) Below 25 years (2) 25 -30 years (3) Above 30 years.

Table 4.1

Gender	Age Group			Total
	Below 25 Years	25-30 Years	Above 30 Years	
Male	21 (41.18)	26 (50.98)	4 (7.84)	51 (100.0)
Female	25 (36.76)	38 (55.88)	5 (7.35)	68 (100.0)
Total	46 (38.66)	64 (55.78)	9 (7.56)	119 (100.0)

(Note: Figures in parenthesis denotes percentage)

Sample description by Education

Based on education, the sample was divided in to two categories, graduates and post-graduates. A lion share of respondents (84.03 %) belongs to under- graduate category. The remaining are post graduate respondents contributing 15.97 %.

Table 4.2

EDUCATION	NUMBER	PERCENT
UG	100	84.03
PG	19	15.97
TOTAL	119	100.00

Internal Communication Pattern

The internal communication tools under study are categorized in to three: Print Media tools, face to face communication tools and Electronic Communication tools. Print media comprises of letters, circulars, notices, memos, and in-house magazines. Face to face communication tools include meetings, conferences, interpersonal communication, annual meetings, celebrations, parties etc. And, those come under the purview of the term electronic media are internet tools like websites, e-mails, blogs, intranet telecommunication tools like telephone, fax

Availability of Internal Communication Tools

The data collected from the respondents show that all of them have all types of channels come under these three segments. The employees of IT sector have exposure to print, interpersonal and electronic communication channels in their organizations. However, which type of channels is preferred by the employees is yet to be explored. In this regard, the respondents were asked to mark their sequence of preference of these channels. The result in respect of their first and second preference is elaborated in the following tables:

Table 4.3 Preferred Channels

PREFERENTIAL ORDER	TYPE OF CHANNELS			TOTAL
	FACE TO FACE	PRINT	ELECTRONIC	
FIRST	57 (47.90)	1 (0.84)	61 (51.26)	119 (100)
SECOND	66 (55.46)	2 (1.68)	51 (42.86)	119 (100)
Pearson Chi-square: 7.46598, df=4, p=.113247				

The data given in the Table 4.3 shows that most of the respondents' (51.26%) chose electronic media as their most favorite internal communication tool while 47% prefer face to face communication channels as the first choice. From the above, it can be assumed that print media are losing their salience as internal communication tools, in other words, the much acclaimed concept of paperless corporate communication system is fast attracting the IT world. It can be concluded that some common features like interactivity, immediacy, speedy access of face to face and electronic media made them most preferred among the IT employees.

Table 4.4. IT Employees Satisfaction with Internal Communication Tools- Gender Wise Distribution

Gender	Levels Of Satisfaction					Total
	Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied	
Male	29 (56.86)	4 (7.84)	3 (5.88)	8 (15.69)	7 (13.73)	51 100.00
Female	40 (58.82)	4 (5.88)	3 (4.41)	14 (20.59)	7 (10.29)	68 (100.00)
Total	69 (57.98)	8 (6.72)	6 (5.04)	22 (18.49)	14 (11.76)	119 100.00
Pearson Chi-square: .981445, df=4, p=.912594						

(Note: Figures in parenthesis denotes percentage)

It is evident from the above table that majority of the employees among male and female categories are satisfied with the internal communication methods practiced by their employers. Only a small portion of the employees are dissatisfied, out of which 14 are dissatisfied and 7-highly dissatisfied.

This also suggests that imparting active and effective internal communication methods may help to upgrade the dissatisfied members to satisfied ones and thus improving the overall productivity of an organization.

As the probability value of 0.9 is greater than 0.05, it is evident that the association between gender and the respondents level of satisfaction with internal communication tools is not significant. In other words, gender has no significant role in determining the distribution of various satisfaction levels.

Table 4.5. IT Employees Satisfaction with Internal Communication Tools- Education Wise Distribution

Education	Levels of Satisfaction					Total
	Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied	
UG	57 (57.00)	7 (7.00)	5 (5.00)	20 (20.00)	11 (11.00)	100
PG	12 (63.16)	1 (5.26)	1 (5.26)	2 (10.53)	3 (15.79)	19
TOTAL	69 (57.98)	8 (6.72)	6 (5.04)	22 (18.49)	14 (11.76)	119
Pearson Chi-square: 1.26469, df=4, p=.867335						

Here also, the trend shown in the gender wise data is more or less repeated. The percentage of satisfied members is more among the PG category (74%) than UG category contributing 69%.

As the probability value of 0.8 is greater than 0.05, it is evident that the association between education and the respondents level of satisfaction with internal communication tools is not significant. In other words, education has no significant role in determining the distribution of various satisfaction levels.

Table 4.6-IT Employees' Emotional Status

Health Status	Frequency	Percentage
Highly Healthy	82	68.91
Healthy	1	0.84
Moderately Healthy	1	0.84
Depressed	1	0.84
Highly Depressed	34	28.57
Total	119	100

The above table reveals that most of the employees are highly healthy (68.91%). But it is sad to note that about 29 % employees are highly depressed. While evaluating their mental status, it shows that most of them belong to two extreme ends, either highly healthy or highly depressed. Only a few number of employees (3) come under

other categories. This data denotes that although highly healthy employees constitute the major portion, it cannot be neglected that an unavoidable portion of highly depressed employees exist.

Gender and Emotional status

Table 4.7-IT Employees' Emotional Status-Gender Wise Distribution

Gender	Mental Health Status					Total
	Highly Healthy	Healthy	Moderately Healthy	Depressed	Highly Depressed	
Male	35 (68.63)	1 (1.96)	1 (1.96)	1 (1.96)	13 (25.49)	51 (100.00)
Female	47 (69.12)	0 (0.00)	0 (0.00)	0 (0.00)	21 (30.88)	68 (100.00)
Total	82 (68.91)	1 (0.84)	1 (0.84)	1 (0.84)	34 (28.57)	119 (100.00)
Pearson Chi-Square: 4.29759, Df=4, P=.367247						

(Note: Figures in parenthesis denotes percentage)

It is clear from the table that both male and female employees coming under the highly healthy group contributes an almost equal share. The more interesting aspect of the data is that the female employees constitute themselves only in to two extreme categories which further reveals that this group consists only of emotionally-well and emotionally-disturbed.

As the probability value of 0.3 is greater than 0.05, it is evident that the association between gender and the respondents mental health status is not significant. In other words, gender has no significant role in determining the distribution of various mental health status.

Education and Emotional status

Table 4.8-IT Employees' Emotional Status-Education Wise Distribution

Education	Mental Health Status					Total
	Highly Healthy	Healthy	Moderately Healthy	Depressed	Highly Depressed	
Ug	68 (68.00)	1 (1.00)	1 (1.00)	1 (1.00)	29 (29.00)	100 (100.00)
Pg	14 (73.68)	0 (0.00)	0 (0.00)	0 (0.00)	5 (26.32)	19 (100.00)
Total	82 (68.91)	1 (0.84)	1 (0.84)	1 (0.84)	34 (28.57)	119 (100.00)
Pearson Chi-Square: .685128, Df=4, P=.953148						

(Note: Figures in parenthesis denotes percentage)

Considering the educational aspect of the employees, a high percentage of highly healthy employees belong to the PG group. The highly depressed section shows a reverse trend with 29% percentage of UG employees and 26.32% of PG employees. From this it can be understood that more numbers of highly healthy and less highly depressed persons are from PG section when compared to the UG category. As the probability value of 0.9 is greater than 0.05, it is evident that the association between education and the respondents mental health status is not significant. In other words, education has no significant role in determining the distribution of various mental health status.

To find out the significance of association between these two major aspects, satisfaction level and mental health of the study, the data was subjected to the Correlation Coefficient test.

Table 4.9-Correlation between Satisfaction level and Mental Health Score

Category	Variable	Number	Mean	Correlation (r)	p-value
Total	Satisfaction	119	5.50	0.959	0.000
	Mental health	119	3.50		
Male	Satisfaction	51	5.47	0.954	0.000
	Mental health	51	3.56		
Female	Satisfaction	68	5.53	0.964	0.000
	Mental health	68	3.46		
UG	Satisfaction	100	5.43	0.959	0.000
	Mental health	100	3.47		
PG	Satisfaction	19	5.89	0.963	0.000
	Mental health	19	3.68		

If the sample is taken as a whole, the relationship between the respondents' satisfaction with internal communication tools and their mental health is highly significant as the p-value is found to be zero at a probability level of 0.05. When it comes to male population, the trend is same with highly significant association between their satisfaction level and mental health. In other categories such as female population, UG section and PG section, almost the same status is revealed with p-value as zero. However in PG and female categories we can see a much higher correlation compared to others. In short, whatever is the segmentation of criteria of the population under study, their satisfaction level and mental health is closely related signaling to

the need for optimizing internal communication efficacy in corporate sector to boost the mental health of employees.

Conclusions and Recommendations

The study addressed itself to determine the role of internal communication in organizations and its impact on the emotional health of employees. The most important finding of the study is that there exists a high correlation between the employees' satisfaction with internal communication tools and the mental health of employees in the corporate sector.

The study concluded that continuous exchange of information among the employees, together with learning and shared decision making is an important element that will consolidate good professional relationships and ensure satisfaction.

The study identifies the factors and recommends best practices for initiating necessary changes including communication, empowerment, and change and job satisfaction.

Since better emotional health and stress management are inevitable for higher productivity, the findings of the study which validate the reciprocity between communication and emotional health put forward new insights in to significance of effective internal communication in corporate management.

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Development Aspirations through the Lens of Environmental Concerns: A study of the Television Coverage of Athirappilly Hydro Electric Project, Kerala

■ **SANJEEV S. R.***

ABSTRACT

Infrastructure development was considered a catalyst in fuelling economic growth. The reeling power infrastructure in India is decelerating development and thus efforts were made to plug the deficit by exploiting all available means by the governments. The 'Athirappilly Hydroelectric Project' is such a proposal from Kerala -a south Indian state- which could not be launched due to widespread environmental concerns expressed by many scientists and governmental agencies. Public action of various sorts as well as strident opposition from environmentalists through legal battles hindered this project. Regional television channels which brought in an argumentative mode of presentation of news and information covered all aspects of this project. This study has attempted to find out the influence of the coverage among viewers with regard to these aspects. Environmental issues were specifically analysed in this study to grasp its dichotomous relation with development aspirations. The study revealed growing awareness of forest conservation, biodiversity and environment among the people. However, dependence on television media of viewers in order to obtain cues in this direction was little or negligible.

Keywords : Infrastructure, Environmental Concerns, Malayalam Television News Channels, Athirappilly Hydroelectric Project, Viewer Perceptions, Opinion making functions

Introduction

Journalism in the globalised world system has been approached not merely as an objective presentation of news or information but as a subjective interpretation of facts and day-to-day experiences. Although efforts were pooled to increase audience and maximise profits by owners, quality and substance is still a priority for many journalists (Willis 39). Development journalism as we see today is not just the promotion of various development programmes or projects mooted

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by governments, corporate companies, or international funding agencies, but synthesis of the actual needs of these propositions in the light of sustainability, growth, equitable distribution, and any other factor that would help move society upward.

The Press Foundation of Asia formally identified development journalists as those who will “consciously serve as a part of the effort of their nations to develop their economic resources and not merely as recorders of economic events”.

Environmental concerns of development have gained prominence in public discourses since the Brundtland Commission’s Report in 1987 which called for sustainability in all development programmes. The report emphasised the need to preserve all natural resources for the benefit and existence of future generations. But even before that, from 70s onwards India has embarked on the formulation of a legal framework which ensured environmental protection in various development programmes.

Prime Minister Indira Gandhi was the only head of the state to attend UN conference on Environment in Stockholm in 1972 other than Mr. Olaf Palme, the host himself (Ramesh 4). Subsequently, legislations such as the Forest Conservation Act of 1980 and the Environmental Protection Act of 1986, establishment of National Green Tribunal etc. were put in place to ensure the monitoring of development projects through a ‘green lens’.

India’s growth strategy in the neoliberal paradigm is largely based on capital intensive infrastructure projects funded by both public and private partners who act as launch pads for manufacturing, industrial, and service sectors to fuel production and wealth. A quarter century experience of development planning, driven by economic reforms, has revealed many issues such as overexploitation of natural resources, depletion of forests, displacement of ethnic people, loss of traditional ways of livelihood etc. This premise has created an atmosphere for review of development strategies and programmes and this aspect is particularly important in the context of 17 Sustainable Development Goals (169 targets which are to be fulfilled before 2030 as an agenda for global development) set by the UN in 2015.

The role of mass media in ensuring a balance between the aims of governments for rapid economic growth and development and environmental sustainability of the proposals mooted in this direction has been studied earlier. Dahlan traced and noted the news value of this important area as ‘routine and dramatic’ and he suggested the

incorporation of 'I'(Impact) in the traditional formula for news i.e. 5W's and 1H. Yadav underscored the role and function of press in India to promote development by giving expression to public opinion through in-depth reporting of social, economic, and environmental issues. He stated that 'Silent Valley project proposal' of Kerala and subsequent media coverage was one of the few cases of proactive intervention of media and activists together in this regard.

In this context, this study was conducted to distinguish the 'green lens' of mass media coverage of development. The study limited its scope to the coverage of a power infrastructure project in Kerala and attempted to elicit helpful cues for environmentally sensitive media practices which may be applicable to other global contexts as well. Since 90s television channels in Kerala have assumed a major role in social interactions and opinionated news content. This was the reason for choosing Malayalam News Television Channels alone to approach the study area.

This study has analysed the feedback of the coverage of *Athirappilly* Hydroelectric Project (AHEP) proposal by regional Malayalam television news channels to explore whether the media content which included developmental aspirations as well as environmental concerns was instrumental in creating perceptions among the viewers.

The Athirappilly Hydro Electric Project proposal was initiated in 1983. The proposal was to construct a dam across *Chalakkudy* River and a powerhouse which was expected to generate 163 MW electricity. It was estimated that 138.6 Hectares of forest land will be submerged after the establishment of the project and the government had announced afforestation plan to revive the forest.

However, environmentalists pointed out that the submergence area of the project was the 'most extensive riparian forest along the lower reaches of any river in Kerala', and challenged the proposal on the grounds of environmental impact in various courts.

Contemporary style of environmental reporting of media in Kerala has evolved largely through the 'Silent Valley Experience of 70s. Growing awareness, strong interventions by activists, a dynamic public sphere borne out of political action and high literacy were influential in setting the tone of stories.

It was observed that environmental aspects of the project were the news pegs for most of the stories. Consequently, the television coverage of AHEP was also hinged on these aspects.

Objectives of the Study

The broader objective of the study was to understand the perception of television news viewers of Kerala towards the coverage of environmental issues associated with the development and to compare it with their discernment of such issues.

The specific objectives were to

- analyse the feedback of television viewers on the coverage of AHEP
- obtain information about the perceptions of television viewers with regard to various aspects of AHEP
- distinguish the relation between television coverage of environmental aspects of AHEP and the perceptions among viewers

and

- explain the relation between television coverage of hydroelectric projects as a solution to future energy needs of Kerala and the perceptions among viewers.

Research Design

Triangulation method which involved exploratory study about the television coverage and field survey among the viewers who were exposed to television coverage of AHEP was adopted in the research design of this study. The field survey was carried out among 320 adult respondents who belonged to rural and urban areas of Ernakulam district. Systematic random sampling method was used to identify respondents and representation of various demographic indicators based on Census (2011) data was ensured in the recruitment of respondents. The research instrument sought the respondents' views by ranking the significance of various issues or factors associated with AHEP as observed by them. Subsequently, statements which aimed at responses based on their perception about the television coverage of these issues were posed in a 5-point Likert scale.

Findings and Analysis

Profile of the samples are given below in Table 1.0

Table 1.0 Distribution of Respondents by demographic indicators and Media Use N=320

Category	Classifications	Frequency	%
Gender	Male	203	63.4
	Female	117	36.6
Age group	Young (18-35)	129	40.3
	Middle aged (36-55)	122	38.1
	Old (56 and above)	69	21.6
Area of Residence	Rural	154	48.1
	Urban	166	51.9
Extent of Media Use	Passive (Less than half an hour)	118	36.9
	Moderate (Between half an hour and one hour)	125	39.1
	Active (more than one hour)	77	24

Issues related to AHEP:

The TV coverage of AHEP had many layers such as the future energy needs of the state, threat to environment and biodiversity, cost of power, threat to tourism industry, and rehabilitation of *Kadar* tribes. A brief description of the aspects of the coverage is given below.

Future energy needs:

According to the 18th power survey the demand-supply gap of power in Kerala in 2022 is estimated as 2700 MW and the agency says that Kerala has an untapped hydro power generation potential of 3950 MW. The AHEP, with 163 MW as its installed capacity, is the top proposal among the 25 hydro power projects under consideration. This aspect of the project was highlighted during the television coverage.

Threat to environment and biodiversity:

However the submergence of forest area and threat to biodiversity that may be caused by the project in the region was also projected with equal importance in the television coverage.

Cost of power:

The lure of generating cheap and clean electricity is yet another factor in the coverage. Security risks associated with nuclear power generation options, comparatively higher cost of thermal or LNG power stations, and unaffordable cost of nonconventional energy sources such as solar and wind had driven the planners to move to hydel sources. Cost of power from hydel sources is very low and attractive to common public as well as industrial units. All these factors found place in the coverage.

Threat to Tourism Industry:

Athirappilly is home to pristine waterfalls which attract domestic and international tourists in huge numbers. It is considered one of the most prominent tourism destinations of the state and yield substantial revenue to the exchequer. Many people in the area are dependent on the revenue from tourists. Any damage to the natural waterfalls will be detrimental to the interests of tourism sector.

Rehabilitation:

The project area included 22 dwellings of semi-nomadic primitive *kadar* tribes in the river basin. Rehabilitation package for the *kadar* tribes were offered by the government to realise this project.

The respondents were asked to rank these issues based on their perception about the significance of issues. The mean scores of each issue are given below (Table 1.1).

Table 1.1 - Rank order of Issues of AHEP based on the feedback of respondents

Variables	Description	Mean	Rank	Std. Deviation
Threat to Environment and Biodiversity	Threat to biodiversity and deforestation due to AHEP (environmental concerns)	2.44	1	1.194
Cost of Power	Cost of power	2.81	2	1.555
Future Energy Needs	Energy needs of the state in the near future	3.15	3	1.339
Threat to Tourism Industry	Threat to tourism industry due to AHEP	3.19	4	1.246
Rehabilitation	Rehabilitation proposal for the tribes in the AHEP area	3.39	5	1.599

With regard to the AHEP, the respondents observed that environmental concerns deserve more attention than any other issues. Cost of power and future energy needs were second and third priority respectively. Thus, it became evident that environmental awareness among the respondents was higher and they were not ready to compromise this aspect with the immediate gains that may be obtained from the project such as inexpensive power.

Perceptions of television coverage of issues related to AHEP:

In this section, the feedback of respondents related to television coverage of issues of AHEP (Table 1.2) was sought through a 5-point Likert scale (from ‘strongly agree’ to ‘strongly disagree’).

Table 1.2 Distribution of the Respondents by the Feedback of Coverage on AHEP by Malayalam TV News Channels:

Variables	Statements	Mean	Std. Deviation
Future energy needs	News channels were of the view that Kerala is appropriate for hydro power projects in future as well	3.93	0.924
Environmental concerns	News channels repeatedly highlighted the importance for forest conservation and preservation of biodiversity in their reports on AHEP	3.92	0.765
Cost of Power	News channels were generally against hiking power tariffs	3.43	0.972
Threat to Tourism Industry	News channels highlighted the probable drying-up of Athirappilly waterfalls if a dam is constructed across the river	3.32	0.906

The respondents agreed that news channels highlighted the ‘significance of hydropower projects to meet future energy needs of the state’. They were also of the view that news channels highlighted the environmental concerns associated with the project too. Thus, according to the feedback, news channels have projected these two contradictory aspects with almost same weightage.

Environmental concerns: Cues from television coverage and opinions

The association between the real view of the respondents about the environmental concerns of the AHEP and their observation about the television coverage of this issue was examined through a correlation

analysis. A Spearman's rank-order correlation was run to determine the relationship. The correlation was negative and statistically insignificant. Spearman's rho $\rho = -0.053$, $p = 0.350$.

The respondents were classified as those who have ranked '1' (perceived as the most significant issue) and those who did not rank '1' for environmental concerns. Similarly they were also classified as those who agreed and those who did not agree that television coverage projected environmental concerns more. A cross tab analysis showed that 192 respondents (70%) who did not rank 1 for environmental concerns ($N=272$) agreed that television coverage projected environmental concerns more than other issues. This showed that irrespective of their own view, majority of the respondents observed that environmental concerns occupied central position of the television coverage of AHEP.

A chi square test for independence was also run to find the association between the perception of respondents about their observation of television coverage and their view about the environmental concerns. The respondents were grouped as explained above. The relation was statistically insignificant, X^2 ($df=1$, $N=272$) = 1.406, $p = 0.236$.

An independent samples T-test showed that there is no significant statistical difference between males and females in their observation about environmental concerns of the project, t (313) = 0.556, $p = 0.568$.

T-test among urban and rural respondents also showed no significant statistical difference in this regard, t (313) = 0.272, $p = 0.785$.

A one-way ANOVA test was also run to know whether there was any difference between the observations of respondents based on their television viewing habits. Respondents were classified as passive (less than half an hour), moderate (between half an hour and one hour) and active (more than one hour) according to the duration of watching news television. It was established that there was no significant statistical difference among passive, moderate and active viewers in their observation of environmental concerns of the project, F (2,306) = 1.774, $p = 0.171$.

However, ANOVA test results of three age groups (young, middle aged and old) with respect to their observation of environmental concerns showed a significant statistical difference, F (2,292) = 3.881, $p = 0.022$. From mean score analysis, it was clear that old ($M = 2.05$) age group was more concerned about environmental issues than the young ($M = 2.55$) and middle aged ($M = 2.48$) groups.

Energy Needs: Cues from television coverage and opinions

The association between the real view of the respondents about the future energy needs and their observation about the television coverage of hydroelectric projects was examined through a correlation analysis. A Spearman's rank-order correlation was run to determine the relationship. The correlation was negative and statistically insignificant. Spearman's $\rho = -0.1$, $p = 0.079$.

The respondents have ranked '3' while considering the various aspects of AHEP. They ranked the 'cost of power' as '2'. Respondents observed that the television coverage portrayed the hydro power project as a solution to meet future energy needs ($M = 3.93$).

A one-way ANOVA test was run to know the difference between passive, moderate and active viewers about their observation on future energy needs of the state and it showed a significant statistical difference, $F(2,300) = 19.377$, $p < 0.05$. From mean score analysis, it was clear that active ($M = 2.74$) and moderate ($M = 2.82$) viewers were more concerned about this aspect than the passive ($M = 3.72$) viewers.

Conclusions

Although environmental concerns emerged as the most significant issue in the feedback, viewers have picked up little cues from the television coverage. However, irrespective of their view, the respondents found the television coverage was an important element in highlighting this issue. Growing awareness of forest and biodiversity conservation was visible among young and middle-aged rather than the old. Another significant outcome of the study was that both female and rural respondents were equally aware about the environmental aspects of development. This is not the case in many other parts of the country.

The rising cost of power due to lack of generation was naturally a worrisome factor for the viewers and options for generation of cheap electricity to meet the future energy needs found place in the process of opinion building among them. It was also observed that with the rise of media consumption, awareness in this regard had also grown further. It was also established that the television coverage projected these long-term issues associated with the AHEP to the satisfaction of viewers. However, the perceptions were not formed out of the television coverage according to this study.

The picture from the feedback showed that contradictory aspects of the project which were mutually exclusive - environmental concerns and a solution to meet the energy needs- were presented with equal prominence by Malayalam Television News Channels. This is to be read with the lack of correlation between the real view and observations about the coverage. Thus it can be concluded that television coverage failed to put things in perspective and stayed away from setting the tone of coverage tantamount to shaping opinions and perceptions. Instead, they padded up and presented versions of the story.

This study ascertained the necessity of reforming the media coverage with an aim to building capabilities among the viewers to discern the costs and benefits of infrastructure development projects through the prism of sustainability, environmental conservation, and long-term impact. In this process, television and other media forms should strike a balance between the 'development aspirations' and 'side effects' of development strategies.

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Influence of social media on the voting behavior of youth in the 2016 Assembly Elections in Kerala

■ **NAYANA R.***

ABSTRACT

This paper explores the influence of social media on the voting behavior of youth. Globally politicians are increasingly accepting social media as a modern tool for political campaigning. The same trend was seen in Kerala during the 2016 Assembly elections. So the influence of social media on the voting behavior of youth, and gender wise analysis of social media habits and voting behavior were also studied. This paper further enquired about the most used and the easiest social media platform for political communication. It also tried to analyze the exposure of youth to the political content. The paper attempts to provide a better understanding of social media and its influence on the voting behavior of the youth in Thiruvananthapuram district.

Keywords : Social media, voting behavior, Political communication, Assembly elections, exposure

Introduction

The development of social media emerged as the most important way to influence the society and have become an integral part of public discourse and communication. Communication theorist Marshall Mac Luhan in the 1960's put forward the idea of a 'global village' and it was entirely materialized by social media in the past decade. Barack Obama's 2008 US presidential campaign had often been known as the first electoral campaign in which the use of social media had a decisive impact. While coming to India, 2014 Lok Sabha elections witnessed the same and likewise, in Kerala this kind of aggressive trend of using social media by the political parties was seen in the just concluded Assembly elections in 2016.

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Different studies of voting behaviour have been made since the 20th century. Lazarsfeld's studies in 1940 itself have shown that voting decisions are not usually based on one step communication. He specifies about the opinion leaders, colleagues and friends etc. who can either consolidate or weaken the voter's opinion in his two step flow theory. Obviously the much touted social media has the power to change the way and intensity to how people communicate. It gives a platform and an ability to transform the ideas in a more flexible way and can easily share the user produced content in a faster way.

The prominence of social media has been particularly highlighted in politics. Politicians are becoming more and more active on social media. The social media platforms such as Facebook, WhatsApp, YouTube, Twitter etc. are believed to have the potential of influencing the society.

The recently held assembly elections in Kerala witnessed the social media war between the members of different political parties and even the mainstream media covered it with utmost importance. So the 2016 Assembly elections in Kerala remained as unprecedented, due to the usage of social media and tug of war between the political candidates and leaders of all the major political parties contested.

Early studies

Various scholars interested in psephology had found the effects of social media on the voters and political participation. Some researchers pointed out that social media helped the youth to encourage their political attitudes. But some have revealed that the use of social media has nothing to do with political attitudes. The youth who are generally not involved in politics, have now the opportunity to be exposed to and to engage in politically related subjects with their online networks on which they are generally active. (Baumgartner, 2010).

Significance of the Study

Kerala is one of the highly politicized states in India. The mass media thus act as a major agent of political persuasion. The high literacy rate, the highly developed communication network and new media, highest rate of media consumption, popularity of political party media, the existence of a number of national and local political parties and trade unions are some of the factors that are responsible for politicization.

Social media is a latest development in the Kerala political scenario. The extensive use of social media in Kerala politics by the political parties is almost a novel idea in the election arena and many political candidates aggressively participated on the social media platforms in the 2016 Assembly elections. So it was the right time to study how the content was perceived and the habit of using social media, which has the capacity to influence the voters, especially the young voters who explicitly use it. The data would also be significant for the future elections for political parties and for the research studies.

Objectives of the study

The general objective of this study was to determine the influence of social media on the voting behaviour of youth in Thiruvananthapuram district in the Assembly elections (2016) in Kerala.

The specific objectives were

- To study the social media habits of the respondents.
- To find out the influence of social media on the voting behavior.
- To find out the association between gender and social media habits.
- To find out the association between gender and voting behavior.
- To know the most user friendly social media platform for political communication.
- To analyse the exposure of youth to the political content.

Based on the theoretical framework, the study poses the following research questions.

RQ 1. Is there any association between the social media habits and gender?

RQ 2. Is there any association between the voting behavior and gender?

Methodology

In order to explore this issue, survey method was employed. This study was based on quantitative research design. Based on the literature review of relevant existing studies within social media, a structured questionnaire was designed for collecting data across Thiruvananthapuram district. The population of the study was youth

who belonged to the age group of 18-26 years. 200 samples were selected randomly. The distribution had the structure of 99 (49.5%) male and 101 (50.5%) female.

The sampling procedure was started just after the polling day and concluded before the poll results were declared so as to avoid any kind of bias from the respondents. Their responses were coded and analyzed using SPSS version 22. To achieve the study's objectives and to find out the answers for the research questions the data were analyzed through descriptive statistics and chi square analysis was also carried out.

Analyses and results

The study focusses on the influence of social media on the voting behaviour of youth in Thiruvananthapuram district.

A detailed analysis of sample in terms of demographic details, are given below. The number of respondents is denoted here as N.

	Categories	N	Percentage
Gender	Male	99	49.5
	Female	101	50.5
	Total	200	100
Educational Status	Graduation	97	48.5
	Post-Graduation/Professional	103	51.5
	Total	200	100
Employed	Yes	57	28.5
	No	143	71.5
	Total	200	100

Table 1.0 Social media habits of respondents

	N	Percentage
Yes	192	96.0
No	8	4.0
Total	200	100.0

The above table shows that 96% of the respondents have the habit of using Social media. This reveals that the exposure of social media is high among the youth in the district.

Table 1:1 Frequently used social media platform

Rank	Social Media Platforms	N	Percentage (%)	Total
1	Facebooka	157	78.5	200
2	WhatsApp	123	61.5	200
3	YouTube	66	33.0	200
4	Google+	53	26.5	200
5	Twitter	16	8.0	200

Out of these social media platforms, Facebook has been used frequently by 78.5% respondents, WhatsApp by 61.5% and YouTube by 33 % respectively. Hence it is inferred that the respondents have higher social media access especially on Facebook and WhatsApp where these platforms top in the process of political communication.

Table 1:2 Average time on social media sites

	N	Percentage
Less than 30 mts	53	26.5
30 mts to 1 hour	57	28.5
More than 1 hour	52	26.0
More than 2 hours	38	19.0
Total	200	100.0

28.5% of respondents spend 30 mnts to one hour daily on social media, while 26 % of respondents spend more than one hour on social media and interestingly 19% spends more than 2 hrs on social media. Hence it is inferred that more exposure to social media led to more discussions and more respondents are influenced by the medium.

Table 1:3 Gender wise analyses on social media habits

			Yes	No	
Gender	Male	Count	95	4	99
		% of Total	47.5%	2.0%	49.5%
	Female	Count	97	4	101
		% of Total	48.5%	2.0%	50.5%
Total		Count	192	8	200
		% of Total	96.0%	4.0%	100.0%

Pearson Chi square .001, df=1, P=.977

Research question 1 asks whether there is any association between gender and social media habits.

While analyzing gender wise habit of using social media, the findings reveal that there was no significant association between the habit of using social media and gender. The data confirm that gender was no bar in the habit of using social media as probability value .977 is greater than 0.05.

Table 1:4 Average time on social media sites

			Less than 30 mts	30 mts to 1 hour	More than 1 hour	More than 2 hours	Total
Gender	Male	Count	24	30	22	23	99
		% of Total	12.0%	15.0%	11.0%	11.5%	49.5%
	Female	Count	29	27	30	15	101
		% of Total	14.5%	13.5%	15.0%	7.5%	50.5%
Total		Count	53	57	52	38	200
		% of Total	26.5%	28.5%	26.0%	19.0%	100.0%

Pearson Chi square -3.525, df=3,p=.318

The above findings show that the male population and female population spend almost equal time on social media sites. So it can be observed that social media gains somewhat equal relevance among the male and female respondents. As the probability value of .318 is greater than 0.05, it is evident that gender has no significant role in determining the time spend on social media. The proportion is same for male and female.

Table 2.0 The influence of Social media on voting behaviour

	Yes		No	
	N	Percent-age	N	Percent-age
Watched digital campaigns of political parties	83	41.5	117	58.5
Vote this time	179	89.5	21	10.5
Social media activity influences the probability to vote in the just concluded Assembly elections	88	44	112	56
Social media play a role in influencing the voting behaviour of the electorate	119	59.5	81	40.5
Social media messages influence in choosing the candidates	74	37	126	63
Watched the news about candidates before voting	140	70	60	30
Followed political candidates on Social media	56	28	144	72

The table shows the interest shown by the respondents during the election period. 41.5% keenly followed the digital campaigns of political parties. Even though it was not a purposive sampling method, 89.5% of sample population exercised their franchise. It reveals their interest in the political process and democratic practices. Interestingly

59.5% had the favorable opinion of social media influencing the voting behavior.

User friendly social media platform for political communication

Rank	Social Media Platform	Frequency	Percentage (%)	Total
1	Facebook	173	86.5	200
2	WhatsApp	57	28.5	200
3	YouTube	11	5.5	200
3	Twitter	11	5.5	200
4	Google+	9	4.5	200

This was a multiple choice question

This question was to find out as to which social media platform was used by the respondents to carry out the political communication process especially during the election period. Among the five choices given 86.5% favoured Facebook as their main source while WhatsApp comes second with 28.5%, a percentage which is far below.

Table 2.1 The influence of social media on voting behaviour

		Male		Female		Total		Chi Square Results
		Count	% of Total	Count	% of Total	Count	% of Total	
Digital campaigns of political parties	Yes	56	28.00%	27	13.50%	83	41.50%	X2=18.328 df=1 Sig=0
	No	43	21.50%	74	37.00%	117	58.50%	
Total		99	49.50%	101	50.50%	200	100.00%	
Vote this time	Yes	89	44.50%	90	45.00%	179	89.50%	X2=.033 df=1 Sig=0.855
	No	10	5.00%	11	5.50%	21	10.50%	
Total		99	49.50%	101	50.50%	200	100.00%	
Social media activity influences the probability to vote in the just concluded Assembly elections	Yes	51	25.50%	37	18.50%	88	44.00%	X2=4.493 df=1 Sig=0.034
	No	48	24.00%	64	32.00%	112	56.00%	
Total		99	49.50%	101	50.50%	200	100.00%	
Influence of social media messages in choosing the candidates	Yes	36	18.00%	38	19.00%	74	37.00%	X2=.034 df=1 Sig=0.854
	No	63	31.50%	63	31.50%	126	63.00%	
Total		99	49.50%	101	50.50%	200	100.00%	
Social media play a role in influencing the voting behaviour of the electorate	Yes	57	28.50%	62	31.00%	119	59.50%	X2=.301 Df=1 Sig=0.583
	No	42	21.00%	39	19.50%	81	40.50%	
Total		99	49.50%	101	50.50%	200	100.00%	
Watched the news about candidates before voting in present election	Yes	70	35.00%	70	35.00%	140	70.00%	X2=.047 Df=1 Sig=0.829
	No	29	14.50%	31	15.50%	60	30.00%	
Total		99	49.50%	101	50.50%	200	100.00%	
Followed political candidates on social media	Yes	33	16.50%	23	11.50%	56	28.00%	X2=2.766 Df=1 Sig=0.096
	No	66	33.00%	78	39.00%	144	72.00%	
Total		99	49.50%	101	50.50%	200	100.00%	

Research question 2 asks whether there is an association between gender and voting behavior. To analyze this question several related questions were asked to come to a conclusion.

The above table shows 41.5% respondents followed the digital campaign. As the probability value of 0 is lesser than 0.05, it is concluded that there is association between gender and campaigns of political parties. 44% says social media activities influenced their probability in the concluded elections.

As the probability value of 0.855 is greater than 0.05, it can be concluded that there is no association between the gender and probability to vote. Only 37% of the respondents feel that social media have influence over them on choosing the candidate to vote in elections. Here the probability value of 0.854 is greater than 0.05, so, it is clear that the association between choosing a candidate and gender is not significant.

59.5% says that social media plays a role in influencing the voting behavior of the electorate, in general. Here the probability value 0.583 is greater than 0.05; it is evident that association between social media and voting behavior is not significant. 70% responded that they watched the news about candidates before voting.

The probability value is 0.829 that is greater than 0.05 and it is evident that the association between watching news about the candidates and gender is not significant. 28% of the sample population followed candidates on social media. As the probability value 0.096 is greater than 0.05, it is clear that the association between the followers of candidates on social media and gender is not significant.

Table 3.0 Exposure of youth to the political content

	Yes		No	
	N	Percentage	N	Percentage
Remember any political tug-of-war on social media during this Assembly elections	92	46	108	54
Posted a question or a comment to a politician on social media platform	30	15	170	85

Table 3.1 Political subjects on social media

Rank	Political trolls during elections	Frequency	Percentage (%)	Total
1	Somalia jibe by PM	52	26.00	200
2	Others	46	23.00	200
3	Ommen Chandi and VS FB war	25	12.50	200
4	Nikesh and Shaji FB war	15	7.50	200

This was an open ended question to the respondents to memorize any political tug of war contents on social media during assembly elections.

Majority of the respondents highlighted Somalia jibe by Prime Minister Narendra Modi. Many other political issues that stormed the social media too were also pointed out. So it came up with a conclusion that the exposure of youth to the political content seems to be positive.

Opinion on political trolls on social media

	N	Percentage
Only for enjoying	84	42.0
For imbibing the political content seriously	49	24.5
Neglected it	30	15.0
Shared it	37	18.5
Total	200	100.0

The above table shows 85% of the respondents in one way or other were familiar with the political trolls. They often pick up these trolls for various purposes as stated above.

Conclusion

The purpose of this paper was to find out the influence of social media on the voting behavior of youth in Thiruvananthapuram district in the Assembly elections in 2016. The findings of the research paper indicates that the voting behavior was influenced by social media and its use among the youth in the district was really high. 96% of the youth who were respondents have the habit of using social media. Among the social media platforms Facebook tops in the list with

78.5% of users. It is interesting to note that 19% of the youth spend more than two hours daily on social media even though it is not a significant factor in the study. A high percentage of respondents favour Facebook as the most user friendly platform for political communication.

The study also found out that there is no significant association between gender and social media habits and no association between gender and voting behavior too. The exposure of youth to the political content too seems to be positive, though they mentioned the political contents seriously. So the study comes to a conclusion that social media platforms can be viewed as a source of shaping voting decisions. Hence, the paper underlined that there is influence of social media on the voting behavior of the youth as the reach and access of social media has been growing day by day extending the platforms in a more flexible, easily and cost effective way.

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Lifestyle Disease Communication in Health Magazines: A Content Analytical Study on *Manorama Arogyam* & *Mathrubhumi Arogyamasika*

■ JAIS MERLIN P. AUGUSTINE*

ABSTRACT

Lifestyle diseases are very common in modern society. In this study, the researcher tries to find out the extend of coverage of lifestyle diseases in two major health magazines in Malayalam, namely *Manorama Arogyam* and *Mathrubhumi Arogyamasika*. Recently the presentation style and contents of these magazines have changed much. The results of analysis shows that the magazines give special focus on lifestyle disease coverage and the readership of such contents are constantly increasing. *Manorama Arogyam* handles more lifestyle based contents than *Mathrubhumi Arogyamasika* during the period of study.

Keywords : *Health Communication, Lifestyle Diseases, Health trends, Health Magazines, Kerala Model*

Introduction

Kerala had evolved its own health culture during the past many decades. The health sector of Kerala is praised by everyone globally. The decrease in infant mortality and increase in the life expectancy of people are the major reason for this special status. But recent studies have shown that the luminosity of ‘*Kerala Model of Development*’ is gradually fading. Privatizations of healthcare system and lifestyle changes in society have become a major problem.

Changing lifestyle of the people even confronted the present health care system of Kerala. Public approach towards food habits and health care are also changing so fast. Both the Children and adults are influenced by ‘fast food culture’. Westernized food habits and

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physical inactiveness of people have resulted in the prevalence of lifestyle diseases like Diabetes, High blood pressure, Hypertension, Cholesterol level increase, Heart attack etc. These changes in attitude and lack of proper health awareness in modern society is creating new health hazards. Media play a vital role in disseminating health information in our society. The health and medical science related news reports, articles, features, programmes, discussions, expert interviews, public interactions, and the coverage of such events denote the mass media's role in this sector.

The health magazines in Kerala hold a major role in shaping the health habits of the society. The stories and articles appeared in the health magazines persuade people to redefine their health practices. Prominent health magazines focus their attention to produce content about the lifestyle diseases as it became a new threat to public health. The consumerized modern society largely hangs on unhealthy food habits. They are forced to lead a tiring life in stressful employment conditions. These situations builds various lifestyle diseases in individuals which may eventually lead to death. The lifestyle disease communication in health magazines should be analysed in this backdrop.

There are a number of health magazines in Malayalam namely, *Arogyam*, *Arogyamasika*, *Ayurarogyam*, *Arogyamangalam* published by the various media groups in the State. These magazines have emerged in 1990s with a purpose of disseminating more knowledge and awareness related to health issues and on medical sector among the Keralites. In these magazines, *Arogyam* and *Arogyamasika* are most popular health magazines published by leading media groups namely Malayala Manorama and Mathrubhumi. *Arogyamasika* has started publication in 1997 with a tagline 'arivilude arogyam' and *Arogyam* was launched in 2004. These magazines publish a large amount of news and features related to the modern lifestyle of the society. As the lifestyle diseases and their consequences are a major area of concern, people depend on these magazines to be up-to-date on recent trends in healthcare. These magazines provide articles featuring to maintain fitness through yoga, meditation, body workouts, dietary guidance, and on other health practices.

The present study focuses on various aspects of lifestyle disease communication of the above mentioned magazines through their content. The researcher has also tried to analyse and interpret the content of various categories.

Review of Literature

According to WHO, 'health' is defined as *the state of complete physical, mental and social wellbeing, and not merely the absence of disease or infirmity*. Modern life pattern strongly affect this 'wellbeing' of the society. The physical ailments, mental stress and social problems make the modern man to be 'unhealthy'. They become addicted to lifestyle diseases that leads to death. The role of health magazines is significant in this context. Health magazines help the society to maintain the 'wellbeing' through various methods. The articles, features and regular columns in them are exhorting a healthy living.

Dr. Sunitha B. Nair in her study, *Political economy of health: An analysis of policies, priorities and agents in Kerala* pointed out that 'the idea of health which is disseminated by the prominent health magazines became the concept of health in the contemporary public sphere of Kerala. Their representations are highly influential in shaping the preferences of people and in objectifying their concerns'. She has also said that the knowledge of health which is created by the popular health magazines leads the modern society to be 'more dependent on life style choices other than social structural needs'. 'In contemporary Kerala, people rely more on health magazines and accept their suggestions as an index for shopping for the 'health care products' Dr. Sunitha has observed.

Lekshmi S., G.P.Mohanta, K.G.Revikumar, P.K.Manna in their research paper titled *An Emerging Issues In Private And Public Healthcare System Of Kerala* found out that the health care system of Kerala is very much needed to revitalize with the conduction of community health services, environmental and health awareness programmes, education and communication campaigns through drama and other folk media, mass media, including electronic media, print materials and other support activities.

Objectives of the study

The general objective of the present study was to understand the contents related to the lifestyle diseases of modern society which have appeared in leading health magazines in Malayalam.

The specific objectives were,

- To study the importance given by Malayalam health magazines for the coverage of lifestyle diseases

- To find out the recent trends in lifestyle disease communication
- To analyse the quality of content in lifestyle disease communication through health magazines

Methodology

The method adopted for the study was content analysis. The researcher has studied recent issues of the prominent health magazines in Malayalam namely, *Arogyam* and *Arogyamasika* published by *Malayala Manorama* and *Mathrubhumi* respectively.

Operational definition

The term lifestyle disease denotes the diseases which are resulted from the modern lifestyle and unhealthy food habits of people. It includes obesity, diabetes, cholesterol, high blood pressure, stress and hypertension. The life style disease coverage means the news items which create awareness on such diseases and the items which advices for dietary practices, fitness tips and yoga methods for healthy lifestyle.

Sampling

The content analysis was done by choosing the latest issues of *Manorama Arogyam* and *Mathrubhumi Arogyamasika*. The chosen issues were from January to October of 2016. Ten issues of each magazine were selected through a systematic sampling method.

The number of pages was taken as the unit of analysis. Hence content related to lifestyle diseases that appeared in each issue of the sampled magazines were analysed.

Data Analysis and Findings

Modern lifestyle habits of people have been enormously changed during the past few decades. Technological advancements modified the work-life patterns of the people. Health habits have also changed. People are compelled to spend more time for work and probably they are avoiding their health needs. Later they will realise that their health is in threat. Then they will become more health conscious. In the case of Keralites, after middle age they become more alerted. They depend the health magazines, programmes, and other sources to get information about healthy lifestyle. In Kerala, *Manorama Arogyam* and *Mathrubhumi Arogyamasika* are the two prominent magazines with high readership.

The researcher chose these two magazines to study the content and lifestyle approach of the people. To study the content, 10 issues of each magazine were selected from January to October 2016. The detailed statistics of the content analysed is given below.

Table 1: Life style disease coverage by Manorama Arogyam

Issues	Total Pages (N)	Pages Devoted for LSDC (%)	Cholesterol (N)	High BP (N)	Diabetes (N)	Obesity (N)	Dietary Guidance (N)	Fitness & Yoga (N)
JAN	104	12 (11.5)	4	0	4	0	0	4
FEB	109	10 (9.1)	0	0	0	0	0	10
MAR	172	0	0	0	0	0	0	0
APR	109	2 (1.8)	0	0	0	0	0	2
MAY	112	17 (15.1)	0	0	11	0	0	6
JUN	108	15 (13.8)	0	5	4	4	0	2
JUL	108	14 (12.9)	3	0	3	0	6	2
AUG	106	2 (1.8)	0	0	0	0	0	2
SEP	105	10 (9.5)	2	2	2	0	2	2
OCT	104	2 (1.9)	0	0	0	0	0	2
Total	1036	84 (8.1)	9	7	24	4	8	32

[*N = Total number of pages fully devoted to LSDC] [*LSDC = Life style disease coverage]

In the month of January, four pages of *Manorama Arogyam* were dedicated for the coverage of cholesterol, four pages for diabetes and four pages for fitness and yoga. A total of 12 pages were used for lifestyle communication and it contained 11.5% of the whole content. The content included articles with pictures and graphical representations of the individual items. The February issue of *Arogyam* included items related to fitness and yoga and it consumed ten pages of the magazine. The matter was presented with the help of suitable pictures. The lifestyle content included 9.1% of the total content.

The March issue has contained nothing related to lifestyle disease and the issue was a special one dedicated for pregnancy. April issue included only two pages of fitness content and it comprised only 1.8% of the total content in the issue. May issue had eleven pages for diabetes and six pages for fitness. It comprised 15.1% of the entire

content in that issue. Life style content in the June and July issues were 13.8% and 12.9% respectively.

The August and October issues devoted only two pages for fitness and yoga. But the September issue had 10 pages for lifestyle disease communication. It comprised 9.5 percentage of the total content in the same issue.

As a whole the magazine had 8.1% of content related to the various lifestyle diseases and their remedies.

Table 2: life style disease coverage by Mathrubhumi Arogyamasika

Issue	Total Pages (N)	Pages De-voted for LSC (%)	Cholesterol (N)	High BP (N)	Diabetes (N)	Obesity (N)	Dietary Guidance (N)	Fitness & Yoga (N)
JAN	103	7 (6.7)	5	0	0	0	0	2
FEB	102	4 (3.9)	0	0	0	0	0	4
MAR	101	17 (16.8)	0	2	2	0	0	13
APR	109	2 (1.8)	0	0	0	0	0	2
MAY	194	0	0	0	0	0	0	0
JUN	106	9 (8.4)	0	0	2	4	3	0
JUL	105	2 (1.9)	0	0	0	0	0	2
AUG	108	8 (7.4)	0	0	4	0	0	4
SEP	99	4 (4.0)	0	0	0	0	0	4
OCT	107	4 (3.7)	0	2	0	0	0	2
Total	1134	57 (5.0)	5	4	8	4	3	33

[*N = Total number of pages fully devoted to LSDC] [*LSDC = Life style disease coverage]

The January issue of *Mathrubhumi Arogyamasika* had five pages devoted to cholesterol and two pages for fitness trends. It comprised the 6.7 percentage of the total content. February issue has only four pages as lifestyle content and it contains the 3.9 percentage of the total pages. The March issue contains 17 pages of lifestyle content and it includes the 16.8 percentage of the total content.

April and July issues have included only two page for lifestyle disease communication and it comprised of 1.8 and 1.9 percent of the whole content respectively. The magazine in June had nine pages for lifestyle communication and it involved 8.4 percent of the total content. August issue has comprised 7.4 percent of the total content

and September issue included 4 percent of the whole content. The magazine in October had 3.7 percent of content on lifestyle.

The *Arogyamasika* had 5 percent of its total content related to lifestyle disease communication. The statistics indicated that *Arogyam* had dedicated more number of pages for lifestyle disease communication compared to *Arogyamasika*. *Arogyam* had spent 84 pages for this purpose while *Arogyamasika* had 57 pages for lifestyle disease communication.

Arogyam has devoted more space for 'body care practices' through presenting fitness and yoga methods. 32 pages were dedicated from among the whole contents through various issues. While *Arogyamasika* has devoted 33 pages for fitness content. This reveals the prominence given to body care practices through these magazines. The researcher has observed that the readers are also very much conscious about fitness trends. This may be the reason behind the comparative prominence given to such content.

Diabetes is another major area of focus and *Arogyam* has dedicated 24 pages and *Arogyamasika* devoted eight pages for it. Since it is a major lifestyle disease, people may so much concerned to know the details and this need of the reader was deliberately satisfied by these magazines. Cholesterol and high blood pressure were the other two life style diseases which get much significance. Nine and 7 pages in *Arogyam*, 5 and 4 pages in *Arogyamasika* were devoted to them respectively. The table also showed that obesity and dietary guidance were the other items which get least preferences in various issues of both the magazines.

Almost all the lifestyle content in *Arogyam* and *Arogyamasika* were presented with the help of pictures and illustrations. These were complimented by suitable and apt live presentation. The bullet stories and box items were widely used to grab the reader's attention and to enable them to consume the information quickly. The question answer pattern of presentation was also adopted to make the content interactive and more significant.

Most of the articles and columns were handled by prominent health practitioners and regular columnists. They have presented the content in a simple and effective manner. They explained the various aspects with their own expertise in the field. These approaches made the items more authentic and informative. These trends and methods enhanced the presentation quality of life style content and made the issues more relevant and objective.

Conclusion and Recommendations

The health magazines have created greater awareness among lifestyle diseases in the society. Prominent health periodicals enhance the knowledge of Keralites on healthcare. *Manorama Arogyam* and *Mathrubhumi Arogyamasika* have given wide coverage to the various aspects of lifestyle disease communication in Malayalam. The two magazines have got wider acceptance among the readers.

These two health magazines have deliberately included lifestyle disease content in their various issues from January to October 2016. They have presented the content with the help of suitable pictures and digital illustrations. *Arogyam* had more number of pages devoted to lifestyle diseases compared to *Arogyamasika* during this period.

The significance given to lifestyle disease communication through two prominent health magazines in Malayalam shows the current trend prevalent in the society to be more alert and cautious of the existing lifestyle patterns.

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The Customer Perception and Usage Pattern of DTH Services in Kerala

■ RENJITH R.*

ABSTRACT

Technology plays a vital role in effective communication. Adoption of new technology brought new insights in all fields of communication. Direct-to-Home (DTH) technology is one of the major and powerful broadcast technologies which emerged during the last decade. DTH, as a new broadcasting technology, became inevitable in this age. This study tries to analyse the usage pattern of DTH services in Kerala and also to draw an outline of the growth of DTH services as a major Television broadcast technology. It analyses various kinds of services offered by the DTH service providers and how customers use it. The customers' perception and attitude towards DTH technology is highlighted here.

Keywords : Direct-to-Home Services, Technology, Broadcasting, DTH Usage Pattern, Consumer Behaviour

Introduction

The evolution of Communication Technology was enormous in the past few decades. Television broadcasting became completely 'digital' and adopted new digital technologies for quality broadcasting. Direct-to-Home (DTH) technology was the prominent and advanced digital technology that came forth in this period. DTH technology redefined the broadcasting arena. It not only remained as a medium of TV viewing but it also introduced a bunch of new services along with TV broadcasting.

India is one of the biggest DTH service providers in the world. In India by 2003, DTH services were launched and by 2004 became fully

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operational. Since then Indian DTH industry showed a remarkable growth. Now mainly, six private owned DTH services and one public DTH (DD Direct+) service are functioning in India.

As per the 'Indian Telecom Services Performance Indicators' published by TRAI (Telecom Regulatory Authority of India) on August 2016, the number of active DTH subscribers is 58.53 million till March 2016. This is 17.38 million higher than the last year. The figures clearly indicate that DTH industry is growing fast.

Research Design & Methodology

Method

Survey Method is used to collect data regarding the customer behaviour. The researcher also used personal interviews with tech experts and DTH equipment dealers to collect data. Descriptive method is used to explore the status-quo of the DTH services in India.

Sampling

A sample of 100 DTH users is selected from various part of the state. Convenient sampling method is used to choose the sample. The study is conducted among the users of DTH services with the help of structured interview schedule using questionnaire. The researcher also analysed the current trends in the field of DTH broadcasting.

Objectives

General objective

General objective of the study is to analyse the usage pattern of DTH services in Kerala.

Specific Objectives

- To describe the advantages of DTH technology over conventional broadcast methods.
- To find-out the customer awareness, preference, attitude and perception about DTH services in Kerala
- To study the level of satisfaction on the DTH services among users
- To identify the factors motivating the subscribers to adapt DTH technology

Hypotheses

In this study, two hypotheses are defined and they are as follows:

H1: New technologies enhanced the quality of television broadcasting and reception of data and serves to constantly improve the services

H2: New advancements in DTH technology influenced the conventional TV viewing habits

Scope and Limitations

Though the study conducted among the people of Kerala, it can be generalised for all over the country. The researcher tried to find out and analyse all type of perception and attitude of the people in DTH service usage.

The study is limited to Kerala and only hundred participants are included in the sample. The study is conducted among youngsters of 20-35 age groups. They are technologically awake and they could easily answer enquiries about the DTH services than the elder age groups. This study only included the DTH service users, the Cable TV subscribers using digital set top boxes (Which are similar to the DTH services) are excluded from the study.

Operational Definitions

- **Direct-to-Home (DTH):** DTH is a digital satellite service that provides television viewing and other services directly to subscribers through satellite transmission
- **Free-to-Air (FTA):** Satellite television channels which are available free for the customers without paying an access fee.
- **Community Antenna Television (CATV):** A cable television system that receives television broadcasts by antenna and relays them by cable to paying subscribers. Usually known as 'Cable TV'.
- **STB – Set Top Box**
- **VAS – Value Added Services**
- **VC - Viewing Card,** a card, embeded with a chip, is used as a Subscriber Identity Module (SIM)

Prominent DTH Service Providers in India

Presently there are seven major DTH providers in India. *Dish TV* and *DD direct Plus* were the first DTH platforms in India and they started fully functioning on 2004. Other prominent DTH services in India are, Tata Sky, Big TV, Sun Direct, Airtel DTH and Videocon DTH. There is only one public DTH platform is available, DD Direct Plus. The private DTH providers include many interactive channels and value added services. DD Direct Plus only provides Free-to-Air (FTA) channels. That is DD D+ is the one and only Free-to-Air (FTA) DTH service. The service includes mostly regional channels in diverse languages. Though the DD D+ is completely free it does not provide interactive channels and value added services. The private DTH networks recently included HD channels, which will provide High Definition video and HQ audio, compatible to modern television systems.

DTH as a New Technology

The television broadcasting system became completely digital about a few decades ago. Before satellite broadcasting is introduced, television viewing was done through terrestrial reception. Later analogue satellite transmission was introduced.

Analogue signals were transmitted and received through big six feet or eight feet dish shaped antennas. As a next step the signal transmission became digital, and satellite transmitters and receivers processed digital data.

Working of DTH

Basically, the working of DTH is as similar as the old digital satellite broadcasting technology. The major components of the DTH platform are: A programming station, encoder, transmitter, satellite, parabolic mini dish and LNB system, Set-top-box/receiver and the audience.

Here the source can be a television station. Programmes are decoded and transmitted through satellite and a mini dish received the encoded digital signals and hands over to a digital set-top-bob (STB). The STB receives the signal and processes and decodes the data and send it to the television.

The major difference between old digital satellite broadcasting system and DTH is very significant. In DTH, numerous channels are gathered in a DTH providers' base station and make it a package and

sends directly to the consumer. That's why it is called a Direct-to-Home service.

Each DTH customer has a unique SIM (Subscriber Identity Module) inserted in their STB. It is like a mobile number, and this number is used to identify the customer. Customers can use this ID to recharge channel packages, change their subscribed plan and to contact the customer care.

But, in earlier periods the consumer has to buy three or more parabolic dish antennas of six or eight feet, and each has to be set in the direction of various satellites orbiting earth. It was too costly and was unaffordable to the ordinary people. It paved the way to emerge Cable TV operators, who did what DTH service providers are doing now. The only difference is the platform or medium used to send data. DTH providers used wireless satellite technology whereas CATV operators used co-axial cables to connect with customers.

DTH and Cable TV

A decade ago, cable TV networks were the prominent TV viewing platform. Cable TV or Community Antenna Television (CATV) networks gathered numerous channels with multiple antennas and receivers, combined the signals together and sent through cables to the subscriber. Users paid a fee to get access to these channels. It was possible too to install personally at a home, parabolic satellite antennas to receive analogue and digital channels directly. But, the costs of installing those devices were high and not affordable to the common man. CATV providers gathered both paid and free channels, collaborated together and delivered to the customers at an affordable rate.

At first CATV services were analogue. In India, CATV became fully digitalised now. They use optical fibre cables to carry signals from CATV operators to the customer's home. Both DTH and CATV systems are now equipped with similar quality products and services including HD channels, on demand services and Internet.

Advantages of DTH Broadcasting

DTH is an encoded broadcasting technology that reaches the consumer directly through a satellite. The availability of satellite broadcast in rural and semi-urban areas where the cable television can't be provided is a major advantage of DTH service. DTH

provides good quality picture and sound. All DTH platforms include interactive channels and program guides for customers. Geographic mobility is a major advantage. The same connection can be carried to anywhere in the country. It also provides Value Added Services (VAS) like gaming, Ad free dedicated movie channels, interactive channels and so on.

Many channels provided through DTH platform support multiple languages. Users can switch between a primary language of the channel to the regional language for better viewing and understanding. For instance, users can enjoy commentary in a sports channel in their mother tongue by switching the audio language. DTH services are mostly uninterrupted. Rain, snow and cloud can partially disrupt the signals but it will not remain for long.

DTH also provides uninterrupted service with minimal service breakdowns. Clouds, rains and harsh sunlight may cause temporary signal loss but it will not last for long.

In DTH technology services can be obtained as packages. The users are free to choose channels and services. Certainly it has certain limitations, but users can opt channel packages according to their need and only pay for it. Activation and de-activation of services are easy. The consumers can subscribe a package for a period of time; it can be one month or five month. If the consumer decided not to use the services for a certain period of time, he/she need not to pay the amount. To make the service live again the subscriber only need to recharge it through any one of the recharging methods. Online payment, mobile recharge and recharge coupons are few of them.

Findings

The consumers do prefer to watch DTH, but some of them also depend on local Cable TV. The current trend shows that some of the consumers are rolling back to cable TV, as CATV is also been digitalised. The rural consumers mostly prefer local cable TV, as they would get services in their doorstep within no time. And specifically and most probably the CATV persons are known to them and the customers can demand for service improvements, cost reductions and quick services directly. Another reason to prefer CATV by rural consumers is, when comparing with DTH, it provides numerous paid channels in same rate.

Terrestrial antennas and receivers were became obsolete long years back. The new DTH consumers are used either satellite receivers

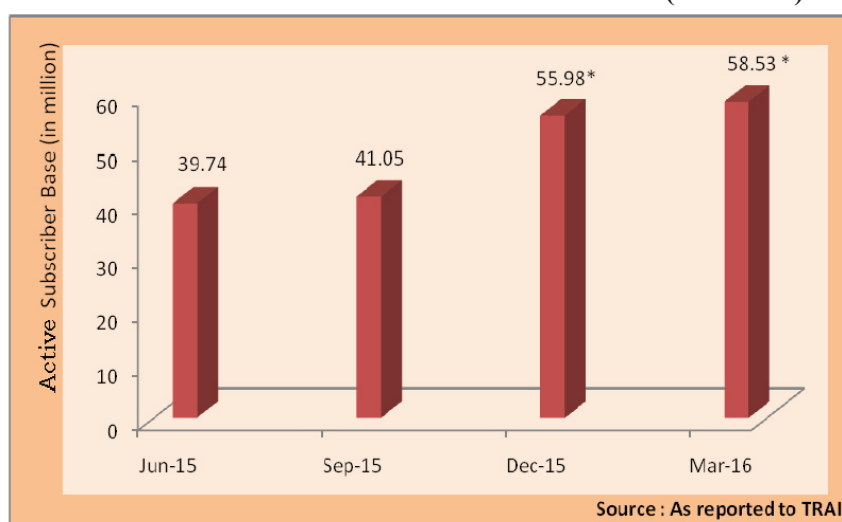
or local cable TV service before opting DTH platform. Nowadays, DTH and Cable TV are not only the source of television viewing. The users especially youngsters, depend smart-phones and internet streaming sites to watch television programmes. They can easily download TV programmes, available in YouTube and other similar multimedia sharing sites and can watch later.

Television viewers mostly prefer to watch entertainment programmes. News and related programmes are only secondary in their preference.

Active DTH Subscription Level

The **Chart 1** shown above underlines the growth of active subscribers till March 2016. As per the TRAI data within a short period of time the number of active subscribers is increased about 50%. The registered DTH subscribers are 89 million in this period. It clearly indicates the significant growth of the DTH technology.

Chart 1: Growth in net Active DTH subscribers (in million)

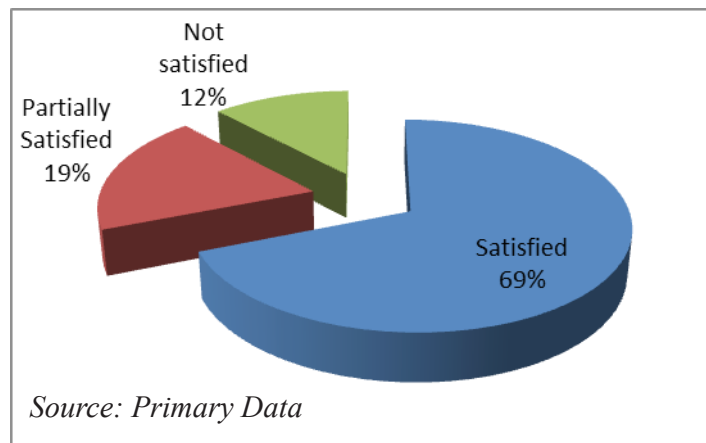


When analysing TRAI data, in India, the number of DTH consumers was increased very rapidly for the last two years. Kerala was much known in adapting new trends and technologies promptly. From 2006 onwards the Kerala DTH consumers were very enthusiastic to bring home a DTH service. And about 70 per cent of the consumers are very satisfied. It is observed that consumers are comparing the new technology with old analogue television reception system. It was very drastic in service and failed in completely satisfying them.

Consumer Satisfaction

Consumers are of different tastes and attitude. It was not easy to find out an accurate satisfaction level from among the heterogeneous consumers. They were of different income levels, and it definitely affects the satisfaction level. To explain it, the consumers having more income definitely subscribe to more services such as movie on demand, multiple language support, games etc. But, consumers having low income only use the basic services in a DTH subscription package. This variation certainly affects satisfaction level. Probably the consumers using more services are more satisfied than others.

Chart 2: The consumer satisfaction level on DTH Services



In this study the researcher has found that the about 70% of the DTH consumers are fully satisfied (See **Chart 2**). There is one solid reason for this increased level of satisfaction. Most of the consumers were changed from analogue CATV subscription, which lacks many of the services that DTH provides. And the quality of information is another factor. The CATV operators also understood the importance of quality service and now changed to digital transmission.

Not only the quality of picture and audio attract consumers. They are also attracted with channel packages, after sale service and offers and schemes.

DTH Buying Habits

Consumer behaviour and habits are mostly unpredictable. To choose a DTH provider they also put forwarded certain criteria. First of all the consumers made themselves clear that why they opt out analogue cable TV. Consumers were attracted by the advantages of DTH over CATV.

Second phase is to decide which company is better. When watching closely, each provider has own advantages as well as disadvantages. But some most common criteria were offers, initial charges, after sale service etc. **Table 1** depicts some of the criteria used by a consumer to pick a DTH provider.

Table 1: The factors motivating to buy DTH

Benefits	Participants who chosen the option (Out of 100)
Better Services and Attractive offers	92
Low initial/usage charges	60
Presence of more interactive and entertainment channels	40
Inclusion of regional channels	88
Availability of Paid Sports Channels	20
Inclusion of More News channels	45
Programs can be recorded to watch later	48
Better service after subscription	12

Source: Primary Data. Note: Respondents were free to choose multiple options

Installation of DTH equipment and package activation need money to be paid. During the introduction of DTH services *Dish TV* allowed its customers to watch channels and to use VAS freely. Even if the initial charges were higher, consumers were attracted to the offers given by providers.

A set-top-box (STB) is one of the major components in a DTH reception system. The STB has many features like recording of channel programmes, HD channels and games. This features also a major part to buy direct-to-home services.

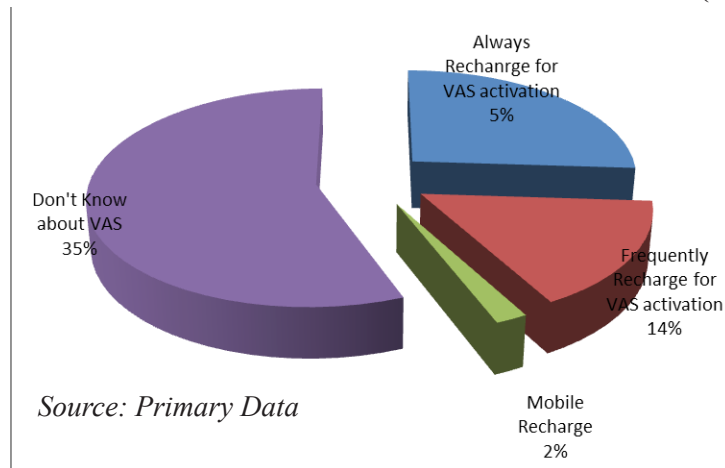
Customers' primary preference is to get more regional channels. When observing **Table 1** it is obvious that customers prefer to choose service providers having maximum regional channels. Service providers are competing to give more services and features by adding innovative technological edges.

Consumer Awareness on Additional Services

DTH is not only the platform for television viewing. The consumers can access many varieties of services and packages to enhance their

viewing which includes Gaming, Movies-on-Demand (MOD), Interactive/Active Channels etc. Chart 2 shows the usage of Value Added Services (VAS) among DTH consumers. Only 5% of the users are doing regular recharges for any kind of VAS. 35% is not aware of such services. They only recharge for their subscribed package to get basic channels only. 46% is aware of such services but do not recharge (See *Chart 3*).

Chart 3: Consumer awareness about Value added Services (VAS)



DTH Service Subscription Behaviour

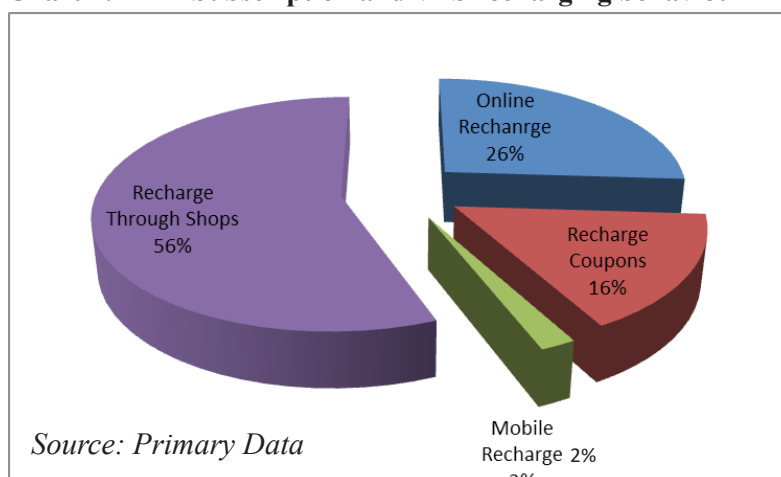
There are many reasons which influence the consumers to change their current DTH provider. Most of them tell that the Tariff rate is not affordable. The fact is that, all the DTH providers now almost regularise their packages according to zones (North, South etc). Almost all have same tariff rates for various packages. Only change is in the name of the package.

Table 2: Factors that affects in changing the current DTH provider

Factors that affects in changing the current DTH provider	Participants who chosen the option (Out of 100)
The tariff rate is not affordable	68
Other services have better offers than current DTH Provider	55
Don't know about recharges and packages	32
Technical Issues	25
Cable TV is better	47
Introduction of new technologies like IPTV	13
No Specific reason	-

About 47 % of DTH users still believe that Cable TV is far better. The reason behind this is obvious that, recently all Cable TV operators became digital. They also provide quality services as in DTH in lesser tariff rates. The Cable TV operators are more approachable too.

Chart 4: DTH Subscription and VAS recharging behaviour



One of the major advantages of DTH services is, the customers have the freedom to choose what they like to watch. The DTH service providers allow users to choose from a variety of channel packages and add-on services.

Each subscriber has an identity module called SIM, and it has an identification number like a mobile number. Each subscriber should choose a basic plan to watch channels. Each package has certain conditions to access channels. Basic plans mostly have free-to-air (FTA) channels. To obtain more channels one has to choose packages having more value and users can add more services to their subscribed basic package.

In this study it is observed that 60% of the users are not bothered about the plans they subscribed. The dealers choose a plan for them and they are continuing in it. Recharging is very simple these days, most of the subscription recharges are done through shops. Online recharging is simple and efficient way of renewing channel subscription.

To recharge their subscription 56% of the users are directly depended on recharge shops. And 26% recharges through online. But the fact that the shops are also do recharge through online method. As a result, it can be concluded that the nowadays the major subscription recharging process is done through online.

Analysis and Interpretations

The term 'Direct-to-Home' or DTH became a buzzword in the digital media industry. Comparing to the earlier years, there are significant changes in television viewing pattern and the taste of audience. DTH offers more quality services in an affordable rate.

As a novel technology, DTH paved a way to receive numerous television services directly to the home. Firstly, DTH receiver and mini dish with LNB reduced the cost of buying reception equipment significantly. Old satellite technology demanded to buy 6-8 feet parabolic dish antennas with multiple LNBs and receiver, which are usually not affordable by the ordinary customers.

DTH service providers enhanced the quality of the picture and sound. They cared to include additional services and better customer services. As in a mobile subscription the renewal of service became simple and easy, which attracted more customers to subscribe DTH services. Cable TV operators are also be part of digitizing there services, by the introduction of DTH services. As a major competitor, they brought all the services which the DTH industry provided.

When analysing the current trends, the next five years will be of huge changes in broadcasting industry. Drawing rooms will become smart rooms, TV sets will become smarter and the TV viewing habits of the society will also change accordingly.

Now, television sets can be integrated with computer or a TV itself is a computer. Internet TV became more popular coming years. CATV operators are now providing there services through optical fibre cable directly to the home. These services not only include TV programs but internet and other communication services. The perception and attitude of the customers also be changed accordingly with these innovations and technological changes.

Testing of Hypothesis

There was two hypothesis were defined in this study.

H1: *New technologies enhanced the quality of television broadcasting and reception of data and serve to constantly improve the services*

The researcher found that, the innovative technologies improved the quality of television broadcasting and reception of data. The earlier technologies faced noise and sudden interruptions in services. Digital broadcasting set a forth novel ways to reduce noise and to provide flawless reception.

The competence in the arena of broadcasting brought constant improvements in services and the providers became willing to add more features time to time. Technology reduced a remarkable amount of cost which needed to install new features to the services. Therefore service providers became keen to introduce new technology at first.

The data provided by TRAI clearly shows the DTH industry is in an emerging state. It is observed that for within next five years, DTH industry became inevitable in a home. It will serve not only as a television service provider but a window to communicate and transform data. STBs will become smart devices which will even control the security systems in a home.

H2: New advancements in DTH technology influenced the conventional TV viewing habits

The attitudes and perception of the television viewers have been changed enormously for the last five years. Nowadays, television became a smart-digital device and a user is free to consider it like a personal computer. Viewers are free to record television programs and watch later. The members in a home watched television together. They enjoyed programs and shared their opinions and remarks. But it changed and now not only the drawing room in a house has a television but one or two rooms have it. Reduced rates made it possible to buy television and STBs. It is also possible to view multiple channels in a television at a time, only sound is needed to control accordingly.

The consumers are more satisfied with the services given by the DTH providers. They are also free to choose channels according to their tastes. For instance, those who are interested in sports, they can choose and recharge sports packages from the available list. Those who are interested in news, packages with more news channels are also available. In short, technology brought freedom to watch television according to our tastes.

Conclusion And Recommendations

The broadcasting arena is ever expanding. When the technologies change, the broadcasting sector will also be vigilant to adopt that novel transformation. This study attempted to bring a general status-quo of the DTH services in India, and also tried to seek the attitude and perception of the consumers towards DTH services. Customers are keen to demand more services when the technology brings them more opportunities. But it is also observed that the awareness about the services is not in a satisfactory level. Most of the users are not

taking that opportunity to subscribe VAS and other added features of the DTH services. Lack of awareness is one factor and the increased cost is another which prevents them from buying such products. Definitely the advancements in technology will add more magnificent features to the DTH arena. As described in the first portion of the study, the pace of technological change is vast; hence there will be a huge change will occur in the next five years in DTH industry.

Majority of the DTH customers are unaware of the Value Added Services included a DTH subscription. It is inviting to provide more awareness among rural customers about DTH services. There is a possibility to conduct an elaborated study on the awareness level of the consumers about DTH services. DD Direct plus, a public DTH platform, has to revive and compete with the private networks. It is convivial to conduct studies which help DD D+ to place its name in the DTH arena.

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