Communication Media Studies
Vol.7 Issue.1 JAN-JUN 2018
ISSN 2395 -1559
UGC APPROVED

Communication and Media Studies

An Indian Research Journal

JAN - JUN 2018
Vol : 7 | Issue : 1
ISSN 2395 -1559

Department of Communication and Journalism
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CMS ISSN 2395-1559

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Peer reviewed Research Journal devoted to Communication and Media Research

DEPARTMENT OF COMMUNICATION AND JOURNALISM
UNIVERSITY OF KERALA, THIRUVANANTHAPURAM
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Volume : 7 | Issue : 1 JAN-JUN 2018 ISSN 2395-1559

Published by

Department of Communication and Journalism

University of Kerala | Thiruvananthapuram

KERALA | INDIA

Pin: 695 581

Communication and Media Studies
January - June 2018

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Layout and Design : ***Renjith R.***
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ISSN 2395-1559 Vol. 7 No. 1

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

contents

Editor's Note

An Inquiry into the Idea of Disciplinary Convergence in Media Studies 1
Dr. Dr. Lalmohan P.

Media Theory, Research and Practice: How to Bridge the Gaps? 9
Dr. Sanjeev S. R.

Political Communication: An Interdisciplinary Enquiry into a Multifaceted Communication Discourse 21
Dr. Abdul Muneer V.

A Study on Digital Media in Creating Sustainable Tourism Awareness 33
J. H. Akash | Dr. I. Arul Aram

The Changing Nature of Political Communication in a Transforming Mass Media Domain 47
Nayana R

Attitude of Professional Journalists towards Citizen Journalism in Kerala 57
Shaheershah Salam | Dr. M.S Harikumar

Internet Memes as Digital Carnival: Analysing Memes on the Movie Kasaba 63
Thejaswini J. C. | Dr. M. Shuaib Mohamed Haneef

Evaluation of Rural Health Communication Strategies: A Micro Level Study of MR Vaccination Campaign in Kerala 73
Jais Merlin P. Augustine | Dr. M.S Harikumar

Facebook and Homeland Communication in Diaspora: A Study Based on the Communication Practices of Gulf Malayali 87
Yadunandan S. R. | Dr. LalMohan P.

Negation between Print and Digital Platforms for News Consumption: A Study among University Students 97
Sajna M K | Dr. Muhammadali Nelliyullathil

EDITOR'S NOTE

The current issue of our journal features a collection of research articles presented at the National level Media seminar held on February 26-28, 2018 at the University of Kerala campus in Kariavattom, Thiruvananthapuram. The seminar was an attempt to review the ongoing research in Media studies and to explore further the interdisciplinary nature of such inquiries. The seminar has also raised many questions related to the orientation of contemporary methods of Media analysis; both in content as well as in its structure. The articles were selected for publication after the peer-review process as mandated by the editorial policy of the journal.

A wide spectrum of subjects was studied by the researchers using a variety of methodological formats. Topics ranging from Political communication to Citizen Journalism and Internet memes to media habits of Malayali diaspora are included. Digital technology has dramatically changed the media landscape and has irrevocably altered how people interact with each other, how communities are formed, how opinions are shared. This landscape is technology-led and technology-enabled, and has occasioned key shifts in the way people think about the world around them. A couple of research articles are based on such themes, exploring the digital behaviour of people around us. We hope this issue will provide you much insight into the issues of contemporary media research and help you to understand the intangible characteristics of current media practices too.

Dr. M. S. Harikumar
Chief Editor

Communication and Media Studies
ISSN 2395 -1559 Vol. 7 No. 1 | JAN-JUN 2018 pp: 1-8

An Inquiry into the Idea of Disciplinary Convergence in Media Studies

■ **Dr. LALMOHAN P***

ABSTRACT

Media Studies which has an interdisciplinary character right from its inception, out casted its evolutionary fundamentality during the growth as an independent discipline. It has validations in the areas of Culture, Philosophy, Social Science and many more areas, is in the phase of inevitable introspection. The underlying conceptual frameworks of communication process are the valid and solid points were most of the disciplines intersect with media and communication. This paper tries to figure out briefly the trajectories of the discipline. At points it attempts to present the history in a nonlinear method so as to incorporate the pertinent standpoints and events which eventually shaped the discipline, Communication. The arguments only touch the prominent ideas of other disciplines and how they have made an association to this discipline of Communication. It is an exploratory study prepared in view of the national seminar organised with theme Trending- Disciplinary Convergence in Media Studies. The arguments are combined citing the empirical data obtained. The chronological order is however not consistently maintained; instead the subject of inquiry is the relevance of disciplines other than Communication and respective ideas and scholars. Practice and Experience are some of the areas in communication and Journalism research which convincingly urge the association of other disciplines to Communication.

Keywords : ***Communication, Journalism, Discipline, Skill, Practice***

Introduction

The earlier notion of Communication as the triggering focal point of media studies gradually underwent a shift towards its ritualistic practices after the period of industrial revolution. In fact the locus of the researches had succumbed to a paradigm shift, even

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though there were some advents in the area of Communication and Development in India. The change was obviously unexpected but a reality. One of the important reasons for this transposition was the blooming nature of the industry in media. Professional calibrations were the essential manifesto of the programmes which concentrated on the discipline "Communication and Journalism". Indeed worthy contributions were present in the scene simultaneously but not properly acknowledged. After the period of the first phase of industrial revolution, bulky mechanical reproduction of news presentation replaced the concept of Services. The demand and attitude towards the consumption abruptly changed to a controlled and engulfed life style practice. At this point, customary readers of the print media were begun to be treated as customers. The process of operating media became more product oriented. Print media especially newspapers which required a massive operating procedure both mental and physical before getting it published hardly could not remain passive towards the idea of call of the industry. Thus it carried out the responsibilities of the industry more vigorously.

The industrial era as did in many of its endeavours, wished the skilful and quintessential workers for the purpose. The available resources included innovative mechanical components but lacked the proficient journalists to cope up the situation. This is one significant and noteworthy point which actually changed the velocity of media studies and attitude of media educators. Eventually the bent was towards the unique feature called Journalism. As a practice, the suggested essentiality was to be able to manage situations which were corporeal. The skill attained was attended and acknowledged as the fundamental criteria for doing Journalism. Indeed it was the need of the hour that mechanical reproduction of events was considered as the symbol of high quality journalism. The woeful fact was, in this race the genesis of media studies concentrated more on Skill than Concept. Regardless of the actual practices, the objective was to set a quantifiable grading to measure the act of journalism. The content of the process was thus transgressed by the mechanical labour to a great extent. Apparently the requirement of the skilled journalists increased and doing journalism meant nothing but embraced the motto "produce more in less time".

History of Theories in Communication and its Progression

There is an argument that one of the oldest schools of communication studies and research was evolved from the School of Expression by the end of 19th century. It cannot be claimed that from that very moment there was a quick emergence of the research studies in the field of Communication. But it was a clear and finite indication of what were ahead. Henceforth streams like Literature and Social Science began to identify their impressions in the area of communication. These understandings for sure, had benefits in the growth of Communication as an academic subject. These concerns addressed in Literature and Social Science had multi-layered components, all of them relied much on the tenet of Philosophy. The psychological and Behavioural influences were the mostly inquired areas which made it necessary to follow the principles and fundamentals of philosophy. But as the global conditions started changing during the world war II, these inquiries attained acceleration by virtue of which there started a synchronisation of Social and Cultural theories in the field of Communication studies. It was the time when the innovative art form of Cinema was introduced into the lives of many. Then existed norms and set frames of understandings were shaken during the period.

It was in 1922; Walter Lippmann published Public Opinion which drastically made some changes in the perspectives by suggesting the inexorable necessity of Communication studies to be a discipline of associations. Lippmann in his text was revealing the correlation of Communication to that of existing social situations and bonds. Though now it is familiar about Aristotle and Rhetoric as an abstract point from where the theories of Communication is argued to be originated, it is also citable that the ideas proposed by Lippmann and other intellectuals like John Dewey also enriched this concept "association of disciplines". Both of them dealt with issues of the idea of Public which was later boosted the inquiries in Communication to attain another domain of Mass or at least to make a distinction among these categories. They have been interrogating these concepts based on the framework of political philosophy from which the contemporary media studies also draw ideas. By the time it was also a moment to debate on the concerns towards democracy. Lineages of this sort can be detected from each such instance.

Otherness of the Discipline

Meanwhile the Literature texts and visual narratives were seen as something which has a trajectory beyond the theories of arts and aesthetics. As it is evident from the later works related to the concept of Rhetoric, William Shakespeare's plays were chosen and dissected by the Communication theorists. Similar was the case with Marshal McLuhan when he suggested the revolutionary insights about Medium and Message as he was working and making inferences based on James Joyce's Ulysses and Finnegan's Wake. Way back in 1975 James W Carey in ritual model of Communication proposed the cultural implications of Communication was again discussing the parameters of expressions and performances. The nuances of the arguments have a frail element of connectivity to what the sociologist Charles Cooley had suggested about Communication. His argument was dealing the idea of social subjectivity components like innovation, information etc. In 1944, Bureau of Social Research was established by Paul Lazarfeld, who co-authored the book Personal Influence with Elihu Katz. It is mentionable here as they were the Sociologists and propounded Two Step Flow of Communication and concept of Opinion Leader which are still the much acclaimed theories in Communication.

The period also witnessed major breakthroughs of the wide popularity and influences of broadcast media, especially Radio. Lazarfeld who was considered as a strong advocate of modern empirical sociology actually incorporated methods of statistical inferences in his researches. Conversely Theodor Adorno, philosopher and Sociologist who has collaborated in a radio project with Lazarfeld manifested contradictory arguments about the cultural implications of Communication. It was at this juncture the notion of Culture Industry got a prominence in Communication research, which was debated principally by Theodore Adorno and Max Horkheimer. Meanwhile intellectuals like Wilbur Schramm, Marshall McLuhan, Claud Shannon, Warren Weaver, and George Gerbner who have contributed much to the field of Communication encouraged the discussions of the discipline to break the confinement of its disciplinary standoffishness.

Acknowledging existing Knowledge

Apart from Civil Society initiatives and Human right issues witnessed globally after the World War II, other movements which gained momentum were undoubtedly the media. The process and the engagement of society to media wrenched from Information to Entertainment. Big theories related to media like Information theory, Persuasion, Dissonance, Gratification, Cultivation etc which were in the realm of Communication found it difficult to stay apart from the Cultural as well as Social Science fabric in which media functioned. By the time the influences of Frankfurt School in which Walter Benjamin, Jurgen Habermas, Siegfried Kracauer, Herbert Marcuse, Max Horkheimer and Theodor Adorno were discernible in almost all fields of academic disciplines. These attempts gave a speed as well as a direction to the researches in the domain of Communication. The existing fundamentals in the area thus inhabited its routine functional responsibility of reciprocity towards other areas of knowledge. Furthermore, the philosophical anatomy of ideas were also interrogated with a passion which ultimately resulted in orienting this discipline more contemporaneous. As indicated, the cultural implications and political economy of the media hence got prominence in explorations. Related issues in Gender, Class, Caste, Religion, Space, Science and Technology also were rightly addressed as influential partisans of Communication in order to initiate a tendency to be cohesive. Trends gradually became much sharp as the apparatus Television and Cinema introduced direct broadcast/ visual Communication system. They could not help holding in high regards of queries about Mediation, Truth, Visibility, Representation, Production and Process.

Methodological Dilemmas in Research

The traditional division of research in the field of Communication have been classified as the segments qualitative, quantitative and triangulation. The very classification in this regard can be considered as a primary phase. The design and approach as an independent discipline has challenges when it comes to the areas of research as well. So it's time up to instigate an exercise which investigates and navigates the disciplinary process of media studies as a multifaceted one. Empiricism, Positivism, Critical Theory, Constructivism, Ethnography, Phenomenology, and

Hermeneutics are a few yet to be familiarised in a much broader and deeper level. In other words studies in the areas of Semiotics, Psycho analysis, Political Economy of Media or Impact/ Influence/ Effect studies need not be de limited in exclusive methodological captivities. This is where as a discipline Media Studies – Communication and Journalism can prove its stature, genre and potential. This identification is the necessity and obligation of academic practitioners and is the only way through which national and international scenario of media studies can be addressed. These are the attempts to raise a question about the orientation of the contemporary methods of media analysis – content as well as structure. Hence it demands a keen, intense involvement and intervention on the part of various media experts whose works are extended to this particular discipline, Media Studies. The methodology of usual theoretical framework, in the contemporary media network face dearth of inquiry into life practices. There are attempts to spot these practices as entangled parts of history; but not on an explanatory, analytical level. The observation and experience on either parts of communication are gaining momentum in media schools as other disciplines also initiate such engagements. Most of these practise related studies operate in the domain of inter disciplinary character. General assumptions and standardisations are questioned and methodological formats as such are re-invented. Though it seems experimental in nature, actually follows its inceptive concern of practising media. Keen on citing the practises, observing and documenting the realm it need much expertise, only by which the students of media can share, debate and address the issues of journalism.

Conclusion

The elementary principles of the discipline Communication and Journalism generate notions both tangible and intangible experiences. To some extent it is measurable by means of tangibility of the outcomes whereas the majority of the intangible results has to be interpreted by judicious observations and larger frameworks of understanding. These patterns of knowledge contestations need to be re-examined on the basis of existing frameworks which have branches in nooks and corners of other coinciding disciplines. Formal inquiries in Communication studies in the digital phase are inclusive of a wide variety of issues of expressions, experiences, emotions, technology, development etc. These parameters are to

be identified comprehensively and coherently by expanding the arena beyond the technically prejudiced methods. The discipline hence with sound potentialities will get an opportunity to develop its own standards of relational ties with other disciplines. This is the area where media educators need to concentrate and recommend their suggestions of the way in which the discipline should be proceeded. These futuristic plans and frameworks shall enable both Communication and Journalism as they are nothing but experience and practice respectively under the genre media studies.

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Communication and Media Studies
ISSN 2395 -1559 Vol. 7 No. 1 | JAN-JUN 2018 pp: 9-20

Media Theory, Research and Practice: How to Bridge the Gaps?

■ **Dr. SANJEEV S R***

ABSTRACT

The present study is an attempt to trace the issues of media research and the gaps between practice and formal media education. Media research has often been criticised as it tends to compartmentalise itself in positivist assumptions and empiricism. Two research questions were put forth to guide the study and the first one which dealt with the issues of media research was approached through an exploratory enquiry. The second question was on the gaps between media education and theories and praxis. A quantitative study among select journalists of Kerala was conducted to address this question.

The study suggested conscious effort to find synergies through triangulation and mixed approaches to focus on the research problem. The quantitative analysis revealed that although the study group has ascertained the significance of formal media education and theoretical grounding, little importance has been given to these aspects in real world media practices.

Keywords : ***Media research, Media practice, Media theories, Triangulation, Interdisciplinary approaches***

Introduction

Media theories have attempted to explain the dynamics of media messages in society in its myriad forms. The paradigmatic changes in this area have occured through emergence of unanswered problems and new evidence and rigorous introspection. Most of the underlying themes such as effects, uses, medium, audience, culture, political economy etc. have kept its forte with updates and modifications in media research. However, since the social ecology in which the process of message creation,

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reception and analysis takes place is extremely complex and ever-changing, the conclusion of media research had few long-lasting assertions.

The scenario of media practice across the globe had its own share of inconsistencies in creating a flow chart for its functioning. Although the prescriptions evolved over time and the contributions of media academia helped in formulating a standard operating procedure for media practice, it is insufficient to meet the challenges. In a post-truth era, where objectivity has diminished role and individual aspirations have dominant influence, formulation of appropriate messages is a herculean task for many. Quite often, having failed to frame the media language of the post-truth era, many sources became manufacturers of hyperboles and polemics.

The exponential growth of digital technology and the emergence of virtual publics (Jones et al., 2004) had redrawn the canvas of media practices. Print media is moving towards long-form narratives and in-depth reporting and striving to find exclusivity for its contents since the age-old practice of information dissemination, surveillance of society and correlation with the past events and experiences were not sufficient to frame its operations in the digital era. Convergence of multimedia and hyper texts in its texts and space for interactive engagement with the reader have been offered to the reader. Visual media in India, in the digital era, confused and bewildered by the onslaught of online information explosion, is fighting hard to survive by creating an illusion of democratic engagement with 'views disguised as news' to the public. The chaotic environment in which such telecasts occur does not contribute to healthy media practices and it is high time that Indian visual media reinvent the basics of TV journalism and assert its space through meaningful visuals which matter to the public.

'Deschooling' of media studies is the buzz word in the industry. Many practitioners find it difficult to cope up with the competition, marketing, editorial priorities and other vested interests. Hence they 'deschool' young entrants of the industry who were taught and trained by media academics and 'school' them to meet the 'reality' as perceived by them. In this context, it is relevant to look upon the significance of media theories and education in practice. However, before doing so, it is important to revisit the status of media studies as an independent discipline and the emergent issues of media research as it is expected to guide the practice.

This paper has proposed two research questions to guide the study in this context. These questions were evolved through study and analysis of academic works and past experiences and observations of the presenter. Part one of the paper tried to approach the first question by using exploratory study methods whereas the second question has been dealt with quantitative analysis of collected data from select media practitioners.

PART 1

RQ1 : Whether the rigidity of theoretical frameworks and methodological prescriptions of media research has adversely impacted the research outcome?

Media Studies: The existential crisis?

Media studies is a branch of communication studies which borrowed heavily from almost all social science disciplines. Theoretical advancement in media studies has happened in several ways. The origin (news personnel, gatekeeping, ownership, control, culture etc.), the message (forms of presentation, agenda, news values, public opinion, politics, economy etc.),

the medium (technology, characteristics, convergence etc.), the audience (public sphere, behaviour, societal traits, individual differences etc.), effects (intended and unintended, individual and social, limited and pervasive etc.) and interaction between the sub-themes contributed to the body of media theories and research. Theory is intended to bring about rational explanation of a given societal phenomenon through observation, analysis, and synthesis. Theory building in media studies cannot have a standalone approach as it has to seek the concepts, approaches and methods of disciplines such as psychology, sociology, anthropology, economics, politics, history etc. Although the quantification of behavioral traits is problematic, media research scholars have also resorted to empirical testing and evidences to explain certain problems and issues. It is imperative to have interdisciplinary approach to theory building in media studies, and it often converts the entire process into a flux where delineation of inferences is extremely cumbersome. Most of the time, media research stopped short of answering problems in concrete terms and left behind many open-ended statements which included

hermeneutic choices befitting the interests of any stake holder. This process might have had its impact on the independent existence of media research and the fundamental question of what is being added to the knowledge through research is still at large in the arena. However it is a naive assumption that media research should be carried out in a 'social vacuum', since it is not insulated from the socio-political environment in which it operates. But, deviating from the fundamental problem of research for the sake of theoretical frameworks and rigid methodological prescriptions is unwarranted and this tendency might have created an 'existential crisis' if any in Media Research.

Theoretical Frameworks of Research

The sequence of steps in media research can be summarised as follows. Observation of reality leads to retracing of existing theories and creates theoretical frames for further enquiry in mass media research. Subsequently, the researcher can formulate conjectures (propositions and hypotheses) within this framework which is amenable to empirical testing. The findings from objective data analysis may or may not lead to new theories. In this process, the reality as we perceive needs a further reading. In any social setting, reality can be presumed, constructed or absolute. Based on the aspect in which the researcher approaches reality, may influence the problem statement and if it goes wrong, the process will not yield any meaningful outcome. Many media theories have been refined over time and at times, many have left little chances for equating with different socio-cultural settings and its realities. Eclectic approach gains dominance in such situations. But due to the complexity and lack of focus in this approach, many upcoming researchers stay away from such practices. The tendency to stick to a unilateral proposition by a theoretical branch will ultimately end up in reporting and verifying existing theories in a given social context.

Methodological Issues of Research

All sociological research branches are obsessed with the methods of scientific research which is largely based on deductive reasoning. Although the tendency to investigate social phenomena in numerical measures has been criticised, collecting objective data from social behaviours and testing it to analyse the conjectures is

an effective method to answer specific problems. In doing so, the researcher has to understand the limitations of this method well since many behavioural traits have extremely strong confounding variables in its vicinity. Instead of making positivist assertions, it would be wise to triangulate the findings of empirical study with inductive reasoning. In many instances of media research it can be seen that scholars are either too preoccupied with 'number crunching' and statistical tests or in making value laden statements without enough evidence or support. Careful pretesting of research instruments based on keen and impartial observation of reality, collection of objective data and non-mechanical validation of empirical findings with the help of qualitative research findings are crucial to reach a trustworthy conclusion. In other words, the researcher should be more focussed on the problem than the methods.

The research question (RQ1) proposed here has thrown up some issues of research to debate. This paper offers no definite answer to this question. However, while moving on with the interdisciplinary approach of media research, it can have an eclectic outlook which allows the researcher to tackle the problem with appropriate theories from relevant disciplines. Similarly, obsession with quantification or blind rejection of empiricism would not yield meaningful results and a convergent approach in which methods truly evolve from the research problem is the need of the hour.

PART 2

RQ2: Whether media praxis derives useful cues from media education, theories and research?

The perceived lack of correlation between theory and praxis of media studies has always been a topic of debate in media academia. The working manual of journalists which evolved from their social exposure and understanding of society and from formal education is organic in nature. It is not static and readily imbibes the changing scenarios of news and information. However, there are guiding principles which contributed by academics in formulating media practices. These principles may or may not have daily bearing on the process of journalism. A cursory enquiry among seasoned practitioners may elicit a response which negates the influence of

formal media education and prevalent theories in practice. They may merely say that the practice has been evolved over time and is still evolving. 'How' and 'why' are some questions which are asked rarely in the practical world of journalism. The second research question (RQ 2) proposed in the present study addressed this issue and attempted to conduct a study among media practitioners of Kerala.

Design

The study comprised a survey among 52 mass communication professionals in Kerala by using Google forms. The research instrument sought the journalism education background, field experience, academic performance and other personal details. The categorical variables included in this study were ordinal in nature as they sought the degree to which the respondent agree to certain propositions such as concepts of news values, theories of agenda setting, and uses and gratification etc. These theories or concepts were not presented to the respondent in their original form. The crux of the theoretical propositions was put in simple words and respondents were asked about its relevance in their daily practice of journalism. It also tried to elicit the feedback of respondents on the relevance of formal media education in actual practice. The study has its limitation since it resorted to purposive sampling method and there may be high level of bias in responses.

Findings and Analysis

Profile of the respondents:-

Majority of the respondents were in the age group of 26-40 (44.2%) and have work experience between 10 -20 years (40.4%). 85% of the respondents have formal media education. Males dominated in the study group (75%). 80.7% of the respondents passed the course in first division (above 60%). 51.9% of the respondents works with television channels followed by 26.9% in newspapers.

Rank order of factors which guided the journalism practice:-

The respondents were asked about the factors which influence them most in their practice by providing a list in 5 point scale which yielded a maximum value of 5 to a minimum value of 1

(Most important=5, Unimportant= 1). Social commitment yielded the maximum score (Mean M= 4.39) and formal journalism education received minimum score (Mean M= 3.23)

Table 1.0:- Factors which guided the journalism practice N=52

Factors	Minimum	Maximum	Mean	S.D.
Social Commitment	1	5	4.39	1.01
Audience Appeal	2	5	4.29	0.78
Editorial Policy	1	5	4.27	0.72
Feedback from audience	2	5	4.21	0.85
Competition	1	5	3.9	0.82
Instincts	1	5	3.87	0.95
Journalism Education	1	5	3.23	1.29

It is to be noted that factors such as audience appeal, editorial policy, audience feedback, competition and instincts of the journalist were found important by the respondents. Journalism education had little importance in practice according to them. This finding has led to further enquiry which tried to explain why journalism education found little relevance in practice by them. A five- point Likert scale from strongly agree (Value=5) to strongly disagree (Value=1) was presented to the respondents which sought responses of different aspects of journalism education.

Perception of journalism education by the respondents:-

The issues raised were over emphasis on theories, application value of theories, interaction between media academics and practitioners, and the importance of more practical sessions in journalism education. The results are listed below.

From the results, it is clear that the respondents acknowledge the importance of theories in practice (M= 2.5; Disagree- 61.5%). However they are of the opinion that journalism education should be more practical oriented (M= 3.65; Agree - 71.2%). They

Table 1.1:- Distribution of Respondents: Aspects of Journalism Education N=52				
Statements	Minimum	Maximum	Mean	S.D.
Journalism education is more theory oriented (Emphasis on theories)	1	5	3.04	1.25
Journalism theories have little or no practical use (Application value of theories)	1	5	2.5	0.96
There is no interaction between academics and professionals (Interaction with the academic world)	1	5	2.85	1.2
Journalism education should be more practical oriented (Emphasis on practical sessions)	1	5	3.65	1.52
Journalism education is absolutely necessary for being a professional	1	5	2.83	1.28

were neutral in their opinion on over emphasis of theories in journalism education (M=3.04; Agree- 42.3%, Neutral - 21.2%, Disagree- 36.6%) and lack of interaction between the academic and professional world (M= 2.85; Agree 34.6%, Neutral -21.2%, Disagree- 44.3%). The respondents were also neutral to the statement that formal journalism education is an absolute necessity for being a professional (M= 2.83; Agree- 34.6%, Neutral - 17.3%, Disagree- 48.1%).

There is a significant difference in perception between the groups of those who have formal education in Journalism and those who haven't, according to independent samples T-test results. Those who have no formal training, found little significance in journalism academics than those who have gained academic knowledge (t (50) =2.732, p= 0.009). In other words, formal training did help the professionals in their practice. This prompted further enquiry into factors which guided judgment of news by the respondents. This analysis helped in comparing the role of education in judging news with other factors such as audience appeal, instincts, editorial policy etc.

Determination of News Worthiness of an Event:-

A five- point Likert scale from 'absolutely true' (Value=5) to

'totally false' (Value=1) was presented to the respondents on the following statements. The results were shown in table 1.2

Table 1.2:- Factors which guided in determining the newsworthiness of an event N=52

Factors	Minimum	Maximum	Mean	S.D.
Social Commitment	2	5	4.21	0.75
Audience Appeal	1	5	3.67	1.67
Feedback from audience	1	5	3.5	1.16
Journalism Education	1	5	3.48	1.21
Instincts	1	5	3.39	0.99
Editorial Policy	1	5	3.23	1.1
Competition	1	5	3	0.97

In the rank order, journalism education landed in the fourth position after social commitment, audience appeal and audience feedback. However 57.7% of the respondents agreed to the statement that journalism education background is a factor in the determination of news worthiness of an event. This finding reaffirms the fact that academic study of journalism has relevance in day-to-day practice, although it needs fine tuning to meet the needs of practical requirements.

Indirect influence of theories in practice:

The study has also attempted to trace the indirect influence of media theories in practice by making use of the feedback of respondents. Responses of simple indirect statements which represent a theory elicited in 5-point scale ranging from absolutely true (Value=5) to totally false (Value=1). Results were presented in table 1.3.

It is clear that majority of the respondents found significance in the above mentioned theoretical propositions. The relevance of media theories and its value in practice is underscored here.

Table 1.3 Indirect Influence of Theories in practice N=52				
Statements	**Theories**	**Mean**	**True %**	**S.D.**
Reporting a story for a longer period attracts the news consumer's attention more, even if it is not relevant for them	Agenda Setting Theory	3.65	59.7	0.99
Opinion leaders play a role in interpreting media messages	Two step and Multi step flow theories	3.83	71.1	0.81
Media is being used by the audience to satisfy their needs	Uses and Gratification Theory	3.69	65.4	0.9

Conclusion

Agreement among the respondents on over-emphasis of theories and lack of practical training in journalism education was evident in the findings. It also revealed that, although interaction between academics and professionals took place quite often and theoretical grounding of practice was asserted, the mode in which media education is imparted is not satisfactory to meet the challenges of practice. This may be the reason why formal journalism education was identified as least important when compared to other aspects in guiding the practice. Formal journalism education did help the professionals in their practice according to this study. This finding was reasserted when majority found relevance of it in the determination of newsworthiness of an event. Journalists inadvertently use media theories and never found contradiction between theoretical understanding and practical wisdom. Contextual interpretation of media theories by academics and more thrust on practical sessions which help the students to meet the challenges of different journalism formats are two aspects that were revealed in this study to bridge the gap between

theory and praxis. The study also asserted the significance of theoretical knowledge in effective practice and suggested recharge programmes for journalists to reflect upon real world events in the light of existent knowledge. Similarly, academia should try to promote a holistic view of theory building through a balanced inter-disciplinary approach which is not blinded either by radical epistemological skepticism or by obsession with empiricism.

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Communication and Media Studies
ISSN 2395 -1559 Vol. 7 No. 1 | JAN-JUN 2018 pp: 21-32

Political Communication: An Interdisciplinary Enquiry into a Multifaceted Communication Discourse

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ABSTRACT

The application and scope of political communication are much wider and more complex than what is suggested by its rather simplistic and popular definition, of 'communication of politics'. Election communication, political behavior, political learning, priming and framing, political rhetoric, political advertising, political campaign debates, and political cynicism and alienation are the most sought after areas of enquiries in the field. The scrutiny of major research journals dealing with political communication reveals that a majority of studies in this area are rooted in and overlaps with the disciplines of political science, sociology and behavioural science, and their theoretical underpinnings rather than the discipline of communication alone. Further, the studies in political communication find more places in other journals rather than journals in communication discipline. In this context, this paper tries to explore the interdisciplinary nature of political communication and its scope as an independent communication discipline by focusing on the gaps in the theory and practice of political communication.

Keywords : ***Political Communication, Political Communication Research, Interdisciplinarity, Theoretical Underpinnings.***

Introduction

In democracies, mass media and politics are inseparable entities. Both share a symbiotic relationship. They are both complementary and correlative while being interdependent. The interdependence heightens during elections. Elections, the cornerstone of democratic societies, empower people to choose their representatives to the governing bodies at the national, state

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and local levels. To exercise that power judiciously, people must have information on the contesting political parties and candidates, their past performance vis-a-vis policies and programmes, and the election process as a whole. Undoubtedly, a large section of the public obtains information on electoral process from the media (Muneer V, 2015).

Chaffee (1974) highlights the complementary nature of mass media and election campaigns by stating that the most successful contemporary election campaigns need mass media inputs, and that media in turn derive sizeable proportions of advertising revenues and news content from campaigns. Being 'vital cogs in the wheels of democracy' (Machaiah, 2009, p.14), the role and relationship between media and politics have been explored and investigated from diverse perspectives. One outcome of such endeavours has been the emergence of political communication as an interdisciplinary field drawing substantially from political science, mass communication, sociology, psychology, history, and rhetoric. A simple and yet broad definition of political communication has come from two leading scholars of the field: Swanson and Nimmo. They define political communication as "the strategic use of communication to influence public knowledge, beliefs, and action on political matters" (1990, p. 9). Broadly, the field covers several interrelated aspects: the production and dissemination of political messages by media institutions, political organisations as well as other individuals; processing of information by the media audience; and the effect of such communications at the level of the public. Involved in the field are the three entities of media, politics and voters, which are dependent upon and influence each other (Gibson and Rommele, 2007). The focus of the field right from its early years has been on the role of media in election campaigns and their influence or effects on voters' beliefs, attitudes and voting behaviour. That doesn't mean that the discipline is confined to mere communication in electoral contexts. Instead, it also takes care of the role of communication in the proper functioning of legislative, executive, and judicial bodies, and all other participants in political process, such as political parties, pressure groups and other political agents (Kaid & Holtz-Bacha, 2008).

Interdisciplinarity; the disciplinary convergence

Like all other sub-fields in communication studies, political communication has also been heavily drawing from other social

science disciplines. Further, the study of political communication has come a long way. Doris A. Graber (2005) marks 'Rhetoric and Politics' written by Aristotle in 350 B.C. as a starting point. Then it had deeply been rooted to the scholarly notions of Walter Lippmann, Harold Lasswell, Paul Lazarsfeld, and Wilbur Schramm (Kaid & Holtz-Bacha, 2008).

Even though, both political scientists and communication scholars are very much interested in political effects, the field of political communication doesn't grab much scholarly attention of both fields. On surveying the number of research articles in flagship journals, Graber (2005) observes that political communication remains very much a sideline in both political science, and communication disciplines. Several scholars argue that the disciplinary convergence of the field demands syntheses of its major research and theoretical findings. (Kaid & Holtz-Bacha, 2008).

Theoretical Underpinnings

As mentioned earlier, the theoretical underpinnings of political communication studies are drawn largely from the fields of psychology, political science, and communication. Selective choice theories borrowed from psychology utilized for studying how people pay attention to political messages. Rational choice theories drawn from political science applied to analyse how voting preferences are made. Meanwhile, uses and gratifications theories popular in communication made use of explaining what kinds of needs people try to gratify their choice of political information (Graber, 2005).

When we probe through the roots of political communication postulates, it would reach to the early theorists of behavioural sciences. One of them is the proponent of public opinion, Walter Lippmann (1922), the most influential political thinker and a journalist of the 20th century, who was a key analyst of propaganda and public opinion (Kaid & Holtz-Bacha, 2008).

Propaganda theories formulated by Harold Lasswell, who was a political scientist at the University of Chicago, guided the study of media effects, particularly on voting behavior (ibid).

Paul F. Lazarsfeld, a trained mathematician who spent much of his time at Columbia University, initiated the pioneering study

in political communication by assessing the impact of mass communication during an election period. He conducted the first quantitative studies of voting behavior, with his most well-known inquiry being the 1940 Erie County Study, which later published under the title, People's Choice.

Everett M Rogers identified and outlined the major theoretical frameworks that have helped develop the field of political communication in the past few decades. They include the popular theories in mass communication such as agenda setting and the diffusion of news events (ibid).

Agenda setting is the most popular theory adopted in political communication. The basic proposition of the theory is the ability of media to communicate the salience of issues to the audience. It has expanded and applied the ability of media to communicate political/electoral issues (first-level agenda setting) as well as the ability of the media to communicate attributes about issues and candidates (second level agenda setting (ibid).

Political Communication Research; Methodological Developments

Journals Deal with Political Communication Articles	
Name of Journal	**Major Discipline of Enquiry**
Political Communication	Political Communication
Journalism & Mass Communication Quarterly	Mass Communication
Harvard International Journal of Press/ Politics	Politics
Journal of Communication	Communication
Journal of Politics	Politics
American Journal of Political Science	Politics
Communication Research	Communication
American Political Science Review	Politics

Political communication research methods are myriad, reflecting the existing practices in social sciences and humanities. Quantitative methods are more common than qualitative procedures, though the latter appear to be making a comeback in the recent years (Graber and Smith, 2005). Of the quantitative research methods, survey remains one of the most versatile methods in political communication studies including election studies. Graber's review of research methods/procedures adopted in 79 political communication research studies published in social science journals in year 2000 had shown that survey research was the primary method in 48 per cent of the studies. Content analysis was the method in 20 per cent of the studies, while 16 per cent of the contributions were experimental studies. In 9 per cent of the articles were based on intensive interviews. Other techniques including focus groups, accounted for the remaining 6 per cent of the reported studies (Graber, 2004).

Political communication researchers mostly rely on the popular social science tools for data analysis. They include qualitative approaches, quantitative methods and clinical experiments that are used in social science researches. Further, they use multiple analysis methods to make sure that the research outcomes are not artifacts of one particular method of analysis (Graber, 2005).

Global Scenario

Research studies dealing with communication aspects of elections and voting behaviour form a small section of political communication literature. As Graber and Smith's (2005) scrutiny of 2002-2003 articles in major research journals that dealt with political communication has revealed that most of the articles primarily focused on election results or related topics, but not on communication aspects. Though most of the literature concerning media effects on voting behaviour is America-centric or deals with elections in Europe, it provides for a comprehensive understanding of the diverse facets of media influence on voting behaviour.

Contributions of European scholars to political communication field are robust and relevant. Many of the guiding theories were emerged from their scholarship. For example, the popular theories such as uses and gratifications and the spiral of silence were developed through the research works done in Britain and Germany (Kaid & Holtz-Bacha, 2008).

Meanwhile, political communication in Asia is a relatively under

developed field of enquiry. It became a distinctive aspect only in the 1980s. Further, only a limited number of Asian countries have contributed relevant research in this area such as China, Japan, Korea, Hong Kong, and Taiwan. The reasons for this sluggishness could mainly be pointed towards tight political controls in many Asian countries, particularly on free press. Besides, perceived cultural differences become a hindrance to the applicability of mainstream theories emerged from the west (Kaid & Holtz-Bacha, 2008).

Political Communication Research in India

Though India is one of the largest democracies in the world, the studies on the role of mass media in democratic process are irrelevant and incoherent. Many of the studies reviewed here are descriptive in nature and do not try to incorporate or apply well developed theoretical perspectives emerged from the west or the East.

Political communication research in India is scarce though descriptive studies of elections and voting behaviour have been extant since 1960s. Weiner and Kothari (1965) edited one of the first volumes on Indian voting behaviour during the third general election held in 1962. The studies in that volume described the voting pattern in certain Parliamentary or Assembly constituencies in the 1962 general election. Another study of that era by Baxter (1967) examined district level voting trends.

During the 1967 general election, there was a perceptible increase in survey and case studies though limited to specify regions and constituencies. Sirsikar (1973) conducted a survey in Poona Lok Sabha constituency. His analysis revealed that the influence of the head of the family on the voting behaviour of his family members was higher among low educated families. While Sirsikar's study surveyed Poona Lok Sabaha constituency of the 1967 general election, Kini (1974) conducted a panel survey in Nagpur constituency taking a sample of 281 people. His analysis showed that voting choice was significantly related to identification with political leadership.

Eldersveld and Ahmed (1978) conducted a nationwide sample survey during 1967 and 1971 general elections. Comparing Indian data with the data of the developed countries, they concluded that Indian voters were as perceptive and interested in political issues and parties as voters in developed countries were.

The dynamics of voting underwent sea change in the 1980s and by 1990s with religion and caste factors emerging as critical variables in voting behaviour. This dimension of voting behaviour came forth in Chhibber's (1999) analysis of survey data of the 1991, 1993 and 1996 at national and state levels. His analysis revealed that caste was one of the most salient factors in determining voter's party preference.

Aside these studies, there are scores of election studies conducted since 1970s onwards based on analysis of aggregate data from the archives of Election Commission. Most of these studies (Elkins, 1975; Dasgupta and Jones, 1975; Blair, 1979; Dikshit, 1985; and Chhibber and Nooruddin, 1999) correlate voter-turnout and votes polled by major political parties with various socio economic variables.

A few scholars have analysed the communication dimensions of election in India. For instance, Yadava, during the 1971 Lok Sabha election, conducted an in-depth study of the inflow and spread of election information in Mandothi, a village in Haryana where the dependence on radio and newspapers was extremely limited with just 6 newspapers and 138 radio sets for a population of 8347. In such a milieu, Yadava's enquiry showed that a majority of the people in the village learnt about the forthcoming elections mainly through public meetings, and their relatives and friends. Mass media such as radio, and newspapers were of lesser significance in this regard (Yadava, 1979).

Indian Political Communication; Major Studies

During the 1980 Lok Sabha poll, the audience research unit of Delhi Doordarshan conducted a survey to study the impact of political broadcasts. A three-phase data collection model was used where a fixed sample of respondents were interviewed before, during and after each telecast. The study revealed that a good majority of viewers found the telecasts to be useful. A majority of them marked the utility of such telecasts in terms of clarification of parties' programmes and policies. To some, such telecasts provided political education (Baruah, 1983).

Yadava (1985) took up another nation-wide study of the election campaign during the eighth parliamentary elections held in December 1984. The central focus of the study was on media

coverage of campaigns and the audience responses. The analysis indicated that campaigns and media coverage had resulted largely in reinforcing the impressions and opinions that already exist in

Researcher/Agency	Year of Study	Area of Enquiry
J.S Yadava	1971	Political learning through Radio and TV
Doordarshan, Delhi	1980	Impact of political broadcasts
J.S Yadava	1985	Media coverage of campaigns
Uma Narula, IIMC	1985	Agenda setting role of communication media
P.V Sharada	1991	Impact of television on the political awareness
P.V Sharada	1998	Radio-Television and elections
Media Advocacy Group	1998	Role of television in general election
		Source: (Muneer V, 2015)

the minds of voters. In the same year, Narula (1985) presented the results of a research study done by the Indian Institute of Mass Communication, New Delhi, which showed that a variety of variables and complexities guided voting decisions of the masses. She highlighted the agenda-setting role of communication media as well as interpersonal communication channels in election process. Though the Indian press played a negligible role in the education and participatory involvement of the masses in political communication, it has played a dominant role in directing the public thinking to a variety of poll considerations.

Sharada (1991) studied the impact of television on the political awareness of the rural masses. She found that the rural voters though aware of the importance of election broadcasts, watched these broadcasts to know the different views of political parties. These broadcasts however had no influence on the voting decisions of rural voters.

In another study, Sharada (1998) analysed the perspectives of

100 politicians involved in election campaign in Andhra Pradesh during the 1991 Lok Sabha election. The purpose of the study was to gauge the perceptions of political leaders on various aspects of election campaigning through radio and television.

Television channels extensively covered the 1998 Lok Sabha election in relation to previous elections. How the public attended the profusion of election news coverage, debates and discussions, and ads, and what purposes do these programmes served? To seek answers to these and related questions, the Media Advocacy Group (1998), a collective of professional from the field of journalism, advertising, research and publishing, conducted two ex-post facto surveys, one in New Delhi and the other in Mau, a rural area. In New Delhi, the data was collected on Feb 21 and 22, 1998, one week after the poll, from a random sample of 300 television viewers chosen from seven Lok Sabha constituencies. Notwithstanding the small sample size and the simplistic analytical approach, the study provided a broad outline of the uses and probable effects of election related telecasts. Assessing the effects of election coverage on voting intentions was not an aim of the Media Advocacy Group's study. In fact, this is the case with almost all studies conducted by Indian communication scholars and research organisations such as the CSDS, which has been in the vanguard of election studies since last five decades.

Nonetheless, Indian communication scholars have involved themselves in discourses on the influence of media on electorates. For instance, a two-volume collection of discourses edited by Prasad (2003) undoubtedly contributes to knowledge on several areas of political communication. Likewise, CSDS studies which correlate voter turnout and vote share of parties with a host of variables do provide an insight into the voting behaviour of Indian electorate. If not directly, CSDS studies indirectly indicate to the existence of 'activation', 'reinforcement' and 'conversion' effects of media coverage of politics before and during elections times.

The review of Indian studies unequivocally points out to the paucity of studies dealing specifically with the role of mass media in politics. There is an apparent need of comparative studies that would test the hypotheses of prominent media theories in Indian political and cultural settings. However, it would be unfair to blame only media researchers for the paucity of studies exclusively in political communication. The under developed field of political communication provides ample opportunities for

future researchers in expanding the findings of Western studies and testing established theories in mass communication in Indian context.

Conclusion

Like all other communication sub-fields, political communication draws heavily from other social science disciplines, which highlights the nature of interdisciplinarity. It had deeply been rooted to the scholarly notions of other social scientists such as Walter Lippmann, Harold Lasswell, Paul Lazarsfeld, Wilbur Schramm and so on. Some scholars argue that political communication remains very much a sideline in both political science, and communication disciplines. Others are in a view that the disciplinary convergence of the field demands syntheses of its major research and theoretical findings. Though research studies dealing with communication aspects of politics form a small section of political communication literature, contributions of European scholars to the field are robust and relevant. Many of the guiding theories were emerged from their scholarship.

Meanwhile, political communication in Asia is a relatively under developed field of enquiry. It became a distinctive aspect only in the 1980s. Further, only a limited number of Asian countries have contributed relevant research in this area such as China, Japan, Korea, Hong Kong, and Taiwan. Though India is one of the largest democracies in the world, the studies on the role of mass media in democratic process are under developed and incoherent. The review of Indian studies unequivocally points out to the paucity of studies dealing specifically with the role of mass media in politics. There is an apparent need of comparative studies that would test the hypotheses of prominent media theories in Indian political and cultural settings. However, the under developed field of political communication provides ample opportunities for future researchers in expanding the findings of Western studies and testing established theories in mass communication in Indian context.

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Communication and Media Studies
ISSN 2395 -1559 Vol. 7 No. 1 | JAN-JUN 2018 pp: 33-46

A Study on Digital Media in Creating Sustainable Tourism Awareness

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ABSTRACT

Tourism, a rapidly growing industry based on the natural environment. Today most of researches in the field of tourism is about the sustainability of the tourism and how the right platform can be created. The objective of tourism research is maximizing the positive impacts while minimizing potential negative impacts. Since we are living in digital era, it is better to use the internet as a tool of communication. Internet, because of its virtual charm it is considered as a medium for social refrain. The present study is an attempt to find out the role of digital media in creating sustainable tourism awareness among tourists in Kanyakumari district, Tamil Nadu, India. The study combines a general review of media's role on sustainable tourism and then aims to find out which media are catering to the tourists. The Western Ghats provide Kanyakumari district with rich natural resources of flora and fauna. In the present scenario of climate change, environmentalists suggest ecotourism as a means for conservation of environment and socio-economic development. In this modern era, human ecosystem is significantly mediated by the media. So it is the time to initiate development policies and strategies for encouraging tourism based on the media messages. The media in general are persuasive in nature, and the media primarily have the potential to control to some extent the minds of users. The role of mass media is important to promote the brand-image of the destination. The importance of digital space is growing in tourism industry. Today people are interested to use digital space to communicate than the physical space. In the rapidly-changing global economic scenario, tourism is considered as one of the largest industry. Kanyakumari district has been chosen for the study, as it has a good potential for tourism destination for both national and international tourists. The pleasing weather of Kanyakumari district throughout the year provides best sites for the tourism industry. A questionnaire was administered to collect data from 100 respondents. The survey for the study was conducted among the tourists in Kanyakumari district during the time period December 2017 to January 2018. Respondents to the questionnaire were selected through stratified random sampling technique.

Keywords : ***Sustainable Tourism, Digital Space, Western Ghats, Ecosystem, Livelihood.***

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Introduction

In the ancient times, man had the urge to explore new places and their travels were less sophisticated than current generation. Today, the situation is different. Human ecosystem is significantly mediated by technology. Because of the rapid speed, today people are more likely to use digital media to communicate than all other medium. The development in the field of transportation as well as communication makes travelling more sophisticated and a modern traveller demands safety and comfort for his enjoyment. Modern tourists treat the tourism as not just packing the bags and exploring a new destination. It is about stepping to another comfort zone. People always love novelty, especially travellers like to explore new experiences and are curious to find new destinations, so tourism industry has always been on the lookout for new attractions to keep their tourists coming. The tourism department of Kanyakumari district should take the advantage of curiosity that people towards tourist attractions. The diversified culture and natural ecology has to be uncovered with the help of media. So it is the time to initiate development policies and strategies for encouraging tourism based on needs of modern travellers. In this sophisticated age, the efficiency of a department can be measured by the usage of technical competence for the promotional activities. People use digital technologies for their day-to-day life considering digital technology is smarter than anything else in this world. So it is quite natural that in the field of tourism that travellers are interested in using digital communication technology to get information.

Kanyakumari district – Landscape Profile

Kanyakumari, located at the southern extremity of Indian peninsula where the Arabian Sea, the Indian Ocean and the Bay of Bengal meet, is referred as 'Thriveni Sangamam' (confluence point of three seas). The district occupies a unique place in the world tourism map for this location. Kanyakumari has always been considered as the prime cultural hub of India. The beach with multi-colour sand has a uniqueness, where one can enjoy the sun sets and the moonrise simultaneously in full moon days. The district has a good potentiality in attracting national and foreign tourists. According to India Brand Equity Foundation (IBEF –

Ministry of Commerce and Industry, Government of India) , Tamil Nadu attracted 20.1% of total foreign tourists visiting India in 2015 and in Tamil Nadu, Kanyakumari has a great role in attracting the foreign tourists. The Western Ghats keep the district with rich natural resources of flora and fauna. The district is also known as 'district of ponds'. The district is blessed with a moderate climate and seasonal rains twice a year. This supports a wide variety of banana agriculture than most other places. The district is made up of different topography where the western seashore supports coconut groves, the Western Ghats that have flourishing rubber (latex) plantation, pepper, cashew, the plain region has vegetables, tapioca and horticultural crops like mango, pineapple and jackfruits. This natural scenario of greenery attracts the tourists the worldwide. But in the present scenario of climate change, Kanyakumari district is losing some of its charm. This negative trend can be checked by the proper interlocking of conservation through education and awareness.

Rationale of the study

With the advent development of transportation and communication technology more remote areas are becoming within the reach of the traveller. In this competitive world, the general trend is adapting the fastest initiative for rapid economic progression, without any concern about future generation. The tourism industry is also used for the economic growth without any concern for the next generation. However, this adversely affects the environment, which is the base for sustainability tourism industry. Tourism studies develop a sense of ethical responsibility to protect the nature to achieve sustainable development. This resulted in the need for sustainable tourism. Most of the countries recognized tourism to open job opportunities, foreign exchange earnings and maintain friendly relationship with foreign countries. Tourism contributes to ecological and economic conservation that leads to other major infrastructural developments in the fields of transportation, accommodation, hospital facilities, hygiene, proper sanitation measures etc., and these measures supports the country to reach top rank in the Environmental Sustainable Index (ESI) and Human Development Index (HDI). As Kanyakumari district is endowed with natural rich resources, it widely attracts tourists from all over the world. Delving deeper in to these places for tourism promotion and environmental education can protect

biodiversity while creating jobs and sustaining the region through revenues from sustainable tourism. Introducing ecotourism to the district can protect and conserve the ecosystem by involving local people. Media is an integral part of communication today. The policy makers, social agents join with media in constructing environmental awareness for widely dispersed people. Thus media is a key source of destination information and environmental awareness.

Objectives

1. To explore the role of various media in creating sustainable tourism awareness among tourists in Kanyakumari district.
2. To understand the role of digital media in environmental conservation.
3. To examine the gender difference and environmental concerns among the tourists.
4. To find out the source of information about natural places in Kanyakumari district.

Research questions

1. Which are the types of media that create more sustainable tourism awareness in Kanyakumari district?
2. How do the media influence the tourists of Kanyakumari district?
3. How do media create awareness on environmental conservation among the tourists of Kanyakumari district?
4. How does age difference affect the environmental concerns and practices among tourists?
5. How does gender difference affect the environmental concerns and practices among tourists?
6. How does environmental tourism and ecotourism support environmental conservation?

Methodology

This study analyses the role of various media in creating environmental awareness among the tourists in Kanyakumari district. The researchers have conducted a survey in the district.

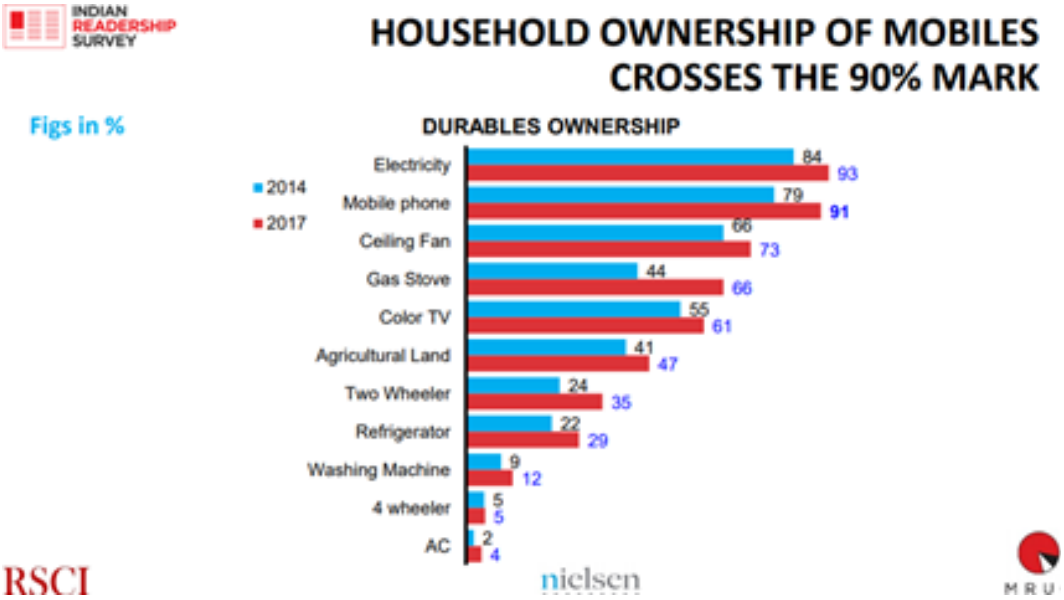
A questionnaire composed of demographic questions in the first part and it was followed by the questions related to the media and environmental awareness. For the study, the questionnaire concentrated on two aspects, namely *information completeness* and *persuasiveness* of the media. The questionnaire collected information on the various types of media and its influence on tourism. Respondents were asked about the source of information for natural places in Kanyakumari district. Respondents are selected through a stratified random sampling technique. The survey was administrated to 100 respondents to understand the information sources of Kanyakumari ecotourism awareness. The selected respondents belonged to the 21-60 age group which are categorized into four sub-groups. Among the N100 samples, male respondents are N69 and female respondents N31.

Review of literature

The economic status of the district should also be developed along with it. Tourism, in this context, can be considered to cope with this situation on acting as a catalyst for the economic and social development of the district. As per IBEF report (2017), many developing nations are considering tourism as a multispectral industry to stimulate the economy from different sectors. Since it's a major sector in today's world, many countries are competing to attract tourists through all means of communication. So the mode of communication is considered for informing and influencing tourists in the selection of destination. At the same time, tourism without proper management leads to heavy damaging impacts on the environment such as increased water use, increased pollution loadings through waste and emissions, and direct and indirect disturbance to wildlife and vegetation (Fennell, 2003). This may destroy the beauty of natural destination and the tourists may reject the destinations which are polluted. As tourism opens door for rapid economic growth that attracts a number of foreign and non-local investors, this may neglect the prosperity of local people. So tourism also has its own seeds of destruction and, therefore, tourism can kill tourism; destroying the environmental attractions for which visitors come to this location (Glasson et al., 1995). Many environmentalists suggested ecotourism as a promoting tool for environmental conservation as well as socio-economic developments. To make ecotourism more practical, travellers should follow the definition of TIES. As per

TIES, ecotourism should be "responsible travel to natural areas that conserves the environment and improves the well-being of local people and involves interpretation and education". While practicing ecotourism, tourists are supposed not to destroy the natural inhabitants of the spot they visit. Ecotourism may play a vital role in this regard. Tourism activity in the district could be taken as a vibrant tool in enriching the social status of the society. Therefore, tourism calls for awareness for the conservation of nature and environment which can be done by the media.

With the advent of modern media technologies, there is an immense possibility to reach the unreached tourism spots and enlighten significance of ecotourism. Many countries have succeeded the usage of internet for their destination promotion. Tourism promotional activities through internet are encouraged by governments to reach globally. The district has a good potentiality in attracting national and foreign tourists. Based on Indian Readership Survey (IRS, 2017) released by the Readership Studies Council of India (RSCI), the household ownership of mobile phones had crosses 90 %.



(Source: IRS January 2017, *http://mruc.net/topline-findings* Media Research Users Council)

Tourism is directly associated with natural environment and culture for the economic progression, hence it is considered as an interdisciplinary approach and practice. Primarily, nature is the marketing substance in tourism – it deals with 'preservation

of nature, protection of species, and their habitats' (Pillai, 2010). Mowforth and Munt (1998) suggest eco-friendly approach to the tourism is a more sustainable way and it makes tourism itself sustainable. The protection of natural resources is essential for sustainability of tourism. That can be achieved by practices principles of ecotourism (Honey, 1999). Ecotourism is a form of sustainable tourism. Limited negative environmental impact and increased economical conservation are the core of sustainability, the sustainable tourism should balance the ecological and economic system of the host region. According to Drumm and Moore (2005) for successful attainment of ecotourism and generate sustainable benefits each local area must implement a planning framework to guide and manage the tourism activity. Ecotourism has received much attention in recent years. According to policymakers, ecotourism can be utilized for balancing the management of tourism industry and conservation of nature in a way so that can lead to income generating employment opportunities also. Latest tourism surveys reveals that the ecotourism in India is majorly facing the lack of easily accessible information and lack of adequate publicity measures (IRS, 2017).

Findings and analysis

The survey was conducted among the tourists from the states of Tamil Nadu and Kerala, as most tourists visit Kanyakumari district from these two states. Among the total samples collected, 61% are from Tamil Nadu and 39% are from Kerala.

The demographical details of the sample population are as given below:

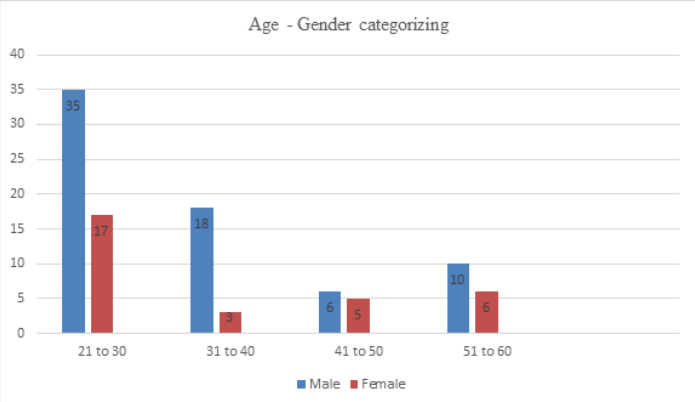


Figure 1: Age-gender categorization

Figure 1 shows that the majority of tourists are in the 21-30 age group and most of them are unmarried. They are free from job pressure and with less responsibility which give them more time for tourism. The study also finds out that the same age group are more users of social media. Social network sites helps youngsters to becoming more social and bond with other people (Arpita, 2017).

Among the 41-50 age group, least tourists are found. It indicates that they spend less time for tourism activity. This is due to the age most of people work hard for their children's education.

The 21-30 age group (52%) travels more than other age groups. As much as 21 percentage of them are in the 31-40 age group, 11 percentage of them belongs to the 41-50 age group, and 16 percentage of the respondents belongs to the 51-60 age group.

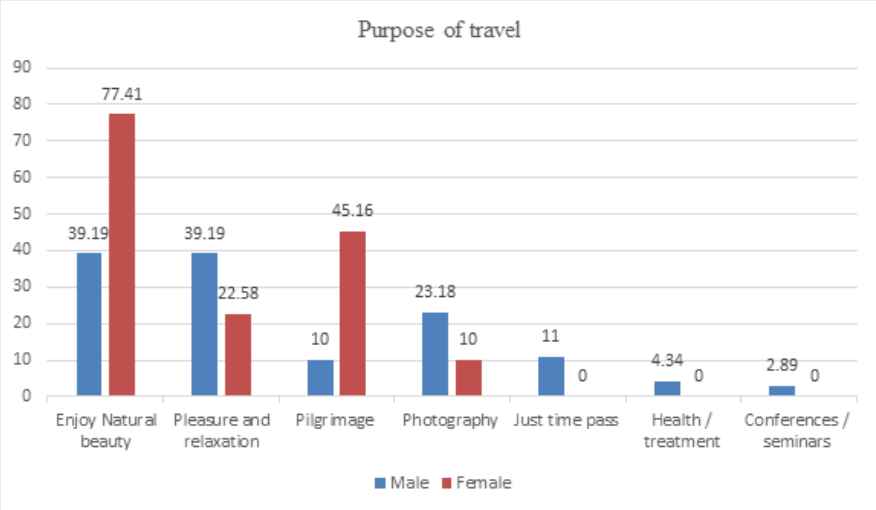


Figure 2: Purpose of travel

Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities. It includes movements for all purposes (The Tourism Society of England, 1976). So the researchers designed the questionnaire to find out the purpose of travel also. They found that among the total sample the most tourists (N51) prefer to travel Kanyakumari district to *enjoy the natural beauty*. This indicates that the Kanyakumari district has more environmental tourism potentiality. Figure 2 shows that among the total male respondents (N27), 39.19 % are interested in *enjoying the natural beauty*, whereas 77.41% of female are interested in *enjoying the natural*

beauty of the district. This indicates that female travellers (77.41 %) show more interest for *travel to enjoy the natural beauty* than male travellers (39.19 %).

Except for *enjoying the natural beauty* and *pilgrimage*, all other variables show that male are more interested. For pilgrimage purpose, among the total 69 male respondents only 7 show interest (10%). From the total 31 female respondents 14 show interest in pilgrimage (45.16%). The study found that majority of respondents travel with a specific objective, and only 8% of respondents prefer to *travel for just time pass*. Tourism involves travelling with the specific object of studying, admiring, and enjoying the scenery.

Researchers found out that 19% of respondents *travel for photography. Travel for photography* freezes the beauty of nature.

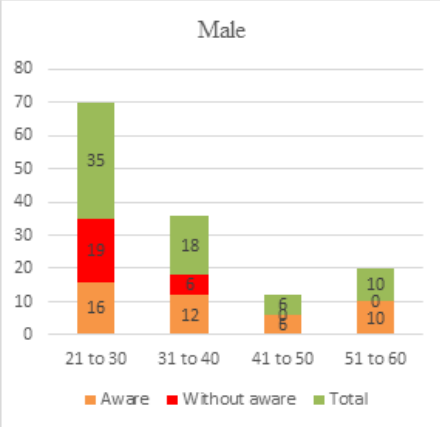


Figure 3a

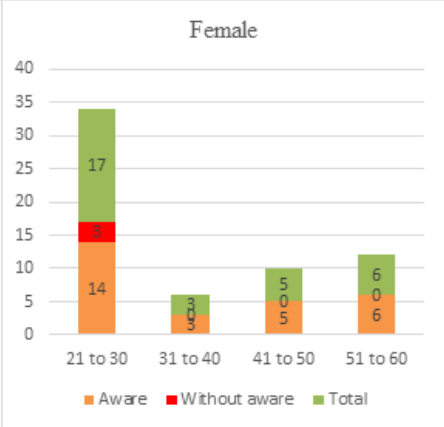


Figure 3b

Figures 3a and 3b show that the female respondents are more *aware about the need of environmental conservation*. Among the total N69 male respondents, N44 are *aware about the need of need of environmental conservation* (63.76%). and of the total N31 female respondents 90.32% (N28) are *aware about the need of need of environmental conservation*. Women show at every age more concern for the environment than men (Bekkers, 2005).

Women, being attached with domestic and household management, interact more intensively with the nature than men. Women's direct contact with environment has not only produced them deep knowledge, but also protective and caring. Women had launched number of movement in demanding of better protection and environment conservation. Chipko movement is one of the

best examples for the environmental movements by the women (Aditya, 2016).

Figure 3a and 3b also explain that age is a factor in environmetal concern, as higher the age group, they are more aware about the need of environmental conservation. Higher age exerts a positive effect on environmental morale. Focusing on social norms we observe that higher age is consider for higher social positions. It is stated that higher age persons have acquired greater social stakes.

The study also analyses the connection between tour and natural environmet conservation thoughts. Among N44 male respondents N27 (62%) and among N28 female N25 (89%) answered visits to the natural environmental locations provide environmental knowledge and make them to think about the need of conserve the environment.

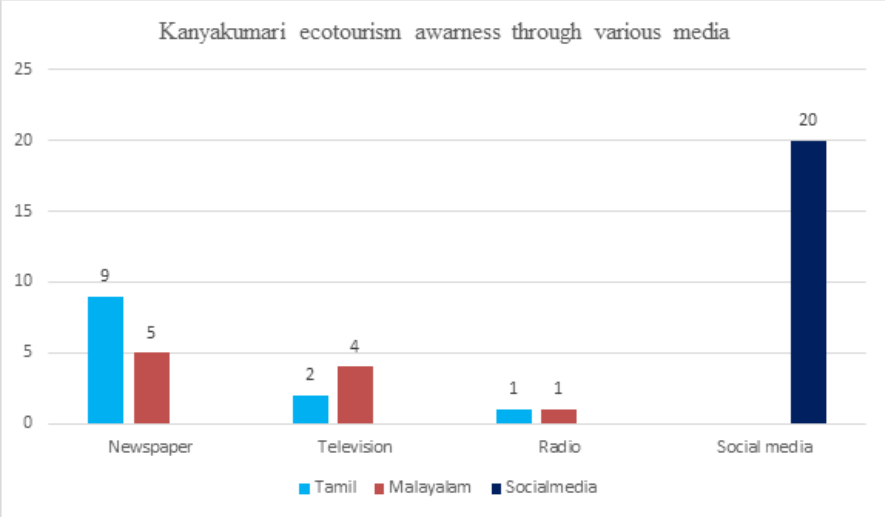


Figure 4: Kanyakumari ecotourism awareness through various media

Figure 4 describes the details of various media in ecotourism awareness in Kanyakumari district. The study found that only 41% of respondents were aware of ecotourism through media. Among the N41 respondents, 20 were informed through social media which is 48.78%, Tamil newspapers 21.95%, Malayalam newspapers 12.19%, Tamil television channels 4.87%, and Malayalam television channels 9.75%. A very less percentage of 2.43 got awareness through radio. The study shows that more number of people are aware about ecotourism of Kanyakumari district through social media.

Discussion: Role of media

'Information completeness' and *'Persuasiveness'* are the aspects used by the researchers to analyse the role of various media. Most of the respondents stated that social media can persuade, while newspapers can provide access for more credible and complete information that satisfies the 'information completeness'.

Social media can be considered as a canvas of users' interests. In social media, the users will share their travel experience. It is easy to access by the peer group and friends in the list. But at the same time, some users are not considering that social media as a responsible and credible medium. Once people get some information about nearby places, they search about the related contents in the internet or other printed medium. Though ecotourism supports the well-being of local people, it is very important to create a positive attitude among the local people about the benefits of ecotourism which includes ecological and economic conservation.

Focus Group Disussions (FGD) acknowledges that the concept of ecotourism has several dimensions that all need to be integrated along with sustainale development. So its clear that the concept of ecotourism emphasis should not only be economically profitable, but also kept in mind the concept of environment that only can lead to meet the needs of human for a quality life. Again from the FGD and the review of literature studies, the researchers findout that, services providing by private sector is superior than by the government sector is may be due to the red-ribbon (delay) of proper planning and hence implementation became the burden for the growth of tourism. The lack of professionalism among the department is another problem facing by the tourism department. It is much known to all that private sectors can update and make the changes as per the demand effortlessly, but in case of the government sector, the employees can walk only through the proper channel to break the rotten eggs for the amendments (Sudheer, 1991). Therefore, tourism calls for awareness for renovation activities which can be done by mass media (for the present digital era – social media can done the job well). Mass media is the most powerful tool to change audience cognition, belief systems, and attitudes, as well as emotional, physiological and behavioural effects (Potter, 2012). According to Aram (2010), Indian media are less focusing on envionmetal issues

than any other news content. The places with great possibilities of tourism developments, should be tracked into the channel of ecotourism. The researchers analysed eventhough the coverage of environmental news in mainstream media are less, but the most of respondents are satisfied and credible with mainstream media than the social media.

Most of environmental problems are due to manmade activities and insensitivity towards nature. As media becomes part of contemporary life, people give priority to the contents in the media. The media should pay more attention to environmental problems. Most of studies saying the media is less active in environmental news coverage, unless there are sensational issues. In this situation, the media can act fast and be effective in influencing the mindset of people and sensitizing them on the importance of protecting the environment.

Repeated follow-up of any environment content through media is more effective. Space and importance given to the environmental news are very less and seasonal. Most of the media report environment news only when there is some serious problem or a disaster and later no detailed follow-up on the news content. It is the duty of the media to break the silence that surrounds the environmental problems. It should cover environmental news and environmental protection laws on a regular basis and follow up the news to educate people on various measures of safeguarding environment that encourages local people to take part and change their behaviour (Meda, 2016).

For uplifting tourism, there must be frequent communication campaigns of local people with tourists so that social barriers and orthodox systems could be abolished (Batra, 1990). Internet as a medium of mass communication, making its efforts to educate, inform and persuade the masses all over the world. It offers the best platform for social interaction (Arpita, 2017). As a result of rapid technological growth, globlalisation arrives and blurred the national boundaries.

Conclusion

Based on the survey, respondents ranked the social media as top one institution contributing to public environmental awareness. Today, society pays more for information and awareness that can be gained through various communication channels. As social media is more persuasive, most of the organizations use social media

as a broadcasting platform to magnify messages from traditional media sources such as radio, television, and print media. Social media can be entirely a new way of approach on reaching the target audience and fast feedback for the content. Social media has a pivotal role for effective communication of informing and creating awareness. Social media allows the users to access in any platform (including desktop, laptop, tablets, and mobile phones). It is a fascinating medium. Moreover, social media can serve as a canvas of users' mind. So the Tourism Department uses this medium for the sustainable tourism. Researchers found out that digital media can influence with its attractive platform *(persuasiveness)* and user friendliness while the traditional newspapers can provide *information completeness.*

The efforts for the promotion of sustainable-ecotourism in any local area can create more opportunities in the field of natural tourism and reveal the less known surrounding places. By generating awareness in the host community (regional people) and gust community (tourists) through the right media can reduce the negative impacts of mass tourism and for attaining sustainable development along with ecotourism.

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Communication and Media Studies
ISSN 2395 -1559 Vol. 7 No. 1 | JAN-JUN 2018 pp: 47-56

The Changing Nature of Political Communication in a Transforming Mass Media Domain

■ **NAYANA R***

ABSTRACT

Globally politicians seem to be progressively accepting new media as a modern tool for political communication and has been adopting different strategies in multiple media and relying heavily on it for almost a decade. The political actors were experiencing and implementing myriad platforms to disseminate their information on policies and political related activities to the general public for their approval. The revolution of the social networking sites has changed the nature and pattern of communication universally. So the vital processing methods of political communication are liable to change in this transfiguring era of communication. This paper proposed to cover the aspects on the changing nature of political communication in a persistently changing new media platform .Political activism of the political actors and publics' active involvement in political agenda are discussed.

Keywords : ***Political Communication, New Media, Mass Media***

Introduction

The changes and progressions that the society is experiencing in political communication has always been connected with the changes in the media communications and this evolution consequently changes the political system as well. The newspapers, radio and television in their own eras revolutionised the system with their communication forms. Undoubtedly the evolution of political systems had evolved and developed with the help of print, audio and visual media from time to time. Almost

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the last two decades witnessed a heavy space change in media in the form of social media networks that wholly transformed the existing pattern of communication and paved the way for a new, powerful and dominant medium of communication. The active new media platforms have transformed the structure and methods of contemporary political communication. It varies in their method of communication, content, interactivity process and the public depending on internet sources for the update of information increased extremely.

Technological innovations have changed the content, style, nature and effects of the public debate and political campaigning .Even the relationship between the ruling systems and the ordinary citizen has changed with the day to day technical developments. Technology provides a realistic, visually compelling and motivating interactive environment for developing the life skills and knowledge needed for today's globalized, hi-tech environment (Goddard, 2002). The mainstream media have been influenced considerably by the new media and the increasing ambit of new media makes the traditional media to showcase the content in different forms to meet up the demands of the public. The fact that we are increasingly living in an era of media convergence, distinctions among traditional mainstream mass media and the new media such as the internet are getting more and more blurred (Banerjee, 2008).

With the advent of new media technologies, political communication scenario has attained new dimensions with the aspects of immediacy, interactivity and reach .In the early stages of mass communication, political communication messages are a one way information message and the receiver perceived it with almost the same understanding as the sender does .Now political communication plays the role of an implementing tool confirming the method of planning, creating and executing political decisions with wide impact. The partaking public in the digital space can give different meaning and context to the message weaving different perspectives to gain their political purposes.

The new communication approach of new media contributed in an immense way to political communication and thus made repercussions on the political systems, to the political parties and to the political actors. So in contemporary democratic politics it is the political communication that can be assumed as the underlying force that debates, cleanses, develop and speeds up

the political system. Specifically the mobile and smart phones have impacted not only interpersonal discussions on politics, but political conversation in a wider sense to all strata of the society. By permitting social media to be more reachable, smart phones inspire their users to practise these media more often and naturally the more talked about political topics starts to dominate with discussions and shares igniting the topic to the next level.

The changing newspaper scenario

After the visual and internet boom, newspapers in many countries were struggling to exist and the newspapers has been adopting new technologies to come across the demands of the readers. In spite of a slight decrease in circulation the newspapers had tried different platforms like webs, blogs, electronic print versions and then moves completely to the online mode. This enhances the communication method and so political communication at its high spirit. With a sustained fast growth in internet access, the newspaper industry is now challenged with an array of prospects, new contenders, and marketable challenges and opportunities .At the same time the newspapers have to carry on their traditional print medium and explore new prospects in a continuously changing and progressively digital media setting with new readers. Most of the widely circulated newspapers are adapting editorial alterations, content stimulation, cutting edge technologies and distribution tactics. The aim is to rework on to the resources they have acquired as newspaper dailies like their subscribers, brand image and editorial resources to survive in an increasingly digital media environment.

News organisations all over the world see audiences and advertisers moving away from traditional platforms like print and television and towards digital, mobile, and social media (Newman et al., 2016). Editors and journalists are experimenting with new forms of storytelling and ways of reaching the audience, using their own websites and mobile apps as well as social media, video sharing sites, chat apps, and many other platforms (WAN-IFRA, 2015). With reporters dominating the political communication process in an audience democracy and setting the tone and agenda of politics, and with, alternatively, politicians sailing between performance and news management, respectful journalism has been replaced by a mix of pragmatism, cynicism and entertainment. The present day journalist is probably best described with the

metaphor of Cerberus, the multifaceted dog in Greek mythology (Brants and Van Kempen 2000).

The logical structure of printed information is such that it helps the reception, acceptance and storage of new information, i.e. the structure of the text matches the way we process and store information. Certain journalistic forms of presentation like the inverted pyramid, filtering of information, etc. are claimed to enhance effective learning (Rumelhart and Norman 1985). And the editorial clues such as headlines, position on the page, in the paper, etc. in newspapers tend to direct the reader towards those articles considered most important by the editors, i.e. societal and political issues (Tweksbury and Althaus 2000).

So public participation and interactivity seems to be a prerequisite and almost all the newspapers extended their service and electronic copy of their print versions is available on online for free. Many newspapers had drawn out their opinion page and include more political stories of less importance to pace up with the new media. Newspapers created shorter form content suitable for digital and mobile consumption and this aided the English language papers to expand their brand and to reach a wider audience.

The Transforming Television

Technological transformation is an on-going process in the media landscape and the television industry had implemented different strategies to cope up with the converging approaches of the new media. Television is changing in ways that make it increasingly difficult to consider linear broadcasting in isolation from other modes of distribution to audiences, such as the internet and mobile (Caldwell, 2006; Creeber and Hills, 2007; Meikle and Young, 2008). Processes of change, characterized by a much greater emphasis on multi-platform engagement with audiences, are evident in all stages of the television industry – from content production to product assembly to distribution – and, as earlier research has shown (Roscoe, 2004; Ytreberg, 2009), these changes are affecting media forms and how content is consumed and enjoyed.

Studies about media substitution have shown that the audiences are active rather than passive. This view can be drawn to the initial studies of media habits (Berelson, 1949) and has long been a variable of political communication research. Diverse communications media have varied attributes, divergent forms

of communication formats, and it too has multiple effects in the public spheres. The television productions have promoted the opportunities to distribute the content through different platforms. The television age has been an obvious age of explosion in communication, being a common medium with a wide reach, 24x7 news delivery system with breaking news stories and flash news services. The new versions and the structuring of news revived the political systems and invigorated the political communication process.

The television continued as an important medium for political communication even in the new media age. They are purposely producing the content to seek the attention of the fragmented viewers. Most of the times concrete discussions of issues are neglected and often framed less important issues are to be discussed. Currently the political actors have many platforms to reveal their stands on issues, for immediate counter statements and for personal management. Television channels operate across media platforms and engage jointly with a wide range of online as well as offline services.

Now the liaison between the small screen and politics has become indecisive even though the television residues as the prime source of political news. Usually the tv newsrooms shape the political agendas and contributes greatly to the individualisation of politics rather than giving emphasize to the political parties. Television remains central to the routines and securities of everyday life (Silverstone 1994), but domestic spaces have become more fragmented, as families disperse within and beyond them.

Social media and political communication

When tracing back from the print medium to the current social media movement the evident aspect to be noted is that the nature of the public domain has changed. Public spaces have been altered and the new platforms delivered the greatest opportunity to interact, communicate and socialize and paved the system for healthy public debates and discourse. Most of the early studies noted that newspaper reading helped the citizen to gain political knowledge and to comprehend their existing system. But with the new alternative media one can gain different perspectives, can interpret the issue from various viewpoints, permitting their own will to analyse the situation and to end up with a logical and objective conclusion.

Political communication is a part of any democracy and it gains more importance during elections. Political parties and politicians have continuously been engaging the masses with several forms of social media campaigns like Facebook posts, tweets, images, videos etc, thereby enriching the political commitment with the electorate.. The political communication methods used today gives an equal opportunity to both the political actors and the public to interact by a two way communication form resulting more transparency and gaining more credibility for the political parties. New media has set new standards and levels for the overall process of political parties' communication methods and it also changed the political attitude and behaviour of the public.

Gratifications on political parties and political actors

Social media has been widely used by political parties to endorse their party messages, statements, party ideologies and government policies pointing towards a greater reach and the dissemination of the content they produced. Social platforms like Facebook, Twitter, WhatsApp groups, Blogs and You tube are profoundly used by political parties and political actors considered it as an outlet for direct publicity and to link personally with their audience without any gate keeping process. Hence these various platforms become influential in organising political campaigns and letting like-minded supporters and campaigners to easily share the political contents to the public.

Social media rewrites the version of political communication as what is merely presented through elections, or a public speech or protests and now the politicians are more comfortable with socially mediated discussions. The politicians have the opportunity to communicate and post messages according to their will in different online media depending upon the content. To share information in detail and to encourage reactions and responses they can find the user base of face book which is more dependable than the other alternative platform Twitter. Some statements characterise pointless risks for politicians where messages might be taken out of context and spread widely triggering protests and even end up with resignations of the concerned person.

Different platforms offer their own benefits for political communication and strategies .Facebook may be a stronger option for engagement and for monitoring this through centralised metrics around likes, shares and comments on a politicians or party

page. Twitter meanwhile offers advantages of quick and concise commentary and sharing information.(Tim HighField,2016) The activities and public programs practised in everyday life by the politicians seems to be a selling point on social media and at times their strategies and actions employed in the public sphere receives negative connotations. The practice of taking selfies of many politicians has been criticised and received many memes and hashtags.

Gratification on Publics

The acceptance of different politically significant practices adopted by the growing number of online users underline the importance of digital media and the power of communication by discussing, debating, reshaping and challenging the system by online and making it big on the streets. No user of social media is entirely passive, they interact with the public by live- streaming a protest, gives update from a road march, and gain lakhs of public support within hours. The publics are self-organised spaces formed between strangers and featuring personal and impersonal discourses, there are differences between often- transient, topically specific issue publics and longer term publics (Dahlgren, 2009) .Routine social media practices can be specific to political themes and the dialogues of politics on twitter is replicated in the construction of standardised hash tags for sentimental topics. The practices and logics behind the usual forms of social media communications from selfies to memes, intertextual references through trolls and animated graphics based on political subjects both directly and indirectly provide awareness to the users into the original political situations and habits.

Information streaming

The streaming of information and its relevance through social media platforms is an important consideration for the coverage of news and politics and sharing worthy information on online. The networked feature of online communication, through the relationship between users supported by individual platforms have the chance for relating and updating theories of information sharing to the new media context. Concepts like the two step flow of information (Katz and Lazars Feld, 1964) where in a mass media environment news went from the traditional media and political figures to individuals acting as ‘opinion leaders’ for

others, filtering and framing information, can be reimagined for the contemporary media sphere: adaptations of the two step flow have responded to the increased abilities of individuals to source and interpret information online (Bennett and Manheim,2006) Shifting practices of social media has incorporated many different platforms, apps, practices audiences and contexts for information streaming, Blogs ,MySpace ,Facebook ,You tube ,Google +,Twitter , Instagram , etc have gained fluctuating popularity but the subject being persistently on board is always nothing other than politics.

Conclusion

The structure of mass communication in the content delivery of politics has changed and new media materialised as a communication platform where the user has a definite choice. New media and technologies surpass the traditional media in usage, delivery and dissemination of information. Social networking sites have the utmost capacity to enable the users to create content, explore in a public space, express their opinion openly and participate in the discussions and to create major shifts in the ruling systems. The principal contribution of social media lies in the fact of gaining political knowledge to the users and how to act and react in elections in a democratic system. The political parties and elections being transformed to a more public oriented by new forms of campaign communications. Currently the political communication transpires through blogging, instant messaging, videos, and smartphone applications. Revealing their presence via new tech, world newspaper industries are espousing with the innovative technologies to enrich their competition. The new communication forms facilitated social mobilisation, opinion formation and public empowerment and make the system to react in a more direct, prompt and transparent way. By imparting political literacy, by providing a chance to analyse all forms of verbal and nonverbal communication forms, to get along with the political rhetoric of the political actors -the social media platforms presents an audio visual retreat and political culture to the internet users all over the world.

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Communication and Media Studies
ISSN 2395 -1559 Vol. 7 No. 1 | JAN-JUN 2018 pp: 57-62

Attitude of Professional Journalists towards Citizen Journalism in Kerala

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ABSTRACT

The advent of digital technology and interactive nature of Internet have given rise to citizen journalism. Often ordinary citizens break news much faster than mainstream journalists. This paper examines the attitude of professional journalists and new media experts towards citizen journalism which was relatively a new phenomenon in Kerala. In the global context, Citizen Journalism as a separate genre was established 17 years ago. But in Kerala, Citizen Journalism is still is in its infant stage. The growth of SNS and Social Networking Sites promotes the User generated content in great quantum. Mass media in Kerala have also realized the need to open doors to citizen journalists and this has been undoubtedly proved by the opinions of senior media persons.

Keywords : ***New Media Experts, Professional Journalist, Citizen Journalism***

Introduction

Citizen journalism is also known as Participatory Journalism or Democratic Journalism (Baase 2008). It is the act citizen or citizens otherwise layman of a country, playing an active role in the process of collecting, reporting, analyzing and disseminating news and information. The intent of this participation is to provide independent, reliable, accurate, wide-ranging and relevant information that a democracy requires (Bowman and Willis 2003).

Webopedia, an Online Computer Dictionary defines Citizen Journalism as a term used to describe the movement of people and

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amateur journalists—basically any non-professional journalists—who provide photos, videos and written news pieces on evolving stories, often in collaboration with professional journalists

In a democratic country like India the role of citizen journalists are crucial in filling the gap that created by the traditional media outlets. Citizen journalist has become vital contributors to mainstream news after the advent and development of Smart phone, Social media and internet in India. Now Citizen Journalist is challenging the professional Journalist by providing the latest happening in the Society in which they live. Now many of the Media Organizations in India realized the importance of Citizen Journalism and they are giving the space and time to the Voice of the Public.

Basically there are two models that are used to understand the media business around the globe, first one the market model and the second public interest model .The Major difference between the Market Model and the Public Sphere Model is the way in which they view people. The Market Model considers people as only consumers of news whereas the Public Sphere Model sees people as active citizens who are not passive listeners. The Internet revolution across the globe and rise of Social Media as a new form of mass media has increased the importance of Public sphere Model.

Now Citizen Journalism is challenging the work of traditional Media professionals and also those who work in the media industry in India and especially in Kerala. Keeping this point of view this paper explores the attitude of professional journalists towards citizen journalism which is relatively new phenomenon in Kerala.

Review of Literature

Many studies have been conducted by the Communication researchers in the foreign context but only a few studies in Indian context. Given below is a review of two of such studies carried out in India.

1. Shipra Dua Piplani, Research Scholar at the Department of Mass Communication, Kurukshetra University Kurukshetra (2015) has explored the Attitude of Professional Journalists towards Citizen Journalism in Inda. Interviews were the main method used to obtain the data,. The study and interviews of National Level professional journalists found many positive aspects of citizen

journalism in India. INTERNATIONAL RESEARCH JOURNAL OF MARKETING AND ECONOMICS VOLUME-2, ISSUE-1 (January 2015)

2. Rabia Noor, Research Scholar Media Education Research Centre , UNIVERSITY OF KASHMIR has conducted a Study on Online Citizen Journalism in India: A Study of My News.in. The researcher has also analyzed the attitude of professional journalist in National level and conducted comparative analysis of the stories filed by the professional Journalist and the citizen Journalist in India. **(Television and New Communication Technologies: The Changing Paradigm of Education.)**

Objectives of The Study

The major objective of this study was to understand the attitude of Professional Journalists and new media experts towards citizen Journalism as being practiced in Kerala.

Specific objectives

1) To find out as to whether the Citizen Journalism is posing a challenge to the Professional journalists at their workplace in Kerala.
2) To understand the importance the media in Kerala give to the reports or stories filed by the Citizen Journalists.
3) To find out the key factors that have helped in the development of Citizen journalism in Kerala

Methodology

A structured questionnaire was used to collect the data from Professional Journalists. Professional journalists to be interviewed were selected from the Media directory published by the PR Department of Govt. of Kerala. Care was taken to pick those who have considerable experience in the domain. An Interview schedule was charted out with open ended questions. Though the researcher has tried to interview 20 Journalists from various media firms only 12 were available for the interview.

Hence the data was collected from 12 Professional Journalists including New Media experts from across Kerala. Ten of them were interviewed on telephone while two have filled up the structured questionnaire sent to them via Google forms. The responses were recorded and analyzed.

Analysis and findings

Opinion about Citizen Journalism

Majority of the respondents have stated Citizen Journalism as media activism and as a revolutionary concept. Citizens reporting news from grass root level are able to focus on real issues affecting the people. According to them it is a good way to connect with the readers and also help to cover certain issues which could otherwise might have sidelined or ignored. All the respondents have positive attitude towards the practice of Citizen Journalism and they wanted to promote and use it wisely.

Status of Citizen Journalism in Kerala

Citizen Journalism is getting much popularity in Kerala day by day, according to the respondents. The Kerala editions of *The Times of India*, metro supplements of *Malayala Manorama* ,*Manorama Online Chuttuvattom* and *Madhyamam Daily* were giving more importance to reports from Citizens. The TV channels in Kerala are also performing reality shows based on issues raised by citizen journalists. However New Media experts among the respondents have opined that Social media posts can also be considered as part of Citizen Journalism.

Support to Citizen Journalism

The Professional Journalists have a unanimous opinion about the support and encouragement their organization gives to citizen Journalists in Kerala. Ente vartha by *Manorama News*, Chuttuvattom by *Manorama online*, Inbox by Madhyamam Daily , Citizen reporter by *Times Of India* and Citizen Reporter App developed by *TOI* were cited as examples for the encouragement given to Citizen Journalists in Kerala by mainstream media. All of them are of the Opinion that it will help the Citizens to Report on the Civic administrative lapses and issues core to the people living at the local level. Majority of the stories reported by the Citizen Journalist were issues related to Garbage segregation, water scarcity, traffic violations, illegal constructions, civic amenities and safety.

Citizen Journalism a threat to mainstream Media?

All the respondents except one New Media Experts in the study panel consider Citizen Journalism as an imminent threat to mainstream Media in India**.** At present, Citizen Reports are mostly complimentary in Nature and Media gain more popularity

through such reports. Citizen Journalism will help to improve the quality and diversity of content in mainstream media. Since it complements and supplements the existing media in many ways the mainstream media in Kerala have started to acknowledge and recognize the power of citizen journalism.

Growth of Internet and Social Media

Deeper penetration of internet and smart phones has helped in the growth of Citizen Journalism in Kerala according to the Professional Journalists. Prolific growth of social media, news savvy public and high literacy rates are the other factors that have helped in the growth of citizen journalism in Kerala.

Positive Aspects of Citizen Journalism

From the notion that Journalism is a pillar of democracy Citizen Journalism too has democratic potential.A Citizen can raise the voice against an issue not covered by the professional Media. Hence Citizen Journalism is filling the gaps the Professional media has left. Citizen Journalism gives more importance to hyper local issues and it helps to cover issues which touch public sentiments. Another important advantage is the space or time devoted to multiple views on their platforms.

Lack of Credibility and Authenticity

Lack of credibility for the stories is a major criticism leveled against news reports filed by Citizen Journalists. The professional journalists were also concerned about giving authenticity to rumors spread by certain sections thus resulting in libel and defamation. Lack of professionalism and low production quality also affect the reports. Editorializing the stories and biased versions were also the negative aspects of stories done by citizen journalists according to Professional Journalists. Sometimes lack of objectivity leads to the propagation of personal interests.

Findings and Conclusion

Even though Citizen Journalism is relatively a new phenomenon in the media industry in Kerala, it is not at all a challenging prospect to the Professional journalist. They never deem it as a threat. Professional journalists opine it as complementary and helping them to widen the organizations' grassroot level network. They are of the strong opinion that professional media organizations in

Kerala needs to adopt and encourage Citizen journalism in the coming days. Keralites are very active in Political debates and most citizens never hesitate to share their opinion public. By giving a space for people through Citizen Journalism initiatives, it will help to bring common man's voice heard through the mainstream media. However Professional Journalists demand some kind of editorial intervention or gate keeping before broadcasting or publishing citizen reports.

What will become apparent though is that bad citizen journalism is as big a problem as bad traditional journalism; poor research and gossip mongering will not be tolerated for long. And not just any blogger will be able to reputably call themselves a journalist. Just because they are using a new and open medium that enables easy access doesn't mean that they can forgo research and investigation Content will always be the most important aspect, and with increased numbers of people taking part in the creation of articles, and the improved transparency of sources that the web offers, the quality of journalism can only improve. Anyone, despite their background will be enabled to have their voice heard, and that is all thanks to innovation and technology.

No doubt that the mainstream media in Kerala have also realized these facts and are now attaching much importance to citizen reports off late. Popularity and availability of internet, prolific growth of social media, news savvy public and high literacy rates are the other factors for development of Citizen Journalism in Kerala.

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Communication and Media Studies
ISSN 2395 -1559 Vol. 7 No. 1 | JAN-JUN 2018 pp: 63-72

Internet Memes as Digital Carnival: Analysing Memes on the Movie Kasaba

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ABSTRACT

Bakhtin (1965) observes carnival as a counter culture as it does not have any structures and rules to follow. Carnival connects people who are normally separated in different levels. As it leads to a free and familiar interaction, a carnival site embodies the idea of being universal and belonging to everyone. It is not an event performed by an actor, and viewed by a group of spectators, but an event where there is no demarcations between the performer and spectator, where everyone lives in. Foregrounded on Mikhail Bakhtin's concept of Carnivalesque, this paper seeks to understand the underlying carnival culture of the internet memes. Choosing memes created out of the first look poster of Kasaba, 2016 released Malayalam movie, the paper tries to explore the unorganised free play of images in internet memes and also looks at the intertextual nature of memes to explore their growing extant of multiple signification processes.

Keywords : ***Carnival, counter culture, internet memes, free play, Kasaba***

Introduction

Film posters changes in time according to the prevailing trends and technologies. However they remained to be a bridge between the art of cinema and economy of market. As Rajesh M R (2011) observes in the preface of his book titled *Malayala*

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Cinema Poster Soundaryavum Rashtreeyavum, the technological advancements and the renewal of cinema as an art has effected and altered the poster styles. Along with portrayal, caricature, cartoon and other techniques in art, cinema posters are now heavily relied on a new technology- computer graphics.

Apart from the use of digital technologies in creation of a cinema poster, it can be traced that there are attempts to recreate the same in different ways. Since the technologies are accessible to the mass who are out of the industry, the replication and recreation happens for infinite times and hence the poster becomes a visual meme.

Memes are considered to be the viable unit of culture, which moves, changes and re-forms along with cultural transitions. It is suggested as the analogous to gene by Dawkins (1976) in his book titled *Selfish Gene*.

Examples of memes are tunes, ideas, catch-phrases, clothes fashions, and way of making pots or of building arches. Just as genes propagate themselves in the gene pool by leaping from body to body via sperms or eggs, so memes propagate themselves in the meme pool from brain to brain via a process which, in a broad sense, can be called imitation. (Dawkins, pp.217.)

The survival value of a meme is a crucial question in debate. Dawkins (1976) observes that there are different reasons contributing to it. To the lifespan of cultural memes like that of god, the question of existence contributes. However when it comes to meme as an image there are notable differences in the lifespan determiners.

Visual memes are defined as an image or short segment of video, used by other authors frequently in remixing and reproductions (Xie, 2011). The most frequently used words in the discourses on meme such as imitation and replication are in fact a process through which memes transfers.

The advanced digital media technologies makes the production and circulation of memes more rapid and productive, which is popularly known as internet memes. The technology allows all the users to create new memes out of it, which in fact is highly democratic. The cinema posters which once produced and distributed only by the people from the industry now reaches to the masses. Using any of the imagery or the notable style of colour tone from the poster, infinite number of memes are created. Thus every meme creation moves beyond mere imitation, and becomes

a new production, in which number of people participated, apart from their social positions. Hence it erases all the lines of classification that are prevailing today.

Using Bakhtin's concept of carnivalesque (1965), the paper analyses the non-hierarchal movements in memes and the free play of images within the memes. The paper addresses the inter-textual nature of the medium which provides and complements the movement as well.

Posters moving though networked space

The making of cinema posters were heavily relied on artists in the initial days. Manual typography and portraits were used in the creation of the same. M F Hussain, the well known Indian artist who rose his carrier as a billboard artist is an example that illustrates the historical space of artists in Indian cinema. However the evolution of cinema as a medium reflects in the posters in every age. They evolve along with the medium.

Posters, initially displayed on the glass covered notice board kept outside the theatres for attention of the audience, then moved to the roads and walls and now reached to the networked space. Though they have gone through tremendous changes, posters remains as a visual history of cinema, since they carries the prominent figures and names in it. *A Separate Cinema: The First 100 years of Black Poster Art* by John Duke (2014) is an evident example for the same. Moving beyond that the book unfold the portrayal of black bodies in cinema, through posters.

Stubblefield (2007) posits the interconnectedness of posters and screen as a causal factor for the vast commercialisation of film industry. He observes the standardisation which occurs in size first, then moved to the standardisation of style (Stubblefield, 2007). Nevertheless the style and size deviates over time as the technology develops.

The networked space with a participatory culture offers the public to reimagine the poster and to circulate the same. The paper titled *Reimagined Film Posters as Participatory Digital Paratexts* (2016) suggests to have some reflection on the general limitations of the official movie posters to understand the participatory reimagined poster phenomenon. Quoting from an article appeared in Print Magazine, it identifies the official posters as dismal, formulaic and hugely disappointing, which can be reason for the

fan made posters.

However when the people select a visual element from a scene or from the poster, and creates their ideas on it and circulates, it becomes a visual meme. As it moves it get renewed, and therefore it is not the same meme moving through all the space.

Memes: the cultural analogue of genes

The term meme was used by Dawkins (1976) in his book *The Selfish Gene*, to refer to the unit of culture which replicates. However currently the term has been widely used in different contexts, with different meanings. He connects its functions and principles with genes, to which movement and imitations as important as for memes. Both memes and genes tries to propagate themselves in variety of ways.

Providing the example of as god as a cultural meme, Dawkins (1976) underscores his idea that the term memes goes beyond images. Using the example of god, he discusses the origin and lifespan of memes in the text. Dawkins identifies that the memes of god has a long life span since it is dealing with the very basic question of our own existence. Similar to genes, the success level possibility in a replication for a meme is unpredictable. Therefore some memes can replicate so well yet with a very short life span where as another meme do the act of replication poor but lasts so long.

Reime, in his paper on visual memes, observes that both a written text and image from a similar context can be independent memes. Providing the example of Martin Luther King and his famous quote ‘‘I have a dream’’ he emphasise his idea. Quoting Zittrain (2014) in his paper on visual memes, Reime notes that the versatility is the key feature of memes, which allows it to capture and apply truth from different situations. Hence memes encapsulate different situations ranging from politics to literature, art to cinema. Premised on this thought, Reime further discusses about the protest movements connected with memes. Siting the example of occupy wall street memes he notes that, since there is less chance for actual aftereffects in response to virtual criticisms and interactions people are likely to use more number of memes. He takes an optimistic position towards this attitude, which come up with political criticisms but accompanied by less consequences.

Histova (2014) takes a different yet critical position towards

the visual meme practice during the Occupy movement. Laying the focus on the protest slogan, she observes that the term *occupy* itself has later emerged as a meme. It is also observed that during the protest the people chose the meme culture to have a safe and comfort position that from the active participators.

Though the art philosophers and theoreticians have different take on the working plans of meme, its political functioning and ways for mass appealing, the very existence of meme in different formats are an indisputable fact. Memes replicates, moves and from that, several other memes emerges as the selfish gene theory explains (Dawkins, 1976). In filmic meme, there are viewers from different social and economic categories participating and creating memes, as they are in a carnival.

The carnival culture in memes

Unlike the earlier and purer feast, the official feast (of middle age) asserted all that was stable, unchanging, and perennial: the existing hierarchy, the existing religious, political and moral values, norms and prohibitions. It was the triumph of a truth already established, the predominant truth that was put forwarded as eternal and indisputable. This is why the tone of official feast was monolithically serious and why the element of laughter was alien to it. (Bakhtin, pp.33)

In his essay *Rabelais and his World,* Bakhtin (1965) writes about the ranks which are much evident during official feasts. They reinforce the inequalities and makes the feast an extension of the real world which is of structures. On the contrary carnivalesque and carnival is a counter culture for such hegemonic practices in official feast. Discussing on carnivalesque, where everyone was allowed and everything was permitted, without rules and restrictions, Bakhtin notes that it offers an alternative space for the masses, which is same as in internet memes.

Giving much importance to body and its possibilities, Bakhtin (1965) identifies its collective potential. Along with the potential of body, he writes about the actions and reactions of the bodies which contributes to create the alternative space. It in fact is a moment when the imagined utopia of equality get realised. It is the stage where the freedom and equality which was limited to thoughts starts experienced in a carnival space. Regardless of social positions, class and power everyone acts as they are, there in the space. Though this collective effort is a reality, neither the

actors nor the actions in a carnival are product of a collective decision. In *Rabelais and his World*, Bakhtin (1965) emphasis on the freedom of movement that is experienced in the new carnival space. For him, the bodily experienced equality is much intense than the equality that exists in utopian thoughts.

The body and bodily life have here a cosmic and at the same time an all-people's character; this is not the body and its physiology in the modern sense of these words, because it is not individualised. The material bodily principle is contained not in the biological individual, not in the bourgeois ego, but in the people, a people who are continually growing and renewed. (Bakhtin, pp.43)

Reviewing Bakhtin's writings on carnivalesque, Robinson (2011) proposes the idea that carnival is a bodily lived utopia which is different from the inner experience or abstract thought. In a carnival everyone lives in an imagined world both with thought and body together, which later opens to a new world, Robinson (2011) adds.

Erasing all the demarcations such as performer and viewer, carnival remains highly interactive space. Since the interactions are non-pre-planned, it is ever-changing, and unpredictable. Giving the examples of authorities losing his privileged voice and jester being crowned in the place of king it details how positions get altered. Robinson (2011), in his review, expounds the ways through which hierarchies are inverted in carnival.

The first look poster of Kasaba and the visual memes in networked space

Kasaba, 2016 released Malayalam movie was Nithin Ranji Panicker's directorial debut. The first look poster of the film released through the Facebook page on 29th may 2016 gets large attention. The central figure in the poster that of Mammootty, was used to create memes and several memes came to social networking sites on the same day. Responding to this, actor Mammootty share few of them saying that he enjoyed the fun in it. Though it was not a novel movement that connects film industry to the Facebook, with the large number of memes created, it becomes *viral* in network language. Using the most striking memes, news portals and the web counter part of broadcast media published stories on the same. The whole process encapsulates the idea of carnival as its essence.

The image of actor Mammootty wearing police uniform and cooling glass was placed in different context according to the troll group's character. From a single image-the first look poster, several memes are unfolded. Though most of the memes used the image of Mammootty, the elements used in the newly emerged memes from the poster are not always same. Unlike many memes that used the image of Mammootty, in one meme the void space where Mammootty was sitting is used. It in fact underscores Reime's observation about the possibility of multiple independent memes form an image.

The most used figure from the meme is places in different context like class room, ayurvedic therapy center, shopping mall and beach side. Versatility, being a key feature of meme (Zittrain, 2007), is evident in each memes. The power position of the central character changes according to the group where the meme appears. In a school going children's group he appeared to be a backbencher who get punishment to sit in the front raw. In a group where most of the members are boys, the subject appears as a teaser who sits on roadside.

The unexpected movements of a meme can be traced in the images. The past or future of the subject which was neither visible nor predictable from the poster was assumed creatively in the reimagined works. Adding another meme from the movie Boeing Boeing, one meme explains the procedure of preparing a first look poster, where the location stills are also used. In another meme the subject is placed as a scare crow, and there are certain images added on his body. In most of the memes, the sitting position of the character is same, but the social or power position changes.

The carnival culture in the memes on Kasaba first look poster

The meme culture in cinema industry in fact incorporating several people who are not actually part of the industry. The viewer, for whom once the life size posters were an amusement, now starts to add his own layers of thoughts to the same and produces new posters. Thus, engulfing the infinite varieties in thoughts and ideas, every poster emerges as several new posters.

Taking memes created out of first look poster *Kasaba* as an example helps to identify the movements of images in a meme. The official poster with a central hero like character becomes one among several other, once several memes start circulating. Similar to Bakhtin's observations on carnival (1965), a counter hegemonic

movement can be seen here. Deviating from the normal ways of circulation from market to mass, here the masses creates their own and the product circulate among themselves and times to market.

As opposed to official feast, one might say that carnival celebrated temporarily liberation from the prevailing truth and from the established order; it marked the suspension of all hierarchical rank, privileges, norms and prohibitions. Carnival was the true feast of time, the feast of becoming, change, and renewal. (Bakhtin, pp 10)

Each point of celebration that Bakhtin (1965) notes in the essay are visible in the memes as well. The privileged rank of a super star is suspended in the memes and in one meme, even his police uniform was replaced with a common mafti dress. From meme to meme, his political, economic and power positions are changed. The meme with the void space is an apparent example for the altering of positions which Bakhtin discusses. The carnival culture can be traced in the whole act of meme production as well. The demarcation between industry people and audience get blurs as both take part in the post-production part.

However it is clear that there is a proper coordination with creative thoughts and physical works that shapes or moulds each meme. As Robinson (2011) writes on carnival, this combination provides the lived experience to the actor. Thus it is much intense and potentially rich than the utopian thoughts remains in thought alone.

Two days after the poster release Mammootty shared the trolls in his Facebook page with a note that he enjoyed them. From the ages when viewer shared the pictures and posters of stars, digital media has taken us to a new age when the stars shares the products of viewer. The altering of positions and power are visible here.

As Bakhtin notes about carnival, though each individual act without any collective order or decision, every carnival is a collective response, which challenges multiple forms of power such as bureaucracy, gender and capitalism. Here each meme was created individually, but eliminates all lines of classification, and taken the star figure to different positions questioning or altering the power embedded.

Conclusion

The internet memes in a way creates a digital carnival space with its counter hegemonic culture and participatory possibilities. In the case of Kasaba, the memes created by normal audience are shared by an actor, once the memes reaches to the actor through the network. Here the digital network connects people from two category for whom, otherwise, has less chance to get connected.

However, the carnival and the low culture it celebrates can be seen as a production of the high capitalist culture, on a class political background. Carnival is another tool to enrich the capital and expand the power. On that ground, though the memes are produced individually and independently, the digital space where it is created and circulated is a tool by the capitalism. Thus they are all relied in a way on capitalism. And the memes that have gone viral in fact gives more publicity to the film *Kasaba*, which ultimately contributes to the economy of market.

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Communication and Media Studies
ISSN 2395 -1559 Vol. 7 No. 1 | JAN-JUN 2018 pp: 73-86

Evaluation of Rural Health Communication Strategies: A micro level study of MR vaccination campaign in Kerala

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ABSTRACT

The main aim of the Measles Rubella vaccination global campaign was for dual protection against Measles and Rubella diseases. This was introduced by the Government of India on 5th February 2017 as a Nation-wide vaccination drive. The State of Kerala has also implemented the MR vaccination campaign as a central drive to prevent childhood disabilities. For the current study, the researcher has deliberately selected the unvaccinated children's families in Alakkodu Panchayath, which was chosen for the State award for the best health practices in Idukki district during 2016. Nevertheless, as per the Government records, the Panchayath has not been able to achieve the set target in MR vaccination in the district. Therefore this study examines the reasons as to why the families were reluctant to take the vaccination. An evaluation of the effect of the health communication campaign was also investigated. The opinion survey reveals that due to restrictions based on certain religious sentiments and persistent anti-vaccination campaign by various groups through social media were the main causes for abnegation. The researcher has found that the interpersonal communication strategy for awareness through ASHA workers was the most effective form of communication for MR vaccination campaign. The classes and the awareness programmes held at PHCs and schools were also very productive.

Keywords : ***MR vaccination campaign, Health Communication, Rural Health Communication, Health campaigns and ASHA workers***

Introduction

Measles and Rubella diseases are both worldwide threats to health and hence MR vaccination global campaign is able to give dual protection against these diseases. This campaign was introduced by the Government of India as a nationwide vaccination drive on 5th February 2017. The Nation aims at fighting

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these major childhood diseases in order to reduce morbidity and mortality rates in the country. In 2015, measles killed an estimated 1, 34,200 children below 5 years globally. In India an estimated 49,200 children were killed. Therefore India accounts for 37% of deaths due to measles. This shows the importance of the Measles Rubella vaccination campaign in India. Though the MMR vaccine (Mumps Measles Rubella vaccine) has been widely administered to infants since 1985, still it does not form part of the Universal Immunisation Programme of the Country. Nevertheless, as a state level initiative Delhi, Sikkim, Puducherry and Goa have included the vaccine in their routine immunisation programme. As a result of the Global Vaccine Action Plan, endorsed by the World Health Assembly, in at least five of the six World Health Organization Regions, measles elimination has been targeted by 2020.

Rubella (German measles) is a contagious disease caused by the Rubella virus. Generally considered mild but it can cause serious consequences if it occurs to pregnant women. This disease can be fatal death or cause congenital rubella syndrome (CRS). It can affect the unborn with hearing impairments, defects in eye or heart, lifelong disabilities like autism, diabetes mellitus and thyroid dysfunction. All of these require expensive therapy, surgery and care. Measles being a contagious disease and it spreads through coughing and sneezing of the infected person. Children become vulnerable to life threatening complications such as Pneumonia, Diarrhoea and brain infection. Hence it becomes essential to eradicate Measles from our Country. At present the Measles vaccination is given as two doses, one at 9-12 months and then 16-24 months, known as mumps measles rubella (MMR) vaccination.

Despite a previous history of measles/rubella vaccination still the campaign provides a single shot of MR vaccination. Schools, Primary Health Centers, Anganwadis and other outreach programme sites are used as the venues for the vaccination drive. This campaign provides the vaccination free of cost to children between the ages of 9 -15. After the completion of this vaccination drive, the Measles-Rubella vaccine will be used as a routine immunization programme.

Compared to other states, Kerala has relatively better living conditions and health care facilities. Kerala was acclaimed as 'The model of health' for over a long period. The State Government took the initiative to implement the MR vaccination campaign to prevent childhood disabilities. Keralites are always willing to take

preventive measures and other initiatives in order to supress the various communicable diseases. From the reports of the Health Department it is clear that 86% of children were vaccinated during the campaign, Kottayam district showing the highest percentage in the vaccination campaign (98.12) and Malappuram showing the least percentage (65.85).

The reports published in *The Hindu* daily show, that 'countless post on Facebook and WhatsApp by several groups have distorted facts in order to propagate anti vaccination sentiments. An organisation named International Human Rights Association which claims to be working under the United Nations with its headquarters at Pala in Kottayam district is the primary source of post claiming that vaccination campaigns are part of an international conspiracy to reduce the population of the country, and that causes autism and other mental disorders to children. They also said that the government will not be responsible for the after effects of vaccination and that most children are vaccinated without the consent of their parents. One post gives a distorted version of a Kerala High court order. It says the court has ruled against forced vaccination. Some parents to have come up in support of anti-vaccination campaigns, claiming that their children have developed complications after vaccination. A Kollam based Ayurvedic practioner Mohanan Vaidyar and a self-acclaimed naturopath Jacob Vadakkanchenry(Nature Life International) too have campaigning against vaccination for long'.

Several incidents took a violent turn against the implementation of the scheme by anti-vaccine lobbies. One such incident was noted at Government Lower Primary School, Athippatta, near Valanchery in Malappuram district where a Junior Public Health Nurse of the vaccination team was attacked by a group of parents. And Edayoor Public Health Centre medical officer, who supervised the vaccination, was abused by the group of parents.

State Government, however organized various communication methods to popularise the campaign among the public. Through various media tools like news reports, features and focus interviews they tried to address the masses. Even seminars, classes and awareness programmes by health experts, local interaction sessions with health workers conducted. Advertisements through print, audio-visual and digital formats were used as tools of communication. The researcher analyses the communication strategies used and the effects it has on the MR vaccination

campaign. Further the study focuses on reasons for negative mechanism against the communication campaign.

Review of Past research

The researcher has reviewed some of the past studies related to the current work. In the article titled *issues and initiatives in communicating health information to the public*, both Charles Atkin and Elaine Bratic Arkin are of the opinion, 'public interest in health information has increased in recent years; there is a corresponding rise in health related media content and health claims in advertising, and both advertisers and broadcasters are more sensitive to public opinion and to organised advocacy effects of special interest groups. At least one-fourth of all articles in daily newspapers are in some way related to health, yet some stories that are considered important by the public health community receive little or no coverage'. This shows that much importance is given to mediated health communication in modern era.

Government uses print, visual and digital media to propagate the message of MR vaccination in the form of articles, features, news and public service advertisement for 'an effective technology transfer system is possible only through intelligent selection and proper use of various communication channels. It is therefore important that management of information should be given the importance so as to bring the desirable changes. We have to take care of the emerging technologies and at the same time we have to employ latest communication strategies to spread our messages quickly and effectively. Multimedia approach is definitely effective and enhances the speed and accuracy of learning' said Ranjith Singh in the article titled *communication planning for rural development*.

In the article *communication strategy for effective delivery of health programme,* Sulakshana Dogra, U.Varma said that 'the foremost action to be taken while planning the programme is that it should be based in accordance with the specific needs and problems of the particular group of community. There must be mutual interaction between the top and bottom levels of administration. For successful delivery of programme, planning process should involve representatives from mahila mandals, youth clubs, panchayaths and voluntary agencies, as these organisations would help in identifying the health needs of the community'. The involvement of health workers, doctors and other professionals,

in the MR vaccination campaign is that they are included in the awareness classes, seminars and interactive sessions. ASHA (Accredited Social Health Activist) workers who were deployed by various Primary Health Centres of the area, played a key role as spokespersons of the vaccination programme even at the grass root level.

According to Flay and Burton (*effective mass communication strategies for health campaigns*), 'a campaign is an integrated series of communication activities, using multiple operations and channels, aimed at populations or target audience, usually of long duration, with clear purpose'. The MR vaccination campaign aims at eliminating the threat of Measles and Rubella from the Country within six months.

'There are seven necessary conditions for campaign effectiveness: 1) developing high-quality messages, sources, and channels through needs assessment, application of theory, and formative research; 2) disseminating the stimuli to target audiences frequently and consistently for a sustained period; 3) attracting the attention of the potential receivers;4) encouraging favourable interpersonal communication about the issue; 5) changing the awareness, knowledge, opinions, attitudes, feelings, normative beliefs, intentions, skills, and/or behaviours of individuals; 6) causing societal change with supplemental community and government changes; and 7) accumulating systematic knowledge about the conditions of maximum impact through summative evaluation' Flay and Burton added.

In *Communication planning for socio-economic development*, Ranjit singh said that 'In any developmental programme it is also important to know why people resist change. Resistance usually comes when the objectives are not clear and there is a mystery in the purpose. It happens mainly due to lack of communication. Good communication helps in motivating, clarifying the benefits of change and removing anxiety and suspense'. The MR vaccination campaign satisfies these conditions but due to anti-vaccination messages propagated by various channels, especially religions and social media, the campaign has not been able to become a complete success in the State. The researcher has found that the anti-vaccination campaign, propagated by social media and the religious activists have not been tactfully used to remove the misleading messages in their content. Neither was a collective effort used by the health authorities to nullify the rumours on

vaccination with the help of social media's awareness initiative.

Objectives of the study

The general objective of the present study was to analyze the strategies used for effectiveness of Health Communication campaigns at a micro level in the state of Kerala.

The specific objectives of the study were:

- To find out the effectiveness of Measles Rubella Vaccination Campaign in a rural setting.
- To identify various tools for an effective Health Communication campaign
- To find out the reasons of unwillingness among participants against vaccination drive

Methodology

A self-administered questionnaire was used to collect data from the respondents. A sample of 55 respondents were chosen from the unvaccinated population in the study locale. The study locale was Alakkodu Gramapanchayath of Idukki district. Even though, the Panchayath was the state govt. award winner for the best implementation of Health programmes in the district of Idukki in 2016, it had been listed at the bottom position in the vaccination drive of the district. The panchayath has achieved only 93.9% goal in the vaccination drive, which is lower than the vaccination rate of other Panchayaths in the district. Hence the researcher has deliberately selected the above mentioned Panchayath.

Analysis and Findings

Sample Description

The study sample consisted of 55 respondents of the age group 25-75. Purposive sampling method was employed to select the respondents. The samples were selected from among a group of unvaccinated population in the locale. The researcher has obtained the list of unvaccinated population from the Primary Health Center. There were a total of 63 unvaccinated cases in the Alakkodu Grama Panchayath. Majority of the unvaccinated cases were reported from the wards 2 and 3 of Alakkodu Grama Panchayath.. Hence the researcher has decided to take samples from the above mentioned wards, where most of the unvaccinated cases were

reported. The initial aim of the researcher was to collect data from all the families of unvaccinated children. However due to many reasons, the researcher could gather responds from only from55 respondents (87.3%).

Education and religion were taken as the major demographic variables for the study. The sample description is given below.

EDUCATION (N=55) (%)	**RELIGION (N=55) (%)**			
	Muslim	**Hindu**	**Christian**	**TOTAL**
SSLC	30 (57.7)	0 (0)	0 (0)	30 (54.5)
PLUS TWO	15 (28.8)	1 (100)	1 (50)	17 (31)
DEGREE	7 (13.5)	0 (0)	1 (50)	8 (14.5)
TOTAL	**52 (94.5)**	**1 (1.8)**	**2 (3.6)**	**55 (100)**

Table – 01- Sample description

The researcher has gathered data from 55 respondents out of the 63 unvaccinated children's families. Among them, 52 (94.5%) respondents were Muslim, two were Christian (3.6%) and one (1.8%) was Hindu. Majority of the sample had average educational level as SSLC (57.7%) and Plus Two (28.8%).

The researcher has studied the media consumption habits of the respondents as represented in the Table-02. It shows that majority of the respondents were regular readers of daily newspapers. Television was found to be the second preferred medium (51%) and social media in the third place (43.6%). In spite of their educational background, newspapers were the most preferred medium for news consumption for majority of the respondents.

Majority of the respondents have reported religion in which they belong as the major reason (43.6%) for abstaining from vaccination. The respondents who have reported religion as a major reason for reluctance to vaccination (Table-03) were all Muslims. The anti-vaccination campaign through social media

Responses	Religion (N)			Total (%)	Education (N)					Total (%)
	Muslim	Hindu	Xtian		SSLC	+2	Degree	PG	Above PG	
Read Newspaper Regularly	29	1	3	33 (60)	18 (60)	14 (82.3)	1 (12.5)	0	0	33 (60)
View TV News Channels regularly	25	1	2	28 (51)	18 (60)	9 (52.9)	1 (12.5)	0	0	28 (51)
Use internet regularly	16	1	2	19 (34.5)	9 (30)	9 (52.9)	1 (12.5)	0	0	19 (34.5)
Use social media regularly	21	1	2	24 (43.6)	13 (43.3)	10 (58.8)	1 (12.5)	0	0	24 (43.6)

Table – 02: Media habits of respondents

Responses	Religion (N)				Education (N)					
	Muslim	Hindu	Xtian	Total (%)	SSLC (%)	Plus Two (%)	Degree (%)	PG (%)	Above PG (%)	Total (%)
MMR vaccine already taken	1	0	0	1 (1.8)	1 (3.3)	0 (0)	0 (0)	0 (0)	0	1 (1.8)
Fear of injection	7	0	0	7 (12.7)	4 (13.3)	2 (11.8)	1 (12.5)	0 (0)	0	7 (12.7)
Religious reasons	24	0	0	24 (43.6)	11 (36.7)	12 (70.6)	1 (12.5)	0 (0)	0	24 (43.6)
Compulsion from friends	6	0	1	7 (12.7)	4 (13.3)	3 (17.6)	0 (0)	0 (0)	0	7 (12.7)
Anti-vaccine campaign through Social media	20	1	2	23 (41.8)	10 (33.3)	9 (53)	4 (50)	0 (0)	0	23 (41.8)
Allergy	11	0	0	11 (20)	7 (23.3)	2 (11.8)	2 (25)	0 (0)	0	11 (20)
Other reasons	4	0	0	4 (7.3)	2 (6.7)	0 (0)	2 (25)	0	0	4 (7.3)

Table 03: Reasons for reluctance to vaccination

platforms like WhatsApp and Facebook have influenced most of the respondents (41.8%) against taking vaccination for their children. Some parents have pointed out that allergy of the child as the reason for their reluctance (20%). Fear of injection (12.7%) and compulsion by friends (12.7%) were also found to be the reasons of unwillingness to vaccinate. Since the respondents were given the choice to select multiple options most of them have exercised more than one reason as a cause for reluctance to vaccination.

Respo-nses	Religion (N)				Education (N)					
	Muslim	Hindu	Xtian	Total (%)	SSLC	Plus Two	Degree	PG	Above PG	Total (%)
News Paper	13	1	2	16 (29)	8 (26.7)	5 (29.4)	4 (50)	0	0	16 (29)
Health Magazines	1	0	0	1 (1.8)	1 (3.3)	0 (0)	0 (0)	0	0	1 (1.8)
Health workers	50	1	2	53 (96.4)	28 (93.3)	17 (100)	8 (100)	0	0	53 (96.4)
Television	9	0	0	9 (16.4)	6 (20)	2 (11.8)	2 (25)	0	0	9 (16.4)
Radio	0	0	0	0 (0)	0 (0)	0 (0)	0 (0)	0	0	0 (0)
Internet	2	0	0	2 (3.6)	2 (6.7)	0 (0)	0 (0)	0	0	2 (3.6)
Social Media	12	1	1	14 (25.5)	7 (23.3)	5 (29.4)	4 (50)	0	0	14 (25.5)

Table 04: Information source of Vaccination

Majority of the respondents (96.4%) came to know about the vaccination programme through direct communication with health workers. The health workers met and informed every family in various wards of the Panchayath about the vaccination drive. The health workers distributed the leaflets and notices containing the details of vaccination during their family visit. They also emphasized the need to vaccinate through personal talks. This may be the exact reason why most of the respondents have reported health workers as the primary source information. Daily Newspapers, also acted as the second information source of vaccination (29%) for the respondents. Social media was the third preferred medium as a source for information on vaccination (25.5%). Since the respondents were given the choice to select multiple options most of them have exercised more than one reason as a source of information for vaccination.

Responses	Religion (N)			Total (%)	Education (N) (%)					Total (%)
	Muslim	Hindu	Cristian		SSLC	Plus Two	Degree	PG	Above PG	
Notices/ leaflets	10	0	1	11 (20)	4 (13.3)	4 (23.5)	3 (37.5)	0	0	11 (20)
Awareness Classes	21	1	1	23 (41.8)	14 (46.7)	7 (41.2)	2 (25)	0	0	23 (41.8)
Seminars	1	0	0	1 (1.8)	1 (3.3)	0 (0)	0 (0)	0	0	1 (1.8)
Interactive sessions by ASHA Workers	51	1	2	54 (98.1)	29 (96.7)	17 (100)	8 (100)	0	0	54 (98.1)

Table 05: Communication tools for MR Vaccination Campaign

The State Government has formulated many strategies for the effective implementation of the MR vaccination programme. Communication tools of various media forms were used apart from direct interactive sessions by ASHA workers. The researcher has found out interpersonal communication through ASHA workers (98.1%) as the most effective tool for MR vaccination campaign. This shows that grass root level interpersonal communication by the health workers have helped the vaccination drive a lot. Classes and awareness programmes held at PHCs and schools were found to be the second most effective communication methods for the campaign (41.8%). The leaflets and notices distributed by the health workers were also helpful (20%). The health seminars on MR vaccination conducted by the Government agencies were not able to attract the target population (1.8%). Since the respondents were given the choice to select multiple options most of them have exercised more than one reason as a source of information for vaccination.

Majority of the respondents were aware of the benefits of MR vaccination (85.5%). Only a few have reported that they were not aware of the benefits of vaccination (15.3%). This indicates that though the majority of those who haven't taken the vaccination were well aware of its benefits. There might be reasons or factors behind abstaining from vaccination other than the ignorance about the benefits of vaccination as shown in table 3.

Responses	Religion of respondents (N)			Total (%)	Education of Respondents (N)					Total (%)
	Mus	Hin	Xtian		SSLC	+2	Deg	PG	Above PG	
I know the benefits of vaccination	44 (84.6)	1 (1.8)	2 (3.6)	47 (85.5)	27 (90)	14 (82.4)	6 (75)	0 (0)	0 (0)	47 (85.5)
I do not know the benefits of vaccination	8 (15.3)	0 (0)	0 (0)	8 (14.5)	3 (10)	3 (17.6)	2 (25)	0 (0)	0 (0)	8 (14.5)
Total	55				55					

Table 06: Extent of awareness about the benefits of Vaccination

Responses	Religion (N)			Total (%)	Education (N)					Total (%)
	Muslim	Hindu	Christian		SSLC	Plus Two	Degree	PG	Above PG	
Yes	49 (94.2)	1 (100)	2 (100)	52 (94.5)	29 (96.7)	16 (94.1)	7 (87.5)	0	0	52 (94.5)
No	3 (5.7)	0 (0)	0 (0)	3 (5.5)	1 (3.3)	1 (5.9)	1 (12.5)	0	0	3 (5.5)
Total	55				55					

Table 07: Previous history of vaccination

The Table-07 reveals that majority of the respondents across various religious identities were not completely against the vaccination. Their previous history of vaccination reveals most of them (94.2%) have taken the prescribed mandatory vaccinations for their children. However a minority of the respondents have a negative approach to vaccination (5.5%).

As shown in the Table-08 most of the respondents were unsure about the success of rubella vaccination drive in the state (80%). Among them, 45.5 percent were unaware of the success of the vaccination while 34.5% have ruled out the effectiveness of the present campaign. But though they did not participate in the drive, 20% of the respondents have stated that the MR vaccination drive will succeed.

Responses	Religion of respondents (N)			Total (%)	Education of Respondents (N)					Total (%)
	Muslim	Hindu	Christian		SSLC	Plus Two	Degree	PG	Above PG	
I know the benefits of vaccination	44 (84.6)	1 (1.8)	2 (3.6)	47 (85.5)	27 (90)	14 (82.4)	6 (75)	0 (0)	0 (0)	47 (85.5)
I do not know the benefits of vaccination	8 (15.3)	0 (0)	0 (0)	8 (14.5)	3 (10)	3 (17.6)	2 (25)	0 (0)	0 (0)	8 (14.5)
Total	55				55					

Table 08: Do you think that Kerala will be a Rubella free state through this Vaccination drive?

Responses	Religion of respondents (N)			Total (%)	Education of respondents (N) (%)					Total (%)
	Muslim	Hindu	Christian		SSLC	Plus Two	Degree	PG	Above PG	
Yes	17	0	0	17 (30.9)	9 (30)	7 (41.2)	1 (12.5)	0	0	17 (30.9)
No	27	0	0	27 (49)	15 (50)	7 (41.2)	5 (62.5)	0	0	27 (49)
Don't know	8	1	2	11 (20)	6 (20)	3 (17.6)	2 (25)	0	0	11 (20)
Total	55				55					

Table 09: Do you think that the Government have a vested interest through this campaign?

Most of the respondents could not notice any vested interests behind the MR vaccination drive by Government (49%). Yet 30.9% of the respondents allege that the Government may have some vested interests. Some of the respondents were not at all aware of any kind of (20%) ulterior motives behind the vaccination drive.

Results and conclusions

The researcher has found newspapers, as the most preferred medium among the target population. The print form of daily newspapers still have wide reach and readership in the study locale, Alakkodu Panchayath. Television and social media are also popular but come second, just after the print media. The official records point out that 63 families in the Panchayath, have shown reluctance to MR vaccination. They have abstained from vaccination due to various reasons as inferred through the opinion survey. Most of the daily newspapers have carried information regarding the MR vaccination through their columns. There is hardly any news item critical to the vaccination drive in those columns. Hence the abstinence of the respondents from the vaccination drive cannot be attributed to negative campaign through print media.

The interpersonal communication by ASHA workers was found to be specific and effective, even by the respondents who have been abstained from the vaccination. The intimacy of direct oral communication proved to be detrimental to the overall success of the MR vaccination drive. Organization of various awareness programs, distribution of leaf lets showing the merits of vaccination, interactive sessions held at Schools and Primary Health Centers have contributed to the achievement of set target in other areas of the district. However, these efforts by the authorities at the top level and the direct interpersonal communication by ASHA workers, at the grass root level were futile in the study locale. The researcher has found that a very strong anti-vaccination campaign unleashed through social media platforms like WhatsApp and Facebook played a major role in forming an opinion, against the MR vaccination in the minds of those who have abstained. The specific instructions handed out to the respondents by the local religious leaders during their regular meetings had a negative impact on the MR vaccination. Religious reasons cited by these leaders influenced majority of the respondents to deny vaccination to their children. It is also to be noted that almost all the respondents have carried out all the prescribed vaccination for their children by health department in the past. So ignorance of vaccination is not at all the reason for abstaining from vaccination. The anti-vaccination lobby has raised several questions on the need for vaccination. And it would have a persuasive effect on the target population. Doubting the intention of the Government, anti-

vaccination lobby asked people to critically exercise their choice regarding vaccination. These messages have created a negative image about the whole campaign in the minds of the respondents.

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Communication and Media Studies
ISSN 2395 -1559 Vol. 7 No. 1 | JAN-JUN 2018 pp: 87-96

Face book and Homeland Communication in Diaspora:
A Study based on the Communication Practices of Gulf Malayali

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ABSTRACT

This study explores Facebook enabled homeland communication methods of Gulf Malayali. The concept of 'homeland' is an integral part of the broad concept, 'transnationalism'. Gulf Malayali's can be defined as the people who have migrated to Gulf countries from Kerala. The Gulf countries referred in this study are United Arab Emirates, Saudi Arabia, Bahrain, Kuwait, Oman and Qatar. Thousands of job seekers were migrated to Gulf countries from 1970's onwards after immense source of oil recovered in G.C.C countries. In Kerala emigration is so common that for every 100 households, 29 households experienced an emigration. (Zachariah &Rajan, 2013).Earlier there were lesser chances for the communication of Gulf Malayali. Communication becomes necessary when distances arise between people. Diasporas have historically employed a variety of means of communication. Evolution of media system also reflected on the communication chances of Gulf Malayali. The proliferation of computer mediated technologies constitutes a newer perspective in the study of diaspora. Social networking site Facebook is one of the popular media among Gulf diaspora.

The inferences of the study are based on the online survey and user information gathered from Facebook. Scholarly journals and review of literature also helped to evaluate the topic in a wider perspective. Online survey was conducted in May 2017. 6O responses were gathered from 6 Gulf countries affiliated to Gulf Cooperation council.

Keywords : ***Gulf Malayali, Facebook, Homeland Commmunication, Transnationalism***

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Introduction

Diaspora can be defined as a group of people who share common point of origin and identity and have become dispersed around the globe as a result of migration. There are many stories behind the etymology of the word 'diaspora', biological scattering of seeds is regarded as the widely accepted etymology of the word diaspora. Sociological use of the term diaspora refers to the dispersal around the globe of people who share a common point of origin. Diaspora encompasses not just a mutual connection to shred roots in the mother country or state but the shared experience of migration itself. The study had evaluated the diaspora experience in the context of 21st century digital age.

The early history of the media use by migrants from Kerala reveals that there were few chances for fulfilling their communication needs. Trunk calls and letters were earlier forms of communication. Many of the contemporary studies regarding 'Gulf Diaspora' concentrate on the socio-economic aspects of their migration. There needs to be serious research endeavours on the problems and prospects of Gulf Diaspora. Communication has been an unavoidable part of Gulf diaspora. Evolution of media system also reflected on the communication chances of Gulf Malayali community.

Now a day's internet based communication platforms have become a part of the communication strategy of Gulf Malayali. New media platforms link people across boundaries. Internet based social media platforms have become the media for dispersed people who are scattered all around the world. In every diaspora culture in the widest sense language, literature, cinema, community life, family bonds play an essential role.

Transnational context, Homeland connectivity

A great number of researches have made significant observations in social science research regarding migration, diaspora, recently with transnationalism. Migrant individual's practices, relationships are all considered with enough to give in depth research endeavors. In the case of Gulf Malayali, their relationships cannot be seen as linear or one layered but it's multi-dimensional. More than the country of settlement individuals keeps constant touch with their homeland. The worldwide phenomenon of diaspora proved

people normally tempts to maintain or sustain relation with family relation, socio political institutions in homeland even after migration.

Gulf Malayali's use Facebook as a network to connect with number of networks in homeland. The analysis of gulf malayali's usage practices in Facebook does not mean that the majority are actively participating in it. The concept of participatory communication is also relevant here, where the chances are available even though the user may use it or not.

There is no specific type of transnationalism existing in online but it should be seen as the reflection of real life. Initially it can be seen as the mobility of transnational individuals. Hence new media platforms like Facebook give enough scope for explorations regarding the concept of transnationalism. Steven Vertovec opined that advances in the technology of contact should be seen as a crucial novelty of migrant transnationalism as these affect the extent, intensity of speed of communication.

Homeland and Transnationalism

'The study of transnationalism born out of the observations that migrants no longer simply crosses boarders to live elsewhere, but regularly turn this crossing boarder to live elsewhere'. The relationship of any diaspora with the homeland falls under the broader domain of international relations as it involves at least two countries that formally permit their subjects to interact with each other. Today, diasporic communities go beyond the host nation-state and motherland to network with their networks around the world. The emergence of such networking, cutting across several countries, is described by the term 'transnationalism'. In the case of migrant Gulf Malayali, they are living in a different social condition irrespective of the other users of social media. They possess 'transnational identity' in life. Communication became important when distances arise between two ends of communication. Gulf Malayali had been using different sorts of media in past. Presently, studies have proven the changed communication strategy brought in by the new media

Homeland Networks

Gulf diaspora have witnessed dominant functions and processes in the information age are increasingly organized around networks.

Networks constitute the new morphology of our society. There are various features enabled by the digitalisation of broadcasting and the development of the internet that make these developments different from the emergence of previous forms of mass media. Digitalisation offer the development of media environment, flexible by enabling text, images, music, speech, and video all to be converted into a universal system of binary codes. Separate forms of communication media are closely interlinked in one platform. Convergence is not limited to the bringing together of different mass communication processes. Email, instant messaging, discussion boards, online telephone services and social networking sites are examples of the ways in which the internet incorporates interpersonal communication. Convergence character of the medium has reunited dominant communication needs of users.

Theoretical approach

Here in this study researcher employed Actor network theory to understand the core area of the research objective. This theory emerged during the mid-1980 with the work of Bruno Letour, Michael Callon and John Law. Actor network theory is a conceptual frame to understand the socio-technical processes. Theory put forward networks as the heterogeneous amalgamation of textual, conceptual, social and technical actors. According to this theory the agent's individuals or group getting involved with the network and define them, name them, through these networks actancts' those who are getting involved with the network derive their nature. Actor network theory is a methodological way of knowing shifting networks of relationship. Actor network theory details that people create morphology of the social networks in reality. The fundamental aim of the theory is to explore how networks are built or assembled and maintained to achieve a specific objective. A type of translation is taking place in when people involve with networks. An analysis based on the actor network theory tests the theoretical assumptions on the Faceboook mediated communication practices of Gulf malayali

Methodology

The study tried to explore the mediation of Facebook on the homeland communication methods of Gulf Malayali. An online survey had been carried out with 60 Facebook users among the Gulf

Malayali's from six gulf cooperation council affiliated countries. The data obtained from an online questionnaire using Google survey forms. Random sampling method had been employed in the survey. Interview method had been employed with 10 Gulf Malayali's have helped to get insight over the usage practices in Facebook.

The sample had been designed to get the fair representation of different groups in the Gulf Malayali community. Sample had been designed in accordance with the proportion of Gulf Malayali population in 6 countries mentioned in Kerala migration survey-2011 conducted by Center for development studies Kerala. More than the mere functional utility of the Facebook, this study focused on the cultural exchange experience of migrant Gulf Malayali in Facebook.

Quantitative dimension in study gives a wider picture about the communication strategy of migrants in host land. Qualitative analysis of the data from governmental sources had also helped to make the study more comprehensive.

Analysis and Findings

Facebook and homeland networks

We are today living in an increasingly networked world and online social networking is emerging as one of the most popular methods for people to connect to each other. Social networking sites (SNS) have unleashed a new dimension and space for users to network and maintain contacts. These sites offer people new and varied ways to communicate via the internet where people are allowed to create their own web pages or profiles and to construct and display an online network of contacts. Users of these sites are then able to communicate not just with people they know but also with people outside their list of contacts. This concept of networking, which normally attempts to bring people together with similar interests, has been applied to numerous specific and generalized interests. Hence, these are websites about making friends, relations and connections in the online world with people who know each other and others whom the users would like to know. Here the concept of transnationalism is the common ground among the migrants from Kerala.

Homeland is central to the classical conception of diaspora,

from which it is exiled. Diaspora will always try to maintain a continuing relation to it. Diaspora will have a homing desire that's so relevant in the case of Gulf Malayali.

Mobilisation can be defined as the initial level of networking among Gulf Malayali's in Facebook on their similar interest. Substantial number of options available in Facebook for maintaining regularised contact with distant homeland. Here the users can be classified as the agent's in actor network theory perspective possess the common identical features based on their homeland They consider Facebook as a potential network platform. Migrants mobilising on their common ground and getting involved with the network, define them, name them, through these networks actancts' those who are getting involved with the network derive their nature. This user activity leads to the core argument of actor network theory

Group communication is also part of Facebook that allows anyone to get together, invite others to join on common goals. Facebook groups or pages and even individual posts have got due importance in the virtual networks of Gulf Malayali. Three different questions were asked to know the role of Facebook in building community and mobilisation of their social networks. Gulf Malayali community can either be defined as only a virtual network or can also be seen as the virtual form of real networks. Many socio cultural organizations are working in G.C.C countries under the active involvement of Malayali community. Indeed from the initial closed ended questions, responses revealed the prominent role of the social media in the working strategy of Gulf Malayali organisations. 83% of the respondents were opined that Facebook has been using as a mobilisation tool in their organisational or community activities. Still 16.6 had responded that Facebook had no active role in their oraganisational or community activities. Most of the organizations are the actualizations of real life networks in homeland.

Virtual connectivity with homeland

Facebook has been used by Gulf Malayali at the level of host land and homeland. It provides a space to exchange messages, entertain, relaxation and individual gratifications.

This study was also examined the role of Facebook in sustaining the homeland relationships integral part of transnational identity. Here certain questions were asked to know how the medium is

being used for accessing news from homeland and sharing news from their native place. 70% of the total respondents have the opinion that Facebook has become their instant news source from their home land. Migrants try to indulge in virtual activities to reinvent the social ties in home land, knowing the up to date news is a part of it. Technological features like Google transliteration help to use mother tongue in Facebook practices. Almost 90 % of the respondents were opined that they would like to use mother tongue instead of English. Mother tongue is an inevitable part of one's identity.

Gulf Malayali users of Facebook who create Facebook profiles, share posts, pictures are excellent example for the representation by themselves. That gives an opportunity to reinvent the older ties and to make relationship with those relations.The social network perspective starts with individual actors. The issue of re-territorialisation will exist when migrants left their homeland. This study concentrated on how Facebook mediates in the virtual revival of those networks. From childhood itself people socialise and interact in their local environment. They build social networks in their homeland. Naturally migration puts an end to their association with these networks. Feeling of belonging to the social networks in homeland will be an urge in their transnational experience. Hence the mediating role of Facebook in creating the morphology of the social networks in homeland is significant. Around 88 % of the respondents were agreed that Facebook used for relocating or virtually recreating of their 'lost land's' networks. Charity is also a major part of social activities of Gulf Malayali. Social media enabled communication help the migrants to be nostalgic about their homeland.

Family communication in diaspora

Migration signals end to active family membership. Absence of a member is painful in family. Letters, trunk calls, audio cassettes were the earlier forms of communication between Gulf and Kerala. When communication was difficult and expensive, illiteracy was high connectivity remained as a mere dream for migrants in Gulf. Family is an essential agency for explaining the cohesion of networks and communication methods in Facebook. Family bonding is also a matter of concern in the formation of networks. Two of the participants in the interview method seing Facebook groups as a platform for sharing information in

the form of post, pictures on family events, rituals, local news etc. Sometimes group chat technology been employed by them to establish connectivity between family members. 1990'saw the development of telecommunication in Middle East also in developing countries like India. Internet has become a newer media that made significant changes on the communication chances of Migrant Gulf Malayali. Convergence character of Facebook has united the communication methods of Migrant Gulf Malayali into one platform. Convergence refers to the blurring of boundaries between various media platforms.

Convergence and Instant Communication Devices

Earlier desktop computers were the sole device for accessing the internet facility. With the proliferation of digital technology many devices are available now for accessing internet. 55% of the total population was responded that they select lap top to access Facebook. In survey users were asked what all devices they use for accessing Facebook. Mobile phone has become popular among the users for accessing the site. In survey 93% of the respondents were chosen Mobile phone as a device for accessing the mediaAmong these desktop and Tab were also found as important devices for accessing Facebook.

Mobile phone and tablets have become the new devises for accessing internet. Touch screen devises have made significant changes on how people consume media. Mobile phone expanded the instant communication chances among migrants. Public Wi-Fi system and cheaper net cards proliferate the technology to migrants. As the migrants are concerned they are the people who feel alienation, will get a significant time in their labor camps or rooms. Normally they use social media like Facebook or instant messaging software or video calling software like Skype. Irrespective of the specific communication needs in host land migrants also gratify individual communication needs from virtual space.

Conclusion

The study on the role of Facebook mediated homeland communication practices of Gulf Malayali. Analysis proved the dynamic role of Facebook on linking the pre history of migrants before diaspoa. Migration in the age of instant communication,

video chat, virtual conferences have done qualitative change to the communication prospects of migrants in Gulf countries. Facebook has been mediated in sustaining identical traits of Gulf Malayali. Majority of the respondents who were Gulf Malayali consider Facebook as an important media in their daily communication strategy with homeland. As the theoretical point of view put forward by Donna Harraway in 'Cyborg manifesto' new media platforms shows the programmed software qualities of the media. Cyber culture does possess the different identities bestowed with it. The theoretical perspective of Harraway can be understood in the context of diaspora new media practices.

Facebook has become a popular new media platform among Migrant Malayali's who are scattered in six different Gulf countries In nutshell the study proved more than the functional utility Facebook has been working as a mediating platform in between the Gulf Malayaliand their social networks. Definitely computer mediated internet platforms like Facebook can be regarded as the new means of transnational expression. Transnational perspective on migrant activities in Facebookhad allowed to study in a deeper perspective. The study proved migrants intensively involve in activities and sustain their family relations, social networks in homeland, political affiliations and many other fields.

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Communication and Media Studies
ISSN 2395 -1559 Vol. 7 No. 1 | JAN-JUN 2018 pp: 97-110

Negation between Print and Digital Platforms for News Consumption: A Study among University Students

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ABSTRACT

Newspaper circulation in India is on an upward journey as per many surveys including that of Indian Readership Survey 2016. Similarly, as elsewhere in the world, in India too, digital news platforms are flourishing. Why people, especially younger ones, still resort on legacy media like newspaper for news consumption while they have easy access to digital media that offer immense positive factors that apparently contribute to its possible overpowering over the traditional platforms? Is there significant difference existing between the time spent by audience on these platforms? What are the motivators for this simultaneous use of both digital and offline platforms for news? Set in quantitative methodology, this study conducted among university students in Kerala explores how print newspapers and digital news platforms are used together by young people of Kerala and it seeks to find out the significant motivators for this news consumption pattern.

Keywords : ***News Consumption, Digital News Use, Newspaper Readership, Motivators for Media Use***

Introduction

Academic interest in analyzing the duality of news media has been increased in recent years. Newspaper industry seems to be more vulnerable to loosing readers to digital media (Flavia´n& Gurrea, 2006). When people have the access to both digital and print news sources, either they will use them simultaneously or will choose one over the other. Over the years, researchers have identified factors that motivate media use in a linear perspective.

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But, the advent of digital media in a big way necessitated initiatives to e e the factors that motivate audience to prefer one platform over the other. This study is set in such a context created by the ongoing competition between print and digital media.

Many media pundits and news media moguls have observed that the Internet was a real threat to the traditional news disseminating media. Particularly, and most notably, network television news and newspapers will have worst effects. High declines in newspaper circulation and the low ratings of television networks substantiate their concerns. Even some industry watchers are not hesitating to predict the death of the traditional news media. The emergence of digital media platforms and their subsequent domination over its traditional counterparts have grabbed much research attention (Ahlers, 2006).

The undisputed fact in this media environment is that peoples' news habits have changed and cross media use seems to be a common scene. People flick through newspapers while watching TV, ran through the news feed in their mobile phone while chatting with a friend, and more often they are bumped with news items in their social media pages and WhatsApp groups. Several new terms proposed to address the life in such a media ecology till date are media life, constellations of media, media repertoires, mediatized (life)worlds.

As mentioned newspaper (particularly regional ones) circulation in India is on an upward journey. Though no comprehensive studies have been undertaken in India in the area of digital news consumption, many studies on the internet penetration in the country indicate that digital news platforms are flourishing. A gap is identified here in the present realm of research on Indian news consumption scenario. This study tries to fill this gap and against this backdrop, it explores how print newspapers and digital news platforms are used together by young people of Kerala. Kerala is a regional newspaper market which has 24 million total readership of newspapers as per IRS survey on readership. The Indian Readership Survey (IRS) 2017 reports that compared to the national average of about 16. 55%, newspapers reach 59. 73% of the people in Kerala,

Why do people choose to watch or read news from a new media while he has access to traditional media? Are they guided by different motivations to use new media and traditional one? Whether digital news and traditional news satisfy audience needs

in different ways? What are people's motivations for using news from the Internet in comparison to the traditional media? People's motivations for engaging with media are formed through cultural, historical, psychological and biological reasons.

Functions of media envisaged and enlisted by pundits and scholars reflect the possible motivations for people's media use. Historically, media were assumed to have an array of functions to discharge to the society and culturally these factors are imbibed by the society and produced active and sensible responses. These responses are evolved as collective behaviours of any modern society. They are inevitable for a dignified and enjoyable existence of every individual. A key concept in uses and gratification research is audience activity and communicaton motive is an important factor of this concept (Rubin, 1993). "Motivations are general dispositions that influence people's actions taken to fulfil a need or want" **(**Papacharissi & Rubin, 2000 pp. 179).

Motives that lead to media use as well as audience activities that reflect selectivity, utility, intentionality behind media choices have been identified with the help of the uses and gratifications. Intentional media choices are instrumental orientation while less intentional ones are ritualized orientation Ritualised viewing is characterised by habitual use of medium and attachment to the medium and instrumental viewing includes using the medium with particular goals like information needs

Difference in motives possibly results in usage of different news platforms. When number of choices increases, the process of choice itself transforms into a complex one which in turn calls for the attention of researchers. Internet enabled computer and mobile devices, print newspaper, television, radio set – these media platforms appear in our daily lives whenever we try to receive information. What are the criteria with which people decide upon a media platform is a topic that is of interest to mass media researchers.

Aims of the Study

The very purpose of the present study is to understand news use in two different platforms -print and digital among young people and their motivation for negotiation between these two platforms. The fundamental research question on which the study based is why people use newspapers for news when they have access to digital news platforms, which are considered to be more

comfortable in many terms.

Hence, at the outset, it was imperative to establish the fact that there is determining role for both the media in news consumption styles of the public despite their varying level of influence.

To meet this general objective, the researcher set the following specific objectives:

1 To ascertain the nature of the role played by both newspapers and digital media in news consumption of university level students.

2 To find out how audience's media selection for news consumption differ according to their motivations for media use such as (1) affinity, (2) habit strength, (3)information utility, (4) socialutility, (5) accessibility for using print and digital media for news.

Hypotheses

Being a purely quantitative study, to materialize these objectives, the research put forward the following hypotheses and they were set as the guiding points for the entire study.

H1: There is a significant difference between time spent by University level students on newspapers and digital news platforms for news consumption

H2: University levels students' media selection for news consumption is likely to differ according to their motivations for media use (MMU).

Key Constructs

Motivators for Media Usage (MMU)

Upon reviewing previous studies, five factors are identified that possibly influence media platform selection and the identified factors were applicable to both print and digital news platforms. Demographics of audience may influence these five factors and thereby influencing the end process, ie media selection. Motivators for Media Usage (MMU) taken for this study include affinity, habit, information utility, social utility, and accessibility. The first chosen motivators- affinity is regarded as important factors in media use. The second motivator habit is another key factor and is also found to have positive relationship with affinity (Rubin, 2002). The other three variables,information utility, social

utility, and accessibility were adopted from a study that explored suitability and motivations of news use on a particular media platform (Shim, Han You, Kyu Lee, & Go, 2015).

Affinity

The importance given by audience to a medium and their attachment to the medium is indicated by affinity. TV affinity scale developed by Rubin (1981) has been used by uses and gratification researchers to gauge audience affinity towards TV as well as other media. (Papacharissi & Mendelson 2007, Haridakis & Hanson, 2009). Contextualizing Rubin's scale, five statements were developed for each platform to construct an affinity scale.

Habit

Social Psychology defines Habit as mental processes that are automatic, non-conscious and which relies on gratifying experiences from past and in turn saves cognitive resources (e. g., LaRose, 2010). Body of research on media habits is relevant to different groups like media practitioners, media audience and communication scholars for various reasons. Self-Report Habit Index developed and validated by Verplanken and Orbell (1999) was adapted with slight modifications to suit the present study to measure audience habit strength in relation to both newspaper and digital news platforms.

Information Utility, Social Utility, and Accessibility

Information utility was measured with the following three statements:

1. I depend on print newspaper to read credible news
2. I depend on print newspaper to access various types of news
3. I depend on print newspaper to get in-depth information

Five response choices strongly agree, agree, neither agree nor disagree, disagree, strongly disagree were given with the statements and these responses were scored as2, 1, 0, -1, -2 respectively.

Social utility was measured with four statements given below:

1. I read print newspaper because it helps in conversations with other people

2. I read print newspaper because it contributes to my social interaction
3. I read print newspaper because it helps follow up a specific event I'm interested in
4. I read print newspaper because it helps me learn things about others.

Response choices ranging from strongly agree, agree, neither agree nor disagree, disagree, strongly disagree were given with the statements and they were scored as2, 1, 0, -1, -2 respectively.

While information and social utility were measured with same statements for both digital and print news platforms, accessibility was measured with two statements framed to suit each medium.

For print newspaper, accessibility statements were:

1. I read print newspaper because it is convenient to read professionally reported and presented news
2. I read print newspaper because it is easily accessible without Internet connection.

For digital news platform, accessibility statements were;

1. I read news on digital platform because the news I want is available at my fingertips.
2. I read news on digital platform because I can access news at any place/ online.

Strongly agree, agree, neither agree nor disagree, disagree, strongly disagree were given as response choices and were scored as 2, 1, 0, -1, -2 respectively.

Data Collection

The data was collected from the first year students in post graduate departments of the University of Calicut. After appropriate sampling procedures, it was decided to collect responses from 250 students through a questionnaire survey. However, it was found upon verification that 29 questionnaires could not be used for the study since they were incomplete. After discardingthemthe sample size was reduced to 221.

Data Analysis

The data was analysed using SPSS ver. 20. The descriptive statistics, test results and related analysis of the data are presented in forthcoming sessions.

As shown in Table 1 of the entire sample of 221 students 63. 8 percent (N = 141) were female and 36. 2 percent (N = 80) were male with an average age of 21 years. Universe of the present study consisted of first year students in the departments on the main campus of the University of Calicut at Thenhipalam in Malappuram district. The difference in proportion of male and female in the sample is in accordance with the gender distribution in the study universe where female outnumbers male. The post graduate departments from where the sample was collected have more female students than male students and this disparity was reflected in the sample as well.

The study design included asking one screening question to the respondents whether they use both print newspaper and digital news platforms. Those who did not use both platforms for news at least once a week were filtered out before administering the questionnaire.

Table 1: Sample Description

Variables	Frequency	Percentage
Gender		
Male	80	36. 2
Female	141	63. 8
Total	**221**	**100. 0**
Stream		
Science students	86	38. 9
social science students	81	36. 7
Languagestudents	54	24. 4
Total	**221**	**100. 0**
Income		
Low income (>Rs. 25, 000)	129	58. 4
Middle Income (Rs 25, 001 – 50, 000)	28	12. 7
High Income (> Rs. 50, 000)	64	29. 0
Total	**221**	**100. 0**

Monthly family income was considered as an indicator of the economic background of the students. Income level was divided into low (families with less than Rs. 10, 000 and those who have Rs. 10, 001- 25, 000 as monthly income), medium (families with a monthly income ofRs. 25, 001toRs. 50, 000) and higher groups (those with an income of Rs. 50, 001-1, 00, 000 and those with an income above Rs. 1, 00, 000). Students from low income families formed 58. 4 percentage of the sample while 29 percentage students were from high income families. Only 12. 7 percentage belongs to medium income group. It is to be noted that the students from low income families constituted a major part of the sample, a perfect reflection of the social stratum of the population of the study.

Media Time Spent (MTS)

Assessment of students' usage patterns in terms of time spent on each medium was a major prerequisite of the study. Users' socio economic background as well as psychographic qualities are expected to influence and thereby predict difference in MTS. For receiving certain gratifications, users allocate their time to view, read, and listen to various media. Different personal needs are met by different media. As needs vary from person to person, users will select their own media to enhance their needs/gratifications and so as to support their lifestyle. (Hornik& Jane, 1981).

Users choose from the available media mix based on their needs and preferences, some rely on only print while others resort to only online and yet another group share its time between online and offline platforms. This study is concerned with the third group who meet their news and information needs using both print and digital platforms.

At the outset, it was essential to inquire whether there was any significant difference in media time spent (MTS) for news use in online and offline environments since the validity of the research question exists only when there is a difference between the time spent in these media settings.

Difference in on Digital and Print News Platforms

To find out the difference in MTS on print(MTS PN) and digital news platforms(MTS DNP), the data was subjected to t-test and the result of the comparison of mean MTS of both the media is given in Table 2

Table 2:Comparison of mean MTS on Digital and Print News Platforms

Descriptive Statistics					*t*- Test Results		
MTS	**N**	**Mean Score**	**SD**	**Std. Error Mean**	**df**	***t***	**Sig. (2-tailed)**
Print	221	29. 25	18. 489	1. 244	220	-13. 935	**. 000***
Digital	221	111. 93	90. 839	6. 110			

**significant at a P value of. 05*

The mean MTS on digital platforms was found to be four times higher (M=111. 93, SD = 90. 839)than the mean MTS (M=29. 25, SD = 18. 48) on print platform. And, as per the t-test results (df=220, *t*= -13. 935, P= 0. 00) the difference was statistically significant.

This result validates the fundamental assumption that there is a possibility of exploring the reasons for differential pattern of use of news on digital and print formats. Given this basic assumption, the conceptual framework of the study was visualized on a number of hypotheses which involve the association between or among certain demographic variables, predictor variables and outcome variables.

There is a possibility for non-linear associations among the variables with varying level of influence. However, this study is limited to the linear relationships as envisaged above since it is the basic formulation of the possible relationships. The study only seeks to explore the relationships of the factors, not their role as mediators or extraneous elements.

Motivator for Media Usage (MMU) and Media Selection

Data analysis for testing the tenability of the hypothesis was done separately for each MMU for both platforms and it was found that there is notable difference between the scores. However it was essential to ascertain the statistical significance of these differences of MMU scores of print and digital platforms. Appropriate statistical tests were done for the same. The results are presented below.

Affinity is found to be in a negative mode as shown in Table 3,

Table 3: Difference in Affinity Mean Scores on Digital and Print News Platforms

Descriptive Statistics					*t*- Test Results		
MMU	**N**	**Mean Score**	**SD**	**Std. Error Mean**	**df**	***t***	**Sig. (2-tailed)**
Print	221	-. 33	3. 576	. 241	220	-. 141	. 888
Digital	221	-. 29	3. 424	. 230			

This lack of affinity was negative for both print (M= -. 33, SD = 3. 576)and digital (M= -. 29, SD = 3. 424)platforms . But the difference in affinity between print and digital media was not statistically significant(t(220) = -. 141, p = . 888)at a p value of . 05.The results shows that students no more have the kind of importance and attachment towards their new sources.

Habit of reading print newspaper is declining as shown in Table 4 .

Table 4: Difference in HabitMean Scores on Digital and Print News Platforms

Descriptive Statistics					*t*- Test Results		
MMU	**N**	**Mean Score**	**SD**	**Std. Error Mean**	**df**	***t***	**Sig. (2-tailed)**
Print	-. 11	221	3. 293	. 222	220	-3. 874	**. 000***
Digital	. 95	221	3. 776	. 254			

**significant at a P value of . 05*

It should be noted that digital media (M= -. 11, SD = 3. 293) has more habit score than digital media. (M=.95, SD = 3. 776) That might be pointing to the formation of a new habit in favour of digital media platforms. The difference between habit scores (t (220) = - 3. 874, p = . 000)between print and digital was statistically significant at a p value of . 05.

Information utility mean score is higher for newspapers (M= 2. 39, SD = 2. 133);that means students prefer newspapers for information through digital media (M= 1. 30, SD = 2. 384)is catching up.

Table 5: Difference in Information Utility Mean Scores on Digital and Print News Platforms

Descriptive Statistics					*t*- Test Results		
MMU	**N**	**Mean Score**	**SD**	**Std. Error Mean**	**df**	***t***	**Sig. (2-tailed)**
Print	2. 39	221	2. 133	. 143	220	5. 705	**. 000***
Digital	1. 30	221	2. 384	. 160			

**significant at a P value of . 05*

This difference is statistically significant (t(220) = 5. 705, p = . 000)at a P value of . 05. Credibility factor might prompt people to choose print newspaper over digital news platforms. As newly introduced content moderation systems on online platforms and fact verification initiatives now in place are becoming stringent in digital world,digital media is expected to bridge this gap sooner.

Table 6: Difference in Social Utility Mean Scores on Digital and Print News Platforms

Descriptive Statistics					t- Test Results		
MMU	**N**	**Mean Score**	**SD**	**Std. Error Mean**	**df**	**t**	**Sig. (2-tailed)**
Print	2. 91	221	2. 404	. 162	220	2. 573	. 011*
Digital	2. 48	221	2. 654	. 179			

**significant at a P value of. 05*

Like information utility, social utility score is also higher for newspapers (M= 2. 91, SD = 2. 404). But digital media mean (M= 2. 48, SD = 2. 654) for the same didn't show much difference from that of newspaper as shown in Table 6. However the difference between both media was statistically significant (t(220) = 2. 573, p = . 011)at a P value of . 05

Table 7: Difference in Accessibility Mean Scores on Digital and Print News Platforms

Descriptive Statistics					*t*- Test Results		
MMU	**N**	**Mean Score**	**SD**	**Std. Error Mean**	**df**	***t***	**Sig. (2-tailed)**
Print	. 24	221	1. 665	. 112	220	-15. 333	**. 000***
Digital	2. 44	221	1. 356	. 091			

**significant at a P value of. 05*

There is a huge difference in digital media (M= 2. 44, SD = 1. 356) and print newspaper (M=.24, SD = 1. 665)in terms of accessibility as a motivator as shown in Table 7. University students have higher accessibility to newspaper, still they reported low accessibility value score for newspapers, that means their news accessibility views have changed. They need their information source at their fingertips, thus favour digital news platforms. This difference in accessibility score was statistically significant (t(220) = -15. 333, p = . 000)at a P value of . 05.

Conclusions

From the above results it is evident that there is no uniform pattern followed by MMU in their role in students' media platforms selection for news consumption. Habit strength and accessibility are found to be the significant reasons for students' selection for digital platforms for news use while information utility and social utility serve as significant reasons for their print media selection for news consumption. Media affinity is found to have lesser as well as statistically insignificant role in the students' negotiation between digital and print platforms for news use.

Having found out the difference in usage patterns of print and digital media, the difference in the role of motivators. the analysis moved on to ascertain the nature of the association between demographics and MMU. The construct MMU (Motivators for Media Use) warrants clarification for better understanding of the entire analysis process. The factors of the very construct MMU are- (1) affinity, (2) habit strength, (3)information utility, (4) social utility, (5) accessibility of print newspaper and digital news

platforms -with socio economic variables that are gender, income, and stream of study.

The objective of the study was to find out how young audience's media selection for news consumption differ according to their motivations for media use. In the analysis it was found that there is significant differences in motivators scores of print and digital platforms. When it comes to news use on digital media platforms, habit strength and accessibility are found to be the significant reasons for students' selection for digital platforms for news use . Information utility and social utility are the main reasons for their print media selection for news consumption. Media affinity is found to have no role in the students' selection between digital and print platforms.

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