

JOURNAL OF CONTENT, COMMUNITY & COMMUNICATION

ISSN 2395-7514

Vol. 1, Year 1, June - 2015

Amity School of Communication,

Amity University Madhya Pradesh, Gwalior

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It gives me immense pleasure to inform you that Amity School of Communication, Amity University Madhya Pradesh, Gwalior, India is started to publish a referred and peer-reviewed journal named "**Journal of Content, Community & Communication**".

This is a call for papers to all academicians/industry champions, like your good self to contribute for the upcoming issue. May I also, request you to circulate this "call for papers" among your colleagues, peers and friends for their contribution to JCCC.

Manuscript must be typed in Microsoft Word Format, as per JCCC Guidelines. Last date of receipt of the completed soft copy of the manuscript is **15/09/2015**. All contributions would be peer-reviewed by a very experienced and illustrious Editorial Board.

All communications may be addressed to **jccc0615@gmail.com**

Note: Publication in JCCC is free. Your contributions based on your research work must be related to any subject of Media Studies.

Looking forward to a fruitful intellectual association with you.

Warm Regards

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(Chief Editor, JCCC)

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Single copy: Rs. 250
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Single copy: Rs. 200, Annual: Rs. 400
Institutional Membership: Rs. 500 (Annual)
Please remit your subscription through
Draft in favour of Amity University Madhya Pradesh Gwalior.

Published by

Dr. Sumit Narula,
For Amity School of Communication
Amity University Madhya Pradesh
Gwalior, 474005, India

Printed at

Student Gallery
15, Tagore Nagar, University Road,
Gwalior (Madhya Pradesh) – 474 011
Phone : 0751-2344889

**Amity School of Communication
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From Vice Chancellor's Desk

Media, in particular social media, plays a vital role in shaping the views, as also promulgating the same amongst the masses. Communities are created as groups in the social media, having similar goals, thoughts and social statutes. Content management pertaining to issues involved is done through the community, using communications. Thus the title of journal viz "Journal of Content, Community and Communication" is apt in modern context.

Recent history has proved that the momentum which is created by involving masses, particularly the technology savvy youth, in promulgating a cause through social media, which invariably uses communication channels, is capable of causing revolution and social awareness at unbelievable spreads. Thus the speed of implementation of ideas, values, ethics and causes is much enhanced by mobilizing the community to understand the content using communications.

I would like to congratulate Amity School of Communication, AUMP for its endeavour in bringing communities together with their research journal titled **Journal of Content, Community and Communication**. I wish the journal a great success in times to come.

Lt. Gen. VK Sharma AVSM (Retd.)
Vice Chancellor
Amity University Madhya Pradesh

JOURNAL OF CONTENT, COMMUNITY & COMMUNICATION

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**Amity School of Communication
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EDITORIAL

I am very happy and honoured that the first issue of The Journal is in your hands. It is the outcome of the joint efforts of students, faculty, editorial board, designing experts and of course, the patron of the university. In this bi-annual journal, researchers will give expression to their ideas through peer-reviewed research papers.

Rapid expansion in the industry in India has taken place in a big way. Several new newspapers and magazines have come in recent years. Also, electronic media has surged forward to set new benchmarks. Along with print journalism, radio and television have seen a tremendous expansion. Advertising industry and public relations corporations have attained importance and positioned themselves in the society. Research prospects in the media issues have taken up pace and have given social scientists a rich field to be explored.

However, the most important and revolutionary changes in mass media have occurred with the arrival of satellite communication and ushering in of the internet age; every medium of mass communication has assumed tremendous potential and immense power to become an effective science and art and a veritable academic discipline. Today, all media of mass communication are taking rapid strides in their respective areas of operation and what Marshall McLuhan had predicted several years ago, has become a reality. The world has indeed become a 'global village'

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* * *

Journalism for Nation Building with special reference to Media Education

Sukhnandan Singh

ABSTRACT

Journalism termed as the 4th pillar of Democracy has a definite role to play in Nation Building. A socially responsible, valued loaded, enlightened and fearless media can play decisive role in educating the public and uplifting the spirit of the nation. In this regards the decisive role of journalism during the freedom struggle cannot be forgotten. Today amid the overall degradation of the value system in the society, role of media has become all the more important. Media education can play vital role by forging socially responsible, enlightened and committed professionals and academicians to a great extent. How can media education forge such professionals, who can play their role in nation building, is a vital question that needs to be pondered and answered? The present paper is a humble effort at working out the answer in the light of observations, case study and survey. The present state of Indian Media Education, its persisting problems and potential challenges shall be discussed and also the way out, shall be highlighted.

Keywords: Indian Media education, Nation building, Potential Problems, Journalism

With about 450 Channels, 400 FM channels, 1000 newspapers, 1000 magazines, and ever-growing new media – Media is the fastest growing sector in India. As such there is fast growing need of educated and skilled workers in different media sectors. To cater to this ever growing demand, a number of media schools, colleges and universities have come into existence and many are mushrooming now and then. No doubt media education is today one of the most growing disciplines in the academic scenario in India. (Bagchi & Rath, 2009)

Media education is expected to groom the young talents as trained professionals fit for the media industry and also play their role as a responsible citizen of a democratic nation in a globalized world. Besides, India is a unique nation with a diverse cultural, religious, linguistic and regional flair. Though media is today a big industry and run by many corporate houses as a business, but the origin of

journalism has a different background matching the standard definition of its role as a “Watch dog of society” or the “4th Pillar of Democracy”.

During the whole phase of freedom struggle, the story of Indian journalism is that of missionary zeal, relentless struggle and fight for the cause of common masses and the national freedom. The spirited journalism of Tilak, Sri Aurobindo, Ganesh Shankar Vidyarthi, Makhnalal, Gandhi Ji etc. cannot be forgotten. Unquestionably journalism had the central role in national awakening and the freedom struggle. After independence this spirit gradually fades away. Present media is in the grip of instant profit gain and the concern for the developmental issues, common masses and traditional values are utterly lacking there.

Can media education play some role in infusing and reviving the spirit of Nation building in the present context; is a vital question? There is a need to review media

education on this track. It is from the centers of higher learning that the wave of National awakening & social transformation has to propagate. It is researcher's firm conviction that there is a need to revolutionize Media education, for the media to play its role as a force of positive change & nation building.

Before discussing the role media education can play in nation building, it would be pertinent to discuss **where media education in India stands today?**

According to Dr. Mira, "the vehicle of media education seems to be halted with punctured wheels while the road to go is a long one. The focus on national development through media seems to be lost in the environment of market-oriented, product-centric era of media education." (Desai, 2006) Through personal observations and interviews of journalists, journalism educators and related experts, a research highlights four major concerns: (Muppidi, 2006)

- Lack of Regulations and oversight
- Lack of resources and infrastructure
- Lack of consistent course curriculum
- Lack of Industry collaboration.

Another research highlights problems related to the field of media education, as absence of quality teachers, lack of practical orientation, lack of trained teachers, syllabus and quality books, lack of social-economic concern, new technology adaptation etc. (Bagchi & Rath, 2009)

Due to the above said factors, the mushrooming of mass communication institutes are churning thousands of inefficient thereof unemployed graduates and postgraduates every year. Campus

placement is not guaranteed anywhere in journalism course. This is not because there is no demand but the reality is that most of the times, media owners or industry people are not finding competent freshers who can be picked up directly after passing out. (Parihar, 2012)

Thus the **potential problems & challenges with Indian Media Education** by and large are-

1. **Lack of proper Infrastructure** – Many institutes are running media courses without proper lab, necessary equipments, systems and updated software.
2. **Lack of experienced faculties** – There is lack of experienced teachers in this field. Most have no media exposure of any kind. There is utter lack of skills to be imparted to the aspiring students.
3. **Lack of quality students** – Students opting for media is also a question to ponder. Most of the students are coming in media school influenced by the glamour of media. Passion to do something for the society, nation or humanity is by and large a missing element.
4. **Poor Indigenous foundation**– Indian Media education is totally based on western theories & models. There is hardly much that we can claim to be based on our rich traditional cultural & spiritual heritage. There is lack of original thinking & research suited to regional & national socio-cultural needs & aspirations of the public.
5. **Challenge of Profit driven media** – In the rat race of TRP and monetary gains, negativity & sensationalism are the guiding principles of media. Media institutions are also following

the same track. Most of them are extracting a big amount of money from the students. What great can one expect from the products of such institutions?

6. **Lack of social concern** – Lack of proper understanding of current issues, socio-cultural fabric of the Nation is a big challenge. Vision for integral development of nation is mostly out of site. Without lack of social concern they are producing arm chair professionals and academicians.
7. **Lack of positive environment & motivation**– In departments or universities lack of academic and positive environment is a big challenge. Faculties and authorities fighting for petty goals and incentives is a matter of concern. There is a great dearth of faculties, who can withstand the adverse flow of consumeristic culture and stand as a light house to the aspiring students.

MEDIA EDUCATION FOR NATION BUILDING AND THE WAY OUT

“Main challenge in Journalism and media education today is not to multiply the existing training and education facilities but to strengthen them through collective efforts by the media academics, professionals, media industry, media universities and professional media bodies. Minimum benchmark in media education will be evolved through collective wisdom of all stake holders. The setting up of the core group is the first step in that direction, which can work out with three sub-groups- Curriculum & faculty, Infrastructure & training facilities and Affiliation/ accreditation.” (Tandon, 2009)

After examining the current state of Journalism education in India based on an opinion survey of media educators and professionals, CS Murthy suggests that there is need to revise the curriculum to remain relevant to the media sector. There is need of a common core curriculum and forge effective journalists in the diverse cultural and regional settings of India. (Murthy, 2011)

“The western style and model of communication still being followed should be discouraged. The media teachers, social thinkers and communication planners should prepare guidelines for journalism/ communication education rooted in Indian culture. The UGC should support these efforts by preparing a syllabi common for all university journalism departments. The syllabi must give due attention to the regional and local journalism practices and communication methods.” (Pattnaik & Naqvi, 2013)

“India is in great need of honest media personnel who could communicate, who could send their views, which could really bring the national problems before the country and hypothesize a solution to them. Ultimately, ‘If we want to be the world’s best democracy, then we also need to have the world’s best media ...so ultimately we need the world’s best media educational institutes.”(Singh P., 2013)
“Proper mass communication and journalism education and training are very essential in order to develop media systems, professionals and activities vigorously, so that we can uphold and maintain the standard of media studies in India that can nurture the Indian students to match the international standards.” (Parihar, 2012)

Based on these observations and personal experience, media education to be effective tool for nation building, there is need to review media education on the following track -

1. **Ideal curriculum**, with proper blend of theory and practical; beside media it should carry subject on general awareness (Social, Political, economic, cultural etc.), language and technical skills.
2. **Basic Infrastructure**, like Media lab, studios with necessary equipments, where students can apply theory into practice, Produce in-house newspaper, documentaries, ad, TV & radio programs.
3. **Proper field training**, where besides lab practice during semester breaks students get first hand exposure of media industry. This will help the students to get necessary professional skills to work with choice of media house. During student life they should get the experience of ground zero reporting.
4. **Quality research work**, Indian Media education is in its infancy stage in this regards. There is need to develop scientific vigour, intellectual honesty and concern for the society & masses. Research should not be mere intellectual gymnastic but reach the last person of the society and benefit public at large.
5. **Workshops, Seminars, special lectures, Educational tours etc.** should be integral part of media education so that the students get necessary academic & professional grooming with their active participation amid the classes and masses.
6. **Faculty recharging & training**, Faculties are the carriers of media education. There is need of proper training and exposure to the best of media practices at national & international level. Above all they should have integrity of character & lead the students by example.
7. **Value inputs**, in the era of value degradation and moral dilemma clear standards of values are the need of the hour. How to infuse the values in young minds is a million dollar question. Here teachers have decisive role to play. It is the collective responsibility of the faculties to share their best in this regards.
8. **Infusing spirit of social responsibility & service**—There should be provision during students life to give them minimum level of exposure to the ground reality of poor, backward, socially deprived and marginalized communities of the society and sensitize them about the basic issues of the society & nation.
9. **Global outlook**, in this era of globalization, national development cannot be isolated from the global reality. They should be updated with the international issues. National commitment with global outlook should be promoted.

CONCLUSION

In this way, need of the hour is quality media education, grooming young talents into professionals fit to join media industry, along with forging them into noble, enlightened and socially responsible human beings, that can as future journalists, academicians and professionals contribute for the national development. There is need to create

positive and academic environment in the media institutions where this vision can thrive. No doubt "The whole approach to the teaching of media education in India needs a new radical rethinking. There is need of meeting the challenges of globalization. There is imperative need to go beyond Media education, to mobilize forces to build up a media users' movement at the local, national and international levels to re-appropriate the media so that they serve the public interest. Media activism has thus to become an integral part of media education." (Kumar J., 2006) How we materialize this vision into reality is the collective responsibility of all media educators concerned with the burning issue of National Building and positive change in the society & world at large.

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Modernisation or Crisis? Tea Gardens of West Bengal in the age of Media & Communication

Sayantani Roy

ABSTRACT

The media has created a new kind of social milieu. Down the ages, it has always accelerated in the speed with which the society evolves. We know that in our country media has acquired the status of 'Fourth Estate' and thus plays a vital role in moulding and reflecting public opinion. Press, television, radio, films always plays a very crucial role in awakening, enlightening, and educating people about the social evils, whereas internet and mobile telephony almost bridges the gap between space and time. With the passage of time, this fourth pillar has become the commercial tool of money making. Research shows that national media of India does not reflect country's social profile thus lacking social diversity. Both the national and regional media become so obsessed with politics, films, cricket that they generally neglect the themes like education, unemployment, health issues, and exploitation on the poor and so on. Media of West Bengal are not an exception. In our daily life we often come across the closing of tea gardens both in the Terai and Duars areas of West Bengal. The crisis of tea industry has been a major issue of concern for the past few years. Local and regional media often focus on the closing of tea gardens but the basic reasons always remain out of focus. The researcher, through a perception study and focus group interview with the employees, labours and the local management of three tea gardens, Taipoo Tea Estate from Terai and Indong & Nagaisuree Tea Estate from Duars region has tried to find out the impact of contemporary media into their culture, tradition and lifestyles and its role in economic and social development.

Key words: Media, Communication, Tea Gardens, Crises, Modernisation.

Society is never static. It always changes irrespective of type and location. With the time transition, globalisation is also affecting our every aspect of life. It influences our culture, society, economy and even our politics. Every day we come across new challenges dressed up in a new cloth. On the other hand with the booming of media industry, communication holds sway on politics, business, lifestyle, festivities and also our ideology.

We know that in our country media has acquired a status of 'Fourth Estate' and thus play a vital role in moulding and reflecting public opinion. Press, television, radio, films always plays a very crucial role in awakening, enlightening and educating people about social evils,

whereas internet and mobile telephony almost bridges the gap between space and time.

Tea gardens of West Bengal were also not lagging behind from the influence of media. Peripheral influence of mass media in plantation is very acute today due to wide spread influence of mass media like television, newspapers, road communication, radio, mobile sets etc. (K.R & Balan, 2009)

It is no wonder that India had entered in the 21st century with some serious problems and one among such problem is the issues related to tea industry which is witnessing an unprecedented human tragedy. West Bengal is the second highest producer of tea after Assam. But the plantation industry in West Bengal has

witnessed extensive sickness and closure due to economic globalisation. Being enclave economies, thousands of tea workers are losing jobs.

The backbones of the tea industry in eastern India are mostly Adivasis (Tribes) and lower caste people. They are mainly the migrated tribes of the Chotanagpur plateau, Bihar, Orissa and Madhya Pradesh. However, the workers in the abandoned tea estates, on careful assessment have a pathetic standard of living. They are restricted by lack of skills to join for alternative source of income. For minimum basic needs and education of their children the workers are bound to choose for an alternative source of income which is slowly becoming vulnerable to the society. Alarmingly this is happening in the terrain due to the denial of wages from the side of management. The outlying influence in tea plantation is very serious these days due to wide spread influence of mass media like television, newspapers, road communication, radio, mobile sets etc which resulted in the rise of expectation level of the plantation workers towards the plantation industry.

OBJECTIVE OF THE STUDY

- To understand the role of media and communication in economic and social development.
- To observe the impact of contemporary media into the culture, tradition and lifestyle of the garden labourers.

METHODOLOGY

This work is primarily an empirical enquiry to observe the impact of

contemporary media into the culture, tradition and lifestyle of the garden labourers and to understand the role of media and communication in economic and social development. Study combines both desk and field research. Secondary data have been collected from books, published literature of the plantation companies, associations, journals, reports published by different organizations and websites. Primary data have been collected from three tea gardens Taipoo Tea Estate.

FINDINGS & OBSERVATIONS

To meet the objective, an extensive field research was done in three tea gardens with a set of some structured and unstructured questionnaires. 50 tea garden workers were involved in focus group discussions from different age groups. Children in the study included the people below 15 years of age, adolescents referred from Terai and Indong & Nagaisuree Tea Estate from Duars region through focus group discussions with the employees, labours and the local management where the researcher in all the cases used some structured and unstructured questionnaire and in-depth interview with the persons below fifteen to eighteen years of age and adults who have participated were above 18 years of age.

The first question which was asked required the respondents to answer about the different media consumed by them. The results were calculated by using simple percentage from the data obtained from the field.

Table 1: Media Consumption

Media Consumption	Taipoo T.E	Indong T.E	Nagaisuree T.E
Newspapers	45%	10%	no
Television	100%	90%	80%
DTH/Cable	95%	92%	70%
Mobile	80%	65%	50%
Internet	5%	1%	no
Private FM	98%	92%	90%
DVDs	90%	90%	80%
Films	100%	100%	100%

Source: Field Survey

The second questions emphasized on the nature of media programmed observed by the respondents. Data set given below

Table 2: Programmes Observations

Programmes	Taipoo T.E	Indong T.E	Nagaisuree T.E
Entertainment/Infotainment	100%	100%	100%
News	95%	90%	75%
Cartoons	99%	95%	80%
FM	100%	100%	100%
Advertisements	98%	95%	95%

Source: Field Survey

The next question was intended to enquire from the respondents about the news channels they would like to prefer for getting information, which shows

Table 3: News Channel

Taipoo T.E	National (Aajtak, Zee News,)	Bengali Regional (ABP Ananda, 24 Ghanta)	Local (C.C.N News)
Indong T.E	National (Zee News)	Bengali Regional (ABP Ananda)	Not applicable
Nagaisuree T.E	National (Aajtak)	Bengali Regional (ABP Ananda)	Not applicable

Source: Field Survey

The very next question was asked to understand the standard of living of the tea garden workers. Data given below in the table

Table 4: Standard of livings

Indicators	Taipoo T.E	Indong T.E	Nagaisuree T.E
Pucca house	85%	70%	60%
Water facilities	Available	No proper filtration	No proper filtration
Electricity	Available	Available but not for all	Available but not for all
Sanitation	Mostly Practice Outside	Mostly Practice Outside	Mostly Practice Outside
Health Facility	Available	Available but not adequate	Available but not adequate
Land	80% have	70% have	50% have
Awareness for savings in banks, post offices	70%	45%	20%
Transport	Bike, Cycles	Bike, Cycles	Bike, Cycles

Source: Field Survey

In order to understand the education level of the workers, the respondents were asked about their educational status. The results are indicated on overall basis from three tea gardens. Results table given below

Table 5: Educational Level

Educational Level	Participation of female	Participation of male
Higher Secondary or more	5%	10%
Class V-X	30%	50%
Class I-IV	55%	70%
Illiterate	65%	40%

Source: Field Survey

As the gardens are mainly dominated by Christians and Hindu tribes so the next question emphasizes on their cultural and traditional beliefs and practices and their participation. The data results are as follows:

Table 6: Practicing culture & Tradition

Festivals	Participation	Non participation
Christmas	100%	0
Karam	90%	10%
Dusshera	95%	5%
National Holidays (15 th Aug, 26 th Jan, 2 nd Oct)	45%	55%

Source: Field Survey

To understand their perception about the outside world, when the respondents were asked how they gather knowledge about the outside world, they came up with the views.

Table 7: Perception about the world

Gathering knowledge	Taipoo T.E	Indong T.E	Nagaisuree T.E
Television viewing	90%	80%	60%
Newspapers	30%	10%	No
Travelling	30%	10%	1%
Group meet	Political meets	Political meets	Political meets

Source: Field Survey

DISCUSSIONS

- It is observed that the majority of the tea garden workers depend solely on electronic media like television, FM, films, DVDs, and direct to home (DTH) whereas newspapers are deemed secondary. Due to the low literacy rate, they mostly rely on audio-visual media rather than print media.
- It has been noticed that the adults prefer news channels along with entertainment and infotainment channels whereas the kids mostly prefer to watch cartoons.
- Since cable networks isn't very accessible to the interior parts of the tea estates, the workers prefer to install DTH connections which provide a lot of channels which allow them to pick and choose their programs. It has been observed that the workers mainly prefer national Hindi channels like Aaj-Tak, Zee News, and some Bengali regional news channels. Local news channels are observed by a rare few.
- Majority of workers are aware about their social securities and modern way of life, but still there is a huge crisis of proper hygiene and sanitation and practising notorious food habits.
- While considering educational levels, the workers do not feel the need of higher education in spite of so many educational stipends for pursuing studies from primary levels since school to colleges and higher studies at university levels are provided by the tea boards.
- The workers are mostly Christian and Hindu dominated. It has been observed that if they participate in their own cultural ceremonies, their participation is very less in any national events like 15th August, 26th January, and 2nd October and so on.
- The tea garden workers are mostly observed in gathering information from television. There is a very less participation in any group meets, except the political meets which made them somehow aware about the outside world.
- It was found that women are still in a disadvantaged position in areas of education, employment, and exposure to media. Most women are devoid of decision making power, in overall household matters.

- With the advent of globalisation, the structure of gender based violence has taken a different shape. As most of the women do not have any say in the financial matters of the family, they give into the trafficking of their younger children to meet their necessary demands.
- The workers have given an emphasis on providing better education to their respective future generations. According to them, education is the solution to all problems including the communication gap, and the unfair glitches in the system. We couldn't agree more.

CONCLUSION

It is true that media and communication is playing an instrumental role in the socio-economical transition and development. But there lies confusion whether media is responsible for national development or the national development promotes a responsible mass media system. In this note it is important to quote Prof John C Meril, "Communication grows and changes with the society because it is something the society does; it is the way the society lives; and it might be added, communication is a function of a society or a tool of a society with which society constantly fashions and changes itself."

However, the present study tries to throw light on how the contemporary media had an impact on the culture, tradition and the lifestyle of the tea garden labourers and its role in economic and social development. It is found that in spite of number of efforts on the path of government, the tea garden workers are still lagging behind in their mindset which can only be changed by exposure.

Media has a great role to play here. Both the national and regional media should highlight the ongoing injustice and exploitation of the tea garden workers so that various organisations can take up initiatives to provide better education and job opportunities for the young tea tribes. It is also desirable that media should reach all sections of the population so that it can create a sense of national consciousness among them. It is also recommended that both the national and regional channels through their communication package provide materials and guidelines for their psychological, moral, and spiritual development, by removing the illiteracy, prejudices and stigma and other social injustices through various educational and healthy programmes. Notwithstanding to mention local media is also having a great role to play. It should highlight the local issues so that local people gets adequate exposure.

There is no denying that both the national and regional media puts over emphasis on sensationalism, hype, sex, glamour etc which in some extent play a direct or indirect role in planting the seeds of an unhealthy lifestyle, violence, indiscipline and other socio – economic ills among the younger and the vulnerable sections of the society. Tea gardens are not an exception. So keeping in view such ills, it is imperative that every media should take the responsibility of removing all these hurdles and thus taking the people of tea garden towards real change and progress by overcoming the entire crisis and towards actual path of modernisation.

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TRENDS IN PRIMETIME NEWS: STUDY OF SELECTED NEWS CHANNELS IN INDIA

Jintendra Singh

ABSTRACT

The development of electronic media is a part of the revolution that brought drastic changes in the socio economic condition of India. The study aims at analyzing the primetime news contents to identify the trends in their presentation while examining its historical evolution and the perceived contributing factors thereof. The specific objectives can be enumerated as follows, to explore the evolution of primetime news formats in its historical context, to examine the contributing factors for the evolving primetime news formats, to analyze the contents of primetime news programs on Indian TV news channels to identify the trends there in, to collect and analyze public views on the evolving primetime TV news formats, and to explore the implications of these evolving news formats on news contents of other media and viewing behavior of the public. For this the researcher primarily adopted the method of content analysis which was supplemented by social survey method of research. Content analysis of the primetime news bulletins of selected television channels was conducted to explore the trends in news presentation.

Keywords: *Electronic Media, Prime time News, Viewership, Indian TV Channel*

The development of electronic media is a part of the revolution that brought drastic changes in the socio economic condition of India. Despite the apprehensions at the nearly stage about the role of television in a developing democracy, television emerged as a major tool of socio-economic transformation in India. There is no denying of the fact that India grew as the media grew. If we look back at the past few decades, the electronic media has lived a golden era and since then it is rising day by day, at present being at the zenith of its success. It has contributed a lot to the Indian society. It has not only globalised our approach but also provided us a broad spectrum of infinite creativity. This success is not achieved in one day. In fact, it took several years, and thousands of creative minds have contributed for its best performance. In the words of a great philosopher, 'no success is achieved without hurdles', the same way; the glorious journey of media has also experienced a number of barriers. During this voyage the electronic media may have reached its best but it might be

possible that it has diverted from its roots and the purpose for which it was introduced. This can be revealed by critically analyzing the television content in its historical perspective. A gloss over the literature reveals that during the last hundred odd years, Indian television has come across many trends in its programming, perhaps due to changes in technology, metamorphosis in the media, changing public preferences and demands, and most importantly the growing competition for survival of television channels. Earlier, there used to be limited programs with a balanced content but now days, the scenario is totally different. If we talk specifically about news, we find out that it has also travelled a lot and met many changes in the journey.

Earlier news used to be a part of the programming content which was just confined to a half an hour show with all major elements of news, all weaved together. Political stories usually were a part of their opening news, followed by

semi soft stories, and entertainment and sports news at the end of the Bulletin. This was the pioneer trend in the history of Indian Electronic Media. But, at present you rarely could see such trends. The present trends show the influence of market driven factors. Today any news item could be breaking news, be it the achievement of a sports star or a Bollywood star signing a new film may also be prime news.

The concept of Prime time news was gifted to the Indian audience by Doordarshan. For a television channel, primetime is the most important TRP driven time slot, which has a maximum viewership in a day. It may vary as today we have specific channels for the masses. Prime time for a regional news channel may be different than that of a national news channel. For an instance the prime time at Sahara Samay Uttar Pradesh or ETV Gujarati may begun at 7 pm and ends at 9 pm. But for a National News Channel such as Aaj Tak or DD News it is from 9 to 11pm.

Television programs are conceived and produced according to their time of telecast, to cater to the need of audience. As the primetime programs share the maximum viewership, it has become the necessity of the broadcasters to serve that content which appeals the masses. To survive against the cut throat competition for TRP no one wants to be defeated. This may be one of the reasons for the present trends in primetime news. Studies conducted on the content of television channel shows that the news related to entertainment are given preference during primetime.

Against the backdrop of the changing popular perception of primetime news and the changing news formats, this study is an attempt to analyze the changing

trends in primetime news, the influencing factors and implications for television programming including the public service commitments of Indian television. In particular, the study attempt to answer questions such as:

- What constitutes primetime news and how it emerged?
- Has it followed any specific trends in the course of its evolution?
- What contributed to the changes in primetime news formats?
- How far the changes have impacted television's public service commitments?

AIMS & OBJECTIVES OF THE STUDY

The study aims at analyzing the primetime news contents to identify the trends in their presentation while examining its historical evolution and the perceived contributing factors thereof. The specific objectives can be enumerated as follows:

- 1) To explore the evolution of primetime news formats in its historical context.
- 2) To examine the contributing factors for the evolving primetime news formats
- 3) To analyze the contents of primetime news programs on Indian TV news channels to identify the trends there in.
- 4) To collect and analyze public views on the evolving primetime TV news formats.
- 5) To explore the implications of these evolving news formats on news contents of other media and viewing behavior of the public.

IMPORTANCE OF STUDY

Indian television news channels are the hottest thing to have happened to

television viewers across the country. With all major television broadcasters including at least one news channel to their bouquet, the choice and variety of news available at the tip of your fingers is mind-boggling. Also the packaging of news has become more seductive, thereby luring viewers of all ages with its creative blend of news, information and entertainment. All this spells magic for brands jostling for more air space in order to capture the ever-fleeting attention of consumers.

In this world of give-and-take, while advertisement provides the much-needed revenue for news channels, television news too has contributed to the growth of advertising. Today anything and everything can become content for television news-Lifestyle, movies, books, home decorations, cuisine, fashion and glamour and even celebrity talk shows. As a result the scope of advertising and marketing a whole variety of products via news channels have gone up as compared to the other latest offerings from the world of media, like Mobile gaming, Internet and so on.

High definition Television does not make demands on the consumer like other mediums do- literacy is a necessary pre-condition for subscribing to newspapers while being tech-savy is a requirement that one has to meet for mobile gaming or blogging. Television being an interactive medium helps to create an illusion of dialogue between the ads and the viewers thus accounting for high recall. This freedom is not available to others. As a result news channels are booming with sky being the limit. In fact it will not be foolish to say that that day is not far away, when we will get satellite news channel for every major city in India.

With the mushrooming growth in every part of the country including the rural parts, television news channels are going to play a major role in the life of the populace in shaping their perceptions of the world around. A systematic study of the changing trends will provide useful facts about the emerging news formats and their impacts. This study can be a useful guide to understand the present trends in primetime news and the factors responsible for such trends and the change in quality of television content. This will in turn help the broadcasters to understand the audience response and what does the audience appreciate and discard. From this study and its findings media researchers may learn about the trends in television news and changes in its content. It will also help them to predict about the future trends.

REVIEW OF LITERATURE

A gloss over the literature relevant to primetime news reveals a general lack of systematic research in the area. The sporadic studies whatever available in India are mostly rating studies or observations by industry experts or others associated with the broadcast industry. In this scenario some landmark international studies provide the back ground for taking the present study forward. Some of these milestone research studies are produced hereunder.

In a comprehensive article on television broadcasting in India Nikhil Sinha argues that with diminishing control of the state over television and consequent change in its revenue structure and its response to increasing commercial pressures, the character of television programming increasingly reflect the demands and pressures of the market place (Sinha, 1997).

In an article on TV trends in Environmental news, Chandra Prabha presents detailed analysis of the trends in news presentation in the Indian media. The analysis reveals that environment comprises just about 0.35 per cent of news on popular Hindi news channels, closely trailing Agriculture at 0.4 percent, and Health at 0.5 percent. On the other side of the spectrum, Cinema makes up 7 percent of primetime news and Fashion/ Lifestyle 1.7 percent. Compare these to the coverage of national Politics that occupied 10 per cent of primetime coverage for April and May. These primetime news (7 to 11 pm) figures are based on coverage of six Hindi News channels – DD news, Star Plus, Aaj tak, Zee News, NDTV Hindi and Sahara Samay. Sahara Samay led also in terms of diversity in the coverage of issues; DD news and NDTV followed next. Diversity in environmental news coverage leaves much to be desired on Aaj Tak, Zee News and Star TV. The comparative analysis of various channels' coverage shows that DD News and NDTV were the only channels to debate environmental issues in their prime time coverage.

In their article 'news media operations – paradigm shift N. Bhaskar Rao and P.N. Vasanti claim that, contrary to popular expectations, recent proliferation of TV, radio, and newspapers has not led to commensurate rise in its role, reach and relevance. They argue that news media range of coverage has hardly expanded beyond metro cities. Despite proliferation of media and increase in competitiveness, the choice in the content package to readers and viewers is neither inclusive nor distinct. Some increase in circulation and viewership nevertheless is because of multiplicity not because of expansion in the reach beyond two-thirds of population. That is, the ones seeing are

seeing more channels or programmes, and the ones reading, are reading more newspapers. They claim that with the recent changes in definitions of news, news values and media priorities, news media are becoming no longer journalist driven rather reader or viewer driven (Rao, Vasanti, 2015).

In the article 'Social Games Rivaling Prime-Time TV Shows', by Jason Hahn have given birth to another serious issue of concerned that whether the social games are killing prime-time television? Bright Roll, CEO Tod Sacerdoti attributed the death of Procter & Gamble's long-running soap opera "Guiding Light" to viewers turning their backs on their daytime television programming so they can spend time with online content like FarmVille and ZooWorld. "Furthermore, if things continue down the path they are on, social gaming will kill daytime television altogether," he warned.

In another research paper titled 'Trends in TV news Scenography and their influence on journalists and journalism (Azevedo et.al. 2008), published at University of Bedfordshire says the last few years have witnessed deep changes in the way news are presented. One of the most important changes could be found in the scenography applied at TV Newsrooms spaces, transformed today into a large stage of images and icons. Other important change was the introduction of on-screen graphic elements (oracles, cookies, tickers) during news broadcasts, creating new ways of transmitting information on a same space – the television screen – and during an equal period of time – the news programmes duration.

Despite this deep transformation, is not very well known the real consequences of the new newsrooms styles on journalists

themselves. The presence of on-screen enhancements and animated graphics may help journalist decoding complex subjects such as science or economy, however, it can also interfere negatively with the way the news are constructed.

In another article titled: 'Monitoring and analysis of TV news programs TVSH and Top Channel', by Ilda Londo, the prime time news editions on both the public and the commercial station are similar in range of topics, but differ in the details, sources, and priority of coverage. The selection of primetime news, when viewed against the backdrop of specific developments, points to a specific agenda that sets the news criteria. The agenda's main priority, as the very order, selection, and sources of news show, is very close to the agenda of the government or politics in general or to that of the TV management and its interests at the moment. In fact, as was repeatedly shown through the monitoring analysis, political presence or presence of persons promoting a specific interest for the TV station is one of the main criteria in defining news value.

As a result, the TV stations, following of the above priorities and interests has its toll on social issues and representation, as well as diversity of topics that is offered to the public. In spite of serious attempts often made regarding topics of a social relevance, their coverage is usually triggered either by tragedy or by events involving presence of prominent figures, with no possibilities for follow-up or a more detailed analysis of the problems that affect people who watch the news every day. Hence, handling crime on television should be dealt with very carefully, granted its far-reaching consequences for the public attitudes towards it. Moreover, as primetime news is the time when children and under-aged are still among the potential audience,

additional attention should be paid to stick to the principles of good taste and fair reporting.

HYPOTHESIS

- The evolution of satellite based cable TV; the DTH, TV, and the online news have contributed to the emergence of 24 X 7 news formats.
- There has been shifting focus towards breaking news.
- Multimedia news formats are getting prioritized.
- The news bulletins are exploring and in the incorporating news spheres of social live to move the news bulletins all inclusive.

RESEARCH METHODOLOGY

The study primarily adopted the method of content analysis which was supplemented by social survey method of research. Content analysis of the primetime news bulletins of selected television channels was conducted to explore the trends in news presentation.

SAMPLING

The sample for the study includes two hours of primetime news programming per day of the week spreading over to four consecutive weeks of a month of programming by three popular TV news channels in India. As such the sample size came out to be 224 hours of news programming. The reasoning behind the selection of the prime time new programs is that each sample will be all inclusive covering diverse events including political, crime, social, life, style, science, sports, business etc and are likely to attract all generations of viewer ship. In addition, these are likely to cover recorded news, live coverage of events and online comments and discussions making the news programming complete.

The four channels have been selected for their perceived specialization on different aspects of news programming viz. Promptness in news coverage, completeness in news presentation, breaking news, social responsibility in news presentation.

The individual news stories are defined as the units of analysis for the study. The number of units of news programs has been counted and duration of the programmes is measured to explore the perceived priority, as part of the content analysis. The study also examines in its historical perspective the evolution of the primetime news formats, which has been supported by an opinion survey of the journalists and the viewer's on the evolving primetime news formats.

LIMITATIONS OF THE STUDY

Despite all genuine efforts make the reliable and universally valid, certain recourses as well as time constraints limit the universal validity of its findings. A study of trends could have been more appropriate by taking a longer reference period; it was not possible considering the time and resource constraints of an MPhil scholar. Comparative analysis could have been more accurate in the event of simultaneous study of the concurrent news bulletins, which the scholar could not do with accuracy. Personal interaction with the veterans of the game could go a long way in making the data more credible. These could be the areas of emphasis for future research efforts in this area.

CONTENT ANALYSIS OF SELECTED NEWS CHANNELS

As part of the present research work undertaken to study the changing trends in primetime news in the Indian context, the researcher had to first select the

sample news channels to be taken for the study and also the duration of the study. To explore the trends in primetime news the study primarily relies on primetime content analysis of selected TV News Channels over a period of four consecutive weeks. To get an insight into the primetime news content and the trends there in, the content analysis has been done both in qualitative as well as quantitative terms. To represent the universe of TV news channels in India for the study three National channels have been selected, considering their representative characters.

The duration of four weeks has been selected randomly being guided by the title of the present study-study of the trends in primetime news. the researcher was at an ease to select the timeframe on Indian Television as the standard time for this period is 9.0 -11.0 pm, Five days in a week, i.e., from Monday to Friday. This is because, most of the News Channels in India showcases hard news stories during these days, until and unless there is any breaking news or such content that can draw maximum viewership, Saturdays and Sundays in every week's FPC Schedule (Fixed Point Chart) are exempted from showcasing hard core stories.

It is observed that most of the news channels play soft stories and special programs like musical shows, comedy programs, Dial-In Shows etc, during the weekends. If we compare this particular trend with entertainment channels, then we can observe a little similarity in their schedules. Every entertainment channel showcases feature films and some special programs on weekends. For an instance, The **Indian Idol 4** Series on Sony Entertainment Television was aired on weekends. In an another example, Comedy shows like '**Chinchpokli to**

China' and **'Chhote Miyan, Jung Nanhe Hansgullon Ki'** were popular comedy shows on Sony & Colors. Both of these shows are aired on weekends only besides their regular Saas Bahu serials on week days on routine basis. In fact these shows get maximum TRP also. The reasons may be their content or their suitable time of telecast that suits the audience. This clearly shows the relevance and importance of the weekend. The same format is adopted by the News Channels also. They very well understand the importance of weekends, so they have also made it more special other than their routine schedules.

So, this way it is more clear that to carry out this study, the 9 to 10pm time slot from five days in a week format well suits the researcher.

For the purpose of this study the following three popular Hindi news channels in India have been selected:

- Aaj Tak
- NDTV
- IBN 7

For the above purpose, the contents of the above news channels were observed and tracked simultaneously to find out the changing trends. These channels were observed for about twenty days from the beginning of April 09. The extracts of the prime time news presentations of this period have been analyzed hereunder both quantitatively as well as qualitatively.

QUANTITATIVE ANALYSIS

When this project was carried out, the Indian News Channels were all running in the race of highlighting the Parliamentary elections 2009, which in fact was a big concern for media, otherwise also as politics or political news has always been their prime focus. So, it is obvious that

every news channel has got an issue to discuss for couple of months or till the elections end and the new government takes charge. Otherwise they have to depend upon the so called masala news to get notice. But all the news items related to the elections have swapped the way for the rest of the news elements. Although stories related to crime are still appearing in their routine crime bulletins such as **'Sansani'** & **'Vardaat'**. But the regular crime stories which used to be their opening news or 'Breaking News' are somewhat missing. Political news has taken their place instead.

In another example before the announcement of Polling schedule, the news channels used to showcase some special programs usually on the news of the day or may be on a soft entertaining story. But in the present time special programs relating to elections have taken their place. Some Channel is showing a special program **'Kaun Banega Pradhanmantri'**, and some other is featuring **'Election Express'**. The most popular channel among the literate masses, NDTV has even changed its Channel ID and Logo. It appears now as **'Chunaav matlab NDTV'**. Their reporters cum Anchors like Nagma, Arifa Khanam (now with live India), Vinod Dua, Amrita Rai etc, are on the election express. They are travelling across the country to get public opinion and learn about the expectations of the people from their Nation at Leaders.

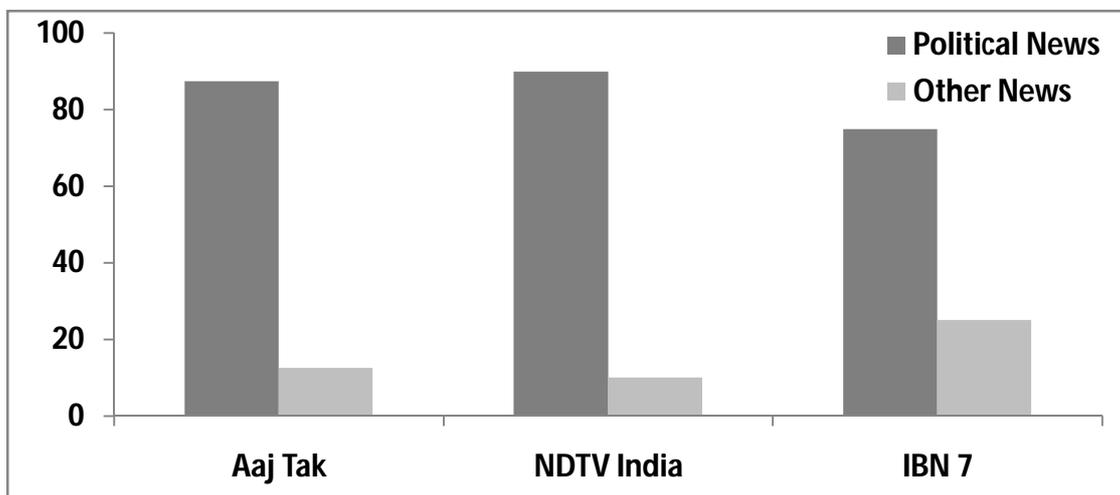
Thus we can say that during this particular time of research, the major news content was shared by politics in the selected news channels. NDTV can be crowned for showing maximum political coverage during this period, which varies from 95 to 100 percent. While the most popular Hindi channel Aaj Tak gets the second position by showing up to 90

percent political coverage. IBN 7 gets the third position by sharing 85 percent of its news content.

While the other news contents such as crime, entertainment & sports gets

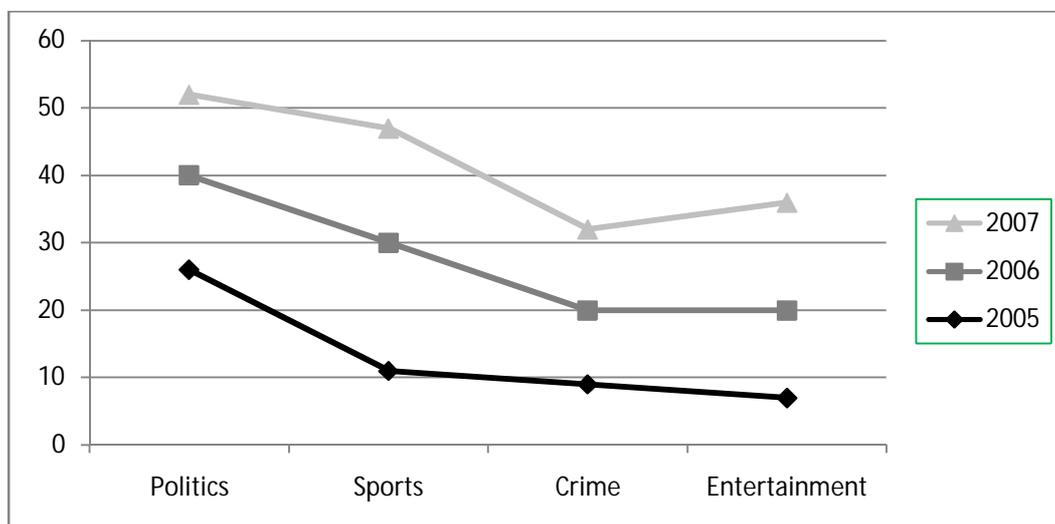
maximum air time during this period on IBN 7. The next channel that gets the second position showcasing these contents is Aaj Tak and NDTV is far behind this race.

Chart-1: Subject-wise breakup of the overall news bulletins



The breakup of the news time of six dominant news channels in India presented in chart 2, reveals the dominant position of political news followed by sports, crime and entertainment news.

Chart-2: Percentage of news time of six news channels



Source: CMS Media Lab

QUALITATIVE ANALYSIS

To analyze the trends in primetime news, let's examine the prime time content thoroughly. The News Bulletins during this period on the selected news channels had the following news items.

NEWS ITEMS COVERED ON AAJ-TAK, NDTV & IBN 7

- Baba Ram Dev Black Money issue- Political Story.
- Samajawadi Party declares its MP contestant on Lucknow seat. Social

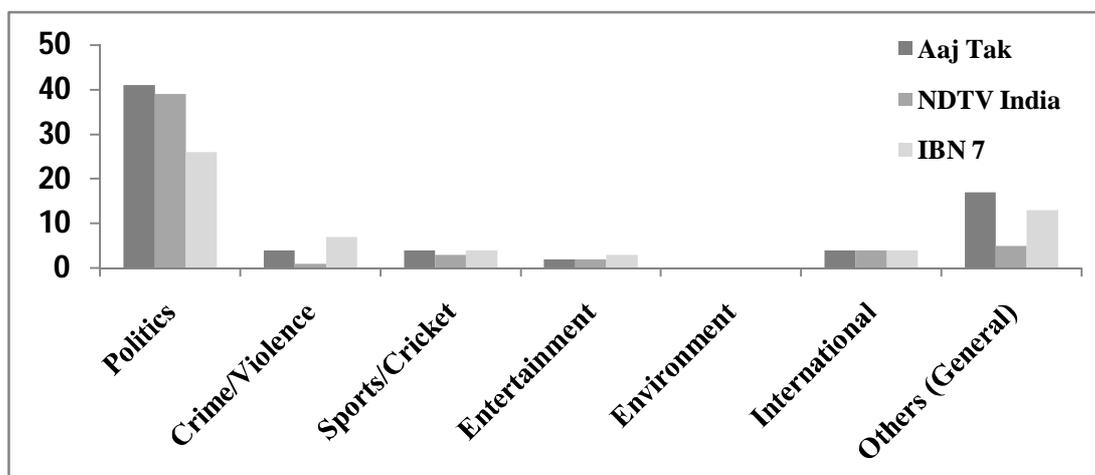
- activist & former Miss India Nafisa Ali gets ticket.
- Special Program on Baba Ram Dev black money issue.
 - Pakistan hires Terrorist on Rent
 - Srilanka attacks on LTTE
 - Abu Azmi files nomination in Mumbai
 - Sonia Gandhi files nomination from Rai Bareilly.
 - Nitish Kumar opposes Narendra Modi in Bihar.
 - Laloo Yadav's comment on Nitish
 - Laloo Yadav's statement against Varun Gandhi
 - Congress announces its candidate from Patna Saheb's seat. Shekhar Sumar to contest against Shatrughan Sinha.
 - Priya Dutt couldn't file nomination
 - A social welfare organization in Jaipur appeals public for vote.
 - One dozen people die by consuming spurious liquor in western Delhi.
 - Delhi's opinion poll, a survey of about 50,000 people for 7 MP seats.
 - Mayawati against election commission.
 - Amar Singh & Azam Khan fight on Jaya Prada issue.
 - Follow up story on Patna Saheb-Fight between two Bihari's.
 - Star politicians like Priya Dutt, Milind Devra, Nafisa Ali, Advani files nomination.
 - Advani Vs Sonia on wealth comparison.
 - Dainik Jagran Journalist Jarnail Singh on P Chidambaram shoe attack issue.
 - Parents in Delhi agitate against fee hike matter.
 - Research in Mumbai hospital exposes the disadvantages of mobile usage.
 - Reporter Somya Murder case. Maccoca on accused.
 - Shilpa Shetty on IPL.
 - Story on change in Delhi's climate.
 - Tulip flowers attracts tourist in Srinagar.
 - Special on 15th Lok Sabha Elections
 - Comic news- Comedian Jaspal Bhatti & Johnny Lever to fight elections.
 - Pay Commission issue-Supreme Court issues notice to Army Chief.
 - Taliban reaches Pakistan capital.
 - Record booking of Tata's Nano Car.
 - Shilpa shetty visits golden temple.
 - Veteran film Director Shakti Sawant dies in Mumbai.
 - Special Program on the victims of 84 riots- Jagdish Titler refused ticket. Dainik Jagran reporter Jarnail Singh attacks on Home Minister
 - Polling for first phase of election went peacefully with small naxalite attacks.
 - Attack on Advani.
 - Varun Gandhi released on Parole from Etah Jail.
 - Left leaders join Jaya Lalita.
 - Salman Khan campaigning for political parties.
 - Film stars campaign for election, appeals for voting.
 - IPL organizes road show.
 - Rape of foreigner in Mumbai- Accused is management students, arrested.
 - BCCI slams Dhoni & Harbhajan Singh for not attending the Padam Shri Award Ceremony.
 - Shahrukh Khan, Shilpa Shetty & Preity Zinta participates in road show in Cape Town.
 - Special on Election Commission.
 - CBI gives clean chit to Jagdish Titler in 1884 riots.
 - Victims of 84 riots agitate in Delhi.
 - Congress opposes BJP on issuing ticket to Manoj Pradhan.
 - Sanjay Dutt says police had beaten him in Jail.
 - Tension begins in Swat valley of Pakistan.
 - Sonia Gandhi in her Keral visit says she is afraid of LTTE.

- Sikhs of Punjab agitate against CBI's clean chit to Titaler, opposed congress for giving ticket.
- 25 dies for consuming intoxicated liquor.
- Advani's statement on Modi.
- Visdon invites five Indian Cricketers for their team.
- Jarnail Singh shoe attack issue.
- Ex DGP gets notice.
- DDA Flat Scam-Charge sheet filed.
- Minor murdered in Lucknow.
- Businessman killed in Meerut.
- Titaler's ticket may be refused.
- Mayawati on election Commission.
- Priyanka Gandhi gives signal of joining politics.
- Munna Bhai & Circuit gets separated, as Circuit to campaign for congress.
- Opposition attacks PM's Car in Thailand.
- Sonia Gandhi slams Laloo Yadav on the development of Bihar.
- Narendra Modi against Priyanka Gandhi.
- Pranav Mukherji on Laloo Yadav.
- Indian hockey team wins Afzal Shah Tournament.
- Ram Janma Bhoomi Issue-VHP leaders criticize BJP.
- Congress criticizes SP.

Table-1: Nature of Primetime News coverage

Nature of primetime news	No of Stories			As percentage of total		
	Aaj Tak	NDTV India	IBN 7	Aaj Tak	NDTV India	IBN 7
Politics	41/72	39/53	26/60	56	72	43.3
Crime/Violence	4	1	7	5.5	1	11
Sports/Cricket	4	3	4	5.5	5.5	5.5
Entertainment	2	2	3	2.7	3.7	3.3
Environment	0	0	0	-	-	-
International	4	4	4	5.5	5.5	5.5
Others (General)	17	5	13	23.6	9.2	26

Chart-3: Nature of primetime news coverage



AUDIENCE RESPONSE

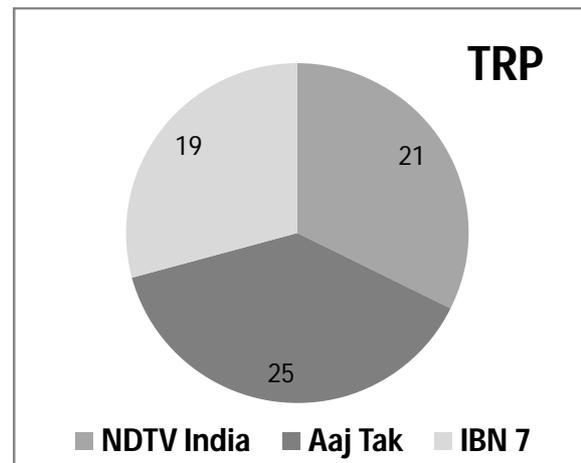
To study and observe the response of audience is again a complicated task. It is not easy to find out their taste as it changes very frequently. Similarly in cinema, nobody can predict about a particular film that whether the film will be a hit or going to be a major flop. Much awaited and expected film with superstars like Shahrukh Khan gets zero response from the audience sometimes and a low budget film like *Honeymoon Travels Pvt. Ltd* and *Khosla Ka Ghosla* becomes a huge success. The same way in small screen also, the likes and dislikes of the audience cannot be predicted and understood easily.

For this we have to rely on the TRP Charts published in different online magazines and websites, which may have the chances to be manipulated by the broadcaster.

Though TRP is generally observed in the metro cities and the rural masses are not approached to get the exact response of the audience and it not obvious that the TRP of a particular metro city will be similar to the TRP of a rural town. As the likes and dislikes of people living in different geographical region may vary.

But if we organize a public opinion survey, then there are chances of getting some indicative response. Then again this type of research methodology is not very commonly used to get the response. Though there are certain organizations that conduct surveys, according to the TRP Charts, the average TRP of The selected News Channels is as shown in Chart - 4:

Chart-4: TRP of the News Channels during the period of the Study



The above Bar shows that the most popular channel among the masses is Aaj Tak, while the channel of the elite class gets the second position and the channel of the rural masses gets the third position.

While NDTV is observed during this period as the channel that's showing the maximum political content and that may be one of the reasons for such TRP, though the most popular channel gets the maximum response. Aaj Tak has shown a blend of all news but with a dominance of political content. It shows that the audience appreciates the content of this channel. Which not only include their local language, rural approach Whereas IBN 7 is also a similar channel but its main focus are stories related to crime and superstition, but still it gets a least response.

IMPACTS OF INTERNET ON BROADCAST AUDIENCES

With the arrival of Internet news broadcast news outlets, both national and local, have been the most adversely affected. Growing numbers of traditional broadcast audiences are losing the news habit, half pay attention to national news only when something important is happening. More and more watch the

news with a remote control in hand, ready to dispatch uninteresting stories.

These are the principal findings of the Pew Research Center's biennial survey of the national news audience, which documents the rapid emergence of the Internet as a news source, as well as a significant decline in regular viewership of broadcast television news. One-in-three Americans now go online for news at least once a week whereas regular viewership of network news has fallen from 38% to 30% since 1998, while local news viewership has fallen from 64% to 56%.

Among younger and better-educated people, the Internet is making even bigger inroads. Many more college graduates under the age of 50 go on the Internet every day than regularly watch one of the nightly network news broadcasts. And generally, the survey finds that people who are interested in the news and go online tend to watch less network TV news. The survey also finds modest declines in the viewership of television news magazines and the morning news shows.

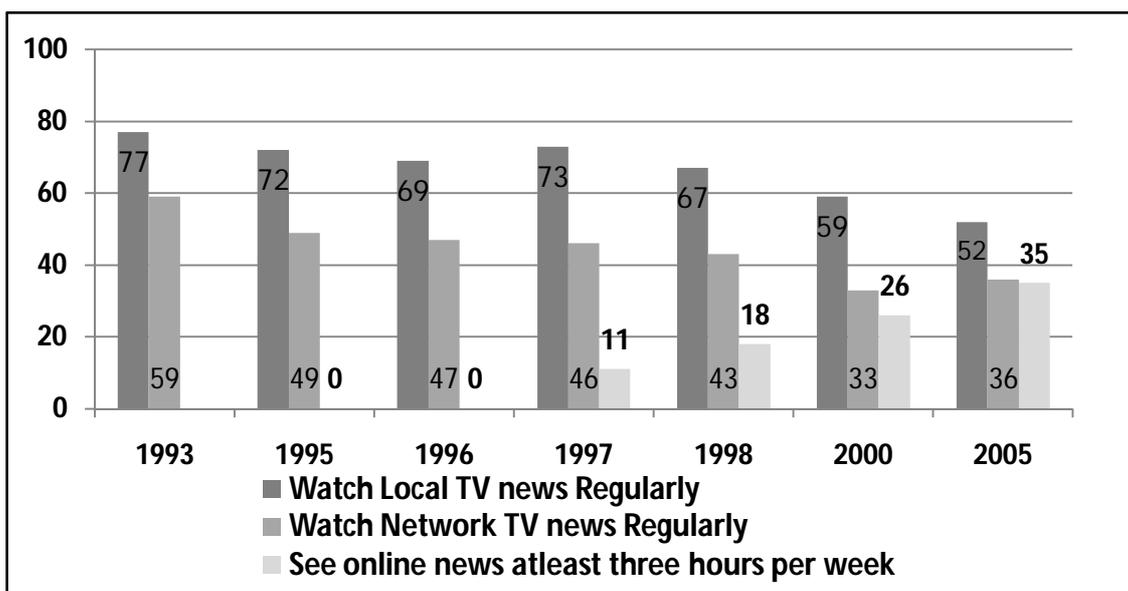
VIEWERSHIP OF TV CHANNELS: SURVEY AND ANALYSIS

A survey of television viewers was conducted to understand the very nature of the audience and their response for a particular brand. For the purpose about fifty people were approached and were given a prepared questionnaire. The responses to the questions are presented in table no.1-10. The very first question to be answered was that did they agree or disagree with the fact that the News Channels have diluted their social commitments under the driving influence of commercialization of news. The response is as under:

Table 2: News channels have diluted social commitments in recent years

Response	No of Respondents	Percentage of Total
1) Strongly Agree	35	70
2) Moderately agree	10	20
3) Do not Agree at all	5	10

Chart-5: Online News Vs Broadcast News Viewership



Most of the people agree with the fact that the News Channels have diluted their social commitments under the driving influence of commercialization of news. Though some of them but not in a greater majority were moderately agree with this question. A very few people denied the fact and stand against this thought. They were in the belief that the News Channels have not diluted their social commitments under the driving influence of commercialization of news

The next question was to know the reasons for news channels emphasis on crime news. There were certain choices in the question for the respondents to be specified in order of priority. But most of the people have voted in favor of the fact that the news media does this to improve their rating and viewership. Even some of them have said that no media shows such events especially to reduce criminal activity by exposing criminals.

The next question was about their refined taste towards a particular news element. They were asked to write their choice of interest in the options given. That whether they are interested in watching political news, entertainment stories, social news

and sports. But again the response is very strange. Majority of people have shown their interest in entertainment values. The next majority of people have shown their interest in sports news which is very closely related to the first response. But the shocking fact that came in the way was that the people survey had a very little or we can say no response for news related to social issues, which is again a very strange stimuli. Let's have a look at the following table:

In the next question the people were asked to select a news channel in the order of their preference. They were given the names of the popular news channels in India that are also the part of our research study. They were Aaj tak, NDTV, IBN 7, Star News & India TV. Most of the respondents have voted for India best Hindi News Channel-Aaj Tak. The next choice was NDTV which is considered as the most standard and credible news channel. While the channel of the rural masses, IBN 7 gets the least response. Though Star News is also a very popular news channel but this survey reports reveals that it is quiet popular in Maharashtra. The Northern region has an influence of Aaj Tak and NDTV.

Table- 3: Why media emphasizes on crime news

Reasons	Priority by Respondents					Weight age	Rank
	Ist	IIInd	IIIrd	IVth	Vth		
To reflect social reality	10	5	10	20	5	145	3
To cater to peoples appetite for crime news	15	10	5	20	5	175	2
To improve TV Ratings	20	8	9	5	8	177	1
To survive against competition	5	20	10	5	10	155	4
To reduce criminal activity	0	7	16	0	22	98	5

Table-4: Order of Priority in Prime time Content

Preference	Priority by Respondents						weight age	Rank
	Ist	IIInd	IIIrd	IVth	Vth	VIth		
Political News	20	10	5	5	5	5	220	1
Entertainment	10	15	10	5	3	6	202	2
Sports	8	5	10	10	15	2	175	3
Crime News	4	5	10	10	10	10	149	4
Social Issues	6	8	5	5	10	15	146	5
Developmental News	2	5	5	5	8	10	98	6

FINDINGS, CONCLUSIONS & SUGGESTIONS

It seems as if the news channels in India have charted out their own respective doctrines and present anything as news and serve it to their audience, which leads to a shift from ethical issues of journalism. The orthodox news contents find themselves in trash and a stinking combination of sex, stings, gossips, super naturals; crime and reality show reports hold the centre stage. Stories of real life and real heroes of national interest are relegated to the lower ranks.

News channels have adopted a policy of corporate culture and have metamorphosed themselves towards 'packaging' of information wherein their basic motto has become that of entertaining and earning Television Rating Points (TRP) rather than disseminating information. With umpteen number of news channels mushrooming, your thirst for what you call 'news' would still not be satiated. The quality and authenticity of news have deteriorated, and the news channels are into the business of raking in moolah (money) at any cost.

Indian electronic media has been presenting news in an irresponsible manner sensitizing crucial events without realizing and understanding the impact and implications on the society. For

instance, what happened in Aarushi murder case is an evidence of media's irresponsibility of character assassination. The channels have put on the mantle of self proclaimed investigating agencies, and this characteristic of sensitive journalism has compelled the judicial machinery and ministries to come out with a set of regulations for this kind of investigative reporting.

The trend of sting operations has been taken up by almost every channel with an eye towards enhancing channel's TRPs. A channel even went on to the extent of staging and fabricating a sting operation wherein a lady school teacher from a Delhi girls school found herself in soup for her alleged involvement in trafficking of girl students of her school! The sting operations have dared to intrude the private lives in their rat race of sensitising news and attracting viewers. This has enforced the news channels into crime and sex shows that are very erratic. Shockingly, the news channels take eternal pride in glamorizing crime and criminal world, and depict the out caricatures of criminals as larger than life heroes. The time slot around 11 in the night is booked for crime news in programmes namely – Sansani, Vaardaat, Crime reporter, Crime file, etc. Throughout the day, the channels come out with seductive endorsement of the contents to be telecast during such

episodes, giving an impression that if you miss you will miss the train of your life. Add to this, the presenters of such shows who come out with Shahenshah like image would terrorize you more with their animated articulations.

Another trend in vogue nowadays are the laughter shows, wherein the channels lifts clips from various comedy shows running on various entertainment channels and serves as news items. As if the recurrent repeat telecast by the respective entertainment channels was not enough that the news channels have plunged into the business of making people laugh. It is quite acceptable to have a refreshing dose of entertainment amidst real serious business of news watching to break free from boredom, which may feel as a refreshing breeze, but here Ganges is flowing in the opposite direction. If you get bored of being entertained on news channels, you may be offered, in mercy, a small dose of news to quench your desire. It is high time that TV news channels in India observe a degree of reticence and carefully zero in on the contents that deem necessary preference and at the same time figuring out those contents that should be weeded out. They need to take a firm holding on the essence and demand of journalism rather than becoming a bane for one of the strongest pillars of democracy.

The pity of the Indian media is that it is surviving on myths and superstition.

Where has all the factual news gone? It should telecast scientific development taking place and how technology is helping us in day to day life. Media should encourage art, science and literature but it is focusing on astrology, rebirths, religious myths, beliefs and aliens. Now days almost every news channel telecast astrological programmes

where an astrologer or some baba is sitting and predicting about deaths, marriages and relationships. The funny part is that sometimes statements made by each astrologer are contradictory which confuses the audience. Superstition and myths are also encouraged as recently in one of the news channel there was programme based on a tantrik who claimed that he can kill a person within three minutes. It was telecast but the action failed and to escape from humiliation the tantrik said that it can only be performed at night. In the place of live telecast like this it should telecast scientific development taking place and how technology is helping us in day to day life. This kind of telecast will assist in human resource development. As a developing nation India is lacking behind in many aspects like technology, research development, and social and economic development and human resource development. India should observe that how yellow race people contributed in their country's development and now nobody comments on them in terms of technology, racism and culture.

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THE ROLE OF MEDIA IN POPULARISING INDIAN BAUL CULTURE & THEIR SONGS TO THE WORLD

Bidhan Mondal

ABSTRACT

The popularity of Baul songs increased throughout the world and these have received due importance in focussing the regional or local culture and historical perspective of a particular community of a particular country. In this paper I shall investigate how the different mass Medias like radio, television, computer and recently internet have played vital roles in giving Baul songs a wide publicity amongst all classes of global audience that leads to a change. In this paper both the changes and the continuity of the traditions of the Bauls and the nature of media of social and cultural communications to which they are now exposed and adapt themselves will be elaborated. The aim of this study is especially to argue in favour of these changes, taking into account the current scenario of this globalized world, we have to remember that changes are inevitable as the total scenario of this world has been changed due to globalisation. Well, do the Bauls battle by swimming against the tide or do they just sink unnoticed, there is no single answer to these questions as each artist evolves individual strategies or decides to fall in line with trends that are perceived to be successful and in this paper I will highlight this problem and its solutions regarding the current status of Baul songs of Bengal.

Keywords: Baul, Media, Music, Market, Globalisation, Sadhana, Culture

We all know that the folksongs of Bengal are as rich as they are varied. They represent a particular aspect of the cultural tradition of Bengal which has evolved through centuries of intermingling of cultural traits of different communities and ethnic tribes. Hence we find folksongs of Bengal reflecting the common cultural traits of the Bengalees and the Baul songs symbolising the spiritual quests, their songs give us an indication of intense spiritual cravings. Greater interest in folk culture and folk songs, the cult of Bauls and their songs has become a matter of paramount interest for the urban intelligentsia. Through the modern means of transport and modern media of cultural communication like published literature, books, newspaper articles, radio, cinema, this age old traditional folk performing art of Bengal comes into the reach of urban audience of India and abroad as well. The

traditional Bauls who are believed to have lived in Ashramas and Akhdras, as ascetics pursuing their special cult, being pulled by the force of these interactions starts settling down in roadside villages and urban centres, formed families and thus become householders. My focus in this paper is also to trace out Baul songs by virtue of their specific wordings, rhythm, tuning and mode of presentation, have found a conspicuous charm throughout the world. Bauls added special attractive features in traditional mode and being controlled over the tuning and playing of the traditional musical instruments they could not find it difficult to mould the songs and their connected tuning to get equal attraction from all classes of audience. In recent years owing to a variety of reasons the educated urban people have been very much attracted towards the Baul way of life. The Bauls are now invited to present

their songs in the public performances in the urban settings. They have got the opportunity to stage their performances in various Western countries and with their rich heritage of songs they have been able to win over the hearts of the alien audience.

This phenomenon has certainly brought many abrupt changes in the Baul community on the whole and “the impact of which have resulted in various conspicuous alterations which go both in favour and against the Baul tradition” (Sarkar, 7). Although such changes have occurred in the Baul way of life and culture, there are some cultural traits of their own which are still found to continue and function in different spheres of their life and culture for the maintenance of the social and cultural boundary of their communities. Various religious songs, *Macchaba* and *Mela* are the three traditional media of communication of the Bauls. Songs are found to be the principle traditional medium through which the Bauls are trying to communicate as a special group to the massive and fast exposure to the larger society, particularly since the beginning of the 21st century through the modern means of communication and network of administration, development and political process these indigenous songs from the rural areas of Bengal spread over rapidly throughout the country. These traditional Bauls who are *Sadhakas*, express their deep inner religious feelings (*Bhava*) through their songs. A *Sadhak* Baul’s aim is to give expression to the psychic love which could be found in Krishna’s love for Arjuna, Hanuman’s love towards Ramachandra and the Gopis of Brindaban and Radha towards Krishna. The following composition bear this

testimony: “Surit, Kurit, Pirit tin piriter Bhab/ Jar pirite je mojheche, hoi tari labh...Bhober pirite prapti ghoete...Mone bujhe koro pirit, pirite hoi arati...” (Basu, 60). True love according to the Bauls, is incompatible with any kind of compulsion. Unless the bonds of necessity are overcome, liberation is impossible for them. It is when we come to the domain of the spirit of God-realisation, that we find the real nature and stature of Indian culture; it is here that India lives and moves with her tradition, its truth: “In love there’s no separation, but commingling always so I rejoice in song and dance with each and all” (Mukherjee, 25). In the cult of the Bauls, love is given the supreme position and this feeling of love has its origin from the core of the heart and which tries to embrace all the human beings of the world as the central Baul philosophy based on the idea that god resides in each human being. Kabir, Nanak, Dadu also believed in the divine, intimately enshrined as “The Man of the Heart”. “Kabir says: in this body is the Garden of Paradise; herein are comprised the seven seas and the myriad stars; here is the creator manifest” (Chakrabarti, 96). In one of the songs of Lalok Fokir says “*Jakhan orup smoron o hoi/ Thake na loklojja karo voio prem j kore se jane/ Amar moner manusero sone. Milan koto dine/ amar moner manusero sone*” this song immediately reverberates one of Tagore’s own
Amar praner manus ache prane/ Tai heri tai so kol khane” (Mukherjee, 25).

In his Hibbert lectures delivered at Oxford University in 1930, later published as *The Religion of Man*, Rabindranath Tagore draws upon his persistent fascination with Bengali folk music and literature, especially the Bauls. Rabindranath’s

exposure to the Bauls deepened at Silaidaha, where he had come into contact with Gagan Hakara, and he had made arrangements to transcribe the songs of Lalan Fakir by Kalimohan Ghosh. Later Rabindranath was also instrumental with Kshitimohan Sen in translating the Baul songs into English for a wider, global readership. In *Loksahitya*, Rabindranath commented on the importance of translating the global aspect of the regional oral literature: "In the tree of literature the root is deep within the soil and the top radiates out towards the sky...what is universal is based on the foundations of the local thus there is a relationship between the local of literature and its universal counterpart" (Sen, 12). Therefore it is undoubtedly true that Rabindranath made the first attempt to popularize this genre as he realised that the language of Baul had the ability to trap the nuances of the local and yet penetrate into the deeper aesthetic merit of literature.

On the one hand Tagore seeks to transcend the diversity and universal appeal of Baul music and culture to the world, because there it can find fresh products that can be offered to the new and ever growing markets of this world. But at the same time, the diverse offerings it seeks to exploit must conform to the terms and conditions of the global market even at the risk of losing their unique identities and traits which made them eligible. It may be argued justifiably that in any sphere those who are able to be in step with the times survive and others fall by the wayside and this is indeed one of the constricting pressures that globalisation has inflicted on many an existing artist and art forms especially music. Such is the impact of this aspect of

globalisation that most forms of Indian music desperately try to conform to the successfully globalised Bollywood Hindi songs. On TV channels catering to the regional viewership, music videos provide ample proof of this homogenising which has undoubtedly had a tragic impact on the diverse forms of musical expression in the country. Therefore songs with slow tempo or complex rhythms are usually rejected and what retained are the songs that can be converted into dance tracks with a primal beat. What happens in such a situation to the innumerable artists who are bare exponents of marginalised forms like classical music, folk music especially Baul. Transformation in the sphere of economic activities of the Bauls even led them to divert from their traditional Ashrama based collective social life to individual endeavours for self-maintenance and domestic needs. This individualistic attitude for uplifting the living condition of their families compels them to adopt a different lifestyle different from their *sadhana*. Their leanings towards the secular world has expanded their field of activities and established a far-flung and complex network of interaction with the *non-bauls*.

Apart from problematising notions of authenticity attached to cultural identity, also makes possible an interrogation of the bifurcation of the global and local identities particularly in the onslaught of globalisation as a strategy, technique and ideology. There is an increasing tendency of using the modern medium of communication like printing and press by this *non-bauls*, being better literate in comparison to the traditional bauls. Not only these *non-bauls* are composing the tune and music of the Baul songs, they are now very much interested in writing the

baul songs in their traditional format. Due to this the 'Real Bauls' are found to be very much concerned about their cult as instead of getting success in Sadhana the Bauls are now found to be more interested in recording their discs or in cassettes. Under such changing situation the traditional habit of the Bauls to convey the spiritual message of their cult through songs to the village laity, urban literates and they are very careful about preserving their esoteric cult identity and strike a balance between perennial mystical sexo-yogic imageries and introducing new popular secularised romantic and in their dress and decorations, in smoking *Ganja* and in their stylized conversations sentimental elements they present through their songs. It may also be said that the external force and demand of Baul songs and music of the larger society make the Bauls very much conscious to retain their identity. Even in the midst of change they are found to have been trying to maintain their boundary markers of the group to project themselves as a 'Real Baul' in the competitive context. Dr. Manas Ray observed while researching on Bauls of Birbhum, observed---"They are trying to preserve their tradition in writing the songs. The contents and structure of lyrics are found to be same as found in their traditional Baul practices" (Ray, 106). These Bauls try to rationalise their non-vegetarian diet in terms of their philosophy of not torturing their body where *moner manush* resides.

In the era of Glocalisation and the advancement of electronic and satellite communication, indigenous minorities from different parts of the world have started to come together on a larger scale. The movements started by indigenous people with their popular culture against

the injustices and atrocities on them and their artistic protest caught the immediate attention of the international audience because of the print media and electronic media. Thus, folk musicians like Baul have thought of ventilating their spiritual voice of their "sadhana" to the world and in this way they will take the positive outcomes of glocalisation.

Therefore in the context of Baul music, this would mean that in order to attract an international market, the Baul musicians must retain some part of his or her Indian identity, but only in such measure as would set him or her apart and not make their ethnicity frighteningly unfamiliar or alienating. After doing several fieldworks in different rural areas of Bengal I observed that at present Bauls have shown great capability in handling modern media and situations of communication by adopting new tunes, words and melodies in spite of retaining the traditional format along with modern musical instruments with that of traditional Baul instruments like *Ektara*, *dugi* and *khamok*. Therefore I would like to conclude my essay positively, echoing the conclusion of Mr. Ray: "They are likely to maintain continuity of social and cultural identity in the course of an overall trend of secularisation" (Ray, 109).

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NEED OF PSYCHOLOGICAL EMPOWERMENT OF WOMEN IN INDIA

Shraddha Tripathi

ABSTRACT

Today women are equal with men. But we have to give more importance to develop rural women empowerment. We put a special focus on empowering women and girls, because we believe they hold the key to long-lasting social change in communities. Empowering women must be a united approach, a cause that requires continued attention and stewardship by all. We need to augment our efforts for empowering women and enhance their progress. It is our moral, social and constitutional responsibility to ensure their progress by providing them with equal rights and opportunities. Women empowerment is a process of awareness and capacity building leading to greater participation, to greater decision-making power and control and to transformative action. This study is discussing on different aspects of women empowerment i.e. psychological, cultural, social, economical and political empowerment. It also enlightened the need of psychological empowerment of women and role of different authorities like family, teachers, media etc of society. Psychological empowerment is generally development of self- esteem, self-confidence and other aspect of psyche.

Key words: Psychological empowerment, Women, India, Self-esteem.

“India is a country of grand contradictions. While it is a global leader in the knowledge economy, it is also home to more than half the world’s poor and illiterate people, most of whom are women.” (Reddi & Sinha, 2004). The sex ratio improved slightly from 933 in 2001 to 940 in 2011. The gender gap between male (82.14%) and female (65.4%) literacy rates remain high at 17.10 as per 2011 Census. It is an important fact that no society will progress satisfactorily unless women, who constitute almost half of their population are given equal opportunities. The first Prime Minister of India Pandit Jawaharlal Nehru once said, “To awaken the people, it is women who must be awakened; once she is on the move, the family moves, the village moves and the nation moves” (quoted in Pillai, 1995; p. 62). So there is a greater need for bringing women in to mainstream of development of India.

The Beijing Declaration and Platform for action adopted at the Fourth World Conference on Women in 1995 drew attention to the emerging global communications network and its impact on public policies, as well as the attitudes and behavior of individuals. It called for the empowerment of women through enhancing their skills, knowledge, access to and use of information technologies. It also included a strategic objective. “Increase the participation and access of women to an expression and decision making in and through the media and new technologies of communication”.

THE CONCEPT OF EMPOWERMENT

The term empowerment has been widely used in the social sciences across a broad variety of disciplines, such as community psychology, management, political theory, social work, education, women studies, and sociology (Lincoln et al., 2002). The

term empowerment is more frequently used in the community psychology disciplines (Hur, 2006). However, there is no clear definition of empowerment across disciplines. In the literature, empowerment is defined and described in various ways, either as a term, construct, concept, or process. Usually, the empowerment concept is defined narrowly using only a specific scholarly discipline or program (Page & Czuba, 1999). Several empowerment definitions are presented in this section together with a working definition that will be used in this study.

The term empowerment is defined as the notion of people having the ability to understand and control themselves and their environments (including social, economic, and political factors), expanding their capabilities and horizons and elevating themselves to greater levels of achievement and satisfaction (Lee, 2005; Wilson, 1996). Chamberlain (1997), who views empowerment more in the perspective of mental health rehabilitation, refers to empowerment as a process that has a number of qualities such as: having decision making power, having access to information and resources, having a range of options from which to make choices. Empowered individuals are described as having high self-esteem, feelings of self-efficacy, feelings of control over his/her life, increased critical awareness, and increased civic participation (Perkins & Zimmerman, 1995; Zimmerman, 1995, 2000). From the perspective of ICT, empowerment is achieved by supporting individual use of technology for personal needs and goals (Hermano, 1996 as cited in Lee, 2005). In other words, empowerment through ICT means

transforming skills into actions to produce a self-determined change.

There are three levels of empowerment: organizational, community, and individual empowerment. The first level of empowerment, organizational empowerment, refers to the organizational processes and structures that enhance member participation and performance and eventually improve the achievement of organizational goal (Clement, 1994; Perkins & Zimmerman, 1995; Wilson, 1996).

The second level of empowerment, community empowerment refers to collective action to improve the quality of life in a community and to the connections among community organizations (Clement, 1994; Perkins & Zimmerman, 1995; Wilson, 1996).

However, Perkins and Zimmerman (Perkins & Zimmerman, 1995) indicate that organizational and community empowerment is not simply a collection of empowered individuals. For the individuals, empowerment is concern with the transformation of individuals' lives in achieving goals and reaching targets, which they had thought impossible (i.e. to gain authority, skills, status, self belief and image, progressing to greater things and increasing rewards) (Wilson, 1996). The individual empowerment is also referred as Psychological Empowerment (PE).

WOMEN EMPOWERMENT AND INDIA

The Constitution of India guarantees equality, liberty and dignity to the women of India. The Fundamental Rights, The Directive principles of State Policy and Fundamental Duties etc virtually assure

equal status to women and provide special protection. After independence, a gamut of laws have been passed and some have been altered so as to award equal share to women in property as well as to eradicate some of the injustices meted out to women. However, there are many shortcomings and ambiguities in the enforcement of laws. As a result of this, the evil of dowry continues in spite of the Dowry Prohibition Act of 1961. Sati Prevention Act was passed in 1987 but glorification of sati continues in the state of Rajasthan. Immoral Traffic Prevention Act was passed in 1956 but does not prohibit prostitution altogether. Medical Termination of Pregnancy Act of 1975 has led to amniocentesis and female feticide. It is believed that 78,000 female feticide are done every year in India.

Indecent Representation of Women's Protection Act was passed in 1986 but the media still continues to project women as sex objects. Suitable changes in the Indian Penal code, Code of Criminal Procedures and the Indian Evidence Act have been made especially for the offence of rape, but judicial process and perception continue to be heavily weighed against victims of rape. Some of the labour laws are never enforced and some enforced in a mutilated form. In spite of the Equal Remuneration Act 1976, there is discrimination in promotion, training and transfer on the basis of sex. By and large undoubtedly more than six decades of efforts since Independence by the government and spell of fights and struggle under the immense pressure of women lib activists in the country have indeed brought certain changes in social, psychological and economic and political spheres of life. Consequently it becomes an imperative need to look into problems

and issues and their implications upon underprivileged women thereby to explore appropriate strategies and approaches uplifting women in all spheres of life in India.

THE TYPES OF WOMEN EMPOWERMENT

For Nelly Stromquist (1995), a full definition of women's empowerment must include four components:

- Cognitive
- Psychological
- Economic
- Political

Psychological empowerment: An increase in self-confidence and self-esteem, Greater motivation, inspiration, enthusiasm and interest to develop new skills and knowledge, to keep pushing for better services for rural people, feelings of belonging related to participation in the online groups in particular (Lennie, 2002).

Theoretical approaches to empowerment have dealt with three major psychological facts of power. Perceived control over one's environment and others is considered one of the primary psychological states underlying the experience of empowerment.

A related aspect of power is the ability to meet situational demands. Correspondingly, enhanced feelings of self-efficacy or perceived competence is also considered an integral part of the empowerment experience (e.g., see Conger & Kanungo, 1988). Power can also signify energy. History is replete with instances of the energizing power of valued goals in connection with wars, freedom struggles, and missionary work. In the organizational context

predominantly characterized by contractual relationships between the organization and the employee, creation of such goals requires the transformation of the attitudes and beliefs of the employees in line with the organization's mission and objectives. Such a transformation is typically thought to be provided by leadership practices variously known as visionary, charismatic, and inspirational leadership. The effect of the transformational influence is to energize subordinates to participate in the process of transforming the organization.

Based on the above three major psychological facets of power, a working definition of psychological empowerment can be proposed as follows: the psychologically empowered state is a cognitive state characterized by a sense of perceived control, competence, and goal internalization. Empowerment is thus considered a multi-faceted construct reflecting the different dimensions of being psychologically enabled, and is conceived of as a positive additive function of the three dimensions. The first dimension of perceived control includes beliefs about authority, decision-making latitude, availability of resources and autonomy in the scheduling and performance of work, etc. The second dimension of perceived competence reflects role-mastery, which besides requiring the skillful accomplishment of one or more assigned tasks, also requires successful coping with non-routine role-related situations. The goal internalization dimension captures the energizing property of a worthy cause or exciting vision provided by the organizational leadership.

NEED OF PSYCHOLOGICAL EMPOWERMENT

As researcher discussed above there are lots of women related problems. Although every problem have proper legal solution but either women don't know these rights or don't have internal power to use them. It's occurs due to lack off or low self-esteem and self confidence. In our society lots of women are suffered from domestic violence, teasing but they do not have internal power to stop crimes against them.

Role of parents and family: Anyone's any type of development starts from mother then father and then family. A person highly influences by their family norms, atmosphere and moral values. A girl also develops in the family. Family's thinking, motivation and atmosphere decides her personality. If a parent develops their girl child with motivation and reinforcement then the girl will be confident, if a parent teaches decision making to their girl child then she will be empowered. A fact is this every powerful woman is a result of their parents thinking.

Role of educational institute: Teachers can easily develop their student either boys or girls. Form childhood teacher should develop their students to respect each other, develop self confidence and education should be decision making oriented.

Role of Media: From starting to till now media and films showed very poor picture of women's. In our Bollywood movies in most of the movies women's only for love scene. Now a day all advertise represent wrong picture in front of viewers e.g. advertises shows use this cream and get girl, use this perfume and get girl, wear this and get girl. And other parts of media

i.e. T.V. serial represents women with expensive clothes, expensive jewelry and hi-tech home but always tear in eyes. These serials are full with lots of propaganda and emotional drama. Media should decide to teach their viewers in new and empower manner. Although in recent decay it shows the new picture of a today's women but still need of psychological development.

CONCLUSION

Conclusively we can say that although in India women are highly empowered in last two, three decade.but it's only superficial empowerment. The gap between progress and reality is too much. It will be time taking but can fulfil by boosting of psychological empowerment. In this way it is need that parents, family, teachers, media and society do work together. Although it's tough but not imposible. We must take outh to make at least one girl empower, then gradually graduly this problem will be solve out.

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