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" **Whoever controls the media, controls the mind** "

-Jim Morrison

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A Study on Students of Central University of South Bihar on Identity Construction

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With the advent of web technology, social networking sites have grown into a modern way of socializing. The widespread use of this platform and increasing time spent causes the user to create virtual identity through various means of self-presentation in order to participate. It provides features like uploading photos, videos, written information etc.

Due to its greater level of interactivity, users tend to share their ideas and information. All these features help one in identity construction and self-presentation. When individuals interact with others, they attempt to guide and create a certain image to highlight positive ideas of self and desired impressions. The way people are identified in physical world by clothes, language, behaviour, gait etc. likewise people in cyberspace are identified through their picture, written information etc.

This research paper would pay academic attention towards identity construction on Facebook, a study on students of Central University of South Bihar, Patna. Facebook is chosen because it is most preferred and popular social networking sites among online users. This paper will also provide an insight about self-presentation traits by the respondents.

The researcher would conduct in-depth interview and online content analysis of 40 students of Central University of South Bihar. The students of the Central University of South Bihar (CUSB) represent the youth of Bihar, as they come here from different parts of the state.

Introduction

With varied definitions in public and academic use, social media has become a growing phenomenon. It generally refers to media which is used for enabling social interaction amongst its users. Social media is defined as "the relationships that exist between network of people" (Walter & Riviera, 2004). Social media is also said to incorporate all the features of sociality which is given by Fuchs, Christian (2014) namely:

- **Information and cognition**
  Information that raises cognition should be shared.

- **Communication**
  One needs to be communicative and interactive.

- **Community**
  We should form a community and be a part of it.

- **Collaborative work**
  We should work in collaboration for the welfare of all.

These features of sociality incorporated in social media enable one to exchange ideas, feelings, personal information, pictures and videos. Social network thus is a technology based communication system where people connect with one another through internet networking system.

There are various social media platforms to cater to various needs of users:

- **Blogging site: blogger.com**

- **Micro blogging site: twitter**

- **Video sharing site: YouTube**

- **Social networking site: Facebook**

A blog generally provides information regarding various issues which is published on internet. It can be personal as well as professional; a micro blog enables the users to exchange information through limited content; video sharing sites allow users to upload, view, rate, share and comment on videos while Social Networking Sites are considered to be an online public sphere which provide its users a platform to come together, discuss problems and make a consensus on possible issues. Facebook is the most popular site with 1.59 billion active users.

Dating sites are sometimes considered the first social networks. With features like photos, they allow users to create profiles to contact other users. The social network was born in 1990's with the

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advent of web 2.0 technology thereby introducing features of blogging and posting with the help of the website launched in 1997, "sixdegrees.com" which allowed its users to create profiles and make friends. New features were added to it in 2003.

With the emergence of Facebook and Orkut, the year 2003 changed the total concept of social networks in the history of web sciences and social media. After 2003 social networks became quite advanced with new features. In the last ten years, the online world has experienced a dramatic change.

The early 2000s brought some huge developments in social media. Some of the popular sites are YouTube, Instagram, Twitter, Tumblr, google+, Pinterest, WordPress, WhatsApp, blogger.com and Facebook.

Facebook has gradually grown as one of the most popular sites, especially among college students. It was created by Mark Zuckerberg when he was an undergraduate at Harvard University where Facebook was first used extensively. It further expanded into the Ivy Leagues and with popularity expanded throughout the entire U.S. college system. Since then, efforts have been made to widen its user base which could encompass everyone who has access to internet. It enables its users to meet new people and stay in touch with the old and existing friends.

Facebook allows its users to post photos, videos, text and also to customize their profile content. It enables its users to use various tools of communication such as private messaging, wall posts visible to friends or to general public as the user may want, photos, videos, groups, communities, voice calling etc. . Users can even easily change their privacy settings too.

Facebook has become a market leader. It is the first social network to cross 1 billion registered accounts and currently has 1.55 billion monthly active users. Even Patna, a representative of other small cities in India shows its presence on Facebook where users use Facebook everyday for 1-2 hours (HT-MaRs Youth Survey 2015).

Facebook provides an individual with a platform for virtual self-representation. The way people represent themselves in the virtual and physical worlds has similarities and differences. In the physical world people are normally identified by their clothes, hair, behaviour, language etc. In cyberspace people are likewise identified by the activities they perform online such as profile creation, textual information, profile picture, privacy settings etc. The virtual and physical worlds contain the same basic forms of self-presentation; the virtual world is much more self-controlled as well as self-constructed.

In other words, we create a different subject of an individual that is similar but may not be exactly the same as one's real being (Renée, 2009). The outlets of social networking allow the user to make changes to their self and identity online that they would not necessarily make offline due to confidence issues (Davis, 2012).

The impact of the Internet on identity construction has been under investigation for more than a decade. Identity is an important part of the self-concept and self-presentation. Self-concept is the totality of a person's thoughts and feelings in reference to oneself as an object (Rosenberg, 1986), and identity is that part of the self "by which we are known to others" (Altheide, 2000).

Self-presentation is described as the "self" people present to others. The aim of self-presentation is to communicate and interact with others which is said to be beneficial and useful for people to receive support in return via Facebook. Therefore, people might be more eager to present themselves in certain ways in order to manage and produce a desired image amongst the viewers (Birnbaum, 2008).

Objectives:

1) To find out the ways of self-presentation for desired image on Facebook.

2) To find out the difference between real identity and virtual identity.

3) To access respondents' gratification from virtual identity construction.

Literature Review

Identity construction and self-presentation has been under investigation for more than a decade. There are few theories which are reviewed in the context of identity construction and self-presentation such as uses and gratification theory and Goffman's dramaturgical theory.

Based on past studies, Uses and gratification theory is used for this study. The gratification that attracts and holds users on different kinds of media and the types of content that satisfy their social and psychological needs (Cantril, 1942) will be studied. It is based on how individuals use mass media for what they need (Infante et al., 1997). The kind of need that came up based on few past studies was relaxation, information and companionship. The three objectives of this theory include the underlying motives in using the concerned media, what they did with the media and the results of the use.

Various researches reveal that television is mainly used for entertainment while the internet is used for searching information (Perse et al., 2000), computer was used for seeking communication on internet in order to fulfil gratifications such as interpersonal communications, companionship, social identity and entertainment (Lin, 1996). Further it was found that Facebook was used for gratifying needs such as making new friends and keeping in touch with old or existing friends. Besides some Facebook users also claimed that using Facebook was to satisfy their needs such as learning about events, posts about social function and also for feeling connected (Rackee et al., 2008)..

While dramaturgical theory (Goffman, 1959) conceptualizes self-presentation as stage play. In other words, self-presentation is the presentation of self that individuals tend to perform intentionally and desire to be seen by others. People are found to act intentionally with the awareness of the self in order to produce a positive and well-constructed image in front of others. Hence, people act differently according to different situations (Vohs, et al.2005).

It is also seen that Facebook, anonymous platform provides leverage to its new users for the purpose of selective self-presentation by them (Shanyang et al. 2008). Users on Facebook generally present their hoped-for-possible-selves instead of true selves or hidden selves. Users hence may exaggerate the part which they feel is socially desirable while de-emphasise those which they feel are socially undesirable.

Zhao et al. (2008) examining identity construction on Facebook, anonymous online environment emphasizes on different identity claims which individuals portray in non anonymous online environment. His study reveals that in non-anonymous environment, individuals tend to present themselves implicitly rather than explicitly. Users on Facebook show rather than tell. Individuals tend to adopt various strategies of self-presentation that would help them to deal with the non anonymous environment (Shenyang, et al., 2008).

Owing to the popularity and large number of user base, regional cultural differences too become an important aspect to be studied. Tayyebeh et al. (2013) through his three dimensional framework of full name exposure, benefit from fake profile and privacy setting found out that most of the Iranian users do not use their full name rather make some distortion thereby making it difficult to find them. Also some of them benefit from fake profile as gives them to present that content which they do not want to be known for due to taboo or social stigma; many of them restricted the privacy of their Facebook account in order to make it a personal platform.

While Renee (2009) found that Facebook users want to make their profile as accurate as possible and omit those things which may create a negative impression on the audience. There is a tendency in some to design their profile in accordance with the feedback sought. Users page are seen as a manifestation of the physical person who created it.

Facebook, available in 70 different languages, is a not only a mode of communication to bridge the geographical distance but is also a platform for people to gratify their needs. This idea was supported by Winter (2012).He through his research on whether self-presentation is related to Facebook and whether social support and desired image is sought through it, concludes that students used Facebook for interacting with their friends rather than having self-updates on Facebook. Also students were found shaping their identity constantly as per their desired image. He used "uses and gratification theory" in order to gauge the gratification which the users get from Facebook. He found that gratification such as social support, informational support, emotional support or companionship support etc. is received which demonstrates gratification obtained from Facebook (Winter, 2012).

Madison (2014) used Goffman's dramaturgical to explain the effects of feedback associated with online identity with offline presentation and identity development. The purpose of his research is to show how extensive use of Facebook and greater number of time spent causes the users to form identity and understanding based on feedbacks sought through their posts. His data includes providing information such as their uses, experience and influences of their formation of identity and understanding of identity through the sites they use. He found out that the positive feedback received through Facebook increases the interest of the user in the subject and the satiating

online identity created is then transferred to the offline identity as a way to maintain their new garnered status amongst the peer group.

Zarghooni (2007) with the help of theory of Goffman and Leary tried to find out how these theories generalize the online social networks and how Facebook helps in understanding of self. Self-presentation is his terms can be defined as the impression that everyone tries to make on others. Goffman (1959) conceptualises self-presentation to be like a stage play wherein users act as stage players in order to depict the desired identity on their audience. While Leary (1996) focuses on how self-presentation should be understood and the actual methods of self-presentation such as self-description, attitude statements, non-verbal behaviour etc. he found that these theories are able to explain significant part of self-presentation though approaches to self-presentation were developed by them with a non-computerised environment in mind so the researcher feels that some of the phenomenon could be better explained with few amendments.

In an article, Soraya (2010) also talks about self-presentation on Facebook in context of narcissism and self-esteem. In this study, an attempt has been made to find out how narcissism and self-esteem are manifested on Facebook. Unlike real world, in online environment, the users have the facility to convey the ideal identity as it enables individuals to engage in a controlled setting (Soraya, 2010).Narcissism is the need for self-admiration and an exaggerated sense of self-importance and is highly associated with positive self-views. While self-esteem is defined as the overall evaluation of self with implicit and explicit self-esteem being its sub types. If was found out that the users have a certain tendency to promote themselves through self-appraisal. However, the findings failed to show any correlation of self-esteem with self-promotional content.

Methodology

Triangulation method is used for this research paper. It refers to the use of both qualitative as well as qualitative method in order to have a comparative study of the research topic.

Under qualitative method in depth interview based on questionnaire is used while content analysis is used under quantitative method. Convenience sampling has been used.

In-depth interview with the help of questionnaire is used so that a comparative study between real and virtual identity can be done. Open ended questions were given to the respondents keeping in mind the research objectives and based upon their answer, in depth interview questions were framed and asked.

Content analysis of Facebook profile of all the respondents is done in order to find out the ways of self-presentation for producing desired image on Facebook and gratification obtained. It is done by the help of a comprehensive coding scheme of all the major items of a Facebook account. It includes:

- **User's name**
- **Profile picture**
- **Birthdate**
- **Age**
- **Name of university**
- **Contact information**
- **About me**
- **Permanent location.**

The study has been conducted on 40 students (20 girls and 20 boys) of Central University of South Bihar. After the data collection, it was processed in computer through the use of statistical package for social science (SPSS) and excel sheet. These packages are used in order to make the analysis easy and clear.

Data analysis and Findings

Finding of self-presentation and identity construction traits among students of CUSB is based on the data collected through content analysis and in-depth interview through questionnaire. The objectives and its findings are:

➢ *To find out the ways of self-presentation for desired image on Facebook.*

After analysing the data, the researcher found out that there are various visual as well as verbal techniques of self-presentation through which the users' present themselves either implicitly or explicitly on Facebook. Visual technique of self-presentation can be through photographs, wall posts etc. while verbal presentation can be through "about me" section, self-written posts etc. Students of CUSB were found to present themselves implicitly through various features of Facebook. They prefer "to show" rather than "to tell". Profile picture is the most common way of self-presentation. This finding is similar to the finding of Zhao et al. (2008) who too through his research found that Facebook users predominantly express themselves implicitly rather than explicitly.
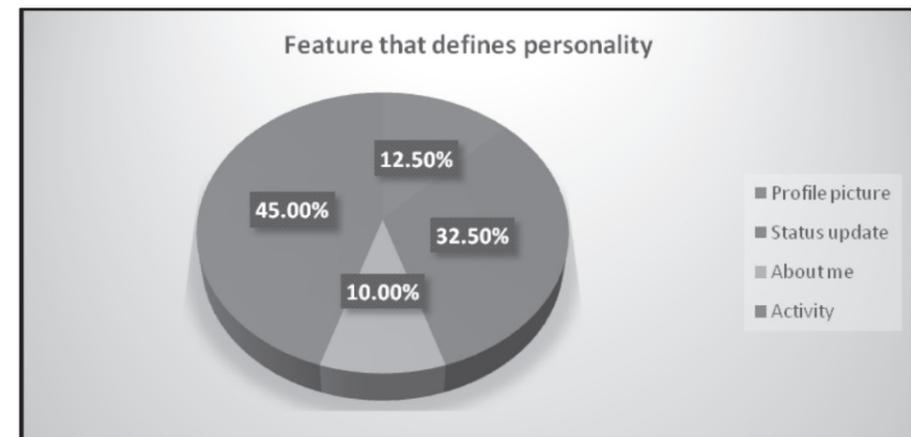
Data reveals that 45% of the users use their own profile picture for varied reasons such as to gain compliments, to seek feedback on their looks, to make a desired impression through in virtual world.32.50% of the students use status update, 10% of the students used "about me" section while 12.50% of the students depict their personality through several activities such as likes, comments, pages etc.
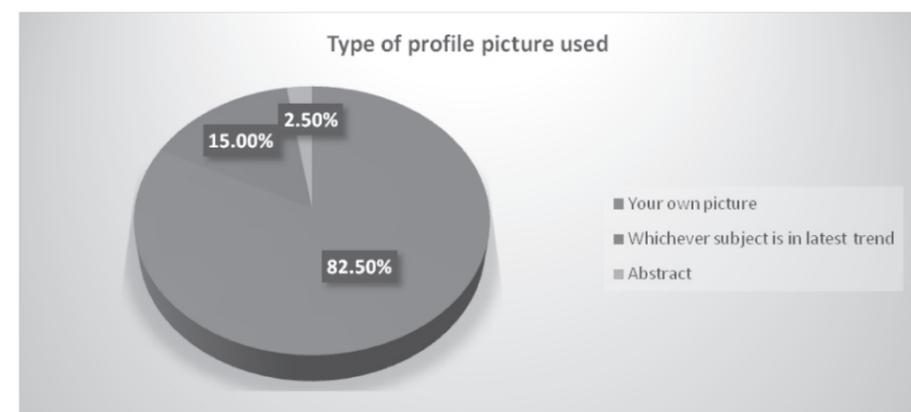
82.50% use their own picture as profile picture, 15% of them use picture which is in latest trend as they like to present themselves as someone who is well updated with the latest trend and in sync with the latest happenings within the society. While only 2.50% of them use abstract images as profile picture as they do not like using their own picture but something similar to their real self or hoped-for-self.
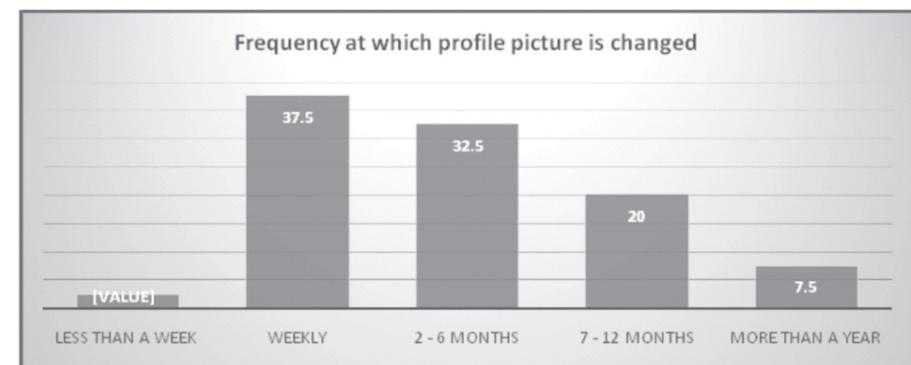
Maximum number of the students, comprising 37.5% of the respondents change their profile picture weekly.

Thus overall data reveals that respondents often use visual techniques for implicit self-presentation and desired identity creation.

Reason behind most of the posts
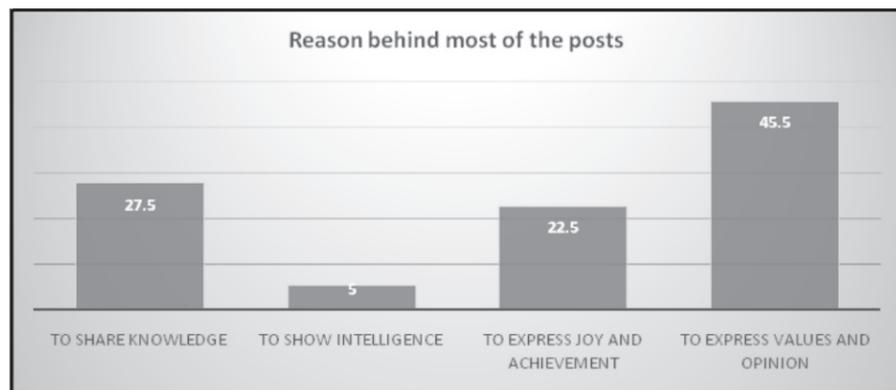
As mentioned above, 32.50% of the respondents use status update to present themselves either implicitly or explicitly for creating desired image. Amongst them,45.5% post updates to express values and opinion, 27.5% to share knowledge, 22.5% to express joy and achievement and only 5% use it to show intelligence. This reveals status update is used to explicitly express identity depending on the kind of impression they want to create.

10% of the students use "about me" section which is the most explicit way of self-presentation through which users engage themselves in narrative self-description of which 45%have not added self-description, 7.5% use 1 word, 35% use one liner, 10% use two liners while 3% use long self-description in their "about me" section in order to add self-description as revealed through content analysis. This indicates that students of CUSB do not indulge much in explicit form of self-presentation.

Next 12.50% of the students depict their personality through several activities such as likes, comments, pages etc. Only 15% of the students use photos while rest present implicitly through activities such as 15% perform activities which present themselves as helpful to others (such as providing tangible support), 55% of the users perform activities such as posting interesting news, articles and quotes while 15% of them use comments on friends' post for self-presentation in order to obtain the desired image on Facebook implicitly.

Tagging habit

The data related to tagging habit suggests that only 9% use tag option for self-presentation while 12% sometimes use it. 19% of the respondents do not tag others for the purpose of obtaining desired image.

> *To find out the difference between real identity and virtual identity.*

Users consider Facebook similar to a private sitting room where discussion can take place without any pubic intervention. This finding regarding privacy setting is similar to the findings of Tayyebeh et al. (2013).

The researcher found that majority of the students do not have any difference in their real and virtual identity, whereas, some do. For instance, Observations reveal that 77% of the respondents were not aware of the things that they had added in their books and movie section. Some even accepted that they had randomly chosen any option which they thought would create a good impression amongst friends. They add those activities which are socially desirable, contrary to their real life activities

Apart from this, other coding values such a birthday and age reveal that 10% did not reveal their birthday while 62.5% of the respondents did not disclose their age. This indicates that they want others to wish them on their birthday which in a way gratifies their social need. But they do not want others to know their age as it may determine whether they are younger or older than others. 75% of those who had their own profile picture exhibited an edited profile picture with fair complexion and stylish get up. The researcher observed an exaggeration of real self (fair complexion, stylish etc.)coupled with the plummeting of things considered socially undesirable by the respondents (dark complexion, obesity etc.). This difference was clearly visible between real world and virtual world identity.

Basic information like location, education and contact details was also gauged through content analysis. Data reveals that only 12.5% of the respondents did not disclose the place they hailed from, 15% of them did not reveal about the institution they are currently studying as they considered these socially undesirable. 80% of the respondents did not reveal their contact details due to privacy risk involved. 77% of the respondents used their full name while others did not due to reasons such as to shorten the full name, to use nick names with which they are popularly known as, and to keep their caste hidden or to make their name look trendy.

The researcher found that 10% of the respondents appeared more social on Facebook (who in real life are introvert), 8% appeared less social (who otherwise are extrovert and social) while 82% reflected the same personality in both the worlds. This suggests that majority of the people depict same identity in both the places while others do have a different identity.
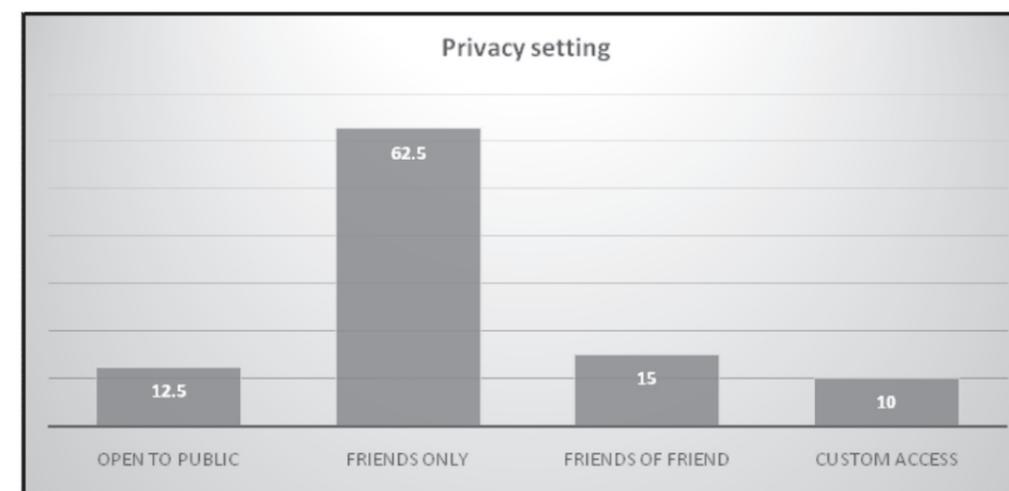
Privacy setting

In context of privacy settings, 62.5% of the respondents have it as "friends only". This reveals that majority of the respondents use it as a social place where they allow only specific people who are there in their friend list to view their virtual self.

Friend list consists of

10.00%
90.00%

■ Known
■ known and unknown
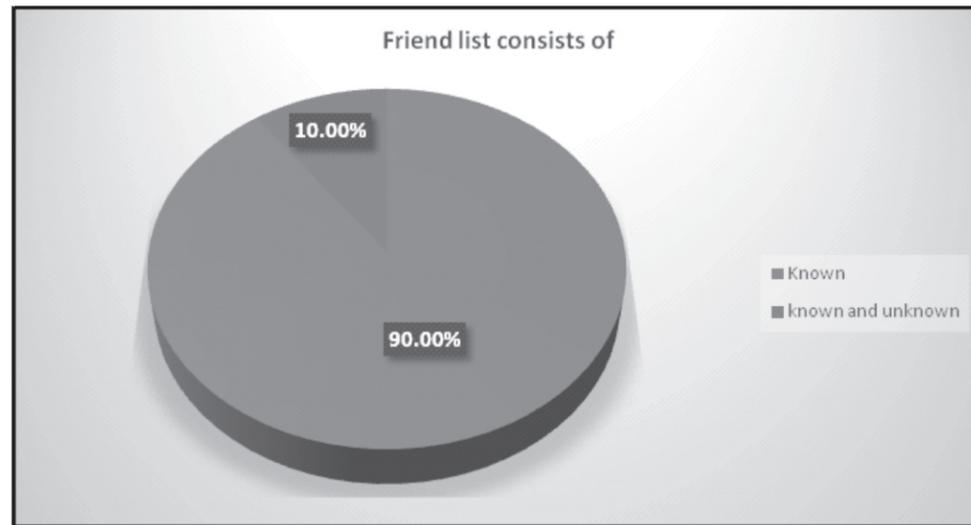
With respect to this, the researcher also found out that 90% add only people whom they know. This reveals that only few respondents use it as a virtual platform to interact with new people which otherwise is a complex activity in real world. Majority of them use it as a private place where they interact with people whom they know in real world. Though there are certain content that are customized or hidden from friends too. It is similar to real life where every individual has some secrets. This also reveals that majority of the students do not use it as public sphere but a private place to stay connected with friends.

Customisation of content

15
7.5
2.5
27.5
42.5
5

PHOTOS   WALL POSTS   NOTES   FRIENDLIST   NONE OF THESE   ALL OF THESE
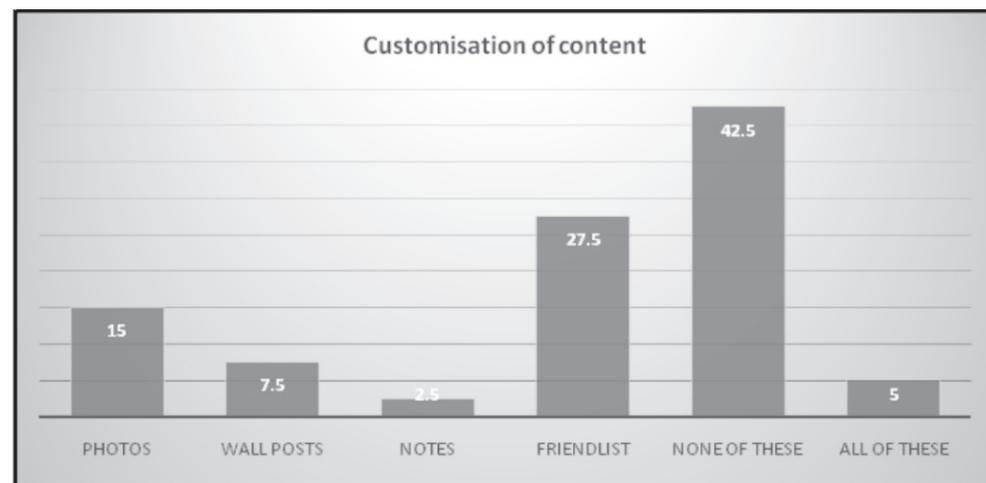
Also 42.5% revealed that they do not customize their basic content while 57.50% hide it. This behaviour is also similar to a real life situation one does not want everyone to know everything. Both the worlds have selective exposure in order to create the desired image among different audience.

Have a fake profile

2.50%   2.50%
95.00%

■ Yes
■ No
■ Not willing to answer

95% do not have fake account, which indicates that majority of them do not completely change their personality in virtual world; rather make slight changes to their virtual identity in order to present hoped-for-self rather than true self or even hidden self.

➢ *To access respondents' gratification from virtual identity*

The researcher found that students of Central University of South Bihar do receive gratification from their virtual identity such as psychological satisfaction, emotional satisfaction and motivational satisfaction.

Time spent on Facebook per session

5.00%
12.50%
42.50%
40.00%

■ 1-5 minutes
■ 20-30 minutes
■ 40-60 minutes
■ more than 60 minutes
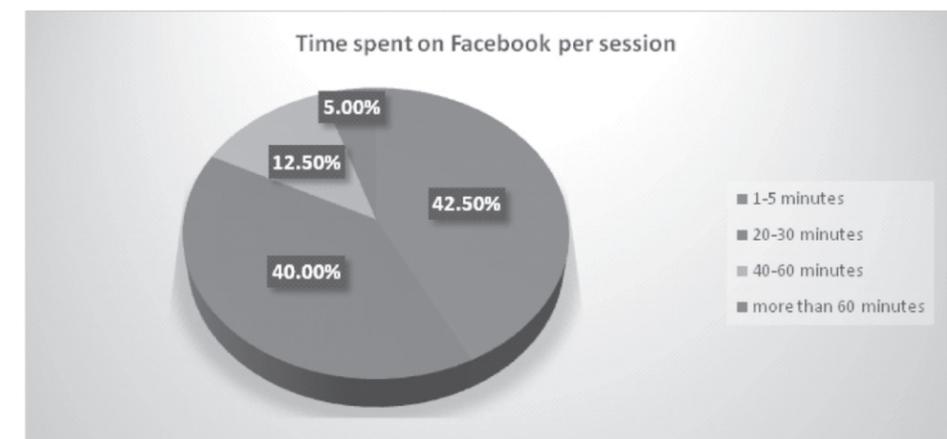
40% of the respondents use Facebook at regular intervals while 42.5% of them spend 1-5 minutes per session. Through in depth interview it was found that this gives them psychological gratification, saves from boredom, exposes them to accidental news and happenings in friends' lives etc.

Next the researcher found out about name revelation traits among students on Facebook.

Name Revelation Traits

- Full name
- Abbreviated first name with real full surname
- Anonymous first name with real full name
- Real first name with anonymous surname
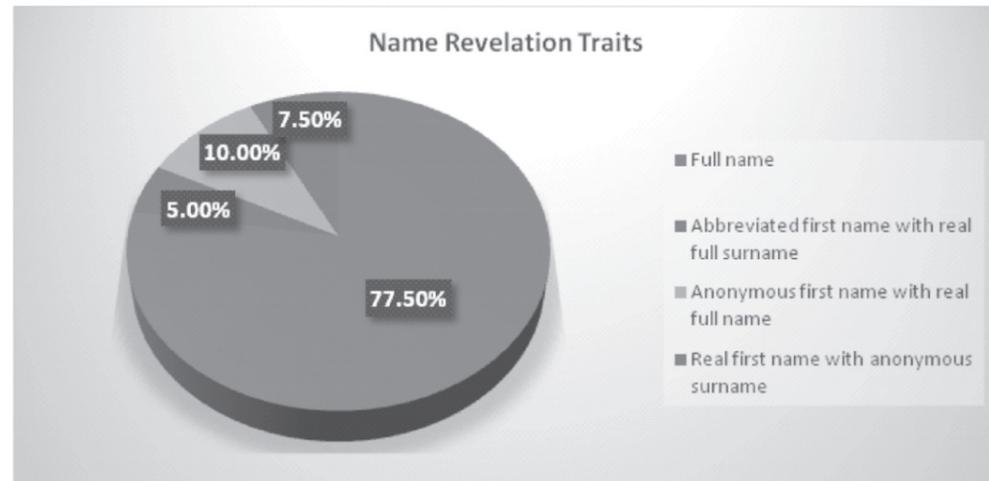
The researcher found out that 77.50% of the respondents use their full name on Facebook, 10% use abbreviated first name with real full name, 7.50% use anonymous first name with real full name while only 5% use real first name with anonymous surname.

Purpose for using Facebook

- To keep in touch with old and existing friends
- To find new friends
- To express yor ideas and opinions
- For entertainment and time pass
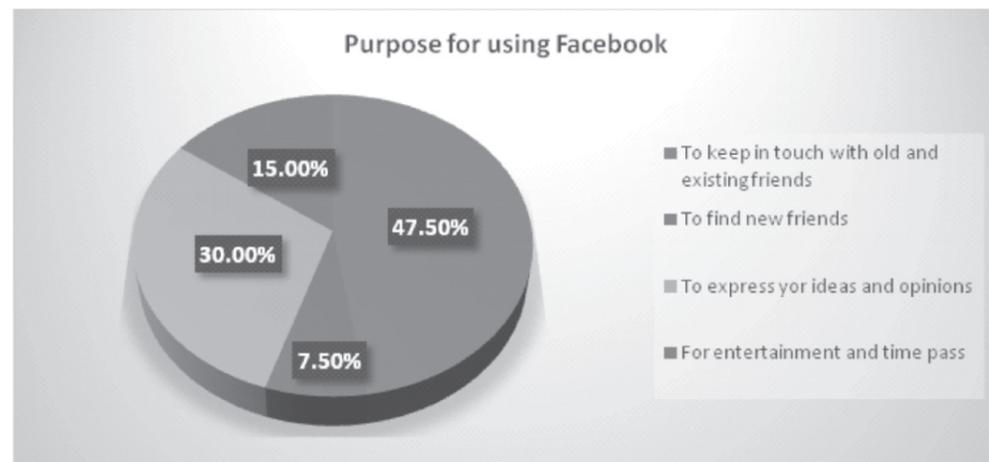
It was found that 47.50% of the respondents use Facebook to keep in touch with old and existing friends, 30% use it for expressing ideas and opinion, 15% of them use it for entertainment and time pass while 7.50% use it for finding new friends.

What looks strong and social

- Comment on friend's post
- Likes on others' post
- Self written posts
- Regular photo updates
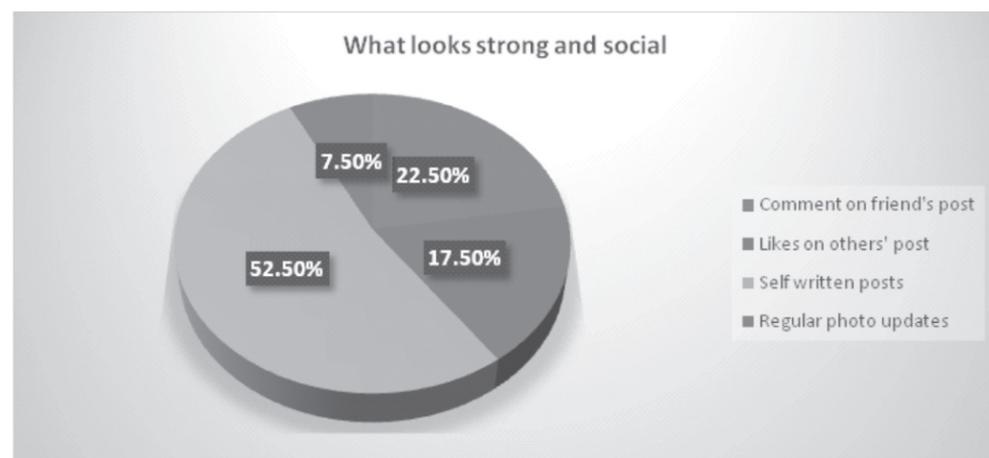
In order to appear social, 52.50% of the respondents use self-written notes as compared to other features such as comment on friends' post, like' on others' post and regular photo updates. This provides gratification to their need of appearing social on Facebook.

Kind of social support

- Companionship support
- Infromational support
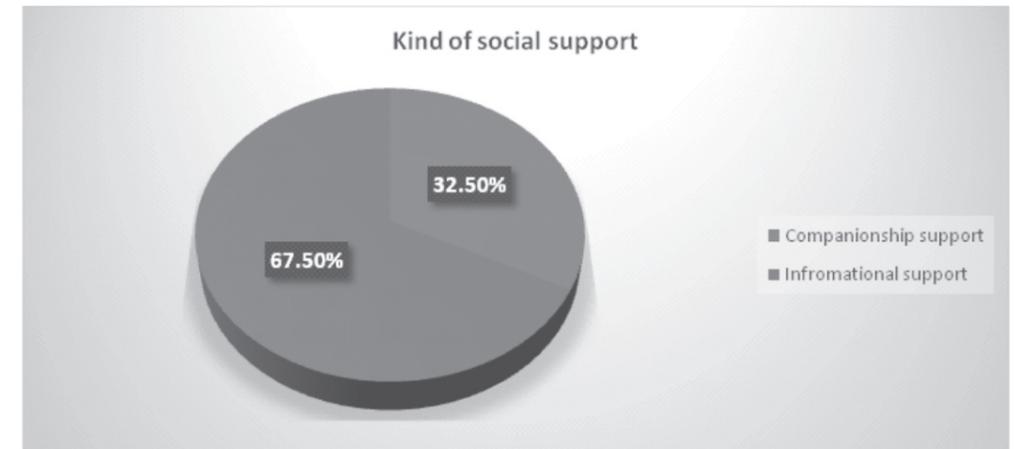
The users also get some kind of social support from their virtual identity such as informational support (67.50%) and companionship support (32.50%) in the form of gratification to their different needs and moods.

Whether respondents get affected
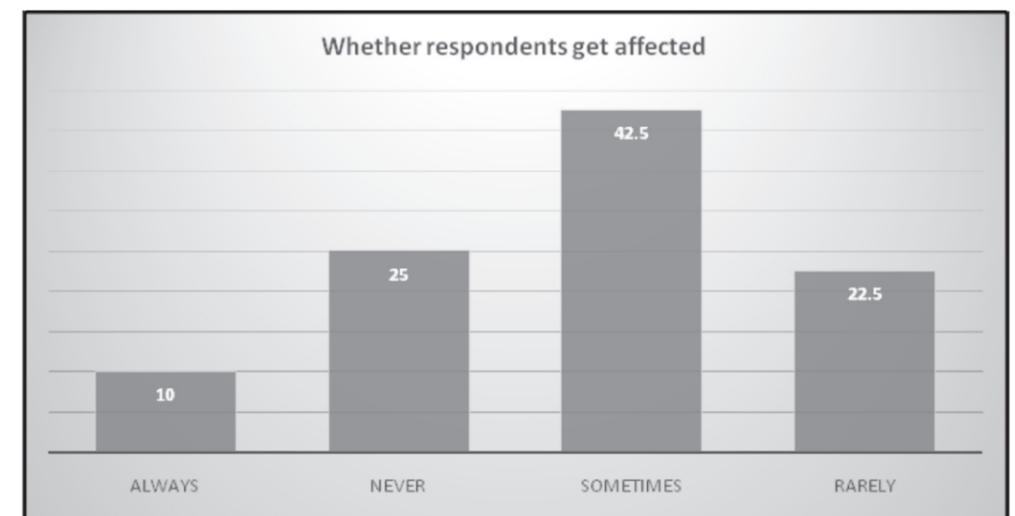
In regards to Goffman's theory on self-presentation, the respondents agreed that their virtual and real identity reflected each other. The maximum number of respondents (70%) revealed that they check the likes and comments whenever they get time.Further works revealed that 42.5% of the respondents sometime get affected, and 10% always get affected through feedback on posts. They feel curious and hence check once posted.

Is confidence boosted by others' likes and comments

- Always
- Never
- Sometimes
- Rarely
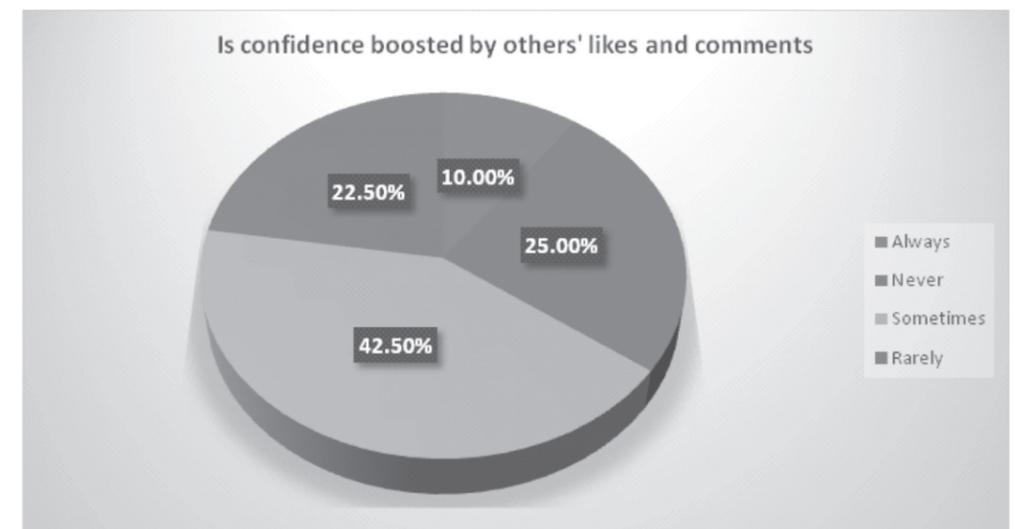
10% of the respondents always gains confidence while 42.50% sometimes gain confidence. From this it can be said that virtual idenity is validated and often maintained offline too. This also gratifies motivational need and social support sought through virtual identity.

Conclusion

The above study was carried out in Central University of South Bihar and as per the data collected through content analysis and in-depth interview through questionnaire; it was found that identity construction amongst students of this university reflects the real self as well as hoped-for-possible-self. They re-construct that part of their identity which they consider socially undesirable. False identity through different means or through fake profile was not observed among the respondents.

They were only found to exaggerate their real self and de-emphasize those aspects of self which they thought to be socially undesirable in order have desired presentation. Thus, Facebook selves appeared to be highly desirable selves either equivalent or better than real selves. It is used as a personal space by majority of the respondents who mostly use it for keeping in touch with old and existing friends which is otherwise difficult in real world due to various limitations. It is also used for gaining social support; majority of the students use it for gaining informational support which can be in the form of accidental news, happenings in others' life, motivational quotes etc.

The respondents were more likely to showcase themselves through profile photos, wall posts which are visual mode of self-presentation rather than explicit self-description through verbal mode such as "about me" section.

The findings also suggest that identity is not an individual characteristic, it is also not innate in a person rather it's a social product produced. Depending upon the characteristics of the environment, individual chose to claim identities which suits best within that environment. True self, real self and hoped-for-possible-self is a product of situation and not characteristics of different individuals.

Facebook provides its users with features which enables its users present in a way that can bypass all physical gating obstacles and help in forming hoped-for-selves that one may not be able to form in real world.

The researcher found that in present era it would be wrong to say that real world and virtual world are very different from each other and hold little consequence in real world. In the era of internet and knowledge society, social world includes both real as well as virtual world. Hence users must have the skills to co-ordinate their behaviour in these two realms. Social media platforms' should be used to overcome those limitations which otherwise exists in face to face communication.

The researcher also found that Facebook provides gratification to its users thereby fulfilling various social and psychological needs. Thus it can be said that social identity augments the real life identity. It may be difficult to completely evade the impact of real life activities from activities performed on virtual platform.

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Analysis of Communication Techniques used in executing Corporate Social Responsibility for 2014-2015

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Corporate Social Responsibility (later abbreviated as CSR) is an effective way of achieving and maintaining sound business management. CSR is becoming a significant issue in contemporary business, communication, management and politics, especially since the launch of the United Nations Global Compact in 2000; as an initiative to encourage businesses worldwide, to adopt sustainable and socially responsible policies, and to report on them.

This practice is voluntary in nature though the Indian Government has made mandatory CSR by companies according to the Companies Act, 2013. Today, each State in India is striving hard to compete for resources and investment and to bring the momentum of economic prosperity and welfare to the masses to some extent through CSR. In an increasingly competitive market place, consumers are looking for companies that not only produce a quality product or service, but also reflect their own values.

CSR is a vehicle through which companies give something back to the society, but the challenge before the companies is to identify CSR priorities and the areas of invention which are meaningful in the context of society development. So, there is a need to study and understand the CSR practices being taken by different corporate houses.

Communication is the key component for any plan. The study intends at bringing to the fore various implications attached to CSR activities and communication that are being undertaken by various corporate houses. Furthermore, the implementation and monitoring process and the benefits of having a good CSR approach would be looked into.

For the present study, the communication strategy used by BSE Companies would be looked into. It will pick up top 10 companies' cases among the BSE companies of India to ascertain data for the study. Case Study would be the research design. The selection of the cases would be done according to the ratings by a valid source for the financial year 2014-2015.

Key words: BSE Companies, Communication, CSR, India

Introduction

Corporate Social Responsibility (later abbreviated as CSR) defined broadly as "a commitment to improve [societal] well-being through discretionary business practices and contributions of corporate resources," occupies a prominent place in the global corporate agenda in today's socially conscious market environment. There has been a significant increase in interest in CSR in recent years (Young and Thyil, 2009; Park and Lee, 2009; Gulyas, 2009; McGehee et al, 2009) and it is now regarded to be at its most prevalent (Renneboog et al, 2008) representing an important topic for research (Burton and Goldsby, 2009).

Since, the implementation of the Companies Act, 2013, various enterprises are devoting substantial resources to various social and environmental initiatives ranging from community outreach and neutralizing their carbon footprint to socially responsible business practices in employment, product design and manufacturing. These unique CSR efforts are driven not only by the socio-political construct of a corporation as a force for social change but also by the financial return that could be procured from such endeavours. The surveys of senior executives and CSR professionals specify that unique business values are being created by several projects in a number of ways by building reputation, enhancing employee morale, and strengthening competitive positions.

According to Infosys founder, Narayan Murthy, "Social responsibility is to create maximum shareholders value, working under the circumstances, where it is fair to all its stakeholders, workers, consumers, the community, government and the environment."

During the preliminary review of the CSR activities and literature it was found that not many organized efforts have been made regarding the kind of communication approach used for various activities

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by different Bombay Stock Exchange (later abbreviated as BSE) companies in India. Mostly, financial performance of corporate houses has been discussed and debated in financial magazines. The corporate communication plays a vital role in planning and implementation of different CSR activities in India but only few companies are able to understand its importance and the evaluation part is mostly missing in their communication strategy plan. Therefore, it has interested the researcher to explore the communication tactics adopted by the players to make their CSR initiatives successful in the competitive environment. The present study would solely focus on ten companies for best CSR reputations based on a rating by a valid source for the annual year 2014-15.

Defining Corporate Social Responsibility

The early roots of corporate social responsibility can be traced back to 1917, when Henry Ford announced that the aim of Ford Motor company is, "to do as much as possible for everybody concerned, to make money and use it, give employment, and send out the car where the people can use it ...and incidentally to make money" (Lee 2008, p. 54). Eighty years later, Henry Ford's great-grandson, William Clay Ford Jr emphasised that Ford Company valued all stakeholders' interests as well as the social welfare of employees and shareholders, as he said, "we want to find ingenious new ways to delight consumers, provide superior returns to shareholders and make the world a better place for us" (Meredith 1999, p. 157).

From a business practice perspective, Ford was one of those companies, who initiated social responsibility activities. From a research perspective, many scholars believe that the idea of CSR first came up in 1953 when it became an academic topic in HR Bowen's book 'Social Responsibilities of the Business'. Since then, there has been continuous debate on the concept and its implementation. Although the idea has been around for more than half a century, there is still no clear consensus over its definition.

According to the American author Archie B. Carroll, Harold Bowen was "The father of corporate social responsibility" as; he published the 'Social Responsibilities of the Businessman' in 1953. Earlier in the 1930s and 1940s Carroll pointed out that there were "references to a concern for social responsibility". In 1946, Fortune Magazine had already surveyed "businessmen" about their social responsibilities, (Carroll 1999: 270) and even earlier than this, Mary Parker Follett had written about "…the idea of service [in business] as expressing man's altruism" (Follett, [1925] 1973: 103).

In his article published in 1999, Archie B. Carroll reviews fifty years of American research on CSR, from the 1950's to date. The article includes many different terms: social responsibility, (corporate) social responsiveness, corporate social performance (CSP), corporate citizenship, corporate philanthropy, community relations, public responsibility, public policy, social issues management and corporate social policy process.

Some of the other definitions of CSR are:

World Business Council for Sustainable Development defines CSR as "The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large"

According to CSR Asia, "CSR is a company's commitment to operating in an economically, socially and environmentally sustainable manner whilst balancing the interest of diverse stakeholders."

According to Bowel, "CSR refers to the obligation of businessman to pursue those policies to make those decisions or to follow those lines of relations which are desirable in terms of the objectives and values of our society".

One of the most contemporary definitions is from the World Bank Group which states, "Corporate social responsibility is the commitment of businesses to contribute to sustainable economic development by working with employees, their families, the local community and society at large, to improve their lives in ways that are good for business and for development."

CSR in India

CSR in India has traditionally been seen as humanitarian activity. With the development of India, the concept of CSR is slowly evolving. It has moved from charity and philanthropy to women empowerment and rural development and from institutional building to community development in the nation. Before Companies Act, 2013 all the corporations were spending funds on CSR according to their own will. At present, more and more Indian business organizations are embracing the practice of CSR under diverse names such as corporate sustainability, social responsibility, corporate citizenship, corporate conscience, stewardship, social audit, issues related to stakeholders, and social performance.

In India, there is a growing realization that business cannot succeed in isolation and social progress is necessary for sustainable growth. The concept of helping the poor and disadvantaged was cited in several ancient literatures. In the pre-industrialized period philanthropy, religion and charity were the key drivers of CSR. Till very recently it was viewed as philanthropic activity indulged into only when the firms were in jeopardy. But it is now viewed to be inclusive, broad and diverse. The key role of CSR to a greater extent is to help people change their behaviour though the critics are of the view; CSR is nothing but Corporate Conspiracy to Snatch Resources (CSR), in its name.

CSR and Communication

CSR is emerging as a new field in the corporate communication research. It is becoming a significant issue in contemporary business, communication, management and politics, especially since the launch of the United Nations Global Compact in 2000; as an initiative to encourage businesses worldwide, to adopt sustainable and socially responsible policies, and to report on them.

In the present era CSR has become multi-disciplinary. Discussion on the subject is increasingly evident in the business world (FTSE, 2001; Ross, 2000), politicians (Hewitt, 2001) and the media (Macalister, 2001; Roberts and Hunt, 2001; BBC Radio 4, 2001). Different scholars discuss the term CSR differently according to their specialisation: accountancy; law (Whitehouse 2001); marketing (Adkins 1999a,b); economics (Kell and Ruggie, 2001; McWilliams and Siegel, 2001); political theory (Held, 2002; Moon, 2001).

With the increasing institutionalization of CSR to corporations, corporate communication on CSR is getting pivotal. CSR communication is defined as a process of anticipating stakeholder expectations, articulation of CSR policy and the managing of different communication tools designed to provide true and transparent information about a company or a brand's integration of its business operations, social and environmental concerns, and interactions with stakeholders (Podnar, 2008).

There are several aspects of communication and CSR which needs to be looked into.

- External aspects: Public Relations, Pressure Group, Media.
- Internal aspects: Corporate Identity, Corporate Culture, Leadership and CSR Management.
- CSR and Implementation: Communication plan, tools
- CSR and the Social Media.
- Theoretical perspectives on CSR and Communication: Meta-Analysis, Deconstructivism etc.
- CSR in the crisis context.
- International aspects: e.g. Intercultural CSR Communication.

The researcher would primarily focus on the communication pattern adopted by the companies in India for several CSR initiatives related to community development as India is a multi-cultural and multi plural society, so for every project a different communication strategy needs to be adopted for better results.

Significance of CSR in India

- CSR helps in building brand image in society.
- Corporate Communication is playing an important part in building a good reputation of the organisation.
- CSR communicates in society in such a manner that the bourgeois aims to make their wishes come true.
- CSR helps in strengthening the relationship between companies and shareholders and enables continuous improvement and encourages innovations.
- Attracts the best industry talent as a socially responsible company.
- Provides additional motivation to employees.
- Mitigates risk as a result of its effective corporate governance framework

Objective

The study aims to emphasize upon the kind of belief the Indian firms have regarding their CSR and the ability to do social good. The study intends to bring to the fore various implications attached to CSR activities and communication that are being undertaken by various corporate houses. The

research paper would also assess the value of communication and what kind of innovative techniques the companies design for their CSR initiatives.

Research Methodology

Case Study

This study has case study as the design. It picks up cases i.e., companies from among the BSE companies of India to ascertain data for the objectives stated earlier.

Case Study as a research design entails the detailed analysis of a single case, and for the purpose of the present study multiple cases are considered of various companies (Details regarding selection of companies are mentioned in the Selection of Cases Section) in India. The various CSR communication tool are focussed more.

The researcher collected data by going through the information related to CSR provided to public on the company's websites, sustainability reports, annual reports, journals and corporate magazines/ newspapers and then scrutinized this gathered data according to various concepts in CSR communication. Then, the analyses of the various companies CSR initiatives were done, and from that the researcher arrived at answers.

Issues looked into while doing the Case Study analysis

- CSR department structure of the organisation (if exist)
- Communication tools for various CSR initiatives
- Research techniques used while implementing and monitoring of CSR activities
- What kind of Communication techniques the organisations use

Selection of Cases

India's top 10 Companies for the year 2014-15 are selected as cases for the study. It's important to know how the market rulers are contributing to the CSR work besides finding out the kind of communication they have in their strategy making process, so the companies have been selected. The researcher has gathered information about top 10 companies in terms of CSR initiatives from the findings of a study conducted by Economic Times in collaboration with Futurescape and IIM Udaipur in

2014-15. The report has been retrieved from http://economictimes.indiatimes.com/news/com pany/corporate-trends/mahindra-mahindra-tops-csr-list-in-india-even-as-companies-scale upoperations/articleshow/49330470.cms on 15.05.2016. This is 2nd annual exercise in partnership with IIM Udaipur, Futurescape and Economic Times which profess to be an unbiased, quantitative and analytical examination of Indian sustainability reports, annual reports and business responsibility reports. It covers industries as varied as automobiles, banks, diversified, FMCG, infrastructure, information technology, metals and mining, oil, power, steel, pharmaceuticals, telecommunications and others, so it has been selected by the researcher for the study.

Rank	Company (2014)
1	M&M
2	Tata Power Co
3	Tata Steel
4	Larsen & Toubro
5	Tata Chemicals
6	Tata Motors
7	GAIL (India)
8	BPCL
9	Infosys
10	Jubilant Life

Source:http://blogs.economictimes.indiatimes.com/wp-content/uploads/2015/09/blog-1.png (17.11.2016)

Top 10 Companies (2014-15): Communicating CSR Initiatives

Several Indian companies are doing an outstanding work as far as CSR is concerned. The researcher has gathered information about top 10 companies in terms of CSR initiatives that have been taken from the findings of a study conducted by Economic Times in collaboration with Futurescape and IIM Udaipur in 2015. The present study is based on the examination of publicly disclosed information online, the official websites and via Annual Reports, CSR Policy Report as well as Sustainability Reports of 2014-15. Key CSR areas, Flagship Programme and

Communicating CSR would be the themes. In communicating CSR, the organisation structure and tools used by the companies would be predominantly looked into.

1. Mahindra & Mahindra (M&M)

Key CSR Areas: The renewed CSR policy of M&M comprises of several key action areas like education, healthcare and sanitation, livelihood enhancement, women empowerment etc.

Flagship Programme: Since1996, Project Nanhi Kali supports the education of over 21 lakh underprivileged girls in several states, providing material support (uniforms, bags, notebooks, shoes and socks) and academic support (workbooks, study classes).

Communicating CSR: The CSR Board Committee sets direction about the upcoming CSR activities and the CSR Council and Sustainability Council department work accordingly. The Group Sustainability Cell and Sustainability Champions drive sustainability through awareness and knowledge building across the group and monitor various initiatives at local level as well as collect data for reporting respectively.

Multiple communication channels have been formulated to implement CSR initiatives, provide accurate information and awareness in society so that everyone is benefitted. Coffee Table Book, screening of motivational movies for underprivileged students, brochures, newsletter, etc.; are the common tools of communication that are used. In order to ensure transparency and communication with all stakeholders, the CSR policies are uploaded on the website which is easily accessible. Over the years, the company has built a strong digital footprint with a robust presence across various channels such as Facebook, Twitter and blogs. A regular success story of girl students on the website under Nanhi Kali initiative is another medium which encourages everyone to be a part of it. The social media platforms are being used in an effective way as all their flagship programmes have different web links as well as Facebook and Twitter account to get instant response. Not only new media is proving to be an extremely cost-effective mechanism to connect with the diverse audiences, it is also helping them to communicate in real time, receive instantaneous feedback on their CSR ingenuities.

2. Tata Power

Key CSR Areas: Tata Power is committed to ensure the social well-being of the communities in the vicinity of the business operations through several CSR initiatives in the domain of education, environment, community development, health, safety, security, resource and energy conservation, women empowerment, skill development and livelihood generation.

Flagship Programme: In accordance with 1975 Act for Mahseer', a conservation initiative for saving endangered species was started by setting up a breeding centre in Lonavala as part of Eco restoration and Eco development project. The programme has produced and distributed in various water bodies seeds of Mahseer in excess of 10 million in India and abroad.

Communicating CSR: The CSR committee board consists of 3 directors which include two independent directors. The roles and responsibilities of the CSR committee are to formulate CSR policies and recommend to the board. This committee also informs the board regarding the activities to be undertaken as well as proposes expenditure to be incurred on the activities.

The process of monitoring and evaluation of the activities is done in four stages which is an important step in communication plan. The continuous monthly and quarterly review by different committees increases the effectiveness of the CSR activities. Tata Power bagged Best Internal Magazine, Indian Language Publication, Environment Communication, Digital Communication and Web Communication awards at the 54th Association of Business Communicators Awards which direct towards the robust communication strategy that the organisation has. The internal communication is given a lot of weightage as senior leaders communicate with the workforce through open dialogues, focus group interactions, corporate communication messages, webcast, intranet portal and monthly newsletter. Facebook and Twitter are the online channels used for communicating. Door to door campaigns, advertising campaigns, pamphlets, inter- personal and group communication are other tools used for CSR.

3. Tata Steel

Key CSR Areas: Their objective is to improve the quality of life of the communities that they serve globally through long term value creation for all stakeholders. Education, healthcare, facilitation of empowerment and sustainable livelihood opportunities, preservation of ethnicity and culture of indigenous communities and sports are the major CSR areas. The company's CSR revolves around six guiding principles – Impact, Partnerships, Affirmative Action, Volunteerism, Communication and Innovation.

Flagship Programme: Since 2009, Maternal and New-born Survival Initiative (MANSI), a public private initiative, is being implemented in 167 villages of the Seraikela block of Jharkhand's Seraikela- Kharsawan district which aims to reduce child and infant mortality.

Communicating CSR: A large part of the CSR efforts is being implemented by an in-house CSR department and through several Societies promoted by the company. The CSR wing has multi-tiered governance mechanism. The CSR committee of the Board governs and reviews the CSR work from time to time. An Apex Steering Committee chaired by the MD and comprising the senior management team do a quarterly review of the activities and monitor achievements against targets set at the beginning of the year. Advisory committee provides macro policy-level inputs that not only critique, but also guide and inform CSR work.

Social media strategy focuses on increasing the speed and reach of communication, decreasing response time and communication operation cost. The company currently uses Facebook, Twitter and YouTube for the two-way communication with stakeholders and informs the masses about the CSR effort on digital platform. Internal mechanisms like classrooms and web-based methods are being used to convey about the work being done. Case study based discussions and session on Tata Values, Annual Tata Steel India Group Companies Conclave are the key communication steps being taken up. Easy accessibility to gather information regarding CSR via company website, social media, intranet, dialogues, publications, posters and booklets are the main attraction. Submission of concerns via letters, emails, over telephone and through personal interaction are some of the powerful tools.

4. Larsen and Toubro (L&T)

Key CSR Areas: The programmes of L&T are geared towards addressing the global time-bound targets as prescribed under Millennium Development Goals. It aims at contributing towards inclusive growth by empowering communities and accelerating development. Water and sanitation, education, healthcare and skill building are the major CSR areas of L&T.

Flagship Programme: It committed to the construction of check dams in Talasari block of Palghar district in Maharashtra, taking the total number of check dams to 200 over the years. This will benefit over 75,000 villagers with collective storage capacity of 1200 million litres.

Communicating CSR: L&T has top-down approach which consists of Sustainability Executive Board steered by a member of Executive Management Committee which ensures effective formulation of CSR policies, implementation of strategy and review of sustainability reports. Business Heads, Sustainability Councils and Unit Level Sustainability Teams cascade the initiatives across the Company through the representation of Independent Companies.

L&T engagement framework is built on values intrinsic to the organization - transparency, inclusiveness and trust. Tools and techniques of communications are periodically reviewed and re-configured to meet the needs of community. It uses multiple communication platforms, including formal and informal channels of communication, in its dialogue with stakeholders, employees and community. Based on feedback, the framework is re-modelled to enable the company to customize its communication and undertake engagement initiatives for internal and external public. Informed interaction helps in strategy formulation, superior decision-making and accountability. Base line surveys, need assessment programmes, regular interactions with NGO's and local communities are the common communication techniques adopted during CSR work. Customer meets, workshops/conferences, exhibitions/trade fairs, bulletins, newsletters and collaterals, online media, meetings across all levels, print and TV media, annual review are other methods for communicating with external and internal public.

5. Tata Chemicals

Key CSR Areas: CSR initiative of the company is called BEACoN (Blossom, Enhance, Aspire, Conserve, Nurture) the guiding light which focuses on several sectors and issues like promotion and development of traditional handicrafts, poverty alleviation, infrastructure support, education and vocational skill development, environment sustainability by investing in Bio-diversity, mitigation of climate change impacts, sanitation and safe drinking water.

Flagship Programme: In 2004 the company started 'Save the Whale Shark Campaign', to spread awareness about the whale shark, the world's largest fish, which was fast depleting because of slaughter by fishermen along the Gujarat coast for export.

Communicating CSR: A three tier structure: CSR committee of the Board, CSR steering committee and CSR teams deals in making policies, implementing and monitoring the activities periodically. The implementation of various CSR activities in a number of ways: directly through the in-house teams and through the Trusts and societies viz. Tata Chemicals society for Rural Development, Okhai- centre for Empowerment, Uday Foundation and Golden Jubilee foundation, The Tata Trusts and organisations set up to implement Tata Group Focus Initiatives and through external expert agencies and partners.

Tata Chemicals contemplate that good communication strategies can help demonstrate management commitment, deal with concerns and questions, raise awareness, provide information and improve motivation. The communication process designed by them is basically to understand and address material issues of community, stakeholders and employees. A variety of risk communication mechanisms are adopted by the industry such as Material Safety Data Sheets and product labels, training and education, etc. Community meetings/visits, local authority and town council meetings, location head's meet, SWOT, community projects, partnership working with local charities, seminars/conferences, volunteerism are the common communication tool used while executing projects. To create awareness for 'Save the Whale Shark Campaign', the company campaigned through street plays, games, posters, inflated shark flotillas, community meets postage stamps and engaging with fishermen and school communities and were able to save more than 498 whale sharks till now. The communication strategy if planned in an effective way can be highly successful.

6. Tata Motors

Key CSR Areas: The four pillars of community development are Health (Arogya), Education (Vidhyadhanam), Employability (Kaushalya), and Environment (Vasundhara).Most of the CSR programmes are in the vicinity of manufacturing locations but employability programmes for youth in automotive trades are implemented across India.

Flagship Programme: Learn, Earn and Progress (LEAP) for mechanic motor vehicle training, a yearlong programme where theoretical learning is supplemented through 'on the job' exposure at their authorized dealer workshops. They are also paid stipend during the training period.

Communicating CSR: TATA Motors has created a three-tier CSR Committee which frames new policies, implements and monitors CSR performance on a regular basis.

Meetings with local community, public hearing, quarterly and daily report, community development initiatives communication, capturing societal concerns, minutes of meeting, action plans, feedback letters are several means of communication used for CSR ingenuities.

7. GAIL

Key CSR Areas: Keeping in view the spirit of executing CSR activities, the broad umbrella of GAIL CSR initiatives is titled as 'GAIL Hriday' (Corporate with a Heart).There are several titles like GAIL- Arogya (Wellness), Ujjwal (Towards a Bright future), Kaushal (Skill) which reflects as what it wants to achieve for the community. Majority of the programmes are being implemented in and around the 'local areas' adjoining GAIL installations.

Flagship Programme: GIS has been established by GAIL which addresses the issue of unemployment and skill gap, by providing job linked skill training to local youth of communities in and around its areas of operation.

Communicating CSR: The present composition of the CSR Committee is – C and MD as Chairman of the Committee and Director (HR) and Joint

Secretary (Ministry of Petroleum and Natural Gas) as member. A robust monitoring mechanism is instituted by the company, to ensure transparency and effective implementation of CSR effort. Monthly and quarterly progress report, video conferencing, site visits, documentary evidence including photographs, films and videos, house monitoring mechanisms, as determined by Work Centre CSR Review Committee/CSR Task Force at Corporate Office are some of the tools of monitoring.

Community meetings, project meetings, annual reviews are key initiatives taken to address concerns, perceptions, advice and suggestions regarding effective development of communities. E-Learning like e-GyanPrawah, e-Learning Module on CNG Business Overview, Executive Trainee (ET) Online Monitoring and Assessment System are one of the most innovative techniques of GAIL in the form of ICT. The USP of its sustainability report 2014-15 is the pictorial and graphic representation of the work done. Open communication among employees as well as the community is another hallmark of their CSR approach.

8. Bharat Petroleum Corporation Limited (BPCL)

Key CSR Areas: Quality education, water conservation, skill development, health and rural development are several key CSR areas of BPCL

Flagship Programme: In 2009, Project BOOND began with four villages and now it has over 140 villages. This project has fetched BPCL the "Excellence Awards for Social Responsibility" at the 21st World Petroleum Congress in Moscow on 16 June, 2014.

Communicating CSR: The three-tier system which is headed by the Board Chairman is responsible for execution, implementation and continuous monitoring of several CSR programmes.

In order to give wider publicity and to reach the members and other investing public across the nation, the half-yearly and quarterly results are published in various editions of leading newspapers having wide circulation such as The Economic Times, The Times of India, etc.. Need based interactions with NGOs/Gram Panchayats/Community focus groups, periodic project, review meetings, community participation are the common communication practice.

9. Infosys

Key CSR areas: Primary goals are to remove malnutrition, improve healthcare infrastructure, support education, rehabilitate abandoned women and children and preserve Indian culture.

Flagship program: An initiative of Infosys Foundation in partnership with the AkshayaPatra Foundation of midday meal program, spans several states across India.

Communicating CSR: The 3 member CSR committee meets 4 times a year. It reviews the CSR Policy annually and makes appropriate recommendations to the Board for CSR projects.

Banners, street plays, educational films along with various internal and external communication tools are used effectively to create awareness about the initiatives.

10. Jubilant Life Sciences

Key CSR Areas: It focuses on different areas of intervention like improving health indices, universalizing primary education supporting community infrastructure and employability.

Flagship Programme: To reduce malnourishment in children, Jubilant has signed a Statement of Commitment with the SUN Network to improve the nutritional intake and status of children less than six years in the project controlled.

Communicating CSR: The CSR Activities are directed by Jubliant or by Jubilant Bhartia Foundation ("JBF"), a social wing of Jubilant Bhartia group established in 2007 and a non-profit organization (incorporated under Section 25 under the Companies Act, 1956).

The flagship project focuses on behavioural change communication and creating a supporting environment. Comprehensive audio visual based IEC programmes, skill building workshops, community meetings, street plays, baseline surveys, wall paintings and puppet shows are the common communication tools used for their different programmes.

Conclusion

An ideal CSR has both ethical and philosophical dimensions, particularly in India where there exists a wide gap between sections of people in terms of income and standards as well as socio-economic status. Today, India is among the top ten Asian countries which pay an increasing importance to Corporate Social Responsibility (CSR) disclosure norms. Besides the public sector companies, the private sector companies are also playing a dominant role in CSR activities which the reports have already mentioned.

The well-established companies are undoubtedly utilising the tools of communication in an effective way but as India is a multi-cultural and multi plural society, so for every project a different communication strategy needs to be adopted for better results. Only looking at the monetary aspect of CSR is not enough, how it is being implemented and evaluated also requires to be studied in detail.

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Challenging stereotypes: A critique of select television advertisements addressing gender issues

Shweta Singh*

The paper is based on the author's analysis of recent television commercials addressing gender issues. All the chosen advertisements have been acknowledged on various platforms for their efforts towards addressing gender issues and breaking gender stereotypes. This paper attempts to go beyond the direct messages and analyses aspects which were not discussed by critics or audiences but, nevertheless, had an impact on the overall messaging. The paper argues that in case of chosen commercials, the presence of certain cues diminished the intensity of the intended messages. In particular instances, the advertisements tended to create further stereotypes in the quest to address an existing one. The analysed advertisements were from well established brands (Anouk, Ariel and Titan Raga) and were praised by critics and audience alike for the messages they conveyed- thereby increasing the ethical responsibility they carried.

Keywords: Gender Stereotypes/ Television Advertisements/ Working Mothers/ Urban Families/ Portrayal of Women

Introduction

Media messages, be it films, television, print or online- are a reflection of the society but at the same time they play a significant role in shaping the society as well. The masses at large learn and unlearn about various issues from media (Kishwar, 2004). It therefore becomes an ethical responsibility of those conceptualising media content to be careful in what they are saying through their respective medium and how are they choosing to say it.

It is true that with increased education and exposure levels, especially in urban areas, the audience at large have become less impressionable (Chahal, 2015). But at the same time, media content depicting reality or those with social messages is gaining prominence with increased awareness of audience and their usage of social media platforms to discuss issues relevant to them. Audiences take such content very seriously and messages coming from them are widely discussed over personal and social platforms (The Rise of Social TV, 2016), (Nielson Report, 2014). This calls for a deeper analysis of the messages that are being projected through content which directly address social issues.

This paper analyses recent electronic advertisements which tried to break gender stereotypes by directly targeting chosen issues. Stereotyping of women has been a long discussed issue and there would be very few instances where it has not been condemned emphatically. Despite the almost universal condemnation, the portrayal has changed only slightly in advertisements (Moorthi et. al., 2014) and is present even in news media (Adhikari, 2014). This paper, however, focuses on a completely different set of media messages. These were messages which attempted to reverse the trend of stereotyping women as the weaker sex.

For the purpose of this paper, the author has purposively selected content which was seen and discussed at large by audience on various platforms. The following advertisements were chosen to be analysed in this paper based on their rankings in various lists/polls of advertisements challenging gender stereotypes (Indian television, 2017), (Mehta, 2015):

1. Anouk's Bold is Beautiful Campaign: The Calling

2. Ariel's Share the Load Campaign: Father's Apology

3. Titan Raga's Campaign: Break The Bias

The analysis has been done under the following broad heads:

A. Lead characters and setting

B. Plot

C. Targeted issue

D. How the issue was resolved and key message

E. Critical Analysis

While the first four sections deal with direct messages projected through the advertisement, the last section contains a deeper analysis of the content, alternative messages, possible impact on audience, etc. The paper aims to give a fresh perspective on recent media content around gender issues which has been appreciated by audience as well as critics.

Anouk: The Calling

A. Lead characters and their traits:

1. Young woman: A promising architect working for a firm, apparently in the final trimester of her pregnancy.

2. Middle aged woman: Senior professional in the same firm as the young woman, most likely her boss.

Setting: A very urban setting. Advertisement opens in front of a posh office complex and has shots of the roads and flyovers of a metropolitan city. The entire content is in English.

B. Plot:

The young woman gets out of office and she is offered a lift by her boss. They get into a discussion regarding a promotion which was not given to the young woman, supposedly because of her pregnancy, despite the fact that she was the most deserving candidate. In between discussions, the young woman gives directions to the chauffer to reach her destination. Her boss discloses that they couldn't promote her as the clients needed an executive who would be around while she would obviously be away for a while. The boss also suggests that she should focus on her baby right now and when she joins back, they would consider her for a promotion. The young woman is very dissatisfied with this response and says that she could do justice to both responsibilities- a new baby as well as work. They reach the destination which appears to be a building under construction. The boss inquires if she is moving in a new place, but the young woman responds that this is her new office- which she herself designed- and that she would be starting her own venture right away.

C. Targeted Issue:

The advertisement targets the unsaid, yet common, practice of denying pregnant women the opportunities they rightfully deserve in the workplace. It is a problem faced by women at all levels of during their career where their personal life (marriage, pregnancy, young children) becomes a barrier to their professional opportunities, mostly because of the negative attitude of decision makers.

D. How the issue was resolved and key message:

When the young woman feels that her work has been overlooked due to her pregnancy, she makes the bold choice of quitting her seemingly coveted job and starting her own venture. The boss realises her mistake and tries to stop her, although in a slightly clichéd manner, saying "Don't do this, you're the best we have..." to which the young woman responds "Had!". The message is a brave wake up call for decision makers to look beyond personal lives and choices of women and realise the potential they hold before it's too late. It also encourages women to believe in their abilities to manage professional and personal responsibilities confidently.

E. Critical Analysis

Although the advertisement primarily has a strong positive message but there are elements which could have a negative impact on target audience, i.e. working women and recruiters/decision makers:

• First and foremost, it overtly emphasises the point that, given the chance, pregnant women or new mothers can work and perform at par with any other employee. This is certainly a flawed message as pregnant women and new mothers need to be given proper maternity leave and flexible working hours at their workplace to do justice to their own wellbeing and that of their baby (O'Callaghan, 2016). This becomes even more critical in the current times when most jobs involve high stress levels, long working hours and travelling. Creating a supportive and conducive work environment for expecting and new mothers is an aspect which has been advocated by the government, non-government organisations, doctors and working women themselves (PTI, 2016). It is ironic that an advertisement claiming to spread a message in favour of working women who are pregnant missed this point.

• The advertisement also projects a superwoman sort of an image of the central character through the following cues:

   - The young woman arguing against the denial of her promotion telling how she

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single handedly managed a project for months.

- It is implied that while she was working with the firm, she was also setting up her own office

- She was managing a demanding project and setting up her own office simultaneously during her pregnancy

- The boss openly acknowledging that she is the best architect of the firm.

Although having an inspirational central character in any media content is appreciable, but the above points tend to border on making the character unrealistic.

Ariel - Father's Apology

A. Lead Characters:

1. Young Woman- An urban working woman. Shown to be completely occupied with office work and household chores throughout the advertisement.

2. Woman's Father- An observant man. Watching his daughter, he has a realisation that most parents raise their children with a bias in favour of boys and he writes a letter to his daughter apologising for this situation.

3. Woman's Husband- He is shown to be watching television while his wife is busy with endless chores.

4. Woman's Son- A little boy, apparently 4-6 years old, playing around the house creating a clutter.

Setting: The advertisement is set in an upscale, modern looking house/apartment. The language is primarily Hindi.

B. Plot:

The advertisement begins with the young woman entering the house late in the evening. Her father looks at her happily but she is too engrossed to notice anything. She goes straight to the kitchen with a bag of groceries. Her husband is comfortably watching television and her child is playing around the house with his toys scattered all over. The woman is still on an office call and turns on the laptop on the kitchen counter itself. While on call, she makes tea and hands it over to her husband and father. The husband gestures her food and she replies with a nod. She turns on the gas stove and makes preparations for dinner, collects scattered toys, arranges groceries and puts clothes in the washing machine. All this while, she is on her official call. The father is struck by this extremely hectic routine of his daughter burdened with both official and household responsibilities and her husband's complete indifference to her struggles. He realises that the husband is not ignoring his wife's hard work on purpose, it's just that the society has conditioned him like that. He writes a letter to his daughter apologising for the way he never set an example (by helping his wife in housework) for her to see. He apologises on behalf of his husband's parents for the way they have conditioned him that housework never registers in his mind as a shared responsibility. He says that it is the whole society that has propagated separate roles for men and women, but now he would at least do his part by helping his wife with housework.

C. Targeted Issue:

The advertisement rightly targets the issue of housework being the sole responsibility of women in our society. The problem is so widespread that it has almost taken the form of a cultural aspect. The advertisement points out that the problem is the result of a flawed upbringing where parents condition their daughters and sons for different things, making their sons rather insensitive towards the hard work of their mothers/sisters/wives.

D. How the issue was resolved and key message:

The advertisement is less about the solution to the problem than its acknowledgement. Given the cultural conditioning of our society, an acknowledgement of this issue is the first step towards addressing it. The father observes his daughter struggle through office work and entire household chores while her husband nonchalantly watches television. Neither it occurs to the husband to help out nor it occurs to the woman that he should. Everyone appears to accept this biased distribution of responsibilities as a natural state of things. That is when the father realises the mistake all parents make while raising their sons and daughters differently. That is when is writes the letter of apology to his daughter.

E. Critical Analysis:

The advertisement is undoubtedly an honest attempt to address a prevalent mindset, but a deeper look reveals aspects which could be debated:

- Quite similar to the previous campaign, this advertisement also projects an extreme image of the central character through the following cues:

  - The woman enters home with bags of groceries which implies she was doing household shopping even after finishing off late at office.

    o She is on an official call and sends an e-mail on her laptop as she simultaneously turns on the gas stove and prepares tea for everyone.

    o She hands over tea to her husband, cleans up the cluttered toys, does the laundry without asking anyone to help out (all this while juggling with her phone and laptop).

- The advertisement, in the pursuit to create a hard hitting message, tends to stereotype the husband quite negatively. Apparently, he has come home from office much earlier than his wife and is watching television. He sees his wife struggle through but it doesn't occur to him to offer help. Instead, he asks her to wash a particular shirt while she is preparing to do the laundry. Though this might be true in many households, but the setting of the advertisement implies an upper middle class, metropolitan household with both partners working in well paying jobs. In such households, it is highly unlikely that a young husband would be so completely oblivious to his wife's problems. Social research from other parts of the show that household chores are almost evenly split when both partners work. (Patten, 2015)

Although the advertisement strikes the right chord when it says that our society grooms girls and boys differently, it fails to incorporate the very fact it endorses that while girls are conditioned for responsibilities inside the house, boys are oriented for the roles outside home. This is reflected through alarmingly low participation of women in the workforce in India. Infact, with rising middle class incomes, the percentage of working women has gone down from 37% to 29% in the past ten years (Ray, 2016), with only 13% of urban women working (Goyal, 2008). But this advertisement, it shows the woman taking on both responsibilities with the husband taking almost none. In all likelihood, this might be an unfortunate truth in some cases, but the societal section to which this family is implied to belong- it would be more of an exception than a norm. Therefore, such an obvious stereotyping of the male character (husband) is completely uncalled for.

Titan's Break The Bias

A. Lead Characters:

1. Executives in the meeting room: All appear to be senior professionals- two relatively old and quite sophisticated men; one middle-aged man and one middle aged woman.

2. Rajat: A middle aged senior professional who is seen in an imagined sequence as the executives talk about him.

3. Young Woman: A fairly attractive young woman who is seen in the same imagined sequence working with Rajat.

4. Kiran: Young member from Rajat's team who is introduced to the senior executives in the end of the advertisement.

B. Plot:

The woman in the meeting room hands over a folder to the middle aged man saying that the recommendations for promotion are done. The man examines the folder and the first thing he says that it was very obvious that Rajat has recommended Kiran for promotion. Everyone is intrigued. He explains that Rajat relies heavily on Kiran despite the fact that it is uncommon to give so many opportunities to a fresher. As he tells about them, Rajat- a middle aged professional- is seen working with a young and beautiful lady. It is told that they always work together, they are the first ones to reach office and the last ones to leave and they even work together on weekends. Hearing this, the older men suggest playfully that they should also get to see Kiran. As Kiran enters the room, everyone is shocked to see that he is a man and not a woman as they imagined. The men are visibly ashamed to have imagined inappropriate scenarios just because they assumed Kiran to be a woman's name. The ad ends with the message "Change the way you look at a woman's success. She is unstoppable now!"

C. Targeted Issue:

The advertisement shows as to how a woman's professional rise is almost always attributed, not to her intellect or hard work, but to a supposed preferential treatment from a male superior. Sadly, this perception is not limited to the general public (most of who draw their opinion based on films or

television) but it exists in the most elite of corporate circles as well (represented by the two older men in the meeting room).

D. How the issue was resolved and key message:

The middle-aged man in the meeting room tells as to how Rajat involves his young executive Kiran (a girl's name in most cases) in all his projects and how they both work together after office and even on weekends. As he talks about Rajat and Kiran, the other members begin to picture Rajat in the close company of an attractive young girl who appears to be enjoying his attention. The older men suggest that they would like to see Rajat's recommendation in the promotion list. As Kiran enters the meeting room, they are shocked (along with the audience) to see that he is a man. They are visibly ashamed of themselves to have imagined such inappropriate scenarios just because they assumed that Kiran was a girl's name.

E. Critical Analysis:

The advertisement surely manages to astonish the audience in the end and make them rethink as to how they wrongly pictured Rajat sharing inappropriate closeness with a female subordinate. However, this advertisement seems to break our bias more against a male boss than it does for a female executive. The main reason is that the female executive turns out to be a fragment of imagination- she is not real. It is shown that the men in the meeting room have assumed that Rajat has nominated Kiran to be promoted because she is a young, good looking woman who allows him more than professional closeness. But when it is revealed that Kiran is actually a man, they are ashamed at their imagination. As Kiran is a male, it is obvious that Rajat has nothing but a professional relation with him and he has been chosen for promotion purely for his performance at work. The question remains unanswered that had Kiran actually been a woman, would the outlook of the other men change towards her. The core issue, which is also the tagline of the advertisement- Break the Bias, is somewhat lost. The last message "Change the way you look at a woman's success..." appears misplaced as there is no such woman in the advertisement.

Conclusion

All the three advertisements are well meaning attempts at addressing the issues they have targeted. However, viewing them critically points out certain aspects which should have been taken into consideration during the conceptualisation phase itself:

Central characters in all the advertisements are strong, attractive, professionally successful women. As mentioned earlier, inspirational characters are always welcome, but unnecessary glorification of the central character tends to shift the focus from the message to the character. In Anouk's "The Calling", the central character has done something so challenging- starting her own office in the final weeks of her pregnancy- that the plight of pregnant working women regarding biased treatment at workplaces got lost in the hallow of this feat of the central character.

Advertisements with characters which do not resonate with the audience will most likely not leave the desired impact. For example, in Ariel's "Share the Load" campaign, the message is meant for households where women are overburdened with household chores and other members, particularly husbands don't help. Most likely, these would be households where the income is not sufficient to hire a household help or very large families where the chores are too much for a single person to manage. However, the family shown in the advertisement was clearly an upper middle class, nuclear family. Therefore, while the campaign might have garnered praise on various platforms, it eluded the very group whose issue it took up.

While creative freedom is the right of every professional's right who is a part of the creative industry, but it is also their duty to be careful about what they are projecting through their content. But the ethical responsibility is higher when the content is supposedly created to address social issues. The reason for this is that the potential of such content to influence the audience, even the well aware ones, is very high. Therefore makers should be very cautious and scrutinise the content very thoroughly. Although most media content is produced with commercial interests, the makers must refrain from the typical trait of glorifying central characters, inadvertent stereotyping of supporting characters and focusing exclusively on the upper middle class or affluent segments, as the intended social messages may lose the desired impact among concerned groups.

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An analysis of the growing Symbolic Economy of Media and Entertainment in India

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The symbolic economy refers to economic activities that concentrate on cultural production and consumption, such as those associated with tourism, media and entertainment (Zukin, 95). The concept of symbolic economy marks a shift from the notions of agrarian economy and industrial economy. Media and entertainment industries are at the heart of the growth of the symbolic economy. They play a stellar role in creating and reinforcing needs which are, at times, not of basic nature but are made to appear as important (as basic needs are). In India, media and entertainment industries exist together. The country has more than 800 Television channels and it produces maximum number of films yearly. The Indian Media and Entertainment (M&E) industry is making high growth strides. Proving its resilience to the world, the Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenues. The study makes an attempt to examine as to how the growth of media and entertainment has helped in shaping the symbolic economy of India post the introduction of economic liberalization in the country in 1991. The year of 1991 has been taken as a starting point for it was the year in which Indian economy was opened. This opening set up a platform for media and entertainment industries to flourish in the country. For the analysis, secondary data have been used.

Keywords: Symbolic economy, media, entertainment, economic liberalization

Introduction

The symbolic economy became a subject of interest in cities around the world during the 1970s. It was an auspicious era, both in Hong Kong and in the United States as well as in Western Europe, because of the decline and relocation of manufacturing facilities, which left a gap in many traditional industrial economies. The gap, to a small degree, was filled by the rise of so-called knowledge-based industries and activities that placed design and innovation at the forefront of production (Zukin, 95).

The concept of the symbolic economy marks a shift from the notions of agrarian and industrial economies which were popular earlier. In the beginning, agriculture was at the heart of economic activities. Then, with the dawn of renaissance and industrial revolution, industrialization became the driving engine of economy. In the recent times, though, a new economic order has come to the fore in which symbols and knowledge based inputs and outputs determine transformation in productive and distributive processes (Zukin, 95).

In her seminal book 'Culture of Cities,' Sharon Zukin writes that the symbolic economy mainly thrives on the development of three factors- tourism, media and entertainment. With a flow of information network and technological developments, world has shrunk into a global village to use a term coined by famous Canadian social scientist, Marshal McLuhan. The global man of today, therefore, travels more than his predecessors. This growing urge to travel among people has led to a flow of cash into the part of the world which attracts a fair number of tourists.

The second and chief factor fuelling the growth of symbolic economy is media. Media channels like Television, Radio, Newspaper, Film and Advertisement play a stellar role in creating and reinforcing needs which are not of basic nature but are made to appear as important (as basic needs are). The third factor that contributes to the rise of symbolic economy is entertainment. With life becoming extremely fast, people look for escape in the realm of entertainment and spend on it as much as they shell out on their basic needs. This growing importance of entertainment has led to creations of many new ways of entertainment. The proliferation of theme parks, sports clubs, multiplexes, etc; indicates the way in which entertainment industry is tightening its grip on people

In India, Media and Entertainment industries exist

together. Indian Media and Entertainment industry has witnessed a rapid growth in the last 25 years. From a single state owned channel, Doordarshan in the 1990s, the country today has more than 800 TV channels of various genres. The country has more than 100 FM channels operating from different cities and in terms of production of films, it is next only to the United States. India has also seen increasing digitization and higher internet usage over the last decade. Internet has almost become a mainstream media for entertainment for most of the people.

As per the FICCI-KPMG Media and Entertainment industry report 2016, Media and Entertainment industry in India, which was worth Rs 1158 billion in 2015, would grow at a compound annual growth rate (CAGR) of 14.3 percent to Rs 2,260 billion by 2020.

What this paper is all about?

This paper aims to examine as to how the growth of media and entertainment has helped in shaping the symbolic economy of India post the introduction of economic liberalization in the country in 1991. The year of 1991 has been taken as a starting point for it was the year in which Indian economy was opened. This opening set up a platform for media and entertainment industries to flourish in the country. For the analysis, secondary data have been used.

The study examines growth of nine different sectors comprising Indian Media and Entertainment industry. These sectors are- TV, Print, Films, Radio, Music, OOH, Animation and VFX, Sports, and Digital Advertising.

Television

For long, India had only state owned Doordarshan to cater to its masses. This changed in the wake of introduction of economic liberalization policy in 1991. The policy opened the door for foreign and private broadcasters to make their presence felt. An influx of channels belonging to different categories started functioning in subsequent years.

According to March 2016 TRAI (Telecom Regulatory Authority of India) report, there are currently 869 private satellite channels active in the country. With 175 million TV households, India is the world's second largest Television market after China. The Television industry in India is estimated at INR 542 billion in 2015 and is expected to grow at a CAGR of 15% to reach INR 1,098 billion in 2020.

Television industry has also moved from analog to digital in the last 10 years. The presence of a number of DTH (Direct To Home) service providers like Tata Sky, Dish TV, Airtel TV, etc; has made TV viewing a customized experience. One can create one's own pack of channels and choose to pay for them only. People can access TV channels of their choice via internet and mobile too.

Print

At a time when newspapers across the globe are dying, India's Rs 30,000-crore ($4.48 billion) print media industry is set to grow by 8% annually for the next three years. The growth driver, though, isn't English language dailies. It is regional media. Vernacular or local language print media will grow at 10-12% in fiscal 2017, according to a report by India Ratings and Research, a credit ratings agency and a unit of Fitch Ratings. This growth rate will be higher than that of the English language print media, it said, without specifying exact numbers.

Films

Indian film industry was worth INR 138 billion in 2015 and is growing at a rate of 9.3 % every year. Hindi film industry also known as Bollywood accounts for more than 1000 films a year, which makes it the world's most prolific film factory. Post 1991, film industry in India has gone through many changes. The biggest of them happened in 1998 when in a landmark decision; Supreme Court accorded it the status of an industry. This paved the way for the industry to receive financial, infrastructural and credit support from the government. The industry also started receiving reduction in custom duties on cinematographic film, complete exemption on export profits, and various tax incentives.

Post 1991, the film industry in India became corporatized with big production houses using aggressive marketing strategies to promote their films. The once popular single theatre halls have been supplanted by multiplexes especially in metropolitan cities. While in earlier days, films would get revenue from theatre screening only, today production houses strike deal with TV channels, radio stations, websites, etc; for the release of the film.

Radio

For years, Radio ruled the psyche of people like no other medium in India. State owned All India Radio

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was the sole provider of daily dose of news, views and entertainment for a large group of people in the country for long.

The arrival of satellite television in 1991 and later internet, then, resulted in the decreasing popularity of radio. With a plethora of TV channels making their way to people's home, radio lost its listeners. However, the fate of radio received a fillip again with the introduction of FM (Frequency Modulation) broadcasting. Within years of entering market, private FM players like Radio Mirchi, Big FM, Radio City, etc; developed a following among the listeners, especially youngsters.

According to latest TRAI (Telecom Regulation Authority of India) figures, 243 FM stations are operating across 86 cities from the country. With government proposing to auction 831 new radio stations for FM broadcast, this figure is going to increase only in future. At present, the radio industry is worth INR 19.8 billion and is growing at an annual rate of 15.3%.

Music

According to projections from KPMG in a new report based on information from the Indian music business in association with FICCI (the Federation of Indian Chambers of Commerce and Industry), India's recorded music business will nearly double over the next five years, bringing in an annual income of 18.9bn Indian Rupee (US$300m) in 2019.

If India achieved this level of growth today, it would be elevated from its current position of 20th in the world's biggest music markets by value. KPMG's figures place India's music industry value for 2015 at INR 10.8 billion.

OOH

Out-of-home Media Advertising (OOH advertising or outdoor advertising) is a type of advertising that reaches the consumers while they are outside their homes.

OOH advertising in India has been one of the fastest growing segments in the advertising space since 1991. It represents high potential for advertisers with a large young, working and informed population driving the spending on OOH media by the brand owners. It was worth INR 24.4 billion in 2015 and is growing at an annual rate of 15.3%.

The growth in OOH has largely been driven by increased spending by sectors such as FMCG, media

and entertainment and automotive. Though billboards continue to dominate OOH landscape in India, digital OOH ad space has witnessed the fastest growth rate over the last few years.

Animation and VFX

Animation and VFX industry is worth INR 51.1 billion today. It is growing at an annually rate of 13.8%. India today has nearly 300 animation, 40 VFx and 85 game development studios with more than 15,000 professionals working for them. These studios have experienced a mix of content production, outsourced animation services and collaboration animation services. Over the last one decade, the Indian animation industry has moved up the value chain from a traditional outsourcing model to creating its own intellectual property and co-productions. Some of the animation movies made in India like 'Chhaya' and 'Fateline' received acclaim across the world last year. By 2020, Indian Animation and VFX industry is estimated to grow up to Rs 87.1 billion.

Sports

The ongoing decade has been strong one for sports in India. The systematic relationship between entertainment and sports that started with the Indian Premier League (IPL) has now spread over other sports with Indian Super League (ISL, 429 million viewers), Pro Kabaddi League (PKL, 435 million viewers) and Indian Badminton League (IBL, 400 million viewers). The growing popularity of these leagues clearly indicates that India might well be on its way from being a one-sport nation to multiple sports nation.

The sports sector witnessed a growth of 10 per cent from 2013-2015. Its current worth is INR 26.8 billion and is growing annually at the rate of 12.8%.

Digital Advertising

Digital Advertising is the fastest growing sector in the country with an annual growth rate of 38.2%. Its net worth is INR 60.1 billion at present. With a rise in the number of internet users and government's latest emphasis on digitization of economy, digital advertising in India is set to turn into a gigantic industry in years to come.

The Symbolic Economy of Media and Entertainment

As above-mentioned data and trends showcase, Media and Entertainment Industry in India has

grown by leaps and bounds post the introduction of economic liberalization in 1991. The industry employs more than 10 million people at present and is a major contributor to the GDP (Gross Domestic Product) of the country.

Over the years, the media and entertainment industry in India has created the symbolic economy of its own. The industry has generated capital, given jobs to people and created brands. It has also been successful in creating and reinforcing needs for entertainment consumption among people. Today, people spend as much on entertainment as they do on basic amenities. Here are some of the ways in which the industry has grown its symbolic economy in the country.

1. Production of symbols as basic commodities: Nico Stehr in his book 'Economic Structures of Knowledge Societies' states that certain symbols come to be regarded as commodities in the symbolic economy. Among media and entertainment industries in India, films and TV channels, in particular, have been successful in building symbol-based brands and associating them with a certain value to create a niche audience base for them.

   For instance, Indian television took to realities shows quite late from world standard. However, within two to three years, realities shows started mushrooming on Indian TV with most of them turning out to be smash hits. Over the years, realities show like Kaun Banega Crorepati, Indian Idol, Dance India Dance, Big Boss have developed as a symbol with a great recall value. Each show was linked with a certain value which, in turn, created a niche audience group for it. So, while a Kaun Banega Crorepati cashed in on the desire of a common man to become rich, a Big Boss played the card of coolness and modernity to tap young audience.

2. Introduction of new design and style: According to Sharon Zukin, design and style are at the forefront of the growth of the symbolic economy. Certain design and style which become popular over the time come to be regarded as a symbol of prestige, smartness, machismo, etc. Over the years, these designs and styles create a market and bring money in abundance to those who own the market.

   An example of Indian media and entertainment

industry creating a market for a new design and style can be the growing popularity of Hotstar application. For long, TV viewing in India was seen as family event. Amid this set up, when Star India launched Hotstar, a digital mobile and entertainment service that allows you to access TV on your laptop or mobile phone, it didn't have many takers. However, after Star India promoted it with 'Go Solo' tagline and ran various adds displaying the benefits of watching TV shows and sporting events in private, Hotstar began to be seen a cool alternative to TV. Now, it is one of the most popular platforms catering to people's needs related to entertainment.

3. Need creation and reinforcement: One of the major characteristics of the symbolic economy is the way a symbolic need is created and reinforced to grow a market. Media and Entertainment industry in India has done it so well over the years. Take for instance, the case of face wash. Science has no explanation as to why face wash and not soap should be used to cleanse a face. Similarly, there is no logic behind men and women using different kinds of face wash made exclusively for their skins. However, advertisements praising the use of wash and driving home the need for a man and a woman to use different kinds of face wash have led to a craze for it among youngsters. Today, face wash can be seen in every household with male and female members using its different varieties. This is a classic case of a symbolic need turning into a basic one, thanks to media.

Conclusion

Indian media and entertainment industry, which is one of the fastest growing sectors in the country, has carved a niche for itself over the last 25 years. The introduction of economic liberalization opened the door for foreign investors and players to enter India. This opening has helped the sector grow immensely and create what can be dubbed 'the symbolic economy' of its own. In a fast growing cash-rich middle class whose members do not shy away from flaunting and spending money, media and entertainment industry has found a strong customer base which will only increase with time. With life becoming ultra fast, people want to escape into the realms of entertainment. The symbolic economy of media and entertainment in India is driven by this

growing desire to spend on entertainment related needs among people. It is only going to get bigger from here on.

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Redirecting masses on Political agenda-
Discovering Social media's direct motives

Eram Qazi*

Man is born with the ability to socialize and live in groups. There are various ways by which a man socializes by means of gatherings, parties, fairs and exhibitions and also by the help of technology. From mobile phones to internet, from websites to WhatsApp chat, the various forms of technology has helped humans progress but at the same time poses a danger of over exposure. All forms of media has connected people and societies by bringing them closer and international boundaries are a thing of the past. However non-traditional media heavily depend upon user generated content whereas in traditional media content is controlled by large corporations with vested interests. In this study, the political agenda and the direct motives of social media in redirecting the masses has been gauged.

Key Words: non-traditional media, traditional media, political agenda, masses

Introduction

The idea of social acceptance is attached to the virtual world of social media. While in real life many people find it hard to make friends or socialize, they easily do it on social media merely with the press of a request button. It's easier to reconnect with old school batch mates or friends and relive the past memories. This really helps people to keep in touch with all those they want to no matter what the distance is. Social media is making us culturally forward or backward is a debatable matter though. We as a society have lost the art of interpersonal relationships and prefer to shy away from family functions or weddings but never forget to click selfies or send a birthday wish on Facebook. Also we are hugely dependent on Facebook to remember birthdays and anniversaries for us.

Purpose of Social media

The purpose of social media as per academicians is as follows-

a) Communication

b) Socialization

c) Change

Agents of Socialization:

Family, Peer Group, Religion, Educational Institutions Occupation, Politics and Mass Media

New media as a part of mass media not only allow access to information but to different trends, opinions and thoughts which affects an individual to alter his or her school of thought.

Political parties are obligatory to any democratic system and play the important role in the electoral process – in selecting candidates and election campaigns. India has witnessed many unstable governments. Many parties have merged while others have split. The regional parties are powerful than national parties and make decisions.

The evolution of Indian political system has seen the growth of multi-party complex system rather than single party one. It is subjected to Fragmentation and regionalism where all want to have a share in the government.

Problems in the Working of Political Parties in Indian democratic system:

1) No inner party Democracy

2) The women representation is very poor.

3) New members are not getting training

4) Need for funds

5) Election campaigns overshadowing goals and aim.

6) Regionalism as well as its side effects

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As per an order of the Election Commission of India-"The Commission has bestowed considerable thought on this issue. One of the concrete proposals initiated by the Commission has been the use of government owned electronic media by the recognized National and State political parties, on a much extended scale, during elections, in lieu of the limited facility that is presently available to them of making one telecast and two broadcasts of 15 minutes duration each over Doordarshan and All India Radio at the time of general elections to the House of the People and State Legislative Assemblies. The reach of the vast network of Doordarshan and All India Radio is now widespread, covering almost every nook and corner of the country, and their impact substantive. "Use of such electronic media by political parties would provide them with an opportunity to give firsthand information to voters about their policies, programs, manifestos and views on major issues. For electors also, it would be an important source of information for understanding major policy issues as projected by different parties."(No. ECI/GE98/437MCS/98 16 January, 1998 Scheme for Use of Govt. owned Electronic Media by Political Parties during Elections, O R D E R)

Therefore the political parties are entitled to use both traditional and new media as this practice ensures dissemination of information directly to masses which are huge in number. Use of E - manifestos is also prevalent as it helps in giving relevant details to newspaper publications both within the country and internationally.

Most widely used Social media platforms by Political parties-

1) **Twitter-**Twitter actually changed from what it was in the beginning, which we described as status updates and a social utility. It is that, in part, but the insight we eventually came to was Twitter was really more of an information network than it is a social network. Twitter has been used for a variety of purposes in many industries and scenarios. For example, it has been used to organize protests, sometimes referred to as "Twitter Revolutions", which include the 2011 Egyptian revolution, 2010–2011 Tunisian protests, 2009 Iranian presidential election protests, and April 2009 Moldovan parliamentary election protests. A result of the Iranian election protests saw the government of Iran block Twitter in censorship.

2) **Facebook-**Facebook earns from onscreen advertisements. It is the most popular social networking site.Facebook has a policy on hate speech too.It highlighted content on domestic and sexual violence against women, Facebook announced that it was introducing hashtags to help users follow important discussions, or search a topic.

Facebook delivers 1 billion video views per day.Academic and Facebook researchers have partnered to test if the messages people see on Facebook can influence behavior. For instance, on the topic of Political Mobilization, during the 2010 elections, Facebook users were given the opportunity to click on an "I voted" button. The American political parties during the 2016 presidential contest, chose Facebook as an increasingly important advertising tool. Also Facebook is capable to deliver video ads to small, highly targeted target audience.

As per experts social media possess features which perform the functions of Communication, expression and indoctrination.

Therefore I propose the "CEI" model here.

COMMUNICATION	EXPRESSION	INDOCTRINATION
• TWITTER	• FACEBOOK	• INSTAGRAM

These three functions have the power to influence human behavior, thought and preferences. Likewise users of these media often change habits, looks and even try to acquire fake virtual identities to gain popularity.

We are deep enough into the social-media era to begin to recognize certain patterns among its users. Foremost among them is a mass anxiety of approval seeking and popularity tracking that seems far more suited to a high school prom than a high-functioning society. While getting lots of likes or retweets feels great, the feeling of rejection from not getting them is often greater. But with social media, the barrier to entry is so light that everyone has access to the drug.

Negative aspects of use of Social media by Political parties-The social media space are often full of hate and revenge messages against certain communities which is the result of communal politics driven by political parties to give momentum to their agendas. The political parties often misuse social media and try misguide the youth by planting negative comments, threats and hate speeches against particular party leaders, religious leaders etc. This majorly effects the youth as they are the prime consumers of social media. They often do this to invite youth to the arena of communal or caste politics. When Social Media used wrongly, then the benefit will fade out and disadvantage will come. We've heard about several crimes committed from social media, whether it's from Facebook, Twitter, online dating site, and so on.The book, titled "I Am A Troll", written by journalist Swati Chaturvedi, explores the relationship between abusive social media accounts in India, and the Narendra Modi-led Bharatiya Janata Party (BJP).Through anonymous interviews with over 30 members from the BJP's social media cell, the book claims that volunteers – both paid and unpaid – operating out of the cell located at the party's central Delhi headquarters, work full-time to bombard Twitter with hashtags to make them trend, launch sexual abuse threats at prominent Indian liberals and journalists, and send WhatsApp – the Facebook-owned instant messenger used by over 160 million Indians – with hate speeches and propaganda.

Cyber bullying

With more than 350 million active internet users, nearly 150 million social media users, 600 million mobile users and nearly 100 million active social mobile users, in the new-age India, the size and scale of opportunities to misuse the unregulated cyber-environment for the traditionally, argumentative and highly opinionated Indian, is immense.

Partisan knight riders claiming allegiance to one party or the other, known by popular denominations like, "Bhakts" (BJP), "Aatards" (AAP), "Congis" (Congress) prowl the net for any comment seemingly contrary to their positions, zero-in like hawks with half-baked facts and figures to bare their angst. And if the person happens to be a social celebrity than all hell breaks loose till he is attacked and forced to retract the statement, failing which he is threatened with dire consequences.

Cyberbullying is similar to other types of bullying, except it takes place online and through text messages sent to mobile phones. Cyberbullies can be classmates, online acquaintances, and even anonymous users, but most often they do know their victims. Cyberbullying is the use of social media to harass, threaten, embarrass, or target another person. By definition, it occurs among young people. When an adult is involved, it may meet the definition of cyber-harassment or cyberstalking, a crime that can have legal consequences and involve jail time.

Observation:

According to Greenberg Quinlan's Mr Morris "our fascination with politics is fickle. Interest in politics on social media tends to spike at election times or during the referendum campaign and then go down again."

Online networking is likewise disturbing the relationship amongst government officials and more established news bunches. In days passed by, a government official may basically give a meeting or an assessment piece to a TV slot or daily paper. Be that as it may, daily paper deals are in decrease and media bunches depend always intensely on sites. To draw eyeballs to online articles they now utilize web-based social networking to pull in consideration.

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An Analysis of Communication Tools in Facilitating Health Projects in India

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Health is a central part of human life. The census report of 2011 states that around 69 percent of population resides in rural areas in India, so the researcher would look into this area. United Nations launched 'Sustainable Development Goals' which aims to achieve "Health for All". Communication is a significant factor to make a project/ programme a success. There are several governmental and non-governmental agencies which are trying to eradicate the challenges of communicable and non-communicable diseases specifically in rural areas of the nation. Various steps have already been taken by the government in the form of National Rural Health Mission (NRHM), Janani Suraksha Yojna (JSY), Janani Shishu Suraksha Karyakram (JSSK), etc to make rural India a healthy one and role of communication has played a vital role in achieving the objectives. Eradication of polio in our country is an example of such programme. Superstar Amitabh Bachchan is the brand ambassador for this project and through audio/visual advertisements he has tried to convince people of rural areas to take their children for polio vaccination. This campaign has been a great success. Communication works as a catalyst to make any programme/ project successful. Therefore, the aim of this study was to investigate the role of communication in governmental and non-governmental projects existing in health sector in rural India. Top ten cases as samples were considered for research. The selection of cases was done on the basis of its success/popularity and existence of programme as per the case.

Key Words: Communication, Health, Rural areas, India, Projects

Introduction

An integral part of human life is health, which is inevitable for a society to develop. For a healthy nation a society needs to be hale and hearty. The government's responsibility regarding health care is assigned between the Centre, States and Union Territories. As per Article 47 of the Constitution of India, health is a state subject. At present, rural health is one of the biggest challenges that the Health of Ministry is facing. More than 70% population of the nation is living in rural areas. Due to low level of health facilities, morality rates are quite high which needs to be looked into.

The various services provided by the Ministry of Health and Family welfare of the Union and State Governments are integrated in the sense that curative, preventive and promotional health care are combined but yet the government is unable to serve the entire population of the country. Various private and non-government organisations are also aiding their services in health sector, to meet the goal set by United Nations. To combat serious diseases the government had included

communication strategy in its third Five Year Plan basically to achieve the goal of health issues, which was one of the major agendas of the plan in 1961.

To ensure success of any programme, there are numerous key components which are indispensable like infrastructure, human resources, communication and so on. Out of these communications is one of the key components for making projects/programmes, a success. It is the significant ingredient in making the communities healthy and nourished. By fostering a dialogue between the community and other key stakeholders, communication process can allow the various vulnerable groups to provide information and knowledge which is the basis to improve their own health. Many programmes and projects are running on international and national level to solve the challenges regarding health issues. Earlier, Millennium Development Goals (MDGs) by United Nations focused on different serious issues concerning human beings in which health was the primary one. Now, it has been reframed as Sustainable Development Goals (SDGs) containing 17 Goals. Out of 17 goals of Sustainable Development Goals, 3 are related to health.

Communication has been recognised as a major part for any programme and presently it is being implemented in the strategy of sundry programmes. Hence, the researcher would look into

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the different communication aspects of a project/programme and would focus as how communication is being implemented for ensuring the success of a health project/programme. The researcher would also analyze the communication activities and report of several health projects/programmes in India.

Communication and Health Information

Communication is a process of sharing idea between two or more people. Communication is linked with all the activities and segments of human being. Within the area of health communication, the term is conceptualized as the central social process in the provision of health care delivery and the promotion of public health. The centrality of the process of communication is based upon the pervasive roles communication performs in creating, gathering, and sharing "health information." Health information is the most important resource in health care and health promotion, as it is essential in guiding strategic health behaviours, treatments, and decisions (Kreps, 1988).

Health information is the recognition of warning signs needed to detect imminent health risks and direct health behaviours designed to avoid these risks. Health care providers and consumers use their abilities to communicate to generate, access, and exchange relevant health information, for making important treatment decisions, for adjusting to change in health conditions, and for coordinating health preserving activities. The process of communication also enables health promotion specialists to develop persuasive messages for dissemination over salient channels, to provide target audiences with relevant health information, to influence their health knowledge, attitudes, and behaviours. In this way, it is clear that communication is a major part of a health project/programme and without communication the several challenges related to health cannot be resolved.

Objectives of the Study

1) To look into the different communication aspects of a project/programme and find out how communication is being implemented for ensuring the success of a health project/programme.

2) To analyse the communication activities and reports of several health projects/programmes in India.

Methodology

The researcher has used simple random sampling to choose some successful governmental and non-governmental health projects, to look into the role of communication in spreading health awareness among rural community of India.

Data Collection & Analysis

To select the health projects for analyzing role of communication was a cumbersome job for the researcher as India is the second most populous country in the world with huge geographical area, resulting to attract various forums and international agency like UNICEF, World Health Organisation etc. to provide health services in the country. These agencies are collaborating with the central and state government to achieve the universal goal of a healthy world. Hence, there are voluminous projects and programmes for making rural India, a healthy one. The researcher has selected randomly some successful governmental and non-governmental health projects, to look into the role of communication in spreading health awareness among rural community of India which are-

i. National Rural Health Mission

ii. Mission Indradhanush

iii. Vodafone Foundation: Empowering Women Through Mobile (in association with Digital Empowerment Foundation)

iv. Swasthya Slate (Public Health Foundation of India)

v. Project Ujjawal-Sunhare Kal Ki Pahal Aaj

vi. Jeevika- Bihar Rural Livelihoods Project

vii. Chetna (Centre for Health, Education, Training and Nutrition Awareness)

viii. Matrika

ix. Prachar

x. Mamta

Findings

National Rural Health Mission (NRHM)

NRHM is one of the important components of National Health Mission programme of India. It aims to deliver good health facilities in rural areas. It was launched in April 12, 2005 and since then it is working to make rural India healthy. NRHM applies communication tools and platform to create health awareness among people. There are some other programmes which are on-going under this programme like Janani Suraksha Yojna, Janani

Shishu Surakhsa Karyakram, etc. Accredited Social Health Activists (ASHAs) is serving to make people healthy especially women and children. ASHA workers are being trained to use different communication techniques like interpersonal and group communication to solve the issues that are faced by them. Sas Bahu Sammelan is one of the activities through which ASHAs share their everyday field experience that they have during their visits and door to door observations. ASHAs go to the field and by using interpersonal communication persuade women/men to use family planning methods like IUD, contraceptives, NSV etc. NRHM is also encouraging people to adopt family planning measures, through the audio visual communication campaigns, like radio jingles on contraceptive methods, emergency contraceptive methods, and family planning campaign using celebrities like Juhi Chawala, Sachin Tendulkar, Ravina Tandon and radio jingles on IUD, NSV's i.e. Bhole, Uphar, Bhaiya, Doctor and so on. This project is disseminating awareness among public through its short films that are considered as an effective communication tool like Pag Pag Aage, Jan Swasthya ke Badhate Kadam, etc. The ASHAs are considered as backbone of this project as they create awareness among rural people through information, education and several communication materials. They show chart/poster containing health information (specially related to reproductive health) among rural women and adolescents and motivate them to adopt family planning methods, institutional delivery etc. Apart from this, there is a programme called Community Action Health (CAH) which is an imperative part of NRHM which uses various communication forms for achieving the object of NRHM. It decides the participation of community in health programme under which awareness of health rights, conversation among people on health issues are done through various communication forms such as interpersonal communication, group communication, rally, nukkad natak, poster writing and wall writing. In these ways with the help of communication, NRHM project are able to reach its goal.

Mission Indradhanush

Mission Indradhanush is one of the central programmes of Ministry of Health and Family Welfare, Government of India. The main purpose is to make successful immunization programme. This programme basically focuses on the compulsory vaccination of pregnant women and children. This mission uses audio-visual form of communication.

Through visual campaign it motivates public to get their children immunized. ASHAs here also play a significant role as they act like a bridge between community and health administration. ASHAs spread health information among beneficiaries through interpersonal and group communication by conducting meeting with pregnant women and adolescents and also through public announcements, so that they can bring their child for immunisation on a particular day. The assigned team in each district pay a visit to different villages and motivate the beneficiaries to immunize their children. Interpersonal communication plays a vital role.

Vodafone Foundation: Empowering Women Through Mobile (in association with Digital Empowerment Foundation)

This foundation aims to make rural women empowered and also work to create awareness of health issues among rural women. There is a case study of this programme which depicts the positive role of new media like mobile phone. This study reveals that social health workers are creating awareness through mobile phones. Firstly, the registration of pregnant women is done manually and the details are recorded on the content management System (CMS) and then it automatically sends out 2 SMS alerts to the registered users at calculated time for 40 weeks during pregnancy. General healthcare information, nutrition, specific messages for ante natal check-up, vaccines, iron folic supplements and movement of baby are delivered to the registered women during this phase.

This mobile based health care project directly influences the understanding of maternal health services among rural population. The use of new media to communicate with the masses is helping to improve the health conditions of pregnant women leading to a healthy society.

Swasthya Slate (Public Health Foundation of India)

Swasthya Slate is a mobile kit which empowers front line health workers with usable information communication technology for prevention, diagnosis, care of diseases and referral. Through this kit healthcare facility is being provided in remote areas of India especially in hilly regions where health laboratory facilities are not available. Health service providers are not only spreading heath awareness but also serving the community using this device. The effective utilization of

information communication technology is helping in improving the quality of maternal health and infant health services. The Auxiliary Nurse, Midwife (ANM) and other health workers are being trained by Health Supervisors to use the Swasthya Slate device properly in order to check the blood pressure, ECG, Foetal sound, Urine Test, Haemoglobin, Foetal Exam of patient and also check the water quality of that area.

Ujjawal- Sunhare Kal Ki Pahal Aaj it is a health programme supported by the Government of Bihar is devoted to improve quality of maternal health and infant health under reproductive health. This project is using various forms of communication to pursue, motivate and encourage rural women and men to adopt methods of family planning for preventing unwanted pregnancy. The health workers mainly use different forms of group communication and interpersonal communication to change the behaviour of people. Health Service Providers conduct Rally, Nukkad Natak to create health awareness among society. Visual and Audio medium of communication is also used to create awareness regarding health challenges and facility. Recently, this project is also using SD Memory Card to train its health service providers. This card contains all kinds of information related to reproductive health, which can be inserted in mobile and one can view informative films, advertisement campaigns and other information regarding health.

Like the Project Ujjawal- Sunhare Kal Ki Pahal Aaj, other projects such as Jiveeka, Chetna, Matrika, Prachar and Mamta are also using fundamental forms of communication to bring health awareness among rural India. More or less all these projects are implementing the common forms of communication materials and tools for accomplishing the objectives, which is mainly to have affordable healthcare services. By using various communication tools and platforms a lot has been done but still there is a long way to go.

Conclusion

The unarguable truth states that more than 70% rural Indians are suffering from diverse health issues and the government is facing a lot of challenges to create healthy villages. Various international and national agencies are taking commendable steps to create a healthy environment with the active support of the government.

The developmental plan of the present regime is reflected in their poll slogan 'Sabka Saath, Sabka Vikaas', which is a great vision. The various governmental as well as non-governmental organisations are trying their best to fulfil the objectives related to the vision. The on-going successful programmes/projects in rural areas are the outcome of the initiatives taken by several agencies where communication is playing a key role.

In the present study various forms of communication like interpersonal, group and mass communication are used to make the projects an effective one. Audio- visual medium is playing a significant role in disseminating health awareness among the people. The short-films, radio jingles are attracting lots of villagers to take fruitful steps regarding health but a lot more needs to be done by the administrations. New Media is one of the newest forms of communication which can play as a catalyst in achieving the objectives of being a healthy nation. Once the proper combination of various tools related to traditional media like radio, video and new media like mobile and internet are planned in a proper way, then soon the world's second largest country would be a healthy one and the vision 'Sabka Saath, Sabka Vikaas' would be attainable.

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Study on Impact of Social Media on Building Customer Loyalty

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The concept of branding has evolved from the primitive age and has derived from the word 'Brandr' which means to burn, which was referred to as burning piece of wood, then in 1300 A.D branding was done by using burnt wood as torch and finally the main concept of branding come in 1500 A.D when the burnt marks over cattle were used to show ownership. In the last centuries branding can be said as the era of creating differentiation among the products and adding value for the customers by its name and logo. The study conducted by Fournier (1994) in his paper "A consumer – Brand Relationship Framework for Strategic Brand Management", tells about the consumer relationship with the brand and how it exists, another analysis done by Fournier (1998) examines the six different brand relationship that can be created and can be formulated into six categories, as: love and passion, self - connection, interdependence, commitment, intimacy and brand partner quality. These are different parameters which reflect how consumers are connected with a particular brand and also deals with how the organization needs to deal with the customers having these attributes and what strategies are required for retaining these customers. On account of the literature and the interview conducted among the customers, the study reveals that extreme brand loyal customers love their brand and this encompasses the brand to bring more line into the same brand with brand extension. If brands don't have their associations according to the mindset of the consumers then the chances are there that brand loyalty of the consumers mitigates and if it's successful then the loyalty can also be increased.

Keyword: customer relationship, brand relationship, brand loyalty, brand associations, brand extension.

Introduction

In the 21stcentury , we cannot ignore social media. Facebook being a badge in the name of social media alone has 1,083 billion daily active users, in which 47% of the Facebook users only connect through mobile platform. To be concise, 823 million are using Facebook through mobile applications. On an average about one-third of the time is devoted by the people towards using social media on some or other ways (Lang, 2010). According to (Hagel & Armstrong, 1997; Wellman & Gulia, 1999), Social media has enabled the user to connect easily with the people they think they can interact and communicate with, the like minded people and also

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can do their business from. Some of the scholars have found that using social media for the business purposes can help the people to flourish a lot and take advantages from it if they want to survive in this virtual environment (Kaplan &Haenlein, 2010). On the other hand, some of the scholars call it as "unsolicited crashers" of social media (Fournier &Avery, 2011, p. 193) but the major question that arises here is social media being a platform for creating connections rather than branding.

McAlexander, Schouten, &Koening, 2002; Muniz &O'Guinn, 2001, show how the customer centric approach, that is, the relationship between the target customer, brand, product, company and prospective customers with the brand loyalty can be formulated in social media for brand based communities. In addition, it can be measured that brand loyalty plays a vital role in building brand communities and brand trust for customers.

Social media based brand communities:

When speaking about social media based brand communities, it may consist of two factors: influence of social media on customer purchase power and brand associations which create brand loyalty and help the organization to expand their product line.

There are many definitions in context of social media, among that one states that social media is a form of electronic communication which help the user to create their social networking through websites, micro blogging sites which enable them to create their virtual place for creating interfaces to share information, business related information, messages and contents whether personal or formal.

Brand communities is defined by Albert M. Muniz, Jr. and Thomas C. O'Guinn in March 2001 in their Journal of Consumer Research that "A brand community is a specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand. It is specialized because at its center is a branded good or service." In lexicon of these virtual communities it can be presumed that these communities are like other communities where people share their relationship and emotions with other, here the emotions and relationship is the connection with the brand which helps the organization to create brand loyalty.

Every customer has different reasons for joining these brand communities as they give them opportunity to know more about their brands, to maintain relationship with the existing customers and even to dedicated or committed customers base, information sharing about the new product line, depth and width. It also helps the brand to communicate with the customer through single channel and create valuable customer feedback. The most important feature for a brand in joining these brand communities and advantages they get is to get in touch and sharing useful insight about the brand to loyal as well as prospective customers, which can be said as "Holy Grail of business", which in similar term can be explained as the aim of the organization to seek their significance in the desired field. The advantages of social media can be said as

the key factor which plays a significant role in consumer purchase behavior and customer perception regarding the brand and enabling the different/ like minded people to come at a similar platform. With the advent of virtual business communities, the geographical boundaries pertaining between the customers and the brand have been surpassed. The linking of the two, the customers and brand manager in a single place is called social media based brand communities. It can be explained through some example of brand communities as Harley Davidson, Proctor and Gamble and play station community of Sony. These business communities use the Social networking sites like Facebook and Twitter to interact with their potential customers and existing customers.

Customer centric approach towards brand communities and social media:

In social media based brand communities, there is an opportunity for the brand managers to create the content according to the user interactions and influence which the customer have towards the particular brand. These communities try and create positive brand response towards their product or services offered.

Social media provide a route for a brand to mobilize their channels to focus on more of the perspective and target customers and to create more loyal customers. Social media has provided a platform for the consumers to explore their brand, to gain knowledge about the brand and to create personal channel for user centric social interactions.

Brand loyalty has been the most important part of the marketers and also the topic holding central position from many years for the researchers. There are different definitions given by different authors on brand loyalty. Table 3.1 shows the different definitions given by different authors/scholars.

Scholars/Author	Definition	Year
Lazarevic.	"Positive feelings towards the brand and intense dedication to purchase the same product/service repeatedly now and in the future from the same brand, regardless of competitors' actions"	(2012) pp. 48
Kotler& Keller	As the brand's percentage of loyal customers goes up, market share increases and the brand becomes more profitable	2006
David Aaker	"A set of assets and liabilities linked to a brand, its name and symbol, that adds to or subtracts from the value provided by a product or service to a firm and/or to that firm's customers."	1991

• Brand loyalty definition given by different authors

As brand sustain with the help of mind mapping in the minds of customers, it gains a valuable, positive, inevitable position to create brand loyalty among the customers. Brand loyalty not only create a loyal customer base but also brings brand equity in terms of sales, profit, revenues for shareholders and stakeholders and help them to maintain their equity and goodwill in the market.

Marketers to obtain their customer base use different marketing tactics, among them one is using social media or internet marketing. The main aim of Social media marketing or internet marketing is to promote the brands by different websites and online channels to target the larger customer base which is not possible through the traditional form of marketing. The paper tries to focus on the effect that social media marketing has on customers and brand loyalty.

Contribution of Social Media towards Brand Loyalty:

India being a developing country, the penetration level of social media is 19% as compared to the other developing economies. It is the third largest internet user country in the world which has about more than 300 million users and this figure is assumed to be increased in 2017 by 314 million users which is a growth of about 28% in 2013-2017. It is been observed that people in India mostly use internet for sending and receiving mails, social networking, games etc. In terms of using social media, it is found that Facebook is the most commonly used website, YouTube and Twitter are the next most preferred one.

The aim of the research is to find the reasons: (1) why companies create brand pages also called Fan pages and use sponsorship option in social media and what are the requirements of the marketers and how they overcome that. (2) To extract and to find the benefits of these fan pages to users and to enable the users to enable them with the use of banner advertisement.

A study by Constantinides and Fountain (2008), recognizes the five different categories of web 2.0; which are in forms of blogs, social networks, forums, content aggregator and communities. Social media have come up as the online place for the marketers and brand for marketing their product and services. Fascinated by the large number of users in social media, such as Facebook, Twitter and YouTube, marketers come up with the brand communities. Social media being inexpensive, user-friendly and easily available in the mobile user friendly application, it has become the most favorable medium for the marketers to promote their brands and create a loyal customer base.

This also enables the marketers to interact with their loyal customers, know their experience in shaping the brand and influencing their voices for greater impact on the product and brand.

Switch of the brand towards social media from conventional online media:

According to a study by Gillin, 2007, there is a shift of marketers towards social media marketing:

1. **Deviating the interest of the customers:** The interest of the customers are changing from getting the knowledge about their brand from the conventional media tools, such as, mails and banner ads, which are generally found in spam.

2. **Technological advancement:** With the increasing level of technology and the increase in mobile technology usage, technology has come to the palm of the users and increment in the usage of social media has attracted the marketers.

3. **Demographic switch:** With the advent of internet technology, the youth is getting technology freak and because of this the traditional form of advertisement has gone in vain.

4. **Customer Propensity:** When speaking about internet marketing customer inclination is usually towards the brand they are using or the brand which is suggested either by the friend or peers.

5. **Inexpensive:** Being an inexpensive mode of form of communication, social media being the best way to promote and advertise the brand rather than using other means of communication as television and radio.

With the help of the above given trends, it will be beneficial for the marketers to formulate the strategy and marketing objectives. The two reasons proposed by Kozinets, (2002), propose that marketers have only two interests for doing online marketing, word of mouth and market research. The concept of word of mouth has become E- word of mouth with blogs, forums and other various online forums. Secondly, social media provide marketers to research about the insight of the customers, as their preferences, taste, needs and desires.

The motives, desire, benefits related to the consumers in response to social media can be summarized as follows:

- The relationship between the customer and firm should be strong enough to create a value preposition between the two, social media has come up as the interface between the customer-to- organization and organization-to-customer to intensify the relationship by knowing each other preferences regarding the brand, knowing about the fundamental things of the customers regarding taste and preferences and opportunity to get feedback regarding the brand.

- Distance between the firm and the customers has decreased as after coming of internet the world has become small and communication has become easy. After this marketers can easily distribute their content related to their brands to the target group of people.

- Social media can be one of the channels for marketers to increase the brand awareness among the consumers. It has become the most prominent place for users to visit and it has become more accessible for the marketers to inform the public or target customers about their brand by putting their advertisements on the social networking sites, which in turn make the people familiar about the brand and brand awareness is created.

- By branding the firm on social media, the firm creates traffic on the website of the brand page, which in response will be helpful in increasing the sales. One of the good examples which can be quoted regarding the sales through social media is Tumblr, being the second largest social networking platform used by different brands like Nescafe.

The present study focusses on positive side of marketing done by the social media and also focuses on the pages where marketers do their branding and why it is used by the marketers and what benefits are derived out of the brand pages.

Methodology

For knowing the different aspects of the social media marketing or internet marketing over the customers and the advantage of this marketing for the marketers, qualitative exploratory methodology is adopted. A sample of few companies was taken according to the followings the companies have on Facebook fan pages and their target group and the range of products they offer through social networking sites. The companies which are taken for survey are companies in FMCG, child care, airlines, food and beverage, telecommunication industries. The survey was conducted alongwith interview of on about 100 respondents.

Conclusion and Findings

The findings derived from this study revealed the following:

Growth and popularity of social media: the research reveals that the customers who are using social media networks are more prone to brand awareness and brand extension. With the popularity of social media advertisers also like to be the part of this regime and try to focus on the target customer by different social media platforms and many start their brand advertising form this platform.

Social Media viral character: With the help of social media, marketers get more coverage of their brand by different websites like in Facebook, user share, like and comment on the post, other than in twitter, they re-tweet their post and this helps in positive word of mouth and create brand awareness and on the other hand brand loyalty also increases.

Increased customer-interaction: With the help of Facebook and other social media websites and the fan pages, it allows the customers to share their queries, their interest, taste and preferences with the firm.

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