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About the Journal

Consistent good practices and motivation to contribute along with the eminent personalities in the Universities and Industries, Scholar's View: International Journal of Media and Management, has been introduced in the world list of Journals. The journal is now a reality in academic field. 'The Scholars View' includes and focuses wide field of knowledge. Journalism, Advertising, Public Relations, Media & Business, Ethics, Media Laws, Media Writing, Content Design, TV & Radio, HR, Marketing, Retail, Finance & Sales and allied areas of knowledge. The content of the journal help in generating interventions in contemporary corporate Management & Media and aims at focusing new ideas to enhance and promote research activity among scholars and researchers. The contributors are academicians and practitioners. 'The Scholar's View' invites original research based papers, communications and management cases. Review articles from high profile thinkers and scholars are appreciable. The journal received an overwhelming response from the universities and Institutions in India and Overseas. 'The Scholars View' follows and maintains Indian values in humanity.

From the Desk of the Editor

First of all I want to congratulate and thanks to all of our contributors and readers who make this journey possible. This edition of journal is focused on various disciplines of media and management studies. Scholar's View is a Bi-annually, peer reviewed research journal that truly centers on gathering knowledge on the diverse subjects. The journal compasses research articles, research reports, reviews, short commentaries related to different aspects of human life. Submissions are welcome in the area of media and management. Nonetheless, I hope you find this journal informative and thought provoking. Your contribution feedback and cheers will help us to improve quality and content of the journal.

With this I present current issue of Scholar's View: International Journal of Media and Management, to all research scholars, media & management professionals and academicians.

Dr Trishu Sharma
Editor-in-Chief

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Contents

1. Press Council of India- Need for Revival 1
Ms Kim Arora
2. Social Media and Impact of Social Networking Sites on Urban Youth in India: A Study 9
¹Mr Jawed Akhtar and ²Dr. J S Giri Rao
3. Perception of Rural Audience towards the Indecent Depiction of Women in TV Commercials 16
¹Ms. Fowzia Afaq and ²Dr. Ehtesham Ahmad Khan
4. Odd-Even_Scheme; Media Efficacy for Mass Mobilization 23
Prof (Dr) Pooja Rana
5. Interpretation of Women in Parallel Cinema: A Case study of Mirch Masala 28
Dr Ankit Sharma
6. The Protection of Fictional Characters 32
Mr Jelis Subhan
7. Changing Trends of Election Campaign in India,“A study of 2014 General Elections”. 37
Dr Dilip Kumar
8. A study on Corporate Image Management of Infosys Limited 48
Ms Fatima Raheem
9. Free Flow of Information in Digital Era : (A Case Study of Aam Aadmi Party) 54
Ms Upasana Khurana
10. Commodity Derivatives: Making it Safer Mode of Investment for Common Man 59
Mr. Santosh Kumar Anand

Press Council of India- Need for Revival

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Abstract

Press has always been considered as an important instrument in the society to inform, educate, persuade and most importantly now a days to entertain. In a democratic country like India, our constitution provides the Freedom of Speech and Expression and hence it is the responsibility of the media organization to work with principles, ethics and moral values. After the independence, the First Press Commission was set up that introduced Press Council of India to preserve the freedom of press and maintain the standards of journalism. But over the period of time, the PCI has become a defunct body and is not able to discharge its duty well. It is considered that the self-regulation is better than an autonomous body overlooking them. This paper explores the fact that how many journalists are aware of Press Council of India code of conduct, whether there is any in-house code of conduct practiced by the journalist which is written by the media organizations.

Keywords: Press Council of India, Self-Regulations, Standard of Journalism and code of conduct

Introduction

Press has been considered as the fourth estate (Burke: 1787) and enjoys a great importance in the free and democratic India. It plays a significant role in informing, educating, entertaining as well as persuading the public at large towards a set goal. Media records day to day activities; be it government, political, officials' reports, public debates or an incident or accident in society for the mass society. There is no separate law or provision that our constitution provides to enjoy their freedom whereas Article 19(1) (a) i.e., Freedom of Speech and Expression stands equivalent to the press imposing similar 7 restriction under Article 19(2) as per our fundamental rights Part-III. (Basu: 2014)

With freedom provided by the constitution of India, there comes great responsibility. Therefore, after independence when government realized the domination of media upon the masses, it was thoughtful of setting some grounds to keep an eye on the working culture and maintenance of standards to cope with the society. The then governments decided to setup a press commission to control the freedom of media. The First Press Commission under the chairmanship of Justice Rajadhyaksha constitutes various institutions for the journalists so that they work in a systematic manner. (PCI, n.d.)

Hence, an ethical body under the name of Press Council of India was constituted in 1968 that preserves the freedom of the press from any external or government interference and also develops a code of ethics to maintain the standards of journalism. This will also make them more accountable for their work and responsible if they violate the laws of the country. (PCI: n.d.)

The term print media generally refers to the newspaper whereas it also includes the magazines, journals and books. The medium has the ability to communicate to the mass audience therefore it was always felt important to have some code of ethics to be followed by the reporters and the makers of such information. A Press Council is a regulatory body to keep a check and balance on the coverage done by the media as to maintain the standards of journalism as well as to uphold the freedom of speech and expression in media. It develops a code of ethics for the journalists and media organization to work with responsibility and uphold the integrity of professionalism. (Neelamalar: 2010) The first press council in the history of world was founded in Sweden known as the Court of Honour in 1916 and it is considered as the oldest forum that had an authority to take some independent decisions on the working of the print media and vice-versa. It is a voluntary organization and its members have the responsibility to draft a code of ethics that needs to be followed for the good journalistic practice. (Mark: 2010)

In 1969, the Swedish Press Council came up with the Press Ombudsman (PO) which became the first step for putting the complaint against any news item that offended the general public or violated the code of ethics in any form. Earlier the complainant can file the complaint directly to the Press council but after 1969 when the PO was formed, it was first to be filed to the press ombudsman office.

According to Kriiger (2004), 'Journalists are not immune from the temptation to misuse their position for their personal benefits, but freedom do not mean license'.

Journalists should always be ready to face criticism and to explain their decision. They should always be ready to rectify their mistakes, as to explain how and why they do it as they are accountable to the society. A reporter reports the happening, events, and incidents to the society and hence they have great impact on the audience.

Press is observed as the life changing element in today's scenario, therefore the code of conduct always assist the journalist to develop a moral sense and resist them to employ any unethical means or practice at their work. Time and again, the Indian media have failed to comply with the code of ethics developed by the Press Council of India. The largest complaint come into consideration are ranging for the stories that are inaccurately reported, being partial, imbalance and are mostly misinterpreted. Major of all these are observed of those of paid news that are common during the political campaigns and elections. Along with this yellow journalism, sensationalism, colored reports, Page 3 stories have bought the image of the media at low.

The focus of this research paper is mainly to examine the practices of the journalistic ethics among journalists of India conferred by the Press Council of India.

1. To access whether the reporters of the media organization know about the code of conduct recommended by the ethical body Press Council of India.
2. To know whether there is any in-house code of conduct written and practiced by the reporters in the media institutes.
3. To know how satisfied the journalists are with the code of conduct and powers associated with the council.

Significance of the study: Most of the people in the society rely on the media especially on the newspaper every morning to know the events and incidents happening around the world. It plays an important role in the lives of the general public. Most of the time media is considered as the only source of information. People wait every morning to read about the facts with their morning tea. From our daily needs of fast moving consumer goods like soap, shampoo, oil, deodorants to selecting the movie to watch on weekends after reading reviews, or deciding which car/bike to buy to make your mind up on which candidate deserve our vote depends on media reports today.

These reports, fact, detailed information, gossips, news are brought to us by the reporters or journalists working in the different part of the society. Without much doubt, we the people in the society trust the facts and build our opinions based on the reports presented to us. Therefore, it stands very important for all the journalists to have objectivity towards its reporting, as the information provided by them to the society will become the opinion. The root cause of the problem arises when these so called media organizations for the TRP's or for increasing circulations deliberately feed us the wrong facts and follow unethical practices in the wake of reaching first to the readers.

Review of Literature:

Madabhushi Sridhar (2012) in a research article under the title 'What Press Council could have been' stated that revival of PCI is required, it should be restricted, reformed and fine-tuned so that it can be accountable as well as make media answerable. It is always questioned what are the powers that ensures that the press is being looked out by the PCI. It is merely becoming the defunct body that has no powers to censor or criticize the working of the Press Council of India (PCI). When the censorship was imposed, the PCI body was dysfunctional for a long time by the Indira Gandhi government saying that it is not serving any purpose with which it was formed, and hence it was revived in 1978. With no major changes, PCI remains a toothless body that can only censure the unethical practices of Print media. The chairman even demanded for the district level powers to serve the enforcement of law and to deny certain pressure from the government. In the end, the author duly noted and suggested that there should be enough fund be given by the government to the body so that it can have enough powers to ensure the smooth functioning of the autonomous body for the journalist and also against the media organization that are using their independence unlawfully.

Yumnam Ranjan (2016) in an article namely 'Indian Media needs an Ombudsman' stated that the trust over media has developed over the ages as it helps us to decide our day to day living. The reader mostly draws their opinions biased on what media reports us our daily basis. Problems here are when media forgets to play a role of

dutiful person whereas it thinks about their personal benefits and deliberately feed us with incorrect news. In India, we have no such platform where such unethical means of practices can be reported. The only way where we can observe the guarantees against the news report is the letter-to-editor columns. We have no means where readers can report its concern against the wrong information or biased information given by the reporters. In shorts, newspapers are said to be a bridge between the government and readers but vis-e-vis readers do not have the representative to feel media about their shortcomings. Further, the author explains how westerns countries have introduced the concepts of ombudsman a post created for their grievances and complaints against the newspaper.

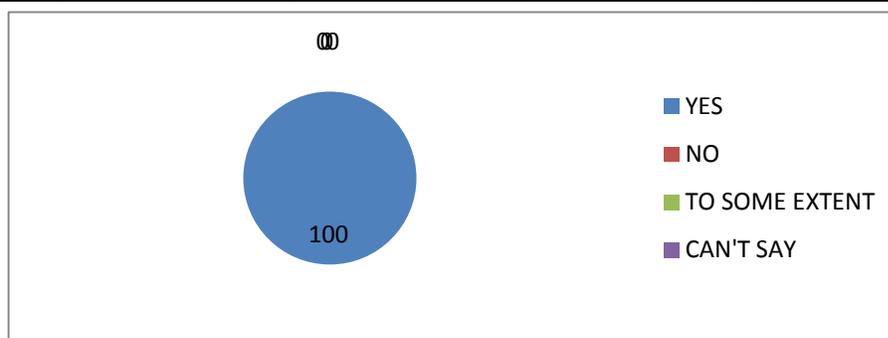
Research Methodology:

The study will revolve around knowing the understanding of the journalists about the code of conduct that are underlined by the autonomous and statutory body over the print media under Press Council of India. The research method employed for gathering the data is survey with non-random stratified sampling. The study has both primary and secondary data. Primary data will be mainly laws regarding the press, Press council of India code of ethics, and the survey of 50 journalists across various media organization. The secondary source will be the review of various studies and research papers done before.

Data findings:

Q1: Are you aware about the codes of conduct developed under PCI?

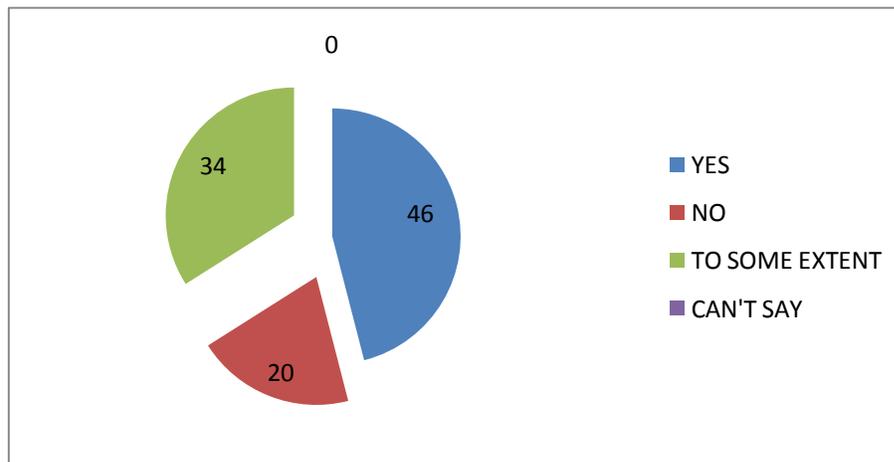
Option	Yes	No	To some extent	Can't Say
Journalists Response	100	0	0	0



Out of 50 people surveyed randomly, 100% of the respondents were aware of the autonomous body of PCI. It shows that the journalists are aware of the autonomous body developed by the constitution for preserving the freedom and maintaining the standards of journalism.

Q2. Do you follow the code of conduct prescribed by the Press Council of India?

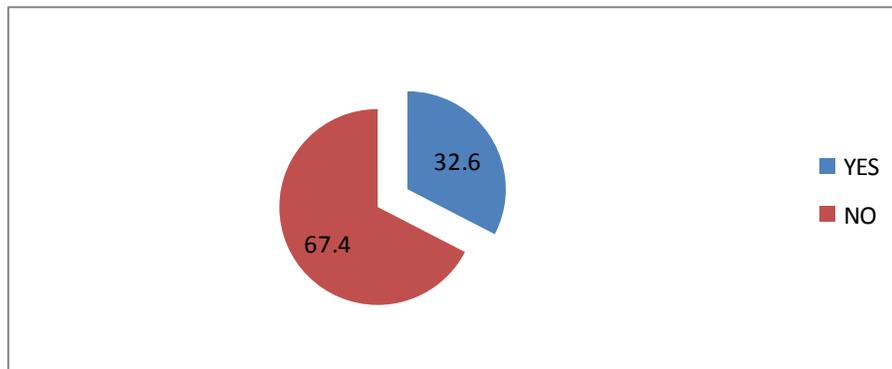
Option	Yes	No	To some extent	Can't Say
Journalists Response (%)	46	20	34	0



When the respondents were inquired do they follow the code of conduct developed under the council, it was found that only 46% of the journalists are aware of the Section 14 that summarizes the ethics in the PCI. 20% said that they are not aware of the code of ethics which included photographers, stringers and field reporters. 34% of the respondents said that they know them to some extent that can be partially about the dos and don'ts of the reporters under PCI.

Q3. Does your media house have in-house code of conduct?

Option	Yes	No
Journalists Response (%)	32.6	67.4



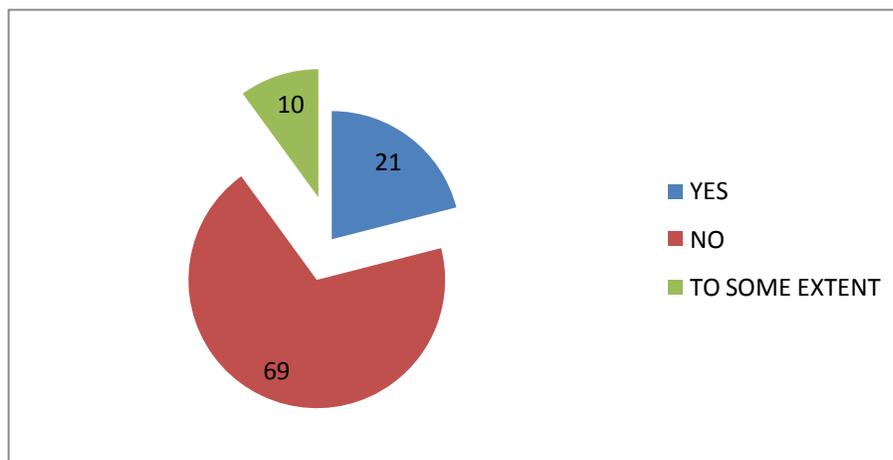
32.6% of the respondent agreed on having an in-house code of conduct that is followed by the reporters and journalists that are working in the media organizations whereas 67.4% replied that no such in-house code of conduct exists in their media organization. The data clearly shows that there are some rules and regulations that are followed by the reporters if they are working for the print media.

Q4. How do you get access to the code of conduct?

On being questioned about how do you get access to the code of conduct, 89% of the respondents told that at the time of joining they are given a verbal instructions by the editor of all the code of conduct to be followed by them, 8% replied that they came to know from their colleagues while they were on job, 3% replied that they have an information booklet of dos and don'ts of their media organization. Therefore it was concluded that there is no in-house code of conduct exists in the media organization whereas whenever a new employee joins the organization, they are informed verbally.

Q5. Does your media house have strictly implemented the principles incorporated by Press Council of India?

Option	Yes	No	To some extent
Journalists Response	21	69	10



The respondents majorly 69% of them said that the media house do not strictly implement the code of conduct incorporated under section 14 of the press council act. Whereas 21% of the respondents still said that the code of ethics mentioned in press council are followed religiously and 10% of them said to some extent the code of ethics are followed by their media organization

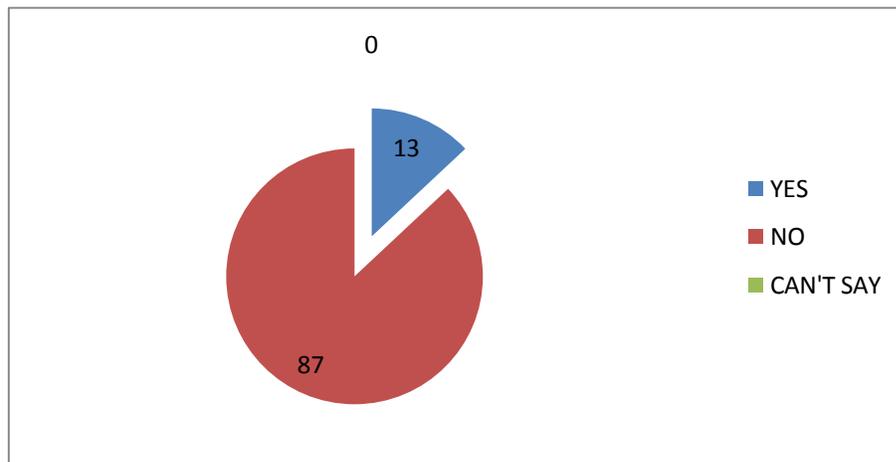
Q6. How often do you get complaints regarding false/inaccurate/sensationalized reports published in your newspaper by the readers?

Option	Daily	Weekly	Monthly	Never
Journalists Response	8	2	0	90

90% of the respondents said that they have never got any complaints from the readers about the false/inaccurate/sensationalized reports published in their newspaper. 8% of them replied that they get a complaint whereas only 2% of the journalists said they get the complaints regarding false or incorrect stories weekly.

Q7. Do you have a separate complaint handling procedure in your media house?

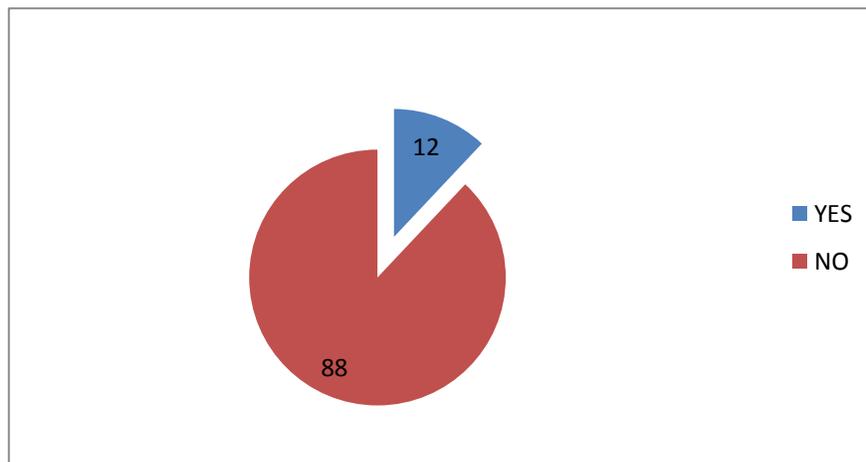
Option	Yes	No	Can't Say
Journalists Response	13	87	0



87% of the journalists said that there is no separate procedure that their media organization follow for handling any complaints registered or received by the readers. Only 13% of the respondents said that there is a separate procedure and the complaints are not directly given to the editor.

Q8. Is there any special committee or person in-charge to take care of such complaints reported in media house?

Option	Yes	No
Journalists Response	12	88

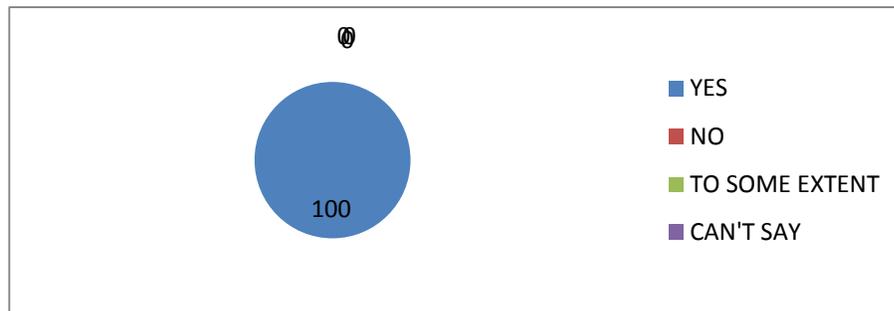


Majority of the respondents said that there is no separate person in-charge to handle complaints reported to the media house. These constitute of 88% of the respondents whereas 12% of the respondents still said that their media organization have a separate person in-charge basically known as ombudsman.

Q9. Do you believe self-regulations are more preferable than the imposed rules by a set organization?

- a. Yes b. No c. To some extent d. Can't say

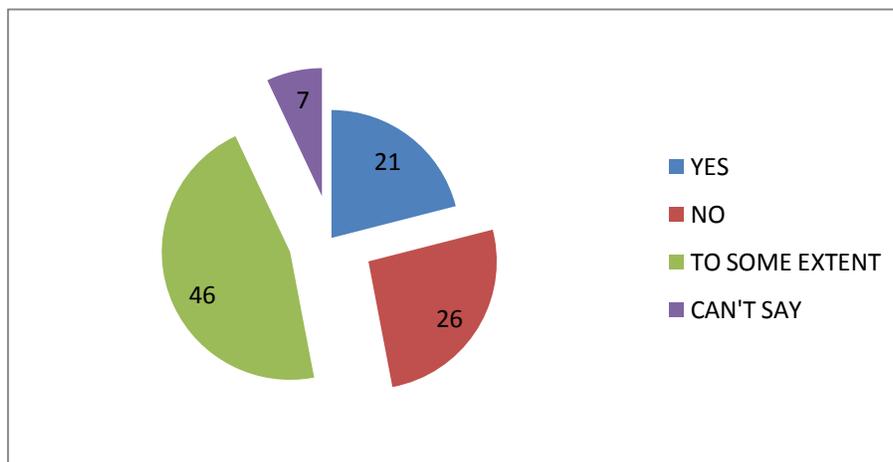
Option	Yes	No	To some extent	Can't Say
Journalists Response	100	0	0	0



100% of the reporters felt that there should be no separate law or ethical body to control them and supported that the self-regulations are the best way to work in the field. The survey indicates that the media professionals are generally satisfied with the work they are doing and they do not want any ethical body ruling them.

Q10. Do you think PCI should be given more powers to control the unethical practices?

Option	Yes	No	To some extent	Can't say
Journalists Response	21	26	46	7



The respondents had a mixed response when inquired about the more powers to be given to the PCI. 21% and 46% agreed with providing the council with more powers to restrict the unethical practices. They further concluded that as such Press Council of India do not possess enough powers to control them. Media professionals thought press council was helpful and valuable in its existence but if it is provided with some powers to take control on the wrongdoings of the journalists and media organizations. Also 26% of the respondents said that there should be no more powers given to the PCI.

Conclusion

The findings of the survey provided ample data to summarize and provide an insight to the problems press council is facing in the present scenario. The constitution of India gives the fundamental right for freedom of speech and expression and the same gets implied on the media organization too. The purpose with which the council came to its existence after independence needs a strong reformation. The present code of conduct or ethics hardly contributes to encourage a positive journalism with reporters' commitment to maintain standards in their reporting as well as encourage the fellow colleagues for being accountable towards the society. The council not only fails in its duty towards media whereas it is not able to satisfy the masses.

Majority of the respondents replied that the PCI is valuable and useful for the democratic setup in India. The process it follows to control the wrongdoings in the media organizations or vis-e-vis to maintain the standards of journalism is questionable and needs a revival. It needs more power to make the media organizations, journalists and other people associated with the media accountable to the society. It is merely now seems to be a defunct body with no powers to control the disputes or the complaints that come across. It is neither user friendly or responsive on desired time. The most important of all the opinions came across from the journalists was that of making the Press Council known to the general audience through means of media organization. The general public should be informed about the standards to be maintained by the reporters, the limitations of the press, the legal restrictions and to honor the privacy.

Though the respondents were aware of the council but majority of them said that they are not aware of composition, structure and powers associated with the body. The journalists said that reporters are doing a great job of collecting the stories and self-regulation is the only need of an hour. The council does not possess enough powers to adjudicate the complaint be it from the journalists of harassment or required facilities for them. Reformation in the body is much needed where enough powers could be given to the council for adjudicating the complaints filed by the reporters. Also there should be some regular seminars or conferences that need to be conducted regularly for the journalists. This will help in understanding the role of PCI, its powers and the credibility and trust on the council will be developed.

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Social Media and Impact of Social Networking Sites on Urban Youth in India: A Study

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Abstract

This paper is an attempt to study the impact of Social Networking on the urban Indian youth, the future of our country. The review of the available literature reveals that studies have included various aspects of Social Networking Addiction to assess the impact of SNS on urban youth. The data for the present work has been drawn from various national-level studies including the McAfee's Tweens, Teens & Technology Report, 2014. The major finding of the paper is that youth, especially urban youth, opting different social networking sites for different purposes is a common phenomenon in urban India.

Keywords: Social Networking, Youth, Impact, Addiction, Online

Introduction

Social Networking Sites are highly vital sites which are the precursors of communication development. Therefore, Social Networking Sites enable rapid communication and social interaction across the globe. Besides, innumerable facilities have been provided to those involved in Social Networking Sites.

The young generation of students in schools, colleges and universities are attracted by the online sources which facilitate active involvement, communication and mobilization. In particular, the social media have provided a deliberative space to discuss and encourage political participation, both directly and indirectly. The new media networked information will continue to grow at a rapid pace in future. The number of access points into the Internet is expanding in number, variety and mobility. It is estimated that members of the Internet generation normally spend as much as 20 years of their lives in front of Internet.

Social Networking Sites can be broadly defined as internet-based social spaces designed to facilitate communication, collaboration, and content sharing across networks of contacts. Social Networking Sites allow users to manage, build and represent their social networks online. Social Networking Sites are usually made up of other individuals; they might also include profiles of events, companies, even political parties. People use Social Networking Sites for countless activities. Among the most common uses are, connecting with existing networks, making and developing friendships/contacts, create an online presence for their users, viewing content/finding information, creating and customizing profiles and so on. Social Networking Sites have rapidly gained popularity.

Consequently it has been the contention of scholars like Douglas Kellner and James Bohman that new media, and particularly the Internet, provides the potential for a democratic postmodern public sphere, in which citizens can participate in well informed, non-hierarchical debate pertaining to their social structures.

Characteristics:

The Social Media have certain characteristics that are similar in certain respects to both interpersonal and mass media communication but they are different in many other aspects. Most technological characteristics are digital, manipulated, networkable, dense, compressible, interactive, immediacy, hyper-textual, computerized, networked information and audio-visual connectivity.

Types of Social Media:

Social media communication includes websites, chat room, bulletin board services (BBS) and e-mail list servers. Mobile phone technology has created the ability to send text messages via a short message service (SMS) or via a more sophisticated multimedia message service (MMS) where users can share pictures or video clips as easily as text. Wikipedia itself is one of the best examples of New Media.

Social Networking Services:

Online services initially were business experiments designed to streamline operations such as hotel reservations. Thus computerized information transmitted by telephone lines for display on a remote terminal was

born. However, online services now proliferate and their purpose and quality vary greatly. Online services are the area of greatest growth. Most of the growth is web-based, and services may be provided free or for a fee. The services vary from specialized financial services to web-based banking, from entertainment to shopping online from news to parodies. Audio and video images can be downloaded, and sites can be individually created. The online world is truly interactive; everyone with access to technology and a willingness to endure the learning curve is capable of being online. Increasingly, newspapers are providing content online and are challenging their readers to become involved interactively.

Commercial online services are designed for either professional or consumer use. Professionals use databases in a variety of ways. For example, a marketing firm may hire a researcher to investigate different types of packaging. Commercial services and Internet services provide indexed information retrieval for financial and general information such as that found in traditional newsletters, annual reports, newspapers, magazines, radio, and television. Sending messages to people privately with e-mail or forums is also possible. The information highway could be a speedy interstate full of advertisements and entertainment, or it could become a useful tool in encouraging participation in a democratic society.

Important Social Networks:

Wiki

A Wiki is an online resource collection of web pages which can be viewed and modified by anyone working online. Wikis are research resources like an encyclopaedia and can be established by anyone at no cost from providers like Wikidot and Wetpaint. The English language **Wikipedia** is the best known Wiki and has the largest user base among all Wikis. It is created through the collaborative effort of a community of users known as Wikipedians. Anyone registered on the site can create an article for publication; registration is not required to edit articles. Wikipedia was founded in January of 2001.

Google

Google is the largest and most well known search engine on the Web. Google has various services like Google Search, Google News, Google Images, Google Tools, Google Apps, Google Earth, and Google Mail etc. Google handles hundreds of millions of queries everyday through its various services.

Google was incorporated by Larry Page and Sergey Brin on September 4, 1998, in a friend's garage in Menlo Park, California. Google continued to grow rapidly both by acquisitions and by expanding into other fields. For example, Google Gmail is now a major email service. Google's office suite, Google Docs, competes against Microsoft Office. The Google Chrome browser competes with Internet Explorer, Firefox, Opera, Safari and several more. Google became famous for a somewhat quickly corporate culture and for a tendency to be very eclectic rather than pursuing only a single business path. Its business strategy is often hard to gauge because it seems to zigzag from one technology to another. Several Google products such as Sky, Map and Google Maps are now among the most widely used applications on smart phones.

Facebook

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Facebook was created in 2004 by Mark Zuckerberg, whose mission was to bring people together with different backgrounds and encourage interaction. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website. One impact that social media has on intercultural dialogue is providing a common medium for exchanging messages, and many people around the globe can use the Internet to communicate and collaborate. There are more than 70 translations available on the site, and about 70% of users are outside the U.S. As of 2014 Facebook worth 900,000,000 estimated unique monthly visitors. Facebook has the largest number of registered members of any college-oriented website. Facebook also offers an option for a page to be displayed and indicated as a page for a business.

Twitter

Twitter is a social-networking site created in March 2006 by Jack Dorsey. Evan Williams, Biz Stone and Noah Blass and was launched in July 2006 to relay real time information to users. The platform was inspired by

creator Tim Dorsey's introduction of an SMS-based concept that allowed members of his then-company, Odeo, to keep tabs on one another. The name 'Twitter' is used to describe a short burst of inconsequential information.

Twitter is a free micro blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. Twitter is followed with estimated unique monthly visitors of 310,000,000. It enables people to communicate information through micro blogging. People use micro blogging to "talk about their daily activities and to seek or share information". The Twitter service rapidly gained worldwide popularity, with 500 million registered users in 2012, who posted 340 million tweets per day. Recently it has outreached with the ministry of External Affairs launching of "Twitter Seva" service. This move is to centralise its grievance redressed mechanism by bringing over 200 social media handles, including those of Indian Mission and regional passport offices, under one platform. It is expected to provide for the prompt resolution of grievances on a real-time basis.

You Tube

YouTube is a video-sharing website that began in 2005 that "allows individuals to interact with the global community by viewing and sharing user generated video content". Because so many videos are shared by people around the world, traditional stereotypes of groups of people begin to decline. People have the opportunity to comment on videos and participate in discussions and conferences. Numerous people have used YouTube, and this innovation "became a driving force for change around the world". YouTube has over 78 million users with over 150,000 videos uploaded daily. Many companies use videos to promote their business to other countries. This strategy provides businesses with the opportunity to market their service or product to potential customers spanning across greater distances. In regards to worldwide current events, people upload videos to the Internet for the purpose of entertainment, information, or persuasion. Some videos instigate controversy, and people across the globe can voice their opinions on the issue, which may contradict societal norms and stereotypes.

Skype

Skype is a popular voice-over-IP (VoIP) application that offers free telephone calls between computers and inexpensive calls between computers and telephones along with other services. Skype allows one-on-one calling or video-chat or multi-party videoconferencing.

Linkedin

Linkedin is another popular social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally. As of June 15, 2014 is the third most popular social network with 255,000,000 – Estimated Unique Monthly Visitors. LinkedIn started out in the living room of co-founder Reid Offman in 2002, and officially launched on May 5, 2003. Jeff Weiner is the CEO, and the company's management team is made up of seasoned executives from companies like Yahoo! Google, Microsoft, TiVo, Paypal, and Electronic Arts. LinkedIn is publicly held and has a diversified business model and revenues coming from Facebook or My Space because there is no social agenda to the website. It is all about building business contacts with the mission to connect the world's professional to make them more productive and successful. Joining LinkedIn allow access to people, jobs, news, updates, and insights.

Reddit

Reddit is a social news website and forum where stories are socially curated and promoted by site members. The site is composed of hundreds of sub-communities, known as "subreddits". Each "subreddit" has a specific topic such as technology, politics or music. Reddit site members, also known as, "Redditors", submit content which is then voted upon by other members. The goal is to send well-regarded stories to the top of the site's main thread page.

Pinterest

Pinterest is a social curation website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual. Clicking on an image will take you to the original source, so, for example, if you click on a picture of a pair of shoes, you might be taken to a site where you can purchase

them. An image of blueberry pancakes might take you to the recipe; a picture of a whimsical birdhouse might take you to the instructions.

Zorpia

Zorpia was launched in 2003. The users of Zorpia are called as Zorpians' who are also able to use Zorpia by their Facebook Id. This is an online social networking site, which is among few of the social networking sites, having permission in China. The users of Zorpia can interact through creating profiles, photo sharing and messaging. This Social Networking Site has the false identity prevention technology and can check the compatibility between strangers. Jeffrey Ng is the company's founder of Zorpia.

Objectives of the Study

The paper seeks to provide a definition of new media technology in the background of current interactive social media. The basic objective of the paper is:

- To understand the new media landscape in India.
- To know the influence of Social Networking Sites on the urban youth of India.

Research Methodology

The present study is designed to know the impact of new media on urban youth using secondary data like textbooks, internet sites and newspaper articles, annual reports so on. Secondary data can include any data that are examined to answer a research question other than the question(s) for which the data were initially collected.

Urban Youth and Social Networking in India

Since the last decade the usage of Social Networking Sites among the college students is increasing rapidly throughout the world and evidently Social Networking Sites have become a significant part of their lives. Students constitute one group that is eager to know the technological advancements and latest trends and they accept these changes with an open mind. Compared to any other category of people the usage of Social Networking Sites among college students is more. This is mainly because college students are more prone to be attracted to the new technology and Social Networking Sites is one among those.

Review of literatures includes various reports on social networking sites, surveys and scholarly articles.

In India also, various studies have acknowledged this phenomenon and hence today the usage of SNS has become an intrinsic part of students' lives in Indian society. Scholarly reviews pointed out that more research is needed concerning the impact of media usage on interpersonal relationships among college students.. In this direction, the range of studies conducted to deal with the usage of SNS among college students is negligible in India. The EDUCAUSE data shows that the percentage of students who said they never use SNS has fallen from 25% to 11% in 2008.

As per the 2013 report published online, nearly 42 million active internet users were found in urban India in 2008 as compared to 5 million in 2000, suggesting a rapid internet usage in urban adolescents. Therefore an explosive growth of internet use in India since last decade and is an ongoing process with faster expansion, leading to a generation of serious concern of it being excessive getting to a problematic addiction form. Indian online surveys have revealed that 4.10% of the users come under the criteria for internet addiction. General population surveys in India have showed a prevalence of Problematic Internet Use between 0.3- 0.7%. The addicted, averagely spend 38.5 h/week on a computer, whereas the non- 64 addicted averaged 4.9 h/week in study of Goel et al (2013). In this study of Goel et al (2013) using Young's original criteria, however only 0.7% were found to be actual internet addicts and these also had high scores on anxiety, depression, and anxiety depression. So it has now become essential to understand its impact on youth among developing nation such as India. It therefore becomes more essential; to study prevalence of Problematic Internet Use, due to sporadic and patchy reports and articles on this area in Indian context, which has now been attempted by author in this article by adopting meta-analytic study approach on studies carried out in this area.

McAfee's conducted a survey across Indian online youth comprising 711 male and 711 female respondents from Mumbai, Delhi, Chennai, Bangalore, Hyderabad, Ahmedabad and Pune. This report points out dangerous trends and statistics among the Indian youth which should help to take the necessary steps by teachers and parents.

- 70% of online youth in India spend more than 5 hours on the internet in a normal week. Internet access is still predominantly desktop based (41%), however, 36% use laptops and 27% use smartphones India's youth are constantly connected.
- In terms of social networking platforms, Facebook is by far the most popular site used (93%), followed by YouTube (87%) and WhatsApp (79%). 10-12 year old social account users report higher daily access to Snapchat, Pinterest, Tinder, Tumblr, and Vine than their teen counterparts, even though the minimum age to register to these social networking sites is 13 years.
- An eye opening trend is that half (52%) of India's youth even access their social media accounts while at school; 57% being 8-12 years old v/s 47% 13-17 year old.
- Youth often overshare what would be considered private information publicly, both intentionally and unintentionally. Despite majority (80%) of Indian youth being aware that their online activity can affect their identity, out of 90% who have done or posted something risky online, 70% have posted their contact details like email, phone and home address.
- Youth are becoming more trusting of the virtual world to familiarise themselves with unknown people, in spite of being aware that it is risky. 53% have met someone in person that they first met online. As a majority have interacted online with people they don't know in person: 52 % Chatted during online gaming, 49% on TV show fan pages and 42% live tweeting celebrities and others during a live show.
- 63% of youth do not turn off their location or GPS services across apps, leaving their locations visible to strangers, and only 46% enable privacy settings on their social networking profiles to protect their content.
- More than half claim that online risks do not apply to them and, therefore, lack concern about their online privacy: 55% think they are not old enough to worry about my identity being stolen and 51% say they don't care about having privacy online.
- Unfortunately, social networks are causing a majority (88%) of Indian youth to experience negative situations in their offline lives:
 - o 53% of youth have been involved in an argument because of something posted on social media, 46% got into trouble at home or school as a result of being on a social network site.
- 34% of youth stated they regretted posting something online. Hide and Don't Seek: Youth would change their online behavior if they knew their parents were watching.
- Although 70% of youth believe their parents trust them to do what is right online, 64% of young people in India still manage to hide their online behaviours from their parents and 61% think their parents can't keep up with them when it comes to technology. 62% would still change their online behaviour if they knew their parents were watching.
- Despite significant efforts to discourage cyberbullying, and its negative effects, Two-thirds (66%) of youth in India have had some experience with cyber-bullying.
 - o 36% of youth having been cyberbullied themselves. Of those who responded they were cyberbullied, 46% responded it was due to appearance while 45% answered due their intelligence level. 40% stated religion/race was the driving factor.

Conclusion

The 'Internet' which is seen as the harbinger of the Information Technology (IT) revolution cannot be treated just as an innovation. It is to be seen as a medium that has redefined the very meaning of interpersonal relationships. Today an individual can develop contacts and keep connected with persons or groups with whom no face-to-face meeting is done or required. Hence, Social interaction today has acquired a new meaning. It thus becomes very critical for sociologists to examine the nature of impact the Social Networks have made on the very pattern of human interaction. This impact is being experienced very strongly in Indian society, which has always taken pride in its intra-family relationships and primary kin networks.

Consequently, the increasing usage of social networking sites has a major impact on interpersonal relationships of students. As such, the major theme of the present study is concentrated on this dimension only. Social Networking Sites influence the interpersonal relationships of college students in innumerable ways. As

highlighted earlier, through Social Networking Sites, users meet other people and these people can affect the user's relationships either positively or negatively. An interpersonal relationship is a relatively long-term association between two or more people. This association may be based on emotions like love and liking, regular business interactions, or some other type of social commitments. Interpersonal relationships take place in a great variety of contexts, such as family, friends, marriage acquaintances, work, and neighbourhoods. They may be regulated by law, custom, or mutual agreement and are the basis of social groups and society as a whole. These impacts are so widespread that they attracted the attention of social scientists worldwide.

However, notwithstanding the fragmentations of our world, there can be little doubt that all of us in some way or other, will have to contend with a changing situation in which the new IT media is playing an increasingly dominant role. There are many speculations about the nature and extent of this role of the SNS and about possible repercussions on the youth of India. There is no denying the fact that internet has become almost a necessity for the youth of urban India and is fast encroaching into the rural areas also with different mobile operators offering services ranging from free to low internet costs. Youth- especially urban youth opting different social networking sites for different purposes is a common phenomenon in urban India. Though many evils are attached to the excessive use of these sites, some studies have also pointed out that these are used for the purpose of study and other useful social activities. With the passage of time the better uses of these sites may increase with a little guidance and advice extend to the youth. This guidance can be given by the family as well as the educators in the colleges and the higher educational institutions.

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Perception of Rural Audience towards the Indecent Depiction of Women in TV Commercials

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Abstract

Portrayal of Women in media has controlled women's body, mind and soul to serve male goals. Advertisers are expert at employing stereotypes, especially as it affects women and have done huge harm to the image of women in society. The updated stereotype is that women are portrayed as attractive object. Female anatomy is increasingly used in advertise to sell products that bear no relation to their body figure or needs. India's large part of population lives in rural areas and past review of literature suggests that rural population is using TV immensely. So important to know about the views of rural audience regarding women portrayal, Researchers have collected data from the various rural areas of Kashmir province. Data was collected through survey method from 400 respondents using a structured questionnaire. Simple Random sampling technique was used to collect data. For reliability Cronbach alpha was found 0.794. Researchers found that all the age groups like youth, adults feel annoying through the indecent portrayal of women in the advertisements and awareness about the existence and the role of ASCI among the general public is not good.

Keywords: Perception, Rural Audience, Women Portrayal and Television advertisements

Introduction

Mass media produce messages for large anonymous audience in form of audio, video, text, graphics, and animation. Communicators have their own perception about any particular event which they encode and send in form of message through different medium. Masses perceive those messages in their own approach and have their own perception of analyzing mass media messages. As Gerbner in his model explains that both sender and receiver have their own different perceptions about an event which both sender and receiver perceives in their own way.

Since mass media messages are created for audience, so it is important to know the perception of masses what they think about the mediated messages and how they think about it. Commercials can be simple- a local or it can be complex-involving sophisticated research that spans the Globe. It differs according to its intended audience. Advertising have a power to change the mind of public and it persuades the people to buy a product and to adopt a new idea or thought. Advertising plays a role involving a number of relationships, which are created around the object, person, symbolism, power and satisfaction; in this light, advertising has over the years used women as a tool to persuade consumers into buying a product and portray the women as beautiful and attractive. Communication has of played an important role in the Development of women and on other hand Mass media is vital in shaping our social ethics, morals, values, perception and behavior. The way women are presented in media, especially on television, can lead to the continuing oppression of women and the continued belief that they are objects of male satisfaction. This presents an alarming problem to females. Studies show there was a shift in programs (feminist oriented) during 1970. After watching media portrayals of women, the people develop an idea of how woman should be, of what they are. It not just men that sees these images and learns from them; women also interpret these images and messages as directions as how to behave (Jean 2006).

Review of Literature

Sukumar (2014) in his research paper "*People Perception towards the Portrayal Women in Advertisements: A Study with Special Reference to The Bangalore City*" states that different types of appeals are used in advertising to draw the attention of the customers. Appeals that are commonly used in advertisements are Emotional, personal, social, scary, humorous, musical and sex. Some of these appeals like sexuality are considered one of the most powerful tools of marketing and particularly advertising. Use of Women in advertisements in a 'sexual way' is one of the effective ways of capturing the attention of the customers. It is considered that exposing the women's body is a matter of interest to all human beings. Thus it seems to be an attractive, way to create charm among consumers. The use of sexually attractive Women in advertisements is found in the advertisements of most classes

of frequently purchased consumer products like clothing, cosmetics, toiletries, and food brands; and also in many types of consumer durables like motor cars, cameras, carpets, furniture and even for technical and industrial products such as drugs, plastics, and office machineries.

Asemah, Ezekiel S et al., (2013) in their research paper "*Audience Perception of the Portrayal of Women in Television Advertising*" states that that woman are traditionally portrayed in advertising in stereotypical roles or in ways that do not necessarily match reality. These often negative representations of women in advertising and its effect on young women is a source of concern for many researchers. Advertising industry continues to serotype women to be sex objects, house wives. Advertisers are culpable for the heightened body dissatisfaction amongst women, because they constantly use sexy unrealistic images of ultra thin models, the depiction of women as sex objects and the frequent use of sex, to sell products. Since the late 1960s, there have been concerns regarding the portrayal of women in the media.

Malik &Kiani (2012) in their research paper "*An exploratory study of projection of positive image of woman through media*" states that projecting woman in a positive way in electronic media can accomplish goals regarding the social issues related to woman as constant projection of a desired image of women and women issues will have psychological impact on the audience. Audience will, without any conscious effort, get familiar, accept and then may follow the propagated stance regarding women issues. Before electronic media boom, the trend of women projection in entertainment programs of the state owned TV and Radio channel had been limited to the domestic image of women. Women were portrayed in stereotypical homely roles of mother, sister, wife, and daughter. Hardly women were treated as human being irrespective of their gender. Women icons were not connected to the actual women of the land. The situation has been on the side of improvement since arrival of hosts of media channels. Though traditional trends are continuously followed but media does try to portray diversified image and role of women in the modern society.

Importance of the study

Women are one of the most oppressed segments of humanity in the developing as well as developed world. The status of women in India and her Portrayal in Media has raised a controversy and led to the rise of many movements. The argument that Advertising is offensive in portrayal of women is highly subjective. TV advertisements have the power to create themes as reality which is accepted by audience. As advertising is the mirror of society, it is a two way traffic which affects society and gets affected by the society. More over Portrayal of women is interesting topic among researchers and scholars. So it is important to highlight the key issues related to portrayal of women in TV commercials and the perception of public, their attitude and view towards the women representation. Study has significance in because it will deal with the audience, what they really think about the portrayal and will help to analyze whether the portrayal of women is acceptable or not and to which degree audience think that women is not been used in a pleasant manner.

Objectives of the Study

- To know the perception of rural audience towards portrayal of women in TV advertising.
- To define the factors that contributes to portrayal of women in TV advertising.
- To know whether the women are being used irrelevantly in TV advertising.
- To know the familiarity of ASCI among respondents.

Research Methodology

Research was conducted in rural areas of Kashmir keeping in view the fact that the audience exposed to media. Data for this research include both primary and secondary source. Primary data was collected from the respondents, who are viewers of TV through survey method, using structured questionnaire. A 5-point Likert scale ranging from 1= strongly disagree to 5 = strongly agree have been used to measure the responses. The total sample size selected for the study was 400 and simple random sampling was used to collect the data.

Analysis of Data

Table 1 Women are being extensively used in TV advertising

	Frequency	Percentage
Strongly Agree	320	80.0
Somewhat Agree	80	20.0
Total	400	100.0

Majority i.e. 80% strongly agree that Women are being extensively used in TV advertising followed by 20% of respondents somewhat agreeing that Women are being extensively used in TV advertising.

Table 2 Women are portrayed in negative and indecent manner

	Frequency	Percentage
Strongly Agree	224	56.0
Somewhat Agree	168	42.0
Neutral	04	01.0
Strongly Disagree	04	01.0
Total	400	100.0

56% of the respondents strongly agree that women are being portrayed in negative and indecent manner followed by 42% of respondents somewhat agreeing that women are being portrayed in negative and indecent manner.

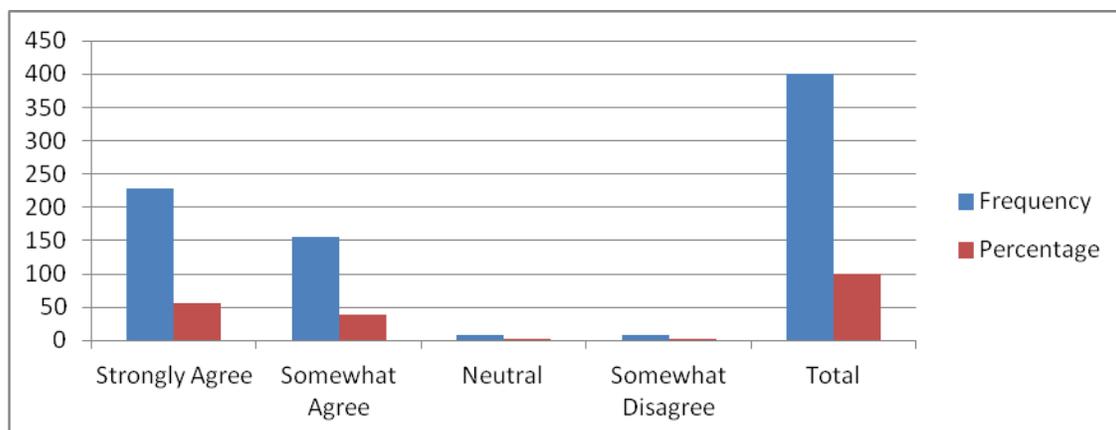


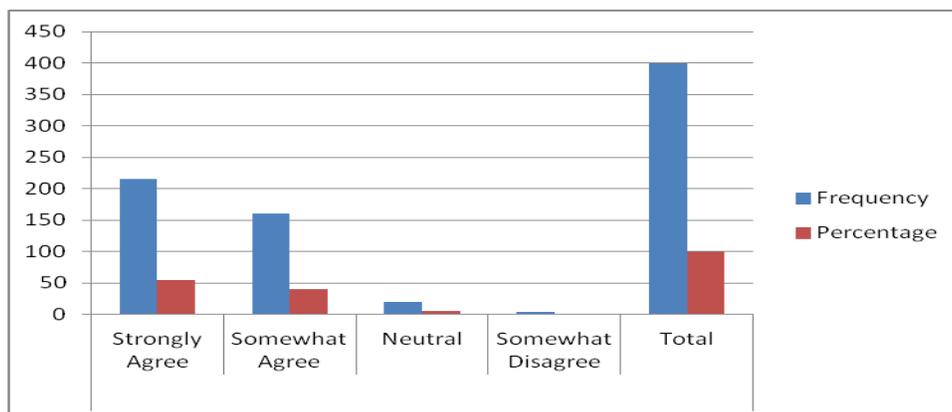
Table 3 Women are being used irrelevantly in TV advertisements

	Frequency	Percentage
Strongly Agree	180	45.0
Somewhat Agree	196	49.0
Neutral	20	5.0
Strongly Disagree	04	1.0
Total	400	100.0

49% of the respondents somewhat agree that women are being used irrelevantly in TV advertising followed by 45% of respondents who strongly agree that women are being used irrelevantly in TV advertising, 5% of respondents were neutral and remaining 1% of the respondents strongly disagree that women are being used irrelevantly in TV advertising.

Table 4 Women are used for sexual appeal in Advertisements

	Frequency	Percentage
Strongly Agree	216	54.0
Somewhat Agree	160	40.0
Neutral	20	5.0
Somewhat Disagree	4	1.0
Total	400	100.0



54% of the respondents strongly agree that women are used for sexual appeal in Advertisements followed by 40% of the respondents somewhat agree that women are used for sexual appeal in Advertisements. Additionally 5% of the respondents neither agree nor disagree they opted for neutral that women are used for sexual appeal.

Table 5 There is a violation in presentation in TV advertising

	Frequency	Percentage
Strongly Agree	168	42.0
Somewhat Agree	188	47.0
Neutral	40	10.0
Strongly Disagree	04	1.0
Total	400	100.0

Majority of the respondents i.e. 47% of the respondents somewhat agree that there is a violation in presentation in TV advertising followed by 42% of the respondents who strongly agree that there is a violation in presentation in TV advertising. Additionally 10% of the respondents opted for neutral

Table 6 image of women in the advertisements is unpleasant

	Frequency	Percentage
Strongly Agree	228	57.0
Somewhat Agree	156	39.0
Neutral	08	2.0
Somewhat Disagree	08	2.0
Total	400	100.0

Majority of the respondents i.e. 57% of the respondents strongly agree that generally image of women in advertising is unpleasant followed by 39% of the respondents who somewhat agree with same.

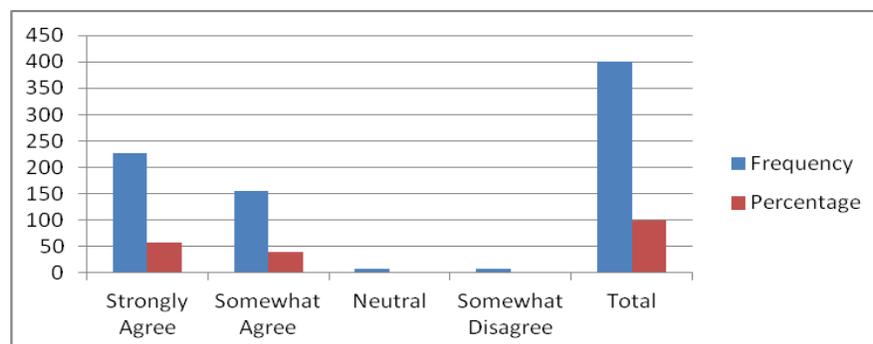


Table 7 There is a need for regulation of the content and intent of advertisements

	Frequency	Percentage
Strongly Agree	280	70.0
Somewhat Agree	92	23.0
Neutral	24	6.0
Somewhat Disagree	04	1.0
Total	400	100.0

70% of the respondents strongly agree that there is a need for regulation of the content and intent of advertisements followed by 23% of the respondents who somewhat agree that there is a need for regulation of the content and intent of advertisements.

Table 8 ASCI Advertising Standards Council of India) is widely known as a regulatory body among the general public

	Frequency	Percentage
Somewhat Agree	12	3.0
Neutral	152	38.0
Somewhat Disagree	148	37.0
Strongly Disagree	88	22.0
Total	400	100.0

Majority of the respondents i.e. 38% of the respondents neither agree nor disagree that ASCI (Advertising Standards Council of India) is widely known as a regulatory body among the general public followed by 37% of the respondents somewhat disagree that ASCI is widely known as a regulatory body .

Major Findings and Conclusion and suggestions

- Public accepts modest use of sex appeal and suggestiveness in the advertisements
- Indecent portrayal of women in advertisements creates ethos of lust and passion in the society and encourages a climate of violence against women
- All the age groups like youth, adults feel annoying through the indecent portrayal of women in the advertisements.

- The awareness about the existence and the role of ASCI among the general public is not good.
- ASCI is required to conduct more campaigns to educate the public and make them more aware of what they are expected to do when they see advertisements which are incorrect, misleading or indecent.

It is felt that advertisers make an excess use of sex appeal. The overtones of the sex, nudity and glamour are considered to be undue or uncalled for and hence inappropriate. Use of women shown in the advertisements is considered to divert the mindset of the people. The women or models appearing in advertisements are given a status of 'ideal' because of their youth, glamour, beauty and sex appeal.

Whenever there is sex or nudity in the advertisements the government should be concerned with it. In fact the respondents feel that the government should initiate steps to ban sex/nudity in the advertisements. The civil society inaction and silence are indifference deaf and dumb towards such a negative, indecent portrayal of women in the advertisements. Not only the civil society is silent and inactive, the women activists and social organizations formed in the interest of women related issues also are not successful in curbing misuse of women in advertising.

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Odd-Even Scheme

Media Efficacy for Mass Mobilization

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Abstract

The Delhi government recently announced a scheme to curb the vehicular pollution and remove the stigma of being the most polluted city of the world off the National Capital of the largest democracy of the world. The initiative which came into effect from January 1, 2016 was a pilot project which was run for a period of 15 days. This initiative, popularly known as the 'odd-even scheme' saw almost 30 per cent decrease in pollution level in Delhi, as per the data collected by air quality monitoring vans. Experts were initially divided on this but figures available with Central Pollution Control Board (CPCB) too have revealed a dramatic fall in air pollution from January 7, 2016 onwards. Supreme Court-mandated Environment Pollution Control Authority (EPCA) report showed that peak levels of pollution on odd-even days had fallen compared to past month and last year. It also claimed that pollution level had fallen faster from peak during odd-even days, despite slow wind conditions. This pilot project on one hand caused distress to many but on the other hand benefitted all not only in terms of decreasing pollution level but also saw decongestion of Delhi roads and national highways. This paper attempts to study the level of acceptability of the initiative by the Delhiites and the factors behind that. The paper also examines the level of effectiveness of various communication strategies used by the Delhi government.

Keywords: Communication Strategies, Media Intervention, Media Efficacy and Odd-Even Scheme

Introduction

The dawn of the first day of this year came with a much talked about initiative taken by the Delhi government. The intent behind this initiative of the Delhi government was to curb the vehicular pollution and remove the stigma of being the most polluted city of the world off the National Capital of the largest democracy of the world. The initiative which came into effect from January 1, 2016 was a pilot project which was run for a period of 15 days. Popularly known as the 'odd-even scheme', it saw almost 30 per cent decrease in pollution level in Delhi, as per the data collected by air quality monitoring vans¹. Experts were initially divided on this but figures available with Central Pollution Control Board (CPCB) too have revealed a dramatic fall in air pollution from January 7, 2016 onwards. Supreme Court-mandated Environment Pollution Control Authority (EPCA) report showed that peak levels of pollution on odd-even days had fallen compared to past month and last year. It also claimed that pollution level had fallen faster from peak during odd-even days, despite slow wind conditions². According to Fortune magazine which has placed the Delhi Chief Minister amongst World's Top 50 Leaders for this initiative, roads were less clogged, hourly particulate air pollution concentrations dropped by 13 per cent, and citizens could breathe deep as a result of the Delhi-government's initiative.³

Delhi may be the first Indian state to have implemented this scheme, but similar road-rationing rules have been imposed in many places around the world like Paris, Mexico and Bogota. This system was also implemented in Beijing in 2008 just before the summer Olympics.

This pilot project, on which more than Rs 20 crore were spent⁴, on one hand caused distress to many but on the other hand benefitted not only in terms of decreasing pollution level but also saw decongestion of Delhi roads and national highways.

This paper is an attempt to study the level of acceptability of the initiative by the Delhiites and the factors behind that using both qualitative and quantitative research design. The paper will also examine the level of effectiveness of various communication strategies used by the Delhi government.

The objectives of this study are:

- To find out the level of acceptance of the Odd-Even Scheme in Delhi and NCR;
- To examine if there is any co-relation between the level of acceptance and the political leanings of Delhiites;
- To study the factors behind the acceptance or to examine the factors for the reluctance to accept the scheme;
- To study the role of media in people's response to the Odd-Even Scheme;

- To critique the communication strategies used by the Delhi government for popularizing/garnering support of the people.

Research Design & Methods

To meet the objectives of the undertaken study, both qualitative and quantitative research design was adopted. Survey was conducted to assess the level of acceptability of the Odd-Even Scheme and to map the factors behind it. A non-probability sample of 400 respondents was derived. The universe for the survey was Delhi, Noida and Gurgaon in the ratio of 2:1:1. Media content related to the undertaken study was also examined by the researcher. A focus group discussion was also conducted to meet the objectives of the undertaken study.

Results & Discussion

Following results were yielded by the survey analysis:

Awareness Level regarding the Odd-Even Scheme: The survey depicts that all respondents were aware of the Odd-Even scheme. There was not a single respondent, irrespective of the literacy level, who feigned ignorance regarding the scheme. They were also considerably aware of various restrictions and relaxations as described in the scheme.

The reason behind this could be attributed to the widespread publicity by the Delhi government and the media. The Delhi government is estimated to have spent over Rs 4 crore on advertising and publicity of the scheme – Rs 3 crore on pre-event promotions and Rs 1 crore on thanksgiving advertisements. Another Rs 3.5 crore were paid to volunteers who motivated people to adhere to the pilot scheme and handed out flowers⁵. According to a report, nearly 5000 civil defence volunteers were paid Rs 500 per day for 13 days, while the amount spent on buying flowers isn't known.⁶

The government sources said that the ad spend was necessitated by the realization that huge awareness was required for the first-time scheme to succeed⁷. Although the Delhi government is estimated to have spent as much as Rs 12 crore between April and December on radio commercials propagating schemes initiated by the Delhi government, according to the radio operators the Delhi government's ad campaign on the odd-even road rationing scheme has been the Delhi government's most ambitious promotional effort so far⁸. According to Dr Navneet Anand, Director, Greymatters, the Delhi government initiated publicizing the scheme at a war footing level much before it was implemented on January 1, 2016. This helped in creating mass awareness. In the words of Bindu Sethi, Chief Strategy Officer at advertising agency J Walter Thompson, part of WPP, "For the Odd-Even scheme they wanted the response in a short duration of time because this was to last for the first two weeks of January. They needed a quick build-up of awareness, which they got. Towards the end of December, conversations in Delhi were about this scheme"⁹. Initially, media seemed to be divided on their stance with media conglomerates like Zee and Times Now raising issues like feasibility and practicality of the scheme while the other section of media was more attuned to the scheme. None the less, advertising on one hand created awareness while media too worked towards bringing the scheme in the public sphere. The Delhi government had been successful in painting the public sphere with bold, clear message.

Percentage of Respondents Directly Affected by the Scheme: On being asked if the respondents were affected by the Odd-Even Scheme implemented by the Delhi government, 71% (284) answered in affirmative whereas 18% (72) said that their life wasn't directly affected because of the scheme. As many as 44 respondents could not answer the question.

Extent to which the scheme was followed: As many as 68.25 per cent (273) respondents said that they religiously followed the scheme (wherever applicable) whereas 26.25 per cent admitted that they flouted the law sometime or the other. However, most of the respondents who flouted the rules of the scheme cited reasons like urgency to attend to something or lack of 'acceptable' alternatives etc. Few even said that "it just slipped from my mind". As many as 5.5 per cent (22) respondents who completely flouted the scheme said they were not convinced and saw the scheme as another "media-hyped gimmick" of the Delhi government.

According to a media report published in The Times of India, the Delhi government has informed SC-mandated EPCA that as many as 60,000 cars have been converted to CNG since the odd-even restrictions started on January 1¹⁰.

Public transport providers DTC and DMRC told EPCA that DTC ridership has increased by 3 lakh per day while Metro, which usually sees a dip in ridership in January, has been running packed¹¹. According to Prof (Dr) Archana Shukla, former head, Department of Behavioural Sciences, Lucknow University, India there is a general

tendency of the people to perceive change as dangerous and thus any change or expected alteration in human behaviour is met with initial resistance and reluctance. The more the probable impact of the innovative idea, higher the resistance. This can be altered by effective communication (constant message reinforcement using different communication strategies), Dr Shukla adds.

According to official data, in all as many as 10,021 people were challaned for violating the scheme and the government collected over Rs 2 crore from the violators¹².

The undertaken study shows that the percentage of people resisting the initiative was skewed in favour of those wanting to give it a try. The focus group discussion reveals that the credit for this support to the scheme goes to the effective strategy at a massive level used by the government along with the media support. Chief strategy officer, JWT Bindu Sethi says that the present Delhi government knows how to communicate an idea¹³. This combined with peoples' inherent desire to have a sense of control over society lead to creating positive orientation for "at least giving it a try", adds Prof (Dr) Rishipal, Amity Institute of Behavioural and Applied Sciences. According to Mr Sanjay Ahirwal, Managing Editor, NDTV the scheme roll out was very strategically timed. It was the time when the media coverage of The UN Climate Change Conference 2015 held at Paris from Nov 30- Dec 12, 2015 had already brought the pollution-related concerns in the public sphere. The Indian Express started the whole discourse about environment but soon most newspapers and media channels were highlighting the issue. The Delhi government encashed on the hidden anxiety of the people about the issue, he added.

Opinion about the Scheme: When the Delhi government unveiled a blueprint to tackle the smog in New Delhi — called the world's most polluted city by the World Health Organization — many were skeptical¹⁴. However, when the researcher conducted the survey and asked the respondents if they supported the scheme, 73 per cent replied in an affirmative. As many as 12 per cent said they were not convinced about the scheme whereas 15 per cent were indecisive. A whopping support by the people of Delhi and NCR could be attributed to the repeated mass media messages using different appeals to gain idea acceptability. According to Harshad Jain, Chief Executive Officer of Fever 104, a radio station operated by HT Media Ltd, the Delhi government knew very well which audience segment they wanted to target and placed their ads accordingly. The extensive radio strategy seems to have worked in terms of spreading awareness and ad recall. Vandana Das, President of media-buying agency DDB Mudra (North) agrees that from the government's perspective, it is about getting a captive audience and hammering the message across. The more you listen, the more you imbibe, she adds¹⁵.

Another interesting fact that emerged was that the number of people principally supporting the Odd-Even Scheme was slightly more than the number of people completely following it. According to an opinion poll by Change.org, world's one of the largest online platform for social change, 78 per cent of Delhiites want the reintroduction of Odd-Even scheme. Out of this 78 per cent, 53 per cent want the scheme to be implemented permanently¹⁶.

- **Reasons for following the scheme:** Following reasons emerged from the data analysis
 - ✓ Conviction
 - ✓ Innovative Appeals by children
 - ✓ Innovative Appeals by civil volunteers
 - ✓ Keenness to explore the option as a solution to pollution
 - ✓ Penalty Fear
 - ✓ Political affiliations
- **Challenges caused due to The Odd-Even Scheme:** When the respondents were asked if they faced any kind of challenges due to the Odd-Even Scheme, 48 per cent (192 respondents) answered in affirmative. Understandably, all these respondents were males who drove four wheelers. Many of them said that they could not/did not car pool and hiring a cab was expensive/inconvenient as compared to using their own car. It is Interesting to note here that in spite of these challenges, 71.8 per cent (138 respondents) of them were still in favour of the Scheme.

Response to re-implementation of the Odd-Even Scheme: The data analysis revealed that as many as 71 per cent of the respondents are in favour of re-implementing of the Scheme. While 18 per cent were averse to re-implementation of the Scheme, 11 per cent were indecisive. Interestingly, irrespective of the response, most respondents suggested amendments/changes in the scheme.

In the focus group discussion, it emerged that after the pilot project, Delhiites were feeling more confident of the Scheme not only because of their earlier experience of the odd-even scheme but also due to constant public participation. The Delhi government opened avenues for public participation in decision making regarding the scheme. In order to win the public support, the government launched a website – oddevenidea.delhi.gov.in – through which people can send their opinions on the implementation of the second phase of the road-rationing experiment. For not-so-tech-savvy citizenry, a mobile phone number has been widely publicized on which one may give his/her feedback¹⁷. Also, the government-authorized bodies have been conducting related surveys to understand the pulse of the people. The Delhi government too carried out surveys and public consultations through *Mohalla Sabhas* to find out what Delhiites thought of the scheme. According to the government statement, 81 per cent of the respondents wanted the Odd-Even policy to return¹⁸.

Amendments Recommended for Re-implementation of the Odd-Even Scheme: The survey data analysis and the focus group discussion revealed that the majority of the people of Delhi may be in favour of the re-implementation of the Odd-Even scheme, but none the less they made some suggestions. Amongst the various recommendations, the top three recommendations were:

- More number of buses (both without cooling and air conditioned) to be introduced
- Measures to ensure that auto drivers ply on all routes and run by meter only
- No exemption for women. Women may be exempted only when accompanied by children

Measuring Success of the Odd-Even Scheme: When the respondents were asked if they considered the pilot project of the road rationing scheme a success or a failure, majority of them said that the scheme was a success. As many as 79 per cent of the respondents believed that the scheme was a success. As many as 14 per cent said that it was a failure whereas 7 per cent could not answer the question. 86.7 per cent of the respondents who termed the scheme successful seemed unaware about the approximate decrease in the pollution level. However, the respondents talked about other benefits of the scheme. The respondents talked about traffic decongestion. Many of them admitted that now they saw car pooling and using public transport as a viable option. During the focus group discussion, Dr Shukla spoke about the social implications of such initiatives with which the researcher could identify while analyzing the data.

The respondents attributed many reasons to the success of the Scheme. All seemed concerned about pollution hazards. Many spoke about the awareness campaign launched by the Delhi government, innovative way of drawing attention through involvement of school children as volunteers, the strategy of giving flowers to defaulters and positive prodding for ensuring maximum compliance of the scheme. Many said that more than the fear of facing penalty, they felt attuned to the cause. This change in the mindset of people, according to Dr Shukla -- the behavioural and applied sciences expert -- was one of the primary reasons for the success of the scheme apart from the additional infrastructural support ensured by the government. There is a perceptible Delhi-based bias among the media because of which the scheme got ample media coverage. This along with aggressive campaign through very effective ads, radio addresses using both rational and emotional appeals to reach out to different strata using different media platforms contributed to the success of the scheme. In fact, the scheme was a tiny replication of the same movement that got Arvind Kejriwal to power, adds the PR strategist Dr Anand. In fact, Fortune magazine, in its recent issue, has featured the Delhi Chief Minister amongst the world's 50 greatest leaders in recognition of his efforts to introduce Odd-Even Scheme¹⁹.

Probable reasons for the Scheme Outcome: Seventy nine per cent of the respondents who believed that the Odd-Even Scheme was a success attributed many reasons for the whopping support it garnered across gender and class. They said the scheme owed its success to the aggressive media campaign and the relief it provided to the daily commuters in terms of easing the vehicular traffic on roads. The respondents believed that the government “very intelligently” involved the children in reinforcing the idea, which in turn enhanced the idea acceptability. People were sensitized of the pollution menace and appeals were made to the masses using rational as well as emotional appeal.

Conclusion

The Odd-Even scheme succeeded in garnering the support of the people at large. The credit for its success may be attributed to many factors. The announcement and implementation of the scheme was strategically timed as media had already brought out the growing environmental concerns after the UN Climate Change Conference held at

Paris to the public sphere. The aggressive media campaign which was initiated much before the scheme implementation helped in creating awareness and enhancing the idea acceptability. Use of popular media like radio ensured that the idea was well publicized. Also, the communication tools and the innovative strategies employed by the state government for mass mobilization proved effective with a mix of rational and emotional appeals. The advertising campaign of the Odd-Even scheme, on one hand, talked about the ill effects of pollution while on the other hand employed 'Gandhigiri' to dissuade the masses from flouting the norms. Different communication platforms were extensively used for popularizing the scheme and increasing acceptability. The government ensured continuous public participation/involvement in the scheme implementation. Mass media coverage too played a crucial role in shaping the public opinion. The support that the scheme garnered across different strata of society goes on to prove that in times of crisis superficial needs and ego take a backseat and leadership and affiliations come to the forefront.

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Interpretation of Women in Parallel Cinema: A Case study of *Mirch Masala*

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Abstract

This study deals with Interpretation of Women in Parallel Cinema. In this work it is tried to find that how parallel cinema treated women? India is well known for its commercial cinema, better known as Bollywood. Parallel cinema has been associated with social issues where women issue is one of them. Most of the art filmmakers have shown their great interest towards women issues. The film that we talk about here is distinct perspectives towards ladies. To some degree they recognize ranges where comes into contact with traditional values. The examination which takes after tries to translate and express these perspectives. It likewise endeavors to decide the routes in which these movies influence the talk produced by the Women's Movement. For this study, case study method has been adopted where film 'Mirch Masala' (1987) directed by Ketan Mehta as sample for study.

Keywords: Cinema, Women representation and Bollywood

Introduction

The Parallel Cinema is serious and creative in its representation; primarily attracting the elites, the term 'Parallel', and 'New Wave' or 'New' cinema was initially utilized in the late 1960's to explain this faculty of film production. However, the term 'Parallel' was chosen over 'New Wave' as a result of New 'ness' features a tendency to decrease with time. The stress of the word is unreal despite the fact that it's still used these days. These films were additionally called 'Offbeat' cinema however they were never accepted. The term 'Art' cinema began to be related to exclusivity and status, and thus was problematic in attracting people therefore, the term 'Parallel' cinema were thought-about because the most neutral and easy. At a similar time, the alternate cinema had the capability to deal with the negative parts that burdened the society.

Satyajit Ray was daring enough to interrupt the conventions of commercial Indian cinema and introduce social problems like poorness, violence against Indian Women, and belief in his movies. His work influenced varied different film Directors like Mrinalsen and Ritwik Ghatak, who were also considered as legends. These film directors captured the struggles of the center category. Their direct, empathic approach toward social issues and producing them fantastically enabled them to carve a distinct segment. The best celebrated New Cinema film directors were Bimal Roy, Ritwik Ghatak, and Satyajit Ray. The most effective celebrated films of this genre are the Apu trilogy (Bengali) by Satyajit Ray and *Do Bigha Zameen* (Hindi) by Bimal Roy.

It is true that we will not ignore the role of Indian Women in Indian Cinema from *Mother India* by Mehboob Khan to *Mirch Masala* by Ketan Mehta to *Chandni Bar* by Madhur Bhandarkar. Like these there are numerous movies during which women characters have stronger roles. Aparnasen within the 80's with feminist film "Paroma", wherever the lady treads the trail of questionable "promiscuity" only to achieve psychological maturity in the long run. Today, Directors like Deepa Mehta, Mira Nair and Meghna Gulzar are upright enough to depict 'taboo topics' like homosexuality and surrogate maternity, wherever it's the lady who takes the lead role in proposing, love life and even decide to "lease" her womb while not the permission of her husband-to-be! Whereas in "Fire" and "Kamasutra", the ladies brave the world to explore their sexual wishes, in Mahesh Manjrekar's "Astitva", the emotional Aditi offers birth to a baby out of marriage and shatters the vain world of male vainness once ultimately the reality is disclosed. The film queries the feminist ethical considerations through the elaborate examination of sexual and familial relationships. This hard-hitting film queries the projection of ladies as sex objects in Indian society.

Hindi cinema has forever been a significant purpose of reference for Indian culture and society. Not only has it formed however additionally expressed the dynamical eventualities and contours of India's cultural and social sentiments to such an extent that no different preceding kind might ever reach. Hindi cinema has influenced the approach during which people understand and handle numerous aspects of their own lives. Hindi film has

impacted the path in which individuals see different parts of their own lives. The film that we talk about here is distinct perspectives towards ladies. To some degree they recognize ranges where comes into contact with traditional values. The examination which takes after tries to translate and express these perspectives. It likewise endeavors to decide the routes in which these movies influence the talk produced by the Women's Movement.

Objective of the Study

The main objective of the study is to analyze how women issues have been raised in parallel cinema. How women issues have been depicted in art movies, is also a concern of this research?

Research Methodology

This research is descriptive in nature and work has adopted an analytical approach. For this study, case study method has been selected where 'Mirch Masala' has been selected as sample.

Mirch Masala, (1987)

MirchMasala, made in 1987 by Ketan Mehta. It is the tale of Sonbai (SmitaPatil) who works in a stew processing plant some place in the western piece of pre-independence India. Her spouse lands a position in the railroads and leaves for the city. Meanwhile the Subedar (or expense gatherer, played by Naseeruddin Shah) touches base to gather assessments and he sees Sonbai. He is pulled in to her and asks the town headman, the Mukhi, to send her to him. He sends the wrong lady. The following day she is going by the place where the Subedar has his camp. He stops her and grasps her. She liberates herself and slaps him. He requests that his troopers get her. She keeps running into the stew manufacturing plant where she works. The old muslim gatekeeper Abu Miyan (Om Puri) takes her in and shuts the entryways. A parallel string is that of the Mukhi's wife, the Mukhiain, who is not treated well by her spouse. She tries to rustle up backing for Sonbai when she becomes more acquainted with that her spouse and every one of the men of the town have ceded to the Subedar and have consented to hand Sonbai over to him. Be that as it may, her dissent is impolitely smashed by the men, and the Subedar, joined by every one of the men of the town, achieves the manufacturing plant. Abu Miyan declines to open the entryways and the Subedar's men separate it and execute him. In the last scene of the film the Subedar approaches Sonbai when all of a sudden the other ladies in the production line take packs of stew powder and toss them in his face.

Analysis of Mirch Masala

Ketan Mehta's 1987 film Mirch Masala flags itself obviously to be a piece of this "alternative silver screen." One of the most vital pointers of this is the part that the camera plays. All through the film we never see any female body divided. By continually keeping the entire body in the casing and zooming in just on the face the camera dependably ascribes individual hood to the ladies in this film. This is no mean deed. In her scrutinize of Rudaali, RadhaSubramnyam says one of the tune groupings

"the elements of the typical song and dance number in popular Indian movies occur, in Mulvian terms, through the fragmentation and stylization of the body in closeups and through the occasional playing down of screen depth to create a one-dimensionality that suggests objectification. This subtle objectification of woman in a self-consciously feminist text indicates once again how hard it is to bring down the master's house with the master's tools."

(RadhaSubramanyam, 1996).

Mirch Masala, made four years before Rudaali, is likewise constituted in "Mulvian terms," however contrary to them.. Its nonappearance is underlined in the one tune arrangement which Mirch Masala has. The ladies move around and we see the salacious Subedar taking a gander at them however we never get the opportunity to see them from his perspective. They are dependably demonstrated either from a separation, moving in a gathering or as one lady at once with the base of the edge at knee stature and the highest point of the edge around a foot or two over her head. The camera as voyeur is more than once denied. There are various scenes where the Subedar is demonstrated examining ladies. In one scene he takes a gander at Sonbai through a telescope. We see him point the telescope and we expect the telescopic perspective of her that some other film would give. Yet, it never comes and, by subverting this desire makes us mindful that such a desire existed. In a survey of Bandit Queen, Linda Lopez McAlistar composes "feminist filmmakers who want to take on the subject of violence against women in

their films need to and do find cinematic strategies to depict the violence in ways which don't incite the audience members who might be so inclined to identify with the perpetrators." (Linda Lopez McAlistar, 1995).

Another imperative counterpoint to famous Hindi silver screen is found in the character of Abu Miyan, the old Muslim who tries to shield the ladies from the Subedar. That virile and intense picture of the defensive patriarchy is assaulted by making Abu Miyan an old frail trooper who can scarcely walk straight. The reasonable message is that the security offered by the patriarchy's talk, as enunciated by Abu Miyan when he declines to open the manufacturing plant's entryway, is not went down with any genuine quality. At whatever point abusive powers wish to they can kick it aside scornfully as the Subedar kicks aside Abu Miyan's firearm after he is executed by one of the Subedar's officers.

In 1971 Mulvey said that however an option silver screen was conceivable ``. It can still only exist as a counterpoint." (Laura Mulvey, 1988) However Mirch Masala negates this. Giving a counterpoint is an imperative capacity of the film and, as we have seen above, it conveys this capacity at different levels. In any case, Mirch Masala sees looking, which is one of the major ``psychical fixation" of mainstream film, as an option that is greater than well-known film. The bigger plan of the film is to assault the look, in silver screen, as well as in this present reality.

At the point when Sonbai is being badgering by the ladies in the production line who are caught in there with her she is provoked during a time old way. She is informed that the blame lies in her magnificence, at which she pivots and asks ``Why not in his look?" The ladies have no response to that. Red stews serve as an intense picture in this film. At the point when the Subedar's men are pursuing Sonbai she is indicated running into a field where hills of red bean stews are drying. She falls on one of those hills. Sonbai sitting on that red foundation inspires the thought of feminine cycle. In any case, before the end of the motion picture it will be these same bean stews, now as powder, which the ladies toss into the Subedar's eyes. Menstrual blood with the ability to visually impair is flung in wave after wave into the culpable eyes. In little amounts bean stews can zest up sustenance, at the same time, in bigger amounts they can blaze. The last scene is an engaging one and it is just fitting that the scene conjures a picture of Kali. AbuMiyan alludes to Sonbai as Kali since she is dim and as the blood-like murkiness of stew powder clears and the Subedar falls in distress to the ground, we see SmitaPatil, herself a symbol of the Women's development, as Sonbai with a sickle in her grasp, the dull lines of kaajal underscoring her Kali-hood.

Where the film is less effective is in its endeavors to give positive messages through the character of the Mukhiain. This is not to say that her endeavors to put her girl in school and her mobilizing the town ladies around Sonbai are not dynamic pictures, they absolutely are. The main issue I have is that the Mukhiain's is a 1980s Women's Movement motivation. To tail this in a film set in the 1930s is troublesome without relinquishing verisimilitude to some degree. A case is the scene where the Mukhiain drives the ladies to the production line beating plates. The demonstration of beating plates was an amazingly prevalent type of dissent utilized by ladies as a part of the 1980s. By utilizing this film reaffirms its firm establishing in the Indian women's activist development. Be that as it may, this, in itself, is not by any stretch of the imagination excessively genuine an issue. A little suspension of skepticism is sufficient to move beyond it and into the film.

Writing in the ``Economic and Political Weekly," Supriya Akerkar contends that

“Women’s movements can be treated as `discursive practices.’... They do not depend for their existence on prior theories of emancipation, but rather seek a new relation with theory through localised articulation and understandings of emancipation." (Supriya Akerkar, 1995).

Conclusion

These tough questions are compete out through the positions taken by numerous characters within the story: the weak-willed village sarpanch, the idealistic school teacher, the money investor, the sarpanch's wife and also the security guard of the besieged chili manufacturing plant, Abu Miya. during a compelling scene, the village leader sattempt to persuade Abu Miya to open the gates to the chili manufacturing plant and permit them to require Sonbai to the subedar. They insist that if Abu refuses to open the gates, the subedar would unleash terror on the village and the "responsibility" of the resulting misfortunes would lie on his shoulders. Abu replies, "Zimmedari oopar vala jaane; hum to sirf farz jaante hain"

The film rigorously depicted the various villagers and their varied responses once confronted with this ethical quandary. Most of the men surrender to the subedar's threats. The community of ladies enclosed within the manufacturing plant, overcome their misgivings to support and defend Sonbai. What is therefore stunning regarding this film is Smita Patil's portrayal of a fierce and uncompromisingly proud woman who fights for control over her gender against great odds in addition because she slowly however gains certain recognition by the women of the village (both inside and outdoors the factory) that they have to require management of their own destiny, that the patriarchal system is failing them all over again, even abandoning its ancient and conventional role of "protecting" the women folk against others. The film very effectively uses the trope of chilies and spices to symbolize this female power. "Mirch Masala" is an extraordinarily thoughtful and visually beautiful film regarding women's empowerment and is one in every of the most effective movies.

While concurring with this perspective it might want to include that the talk which Akerkar alludes to is not autonomous of impacts lying outside the Women's development. In this paper take a gander at the path in which profoundly diverse movie *Mirch Masala* have influenced the talk. It is reductive to attempt and string the movie together and pass judgments on each of them. In a contemporary connection each of them has their own particular significance; far surpasses that of *Mirch Masala* which needs to endure the cross of being an "art film." *Mirch Masala's* activist woman's rights and engaging messages are much more worthy in light of the contemporary women's. In the movie *Mirch Masala*, in any case, has the ability of influencing the talk and, truth be told, in this movie has done as such. The issues which this movie raise and address are wide and differed. I have made an endeavor here to display diverse perspectives on the same arrangement of issues. It is my conviction that in this movie has something or the other to gain from the others. Within a reasonable time-frame it is improbable that the strands that the movie speaks to will combine or even approach each other however a correspondence will in the end rise between them which will advantage every one of them.

One last word regarding this *Mirch masala*, this hot red spice that plays an important role within the film's thematic. I feel Ketan Mehta has chosen this title as a result of it represents the fiery spirit of the Indian girls, or a minimum of, the spirit they have to accumulate so as to resist oppression and false civilisation. Red is that the color of revolution, the color of blood, the female color. Maybe we will additionally scan during this title a delicate criticism of the tasteless masala movies that don't usually enough question the assumptions of the Indian social status quo, particularly concerning the role and also the way forward for women.

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The Protection of Fictional Characters

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Abstract

The central character of literature has more than often been a fictional character around which the entire work revolved. The author treats and portrays the character as per his own preferences and demand of the work to ardently ascertain the thought which he conceived and wished to disseminate. These thoughts have no limitations and the character which is conceived by the author reflects the ideas of the author. This fictional character becomes analogous to a real living character having all the traits and mannerism of a real person and these fictional characters may not only be humans but they may be non-humans or animals. There are numerous such fictional characters which have become so popular that the element of fiction in its personality has been long way given with and it has assumed the position of a real human in the society. People sometime begin to believe them to be real humans and tend to identify themselves with such characters. The popularity of such fictional characters establishes its marketability and thus it assumes characteristics of a property. Once the element of profitability creeps in debate over its ownership and protection begins. In this paper an attempt is made to discuss fictional characters, their creation, ownership, and protection if any under the Indian copyright law.

Keywords: Fictional characters and Copyright Laws

Introduction

“Gutthi” has left ‘Comedy Nights With Kapil’ went whirlwind in the television media and instantly there was a public notice including a warning from Viacom 18 Media Pvt. Ltd., the producers of the said television show, that an artist associated with the show may launch a similar show wherein he is likely to play a similar character. This fictional character ‘Gutthi’ is an intellectual property of which the company has sole, exclusive, absolute and unlimited ownership rights and no other person and/or entity, without the prior permission of the company shall engage in any activity, which may infringe and/or in any manner interfere with the exclusive rights of the company. It further warned of consequential legal proceedings not only limited to producing any show or program which is identical and/or similar to the format of the existing program and/or features of the characters present in the show. This initiated a debate in response to the aforesaid public notice. It was argued on behalf of the artist that ‘gutthi’ was an original idea of Mr. Sunil Grover who was also playing the said character in the show and more over he had already performed the same character in one of his previous stand-up comedy shows so this fictional character belongs to him and not the said production company.

In recent past also, one of the stand-up comedians Mr. Raju Shrivastava had objected to one of his character ‘Gajodhar’ performed by him in a stand-up comedy show being used in the movie ‘Yamla Pagla Diwana’. It raises an intriguing question; whose ‘Gutthi’ is she or ‘Gajodhar’ anyway? Does a stand-up act belong to the producer of the show or the television channel on which it is shown or the artist who had not only conceived the original idea but also performed it in the public? These characters are not adaptations of literary works in true sense as it is alleged that the ideas of these characters are more often than not conceived by the stand-up comedian himself and on very few occasions if any, the script is given by the production team and even many of the times the lines are performed extempore in these kind of shows. This necessitates a discussion on fictional characters, their creation, ownership, and protection if any under the Indian copyright laws including those fictional characters which are conceived and performed by the artists mostly, the stand-up comedians.

The Creation of Fictional Characters

Characters in literature are either real or fictional humans and even non-humans which may include birds, animals, super natural or mythical characters. In most of the instances these fictional characters are born in literary works which becoming popular seems to be real personalities. A character like Achilles, Antonio, Oliver Twist and Elizabeth Bennet etc. are fictional human characters that have their origin in masterpiece literatures where as characters like Monalisa is born in a painting or even in drawings such as the Panda of the World Wide Fund for Nature (WWF) are artistic works, similarly characters like Donald Duck, Chips and Dale etc. are non-human fictional characters, whereas Tintin, Spiderman etc. belong to strip cartoons. In fact cinematographic works are

admirable source of fictional characters for instance the characters like King Kong, Rambo, and Krissh etc. originate in movies and have become so popular that many a sequels are produced. Cinematographic fictional characters either are an adaptation of an existing literature or a script based on an idea of the story writer or say the production unit but in both the cases it remains a literary work. Last but not the least source of origin of a fictional character is the performing artist on the stage, the stand-up comedian himself who not only conceives the idea but performs the character also.

Whatever the source of origin may be of these fictional characters its relevancy lies in its having essential personality features which can be easily recognized by the public at large. These features of individuality include the name, mannerism, appearance, voice etc. through which the character can be identified with. The fate of these characters are tied with the brilliance of the author, the manner in which it is treated and portrayed, the eloquence of the character which leaves an impression on the psyche of the reader or the audience whoever it may be. If the fictional character meets this prerequisite it may attain the categorization of distinct personality which attains recognition of a real person. In fact fictional characters are born out of the fantasies of the author of the literary work. These fictional characters can be classified into four broad categories. Firstly, Pure characters i.e. those characters that do “not appear in an incorporated work”; secondly, Literary characters which arises out of novels or scripts with description and action and thus creating the character; thirdly, Visual characters, as found in live-action movies; and lastly, Cartoon characters, a broader term than just animation, but used in reference to all line drawings of a perceived simplicity. Among these four categories, pure characters have received “little or no protection” through the courts, while cartoon characters “tend to receive far more protection than literary characters.” Leon Kellman in his article “The Legal Protection of Fictional Characters” describes three essential elements of fictional characters which may be an idea, a general concept or an expression or development of an idea or the name itself. Whereas E. Fulton Brylawski acknowledges the apparent hitch in accepting an idea to stand unaccompanied for claiming copyright and hence conclude that a character “consists of two dissimilar parts: a name and a characterization or personality portrait.”

As regards the primary use of a fictional character, it can in most cases be referred to as an “entertainment function.” Such a character may appear in a novel, a tale or a strip cartoon (for example, the character Tarzan in the novel entitled “Tarzan, the Lord of the Jungle”, the character Mr. Brown in the tale entitled “Squirrel Nutkin” or the characters named James Bond or Tintin), and the success gained by the work depicting the character generally leads to new stories. Such primary use will be made by the creator of the character, although, where a character has reached a high degree of reputation and the creator has died, the heirs if any, or the holders of the publishing rights, may organize by means of contracts the “survival” of the character in new stories (for example, the books featuring James Bond after the death of Ian Fleming). Other creators, on the contrary, may wish that the characters they have created should not be the subject of new stories after their death (for example, Hergé, the creator of Tintin). The situation is somewhat different in the case of cinematographic works, where it is seldom the creator of a character (the maker of the original drawings or scripts) who makes the primary use (but exceptions do exist, such as the “little man” character created by Charlie Chaplin).

In other cases, the primary uses of a fictional character can sometimes be referred to as “promotional, advertising and recognition functions.” This will concern, for example, characters which are closely linked to a certain company (such as the “Michelin Man,” the Exxon (Esso) tiger or the Peugeot lion), to a certain product (such as the character Johnnie Walker to a Scotch whisky) or to a given event (such as the mascots used to personalize Olympic Games or World Cup football). Those characters are created with a view to popularizing legal entities, products or services, and activities. Generally, the primary use will not originate from the creator of the character, i.e., the person entrusted with the task of creating the character.

Commercial Utility of Fictional Characters

Fictional character has always been a resourceful form of merchandising of goods or services. The business of commercial exploitation of a fictional character originates in the popularity of the fictional character which enhances the acceptability and demand for the products or services associated with the character. It utilizes the indispensable personality features of the fictional characters in the promotion and/or publicity of goods or services. In fact the use of characters in business promotion developed through exploiting the popularity of cartoon characters which originate:

in a literary work and later adapted in a cartoon form in films or cartoon strips,

in those cartoon characters consciously created for films or cartoon strips,
in such film characters which were later adapted and reproduced as a cartoon for advertising of goods or services,
in such cartoon characters which are created for the purpose of advertisement only,
in a puppet or doll character designed for a film or a television show

Recently, it is the use of fictional characters performed by real actors for marketing and advertising of goods and services. It becomes difficult to differentiate between the actor and the character, as there is such an alliance that the real actor is identified by the character he plays. This establishes fictional characters as an enviable property which initiates legal issues related to the ownership rights and protection of such properties. The protection under copyright laws is one of the feasible options available for such properties involving fictional characters.

A Brief Introduction to Copyright Laws

In general, copyright is a form of legal protection given to content creators through the assignment of specific rights to works that qualify for protection. The main goals of copyright are to encourage the development of culture, science and innovation, while providing a financial benefit to copyright holders for their works, and to facilitate access to knowledge and entertainment for the public. Copyright provides a framework for relationships between the different players in the content industries, as well as for relationships between rights holders and the consumers of content. One of the basic principles of the Berne Convention is that of “automatic protection”, which means that copyright protection exists automatically from the time a qualifying work is fixed in a tangible medium (such as paper, film or a silicon chip). A “qualifying work” is a literary work, a musical composition, a film, a software program, a painting or any of many other expressions of creative ideas – but it is only the expression, and not the idea, that is protected by copyright law. Neither publication, registration, nor other action is required to secure a copyright, although in some countries use of a copyright notice is recommended, and in a few countries (including the United States) registration of domestic works is required in order to sue for infringement.

The Berne Convention provides that, at a minimum, copyright protection in all signatory countries should extend to “literary and artistic works,” including “every production in the literary, scientific and artistic domain, whatever may be the mode or form of its expression.” The detailed list of categories of works that are protected by copyright and the specific definition and scope of each of them may slightly vary from country to country, but it generally includes scientific articles, essays, novels, short stories, poems, plays and other literary works; drawings, paintings, photographs, sculptures and other two and three dimensional pieces of art; films and other audiovisual works; musical compositions; software and others. The protection of fictional characters under the copyright laws remains an intriguing question and it requires an analytical assessment of the judicial pronouncements made by different courts.

Ordinarily, characters are not afforded copyright protection unless the character is either especially distinctive; or so central to the story that the character is essentially the “story being told.”

Copyright Protection of Fictional Characters in India

The Indian Copyright Act categorizes artistic works to include a painting, sculpture, drawing, engraving, photograph and work of architecture or any other of artistic craftsmanship. However, a character is not protected but only what protected are the explicit drawings whether of a character, a cartoon or whatever it may be. Similarly, under the definition of “literary works” the work which is written down is copyrightable. However a character’s characteristics are not copyrightable as it remains in imagination of reader and thus the entire story which if read in entirety gives a hint of the character. But occasionally the Indian courts have broadened the interpretation of the expression ‘work’ and have provided protection to fictional characters.

The first Indian case in which a character was recognized to be protectable though indirectly is *Malayala Manorma v. V.T. Thomas* where the court allowed the author of the cartoon character Mr. Thomas to carry on with his drawings even after leaving the employment of the publishers. The publishers were restricted from claiming copyright over the character and to continue using the character in subsequent issues being published after the lapse of Mr. Thomas’s employment. The Hon’ble High Court opined that since it was Mr. Thomas had created the character before entering into employment of the publishers, he is the one who should be allowed to carry on the exploitation of his work even after leaving employment. The publishers had no role in creation of the character and

hence they are not entitled for any rights whatsoever upon the character. Their rights are limited only to the extent of the cartoon strips created by the author during the course of his employment and published in the news paper. The court explicitly differentiated between the drawings made using the cartoon character and the cartoon character separately. It can be inferred that, copyright over the drawings made using the character would vest with the publishing house (as an artistic work) while copyright over the character would remain with Mr. Thomas. Thus the publishing house was restricted from employing others to create new episodes using the same character.

The court impliedly recognized that a character may have a copyright over it but did not examine into the niceties to evaluate under what circumstances a character qualifies for protection. The court did not explicitly grant copyright protection to the characters but applying the Nichols Test in the present circumstances, the characters would have perhaps got copyright protection. Similarly, in *King Features Syndicate Inc. & Others v. Sunil Agnihotri & Others*, a television serial named 'Betaal' was to be telecasted on Doordarshan, the official channel of Indian government but the plaintiffs, Hearst Corporation and King Features Syndicate Inc., claimed that the defendants had copied their work in entirety including the characters, the story line, plot etc. The plaintiffs' claim was based on the 'concept and feel' theory of copyright. The single judge of the Delhi High Court dismissed the plaintiffs' application seeking an interlocutory injunction against defendant. However, in an appeal to a Division Bench of the Delhi High Court a decree of permanent injunction restraining defendants from making and releasing any television serial, cinematograph film or any other such production entitled "Phantom" and/or "Betaal" and/or "Vetaal", or any other title or name, deceptively, or confusingly similar to Phantom or Betaal or Vetaal was passed.

Subsequently, in *Raja Pocket Books v. Radha Pocket Books* it was alleged that the defendant had copied the comic character Nagraj in his comic and to conceal the copying of the character has only changed the name of the character. The court found that the personalities of the characters were similar, both being green colored snakes, having serpentine looks and with red belts. The court held that not only the idea has been borrowed but the expression has also been copied and thus an interim injunction for the duration of the suit to prevent the defendant or through its partners, or servants, distributors, agents and representatives from circulating stickers, posters or any other advertisement material promoting the impugned character under the impugned name Nagesh.

Conclusion

The discussed case laws establish that a character can definitely be granted protection under copyright laws provided they are distinctly delineated so as to form the story being told. The law confirms that the creator of a work is the rightful owner of the copyright over his work. But this situation gets altered when an author creates a character in course of employment, then the employer becomes owner of such work. In the *Malayala Manorma* case the court never addressed the issue of Copyrightability of the character but it established the ownership of the character. This judgment of ownership leads to inferences of recognition of the fact that a character can be copyrighted. The only issue remains to be verified is whether the character was created during the course of employment i.e. during the contract of service or before such an employment or contract of services. If the author had created the character in question much before entering into employment or contract of service and even if such a character is utilized by the employer in his course of business during such employment and in absence of any contract to the contrary, the ownership upon the character vests in the author himself and it will continue even after the lapse of employment or contract of service.

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Changing Trends of Election Campaign in India

“A study of 2014 General Election onwards”

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Abstract

The present research is to examining the relationship between the use and rise of social media as tools for political parties' election campaign medium in India. In Indian election system social media has becoming an important medium in campaign. These new forms of media is assume as a central role in attracting voters and especially the new generation of young adults. Social media helps political parties and candidates in more effectively reach large number of voters in a short amount of time. Unlike traditional media social media allow politician to actively engage with their potential voters. Social media allows political parties and candidates to share their beliefs; goals and accomplishments directly with voters, making them feel more directly involved with the campaign. Social media allows candidates to give their supporters a behind-the-scenes view of their campaign and more easily track engagement. These new forms of media also facilitate the collection of news most relevant to crucial target groups. The increases in the use and rise of social media are shown as significant and it is essential to do research. The present research is to give an attention to the use and rise of social media in the arena of politics and its impact in general and political participation by the general public. First the study is to examine for rise of social media as medium to reach voters. Secondly why people were using social media during election campaign, based on these uses and gratification approach. The present study is to propose to analyze the rise and use of social media as election campaign medium during election time is based on uses and gratification theory.

Keywords: Social media, Election campaign and Uses & Gratification theory

Introduction

In recent years, social media have become an integral part of political communications during election campaigns. Since the Internet age began, communication has evolved from social media to chat rooms and instant messaging. Social media are the most recent and rapidly growing phenomenon in the context of Internet Communication. During the 2014 parliamentary general election in India all political parties and candidates have extensively utilized social media in order to mobilize voters. The recent explosive growth and popularity in use of social media drew a great deal of attention from political communication researchers. Of particular interest is to explore the political impact of social media as a new mean that helps people obtain political information as well as interact with other people on the Web. In the social media which is multi-dimensionally connected with abundant hyperlinks, users have become able to receive process and circulate news and information in a new way. The structure of a social media very much different from classical media, it allow people to communicate news and information in very different way. Social media tools such as Twitter, Facebook, YouTube and other social networks are now considered as politically transformative communication technologies as classical media such as newspaper, radio and television. There are prediction that social media will transform democracy allowing citizens and politician to communicate, connect and interact in ways never before. Increasingly, politician and elected officials are realizing the power of social media for communicating political information and interacting with citizens.

Social Media has rapidly grown in importance as a forum for political activism in its different forms. Social media platforms, such as Twitter, Facebook and YouTube provide new ways to stimulate citizen engagement in political life, where elections and electoral campaigns have a central role. Personal communication via social media brings politicians and parties closer to their potential voters. It allows politicians to communicate faster

and reach citizens in a more targeted manner and vice versa, without the intermediate role of mass media. Reactions, feedback, conversations and debates are generated online as well as support and participation for offline events. Messages posted to personal networks are multiplied when shared, which allow new audiences to be reached. Although the presence of social media is spreading and media use patterns are changing, online political engagement is largely restricted to people already active in politics and on the Internet. Other audiences are less responsive. For example television news together with print and online newspapers is still the most important sources of political information in most India political parties. Social media has reshaped structures and methods of contemporary political communication by influencing the way politicians interact with citizens and each other. However, the role of this phenomenon in increasing political engagement and electoral participation is neither clear nor simple.

The 20th century is witnessed of the convergence of new forms of communication than any other period in history in the field of mass communication. Electricity, the telephone, the automobile, and airplane made the world more accessible to people and transforming our society in the process. As a successive new form of communication have come into being, then the accessible worldwide system of interconnected network called the Internet is publically accessible worldwide, ordinary people have enjoying an expanded quality, range, and choice of entertainment and information content through new communication forms. New forms of communication media play a critical role in building and sustaining, democracies, societies, and economics around the world. Social media provide citizens with the information necessary to make informed socio-economic and political choices. These new forms of media give voice to women, youths, and marginalized groups, along with their opinions. This new forms communication has more opportunities than the classical mass media. Much of those derives from the new media are a very open and accessible medium. The new medium lays open an incalculable choice of information. Internet has proven to be one of the most dynamic phenomena in modern times. Internet based new forms of communication and information flow has played an important role in the advancement of democratic society. The present research to study the role of this web based information and its effects on electoral process in India.

India is witnessing an election with several firsts to its credit. Not only is it first time that millions of youth are voting, I is also the first time the campaign spends of political parties and candidates are second only after the United States, the first time classical mass media channels are jostling to show which one is more unique and it is also the very first time that social media is so actively involved in elections process. The last decade has witnessed unprecedented Internet diffusion in India. Over the past three years alone, Internet usage in India increased from 100 to 200 million people, growing far more rapidly than the decade it took to raise Internet users form 10 million to 235 million. A report from the IAMAI estimates that by June 2014 Indian will reach 243 million Internet users, at which point in time it is expected to overtake the United States as the second largest Internet base in the world. This rapid growth many scholars argue that Internet as a friend, philosopher and guide across different localities and communities in India. Others argue that the Internet as an emerging ...utopian, egalitarian and empowering tool with the potential of ushering in a new era of development, democracy, and positive cultural change. As in other parts of the world, the Internet's socio-economic impact is becoming more and more visible in India. In terms of social benefits, the Internet is helping people in India in almost all aspects of life such as education, communication, socialization, healthcare, development, and entertainment. Indian are rated as one of the most active social media users in the world. A resurgent India, it is level of patience boiling over, a dire need for change where all the social evils such as violence against women, corruption, red-tape, governments are used to lip-servicing than real work on the ground, need for enhanced conscientious governance- that's what social media in India has come to represent. India has had many prime incidents to celebrate the rise of social media in its horizon: where it was the anti-corruption campaign, which was fuelled online, citizens against rapists, molesters and atrocities, the national outrage against the Guwahati mob

molestation of a girl, which ultimately led to conviction and the arrest and many more incidents are the rise of social media in its horizon in India.

Election system in India

India is a socialist, secular, democratic republic and largest democracy in the world. The modern Indian nation state came into existence on 15th August 1947. India is a constitutional democracy with a parliamentary system of government, and at the heart of the system lays a commitment to hold regular, free and fair election. These elections determine the composition of the government; the membership of the two houses of parliament, and the state and union territory legislative assemblies. Presidency and Vice-Presidency is the highest body and structure of the system. Conduct of general elections in India for a electing of the people representative involves management of the largest event in the world. The electorate exceeds more than 800 million, voting in approximately more than 800,000 polling station across the nation widely varying geographic and different climate zones, located in snow-clad mountains, the deserts and sparsely populated areas.

The constitution of India has vested, in the election commission, the superintendence, direction and control of the entire process in time to time. For the conduct of elections to parliament and state assemblies and to the office of the president and vice president of India is on very challenging issues in India. The election commission can, justifiably, take pride in having successfully conducted the electoral exercise to the satisfaction of all stake holder and participants, namely political parties and candidates and the electorate. The country's election is involved complex political, mobilization, and organizational logistics that remain unparalleled in globe. An election of India is a contest between different candidates from various parties out of which the voters elect one as their representative. There may also be independent candidates taking part in the election. Delimitation of constituencies, preparation of voters' list, filing of nomination of papers, scrutiny of nomination papers and withdrawals, election campaigns, voting and counting of votes and declaration of result are the procedures of the Indian election system. The elections campaign by various candidates and political parties. Public rallies, posters, pamphlets distribution, processions, door to door campaigns, and using mass media advertisement and more to reach voters.

Social Media Usage in India

Social media in India have become increasingly popular components of our younger generation's lives in today's modern society. It provides for new generation to communicate, exchange message, share knowledge, and interact with each other regardless of their distance that separates them. The social media links people across the nation regardless of differences and geographical boundaries. The compression of time and space, the convergence of media and the effects of globalization have made the nation into a more interactive. New generation are feeling more comfortable in use and access of social media for communicating and building relationships through online. The middle age group and adults are very comfortable in use of this technology because they are growing with technological era. The younger generation may not recall how or when they learned to use a computer or access the Internet; for as long as they can remember, those tools were always there.

Young people particularly are quick to use the new technology in ways which increasingly blur the boundaries" between their online and offline activities. Contemporary media are also developed rapidly as technology changes with new communication technological dimensions and features. The new generations of youths with in the country, who are growing along with new communication technologies are emerging as "new generation."

Social media adoption among Internet users in India is around 84% today. This translates to around 110 million social network users in India. The four main social media giants of Facebook, Twitter, YouTube, and Google have played major role in 2014 parliamentary general election in India, with political parties and candidates competing with each other in breaking the news, spreading their message through these outlets in addition to those via classical media. Facebook user growth will come faster from Asia-Pacific, where adoption rates in

India, Indonesia and Japan far exceed the worldwide average growth of 28.2% in 2013. The Middle East, Africa and Latin America will also post higher than average growth rates going forward. Worldwide social network advertisement revenues are still going strong and set to grow nearly 54% this year, according to several estimates. India's share of worldwide social advertising is a mere 2.9% in 2013. Furthermore higher portion users in emerging markets are turning toward social media. The current set of web users in growing digital nations like India. While Male Internet penetration is around 10.6% of the overall population, while women's and girls'

Internet penetration in India is around 9.8 % of total population today. Out of the total online population of Internet users in India around 52% males and 48% females use social networking sites in India.

However it may be noted that social networking usage is still an urban phenomenon with around 84% of these social users coming from an urban and semi-urban background in India. If India has to leap forward in its digital future ahead more and more such efforts have to be made at the grass roots level not just in urban India but in rural as well. India will have to take a call in near future to convert a large number of their billion fellow citizens from offline to online first; once that is done the digital ecosystem will witness transaction in the overall adoption rates of social technologies. Social media as users who accessed any of the social network sites via any device at least once per month. Such sites include sites like Facebook, Twitter, LinkedIn and YouTube etc. including all other new and upcoming social networking sites.

Social media users in India are very young compared to the rest of the other nations in the world. Nearly 75% of social media users in India are under the age of below 35 years and nearly half of them are under 25 years of age. These usage patterns show that the expansion, adaptability and future prospects of the new media in India. Searching information, social networking, e-mail are the top most for the users to use social media in their day-to-day activities in India. Nearly more than 84% online audience will use social networks for different purpose of communication and other online activities. It is clearly shows that the young generation is leading the contemporary media revolution in India. The growth and use of social media by younger generation in India for the purpose of their Information and entertainment is leading and going by the current trends

Active Social Media Users in India

India's digital landscape is evolving fast, but overall penetration remains low in the world's second most populous country, with fewer than 1 on 5 Indians using the Internet in July 2014, says We Are Social in its latest report-Social, Digital and Mobile in India 2014. Social media use's penetration in India is around 8.5% of the entire population. Top 8 metros including lead 53 cities represent more than 80% of social media users in India today. Indian total population as on today is 1.256 billion, and urban population is 31%, total Internet users in India is 243 million and Internet penetration is 19%. Indian total active social media users are 106 million and penetration is 8%. Active mobile subscription 886 million and penetration is 70%. Rest of India, mostly belonging to the rural strata inclusive of smaller townships and villages in mostly devoid of any social media usage as of now. Popular social networking sites like Facebook, Twitter, LinkedIn and YouTube are the most commonly used social networking sites in India. Relationships, conversations, sharing, and connecting to others are key contexts and sub texts around which the social media usage revolves. High end usage like social shopping, e-governance, elections etc. are picking up however at a slow pace.

High End Usage like Social Shopping, E-Governance, Elections etc. are picking up however at a slow pace. Social Networking Users Social Media adoption rates also depend upon device usage in India. India currently has high penetration rates for high end feature phones and Smartphone's/tablets etc. and this is resulting in a positive impact on the growth of

Social networking site users in India. Social Media Users Demographics the Social Media Users demographics are skewed in the favor of "Young and Urban Youths". India is a country of youth on an average (with around

65% of its populace in the age group of 16 to 44 years). These youngsters are active on Internet and one of their past times is connecting with friends through social networking sites. However, off late research indicates a "fatigue" or inertia towards such sites creeping in among these users

Social Media Urban vs. Rural Splits in the urban populace Social media usage among end users is higher vs. corporate users. In fact the Urban Internet Users access social media through multiple devices. At home they access Internet and social media mostly through their own Laptops and Smartphone's while at work they access either purely through their own Smartphone's/tablets or a mix of Smartphone's and office Laptops. Social Media Users in corporate houses are yet to scale up to the levels of end users. Rural user's access to social networking sites is low as of now. This is due to lack of core and access network coverage in these areas and low device penetration among these users where device affordability due to high price points is a major issue for them. This problem is further compounded due to a difference in demographics between urban and rural users. Accessing Social sites is still a primarily leisure and entertainment destination for many users. In rural areas other online modes like listening to music, playing games and watching video clips are much popular than other core Social networking sites like Facebook, Twitter and LinkedIn etc. **Social Media Users Gender Splits** Among gender usage male users of Social networking sites are marginally higher than the Females. This is due to a marginally higher usage of net among Males vs. Females in India. However Female Users are fast picking up and their Social networking sites usage is not just limited to search, share and shopping only. They are increasing making use of these sites for linking professionally, online recruitment and linking with their peers. Future growth of social media, the social networking sites usage will grow in near future with most of the growth coming from virgin rural markets and huge pockets of rural townships in India. Urban areas will continue to grow with more and more users adopting social networking such sites coming from higher age brackets of 44 years and above.

The influence of the social media on political participation has been studied extensively in the western countries and especially in United State. The role of the social med in determining the political participation and voting behavior has been studied from different perspectives-use and access of social media, social media as a source of political knowledge, and social media as a platform for political participation. With the onset of the Internet revolution, more and more scholars have studied the social media as a platform for voicing public opinion, had identified voter turnout in democratic system. Many scholars saw that the expansion of web based media, community's involvement in online, without any restriction to share views, to make freely the opinions, the generations are born with digital technologies or digital natives, and reach all parts of the world with in a minutes, very quickly reach the targeted audience and more are the peoples involving more and more in political process. Social media saw as a medium for all the sections of the society can access. However, some of the others have argued that it is near-equal access to the Internet is established in the future then it will have a strong potential for expanding online political participation.

Theoretical Frame Work of the Study

Before empirical research begun, it was believed that the mass media produce direct, immediate and powerful influence on all individual members and audiences. Arguably accumulation theory provides as expiation for the role of the media in changing people attitudes about topics such as information and politics over a period of time. In modern and postmodern society there is a consistent flow of new products, ideas and solutions to providing new interpretation and other kinds of innovations. The range of trivial such as a new hairstyle can be profound such as a new political ideology. According to sociologist every innovation is taking up by people in a particular society in a rather regular process which can be explained by the Uses and Gratification theory.

The basic assumption of uses and gratification research is that audience members are active and goal oriented with an ability to evaluate different types of functions media may serve, and users are considered to actively seek out media messages to satisfy their social and psychological want and needs. The rise of uses and gratification research therefore indicates a shift in media effect research by examining „what people do with media rather than

what media do to people. Because of the user - centered perspective uses and gratifications research has served as „a cutting-edge theoretical approach to better understand the specific motivations for using newly emerging communication media. Many scholars have employed and argued that the uses and gratification approach is to examine how and why people are using the Internet and its interactive application such as e-mail, bulletin boards, social network surfing, chat rooms and use of online media. Further some of the studies have examined the motivation for using political blogs, and social media for information has found strong motives: political surveillance/guidance, information seeking/convenience, social utility and entertainment. Further it is examine that what factor predicted diverse motivations for accessing political blogs and found that political efficacy, political involvement and strength of party affiliation were significant predictors of motivations for using political blogs and political information in social media.

In recent years the appearance of new forms of communication has brought about the significance of uses and gratifications. With the widespread adoption of new media such as virtual worlds and social network sites usage, important new research from the uses and gratifications perspective is emerging and important for scholars indicating that findings from the uses and gratifications television studies have already been applied in Internet research. Researchers strengthened society's understanding of the uses and gratification theory by making distinction between gratifications obtained and gratifications sought when they expanded the concept of gratifications. Many research shows that gratifications obtained are better predictor of media use than gratifications sought and that if a medium meet or exceeds the gratifications sought by a user, recurrent use will occur. Other scholars have said that understanding the gap between these two types of gratifications is important for analyzing how different audience members use various kinds of media, the expectations that they bring to their media habits and the gratifications they actually obtain from their exposure to a diverse array of media products.

Some communication scholars are viewing the Internet as the ultimate in individualism, a medium with the capability to empower the individual in terms of both the information he or she seeks and the information he or she creates. Inversely, others see the Web as the ultimate in community building and enrichment, through which users can create relationships online in ways that have never been possible through traditional media. Despite this optimistic portrait, speculated that new forms of communication by individuals may lead to loneliness and isolation. Others have viewed that excessive use of new media such as the personal computer may leave users vulnerable to technological dependencies like “Internet addiction”.

Whatever the approach, most uses and gratifications scholars agree that concepts such as active and audience will have to be revised when applied to Internet communication. Reasons for using the Internet differ from person to person. Some individuals are goal directed and may want to complete a task through visiting specific Web sites. The uses gratification provides a strong theoretical background to explain the phenomenon for gratifications of political information seeking and sharing through social media. Accordingly, this study examines political reasons for why people use social media during election campaign period and further what factor would predict the motivations for using social media. Based on the aforementioned discussion, this study addresses the following research questions:

RQ1: Is the Social media really emerging as a new player in the world of Indian politics?

RQ2: How has and how will the social media continue to change the art of Politics in India

RQ3: How social media convert its audience to be voters

RQ4: Does social Media in India is providing the platform for citizen's to engage actively in electoral process.

Methodology

The present study is in the nature of qualitative and deep understanding about the particular case, its features and its impact. The richness of the study is to complements of theoretical frame work and answer to research questions. In generally theory is designed to rationally and clearly explain a phenomenon. The basic unit analysis is the use of social media and social networks in formation of protest group of a relationship between two system elements within the same system. The term relationship deserves same specific attention with regard to the use of social media in system is viewed as set of elements embedded up a massive protest and role of social media in mobilizing the mass participation relationship. The present study is focusing methodologically on information flows, rises and uses that in turn to provide a deeper understanding of uses gratifications. In this research I have tried to analyze the emerging behavior patterns and their participations within the online in the usage of social media from individuals and community for political participation. The study is analyzed the Facebook, twitter, social blogs, search engines, and micro-blogs in disseminating and mobilizing in political participation. Uses and gratification is a psychological communication perspective that examines how individuals use mass media. An audience base theoretical framework is grounded on the assumption that individuals select media content to fulfill felt needs and wants. These needs are expressed as motives for adopting particular medium use, and are connected to the social psychological makeup of the individual. Based on perceived needs, social and psychological characteristics, and media attributes, individuals use media and experience related gratifications. Further the theories of uses and gratification have been intensively used to explain the aspects and answer to research questions.

Theory of Uses and Gratifications

Uses and gratifications examines the nature of audience, involvement and gratification obtained from viewing television, with an emphasis on motives for medium, psychological and social traits, that influence this use, and behaviors or attitudes that develop as result of the combined influence of motives and traits. The origins of uses and gratification can be traced back to Lasswell's model of who uses which media, how and with what effect. Laswell's identified three primary functions of mass media: surveillance of the environment, correlation of events and transmission of social heritage, which served as the basis for formulating media needs and expectations within the uses and gratifications model.

Early uses and gratification date back to the 1940s, with work that examined why people listened to radio formats, including quiz shows and soap operas. These studies pointed out that the media can help fulfill several everyday needs, and let to an examination of media processes and effects from a functional perspective. Similar studies followed in the late 40s and 50s in response to the appearance of television as a mass medium and eventually branched off to studies of media and politics. The volume and state of uses and gratification research was at the point organize and reviewed by several scholars, who defined the theoretical foundation of the perspective as resting upon: the social and psychological origins of needs, which generate expectation of the mass media or other sources, which lead to differential patterns of media exposure, resulting in need gratifications and other consequences, perhaps mostly unintended ones.

The strength of the uses and gratification perspective lies in applicability to a variety of media contexts. Despite the diversity of context and interests, uses and gratification studies tend to share a common frame of analysis that focuses on motives, social and psychological antecedents, and cognitive, attitudinal or behavioral outcomes. A typical uses and gratification study will focus on particular medium or compare uses and gratifications across media. In doing so, scholars will examine motives, a combination of relevant social and psychological antecedents, and consider consequence or effects associated with a given medium consumption. The following

sections examine concepts typically encountered within uses and gratification research and research methods implemented in study design.

Social media use for political mobilization

Social media are Internet sites where people interact freely, sharing and discussing information about each other and their lives, using a multimedia mix of personal words, pictures, video and audio. At these web sites, individuals and groups create and exchange content and engage in person-to-person conversations. The users of social media will appear in many forms including blogs and micro blogs, forums and message boards, social networks, wikis, virtual worlds, asocial bookmarking, tagging and news. In recent years, we have witness the exponential growth of social media around the world. Today social media such as Facebook, Twitter and other social network sites are driving new forms of social interaction, dialogue, exchange and collaboration. Social media enables users to swap ideas, to post updates and comments, or to participate in activities and events, while sharing their wider interests. Social media are now used for a host of different reasons by various user communities. Social media are increasingly blurring the boundaries between work and play. And the online tracking and dissemination of news and views over social media mean that people may now continue to live in a media world long after the end of their working day.

Social media outlets are essential to politicians and political parties, enabling them to gain support, encourage participation and have an open and continuous dialogue. Most importantly social media allows the highly motivated people to create a context more easily in which the barely motivated people can be effective without having to become activists themselves, creating an environment perfect for politicians to utilize. The emerging social media and its public and political influence have begun to transform the political process and campaign tactics. Politicians are now using social media and the Internet and in turn are permitting a new arena of grassroots politics. Voters no longer make decisions solely based on information available through traditional media and instead seek out additional knowledge and in some cases additional means of activism, using their computers and mobile devices. Some of the studies have also found that mass media use and social media use is positively correlated to an individual's voting behavior. Essentially, the more look to mass media and social media for information, the more likely citizens are to vote. Ultimately social media simplifies word of mouth and facilitates collaboration in a cost-effective and impactful fashion and as research points out, is reaching individuals who are more likely to be motivated to actively participate in the political process.

Several studies have found that how Internet or social media influences people's political involvement. Many scholars and observers have illustrated political involvement of social media users in comparison to those of the non-users. However, the studies have reported somewhat mixed or inconsistent results. Many studies have found that Internet users are more politically interested and active than average, showed that Internet users report high levels of political efficacy, more politically knowledgeable and more likely to seek out information about politics than non -users. Other studies of the relationship between the Internet and political involvement reports different results, those who visit political websites tend to be interested in campaign news and were likely to vote for interested candidate.

Politicians, political parties and voters alike use social media as a means for disclosure-they post photographs, personal information and leave public messages to their friends in a cyber space/ the benefit of this is that social media removes the barrier between professional and consumer, showing the latter how the former works and allowing the latter to actually contribute immediately to the work of the former. This breaking down of previously existing barriers enables strengthened relationships between voters or advocates and politicians who utilize social media in an effort to reach their voter base. However, the emergence and popularity of social media does not come without a price. The repercussions of the digital explosion means that not only are people able to make personal information available to the public, but that they are encouraged to without considering the lasting effects of doing so. The social media use later on becomes a source of political and civic education for citizens.

Just like the use of Internet social media information services have also extensively used to disseminate the messages to the voters.

As the social media have become a primary source of political news and information, the different gains model offers good offers a good opportunity to examine the democratic potential of the Internet that allows people to obtain a wide range of political information and communicate with other in more effective and efficient ways. The unique nature of the social media is that it integrates several different modes of traditional mass media use and interpersonal communication. In this regard, it is of particular importance to note that the social media can viewed as an effective discussion place in which ordinary people can access a wide range of information and communicate with other people to share the common topics. Several scholars have argued that cyber space can be conceptualized as a discursive of speaking space in which people can freely express their voices. People are using social media to have political information and to talk with others as well.

Social Media and Indian Parliament Election in 2014

India's 2014 parliament election is being called a social media election because it is the largest democratic election in the world to date and so much of it took place online. While online election activity saw a dramatic increase form years prior, the country saw a number of other important elections first: 150 million between the ages of 18-23 were newly eligible to vote, two out of three people in India are under the age of 35, and there was an unprecedented voter turnout at 66.4 percent.

India's Internet penetration rate also grew an unprecedented 14 percent from last year and is currently estimated to be at 243 million or roughly 19 percent of India's population. However while social media usage has increased, with the rise in Internet adoption rates and a lack of strong media, both politicians seeking to demonstrate a commitment to transparency and users who mistrust traditional news channels might instead choose to express themselves on social media. In the 2009 elections, there was just a single active politician with 6000 social media of Twitter followers. In 2014 Lok Sabha election social media become the choice for people to engage in and consume political content. The study found that from the day elections were announced to the day polling ended, 29 million people in India made 227million interactions-posts, comments, shares, and likes, regarding the Indian Lok Sabha elections on Facebook. In addition 13 million people made 75 million interactions regarding Narendra Modi. It shows that how Facebook played a major role in election. Undoubtedly, this was India's first election with such large scale usage of technology, open-access Internet platforms to connect, build conversations, share, mobilize opinion, and citizen action.

India has the third largest Internet user's base across the world of more than 243 million Internet users with a majority comprising of youth. This includes more than 100 million active on various media platforms like Facebook, Twitter and LinkedIn. No wonder, social media platforms, technology firms, e-commerce portals and telecom operators are using this opportunity to connect with others. Political leaders, candidates, journalists, and citizens have been using the social media platforms extensively to discover election content, converse with other in real time, and express their views. Another search engine created a Elections Hub for elections-related news and information created to help more than 800 million Indian voters stay informed and updated about the elections. It makes sure Indian voters have quick access to information to help them make informed decisions on Election Day. By the time of sworn in as prime minister Narendra Modi had more than 16 million likes on Facebook, the second most for any politician in the world, and he was the sixth most followed world leader on Twitter. Modi's popularity carried the BJP to victory with 282 seats out of the 543 seats in parliament, the biggest win by any party in India in 40 years. Through it use of social media, BJP was able to sway many young voters, the BJP clearly won the contest for India's young voters. Getting young votes meant harnessing the power of social media. One of the most interesting uses of social media in election process was when the BJP crowd-sourced its manifesto, with hundreds of thousands of people using social media platforms. Lastly the success of BJP in parliament election is extensively use of social media in its campaign.

Conclusion

With the increased growth and popular use of social media, the present study is aimed to examine the political influences of social media during the 2014 Indian parliament election in India. Known as one of the wired countries in the world, people in India are enjoying the highest level of Internet connection and online information is perceived as more credible and reliable than traditional media sources. India is ranked in 3rd with regard to use of social networks in the world. Therefore, India is an interesting place where we can examine the political influence of newly emerging communication forms like social media.

Based on the uses and gratifications approach, this study first examined the motivations for why people use social media during the political campaign and what factor can predict these motivations for using the social media platform service. It was founded three primary motivations for using social media. Political surveillance/information -seeking, convenience/entertainment, and social utility, which are consistent with the past uses and gratification research on the Internet and its interactive applications.

Signifying the importance of social media for political campaigning in 16th parliament general election political parties and candidates have relied heavily on social media such as social media and social networks to engage voters, recruit campaign volunteers and raise some extent campaign funds also. The campaign brought the spotlight on the importance of using social media in new-age political campaigning by utilizing various forms of social media and new media to reach new target population. This social media was incredibly successful a reaching the younger population while helping all population to organize and promote action. The last parliament general election is the witness of the effect of web media use and adoption and effects.

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A study on Corporate Image Management of Infosys Limited

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Abstract

“You should be able to escape the gravitational pull of the past by constantly adopting and changing your engines of growth like a rocket.”

- NR Narayana Murthy (Infosys, Chairman Emeritus)

The Corporate image is a dynamic and profound affirmation of the nature, culture and structure of an organization. It communicates the organization's mission, the professionalism of its leadership, the caliber of its employees and its roles within the marketing environment. Every organization has a corporate image, when properly designed and managed; the corporate image will accurately reflect the level of the organization's commitment to quality, excellence and relationships with its various constituents including current and potential customers, employees and future staff, competitors, partners, governing bodies, and the general public at large. As a result, the corporate image is a critical concern for every organization, one deserving the same attention and commitment by senior management as any other vital issue. This paper will analyze corporate image management of Infosys limited.

Keywords: Organization Policy, Image Analysis and Corporate Communication

Introduction

To give a holistic overview of the Corporate Image Management in India, one Indian organization has been selected, Infosys – A strategic study on Corporate Image Management in Infosys limited in its Indian DC's. This paper attempts to present the wide range of discourse that is happening across this organization on the concept. Through its several sections the paper tries to build a perspective around the concept. The paper has listed few accepted definitions of Corporate Image Management. It talks about the general trends followed by the company vis-à-vis upholding the brand globally.

Definition

A **corporate identity** is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the corporate communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives. It is usually visibly manifested by way of branding and the use of trademarks.

Corporate identity comes into being when there is a common ownership of an organizational philosophy that is manifest in a distinct corporate culture. At its most profound, the public feel that they have ownership of the philosophy. Corporate identity helps organizations to answer questions like “who are we?” and “where are we going?” Corporate identity also allows consumers to denote their sense of belonging with particular human aggregates or groups.

The Corporate image comprises all the visual, verbal and behavioral elements that make up the organization. In many respects, the corporate image should be a dynamic actualization of the Chief Executive Officer's vision, integrated with the corporation's mission and strategic plan. It should be thoroughly planned and constantly managed in order to support and sustain the corporation's mission. If managed effectively, it should protect the organization against competition from new competitors or from current competitors offering new products and services. - *Steven Howard*

The perception of a corporation held by the public based on how it is portrayed through branding, public relations efforts, news media, stakeholders, employees, labor unions and consumer advocacy organizations. Companies

invest a substantial portion of marketing and advertising dollars to build and maintain a positive corporate image which is critical to their competitive standing.

Review of Literature

For the last few decades, researchers have demonstrated an increased interest in the public perceptions of organizations, including such concepts as credibility, reputation, identity, and image. One problem for the research in this area is that many, if not all of these concepts have, at one time or another, been Organizational Image Management. Of course there are similarities among the concepts, and there are interdependencies as well.

First, it should be noted that the study of these concepts has its historical roots in studies of the credibility of persons and institutions that dates back at least as far as Aristotle, who wrote about ethos, or source credibility in his book *On Rhetoric*, in the 4th Century, B.C. (Kennedy, 1991). The two dimensions of source credibility, according to Aristotle, are expertise and trustworthiness. The fundamental questions asked regarding a source's credibility then are (1) whether the source is believable (expertise), and (2) whether the source has the public's best interests at heart (trustworthiness).

These same questions can be, and have been asked of organizations. The interest in organizational or corporate credibility has increased dramatically in recent years because of exposed unethical practices, organizational crises, and the increased role of the media as organizational watchdog. Corporate credibility, "the perceived expertise and trustworthiness of the firm," is defined as "the extent to which consumers feel that the firm has the knowledge or ability to fulfill its Organizational Image Management Theory 6 claims and whether the firm can be trusted to tell the truth or not" (Newell & Goldsmith, 1997, p. 235). We mention the concept of source credibility generally, and corporate credibility specifically to note that the concepts we review are all fundamentally based on the same principles that have been discussed for thousands of years. What makes the investigation of these concepts relevant today is the increased importance given them by academicians, practitioners, and the media at the turn of the second millennium.

Corporate Image Management: A Historical Perspective

Historically, thinking and writing about the subject of corporate image has come from the area of graphic design, with most attention given to name selection, typography, logo design and usage rules, color palettes, uniforms, and marketing collateral. This approach no longer suits the global, dynamic, cross-border and cross-cultural world in which a growing number of today's businesses and organizations operate. What is needed, instead, is a practice called Corporate Image Management. This is a holistic management discipline designed to prepare organizations to compete for resources, partners, customers and market share well into the early years of the 21st Century.

Corporate image management is founded upon modern cooperate identity practices and the marketing premise that *everything an organization does, and does not do, affects the perception of that organization and its performance, products, and services*. These perceptions affect its ability to recruit the financial resources, people and partnerships it needs to attain its goals and objectives.

This approach evaluates corporate image from marketing, rather than a graphic design, perspective. The premise has two predominant concerns for companies entering the 21st Century:

17. an understanding that the corporate image is a major strategic concern that can have a direct impact on the level of success the organization achieves through its other marketing and management efforts, and
18. an understanding that a coherent corporate image needs to be integrated into the organization at all levels.

Conceptualization

Looked at from a marketing perspective, corporate image management becomes an on-going, synergistic management tool, rather than a one-time "corporate image exercise" as currently practiced by most organizations and almost all corporate identity consultants. Corporate image management, therefore, becomes a comprehensive and all-embracing process that internalizes a new skill set for managing relationships between constituents at all levels in the organization. Its goal is to enable sustainable relationship advantages to be developed with key audiences. Since the process of corporate image management is on-going, these relationship management skills are applied to all current, prospective and future relationships. It applies equally to commercial, non-profit and government organizations.

By incorporating a post-graphic design management process into the practice of corporate image management, today's organizational leaders can develop an integrated approach to managing all verbal, visual and environmental elements and media used in communicating the organization's identity to each of the organization's constituents. Corporate image management focuses on the very heart and soul of the organization, even to the extent of evaluating why the organization exists and determining the organization's key purposes. It represents one of the highest levels of functional control of the organization.

Perhaps more importantly, its value as a management tool is greater because it provides a mechanism for the organization to:

- differentiate itself from competition,
- to create recognized added- value to the products and services marketed or delivered by the organization, and
- to attract and maintain customer relationships in order to prosper in an increasingly competitive and constantly changing global marketplace.

Corporate image management, therefore, also represents the highest level of brand personality and characteristics that can be created and communicated to customers and marketing partners. From both a marketing and management perspective, corporate image management needs to be integrated into the organization's development at all levels, starting from the top.

Infosys Limited

Background

Infosys Limited (earlier Infosys Technologies Limited) (NASDAQ:INFY) was started in 1981 by seven founders with US \$250. Today, they have become a global leader in the next generation Information technology and consulting, with revenues of over US \$4 billion.

Infosys *define, design and deliver* technology – enabled business solutions that help Global 2000 companies win in a Flat World. They also provide a complete range of services by leveraging the Infosys domain and business expertise, apart from their strategic alliances with leading technology providers.

Infosys has a global presence with more than 160,000+ employees worldwide, across 73 offices and 94 development centers in the United States, India, China, Australia, Japan, Middle East and Europe.

Objectives

Infosys has managed to sustain an efficient corporate image, reputation and identity with some of its core objectives which can be broadly classified in to the following categories.

Vision

To be a globally respected corporation that provides best-of-breed business solutions, leveraging technology, delivered by best-in-class people.

Mission

To achieve their objectives in an environment of fairness, honesty and courtesy towards their customers, employees, vendors and society at large.

Values

The core value system at Infosys captures five important aspects, termed together as C-LIFE: Customer delight, Leadership by example, Integrity and transparency, Fairness and pursuit of excellence.

Infosys Ltd.: Infosys partners with global enterprises to drive their innovation-led growth. That's why Forbes ranked Infosys 19 among the top 100 most innovative companies. As a leading provider of next-generation consulting, technology and outsourcing solutions, Infosys helps clients in more than 30 countries realize their goals.

Infosys BPO: Infosys BPO Ltd., the Business Process Outsourcing subsidiary of Infosys Limited, was set up in April 2002. Infosys BPO focuses on integrated end-to-end outsourcing and delivers transformational benefits to its clients through reduced costs, ongoing productivity improvements and process reengineering. Infosys BPO operates in India, the Czech Republic, Poland, Mexico, Brazil, USA, China, the Philippines and Australia and as on September 30, 2012, employed 24,056 people. It closed FY 2011-12 with revenues of \$494.5 million.

Infosys BPO has been awarded the Corporate Social Responsibility (CSR) award at the 8th National Outsourcing Association (NOA) Awards, 2011 November in London for 'Project Genesis', a community project entirely sponsored by Infosys BPO with the objective of increasing employability of students across tier-I and tier-II towns in the country. - (Raghavendra K., Vice President and Head – Human Resources Development, Infosys BPO)

Infosys Branding

Brand Infosys is one of the most important intangible asset that they own. The brand's promise, "Building Tomorrow's Enterprise", unveiled last year is gaining rapid attraction and momentum across markets. They provide comprehensive business solutions that leverage technology and domain expertise to help their clients gain market differentiation and competitive advantage. Their group is well known by the brand, 'Infosys' to all stakeholders and the general public.

Corporate Governance

"Corporate governance is about maintaining an appropriate balance of accountability between three key players: the corporation's owners, the directors whom the owners elect, and the managers whom the directors select. Accountability requires not only good transparency, but also an effective means to take action for poor performance or bad decisions." - Mary L. Schapiro, Chairperson, Securities and Exchange Commission, USA, Address to Transatlantic Corporate Governance Dialogue - September 17, 2009.

CASE STUDY:

Name : Infosys Technologies Limited

Infosys continue to be a pioneer in benchmarking their corporate governance policies with the best in the world. Their clients are widely recognized by the investors in India and overseas. The keys factors responsible for its success are as follows :

Quality

Infosys continue their journey of delivering value to their clients through significant investments in quality programs. They have adopted several external benchmarks and certifications. Infosys is certified under various standards to meet client demands and enhance value delivery.

Liquidity

Infosys continue to be debt-free and maintain sufficient cash to meet their strategic objectives. They clearly understand that the liquidity in the balance sheet has to balance between earning adequate returns and the need to cover financial and business risks.

Infosys Sustainability

"At Infosys, we believe that our future growth will only be viable and prosperous if we look at sustainability in all dimensions - environmental, social, political and economic. We are driven by a passion to be a good corporate citizen, and sustainability is at the core of our operations."

- Nandan M. Nilekani (Co Chairman, Infosys)

Infosys sustainability policy guides interactions with stakeholders and influences day-to-day actions. They understand their responsibility in honoring the expectations of their immediate stakeholders and an extended set of stakeholders, including local communities, social organizations and the communities around them.

Infosys employees actively participate in the welfare of the local community. Infosys Development Centers (DCs) in India make a difference through several Corporate Social Responsibility (CSR) initiatives.

Sustainability initiatives

Sustainability at Infosys has not been limited to the idea of sustainable consumption alone. For them, sustainability has been at the core of their business since inception. Their business philosophy – Predictability, Sustainability, Profitability, and De-risking (PSPD) – has been the underlying and overarching aspect of every business decision that they have made over the past three decades. Their core values and ethics are the bedrock of their sustainability practices. Sustainability themes and actions are inextricably intertwined in their everyday business practices. Sustainability actions at Infosys rest on three pillars viz., Social contract, Resource intensity and Green innovation.

Human Resources Management

Infosys employees are the most valuable assets of the Company. They encourage innovation, meritocracy and the pursuit of excellence. They have set up a scalable recruitment and human resources management process, which enables them to attract and retain high-caliber employees. They added 16,069 (net), excluding employee transfers of 711 from Infosys Consulting Inc. as a part of its termination, and 33,201 (gross) employees last year, taking their total strength to 1,24,789 from 1,08,009 at the end of the previous year. The Infosys group added 19,174 (net) and 45,605 (gross) employees this year, taking the total strength to 1,49,994 from 1,30,820 at the end of the previous year. Their attrition rate stands at 14.7% compared to 17.0% for the previous year. Over the last year, they received 6,22,971 applications from prospective employees and they continue to remain an employer of choice in the industry.

Education & Research

Infosys continue to make significant investments in the learning and development of their employees. This has become even more important given the pace at which things change in the industry. They introduced programs in new technology areas such as Cloud Programming and Mobile Application Development, last year. They enhanced their continuous education programs with a new framework that provides more learning flexibility to their employees. We also launched their collaboration with international business schools for the co-creation and co-delivery of business programs. During the financial year, the total training provided for Infosys was over 1.6 million person days. Many of the employees also took external certifications creating a large pool of certified people.

Infosys Leadership Institute

The Infosys Leadership Institute (ILI) was established with the aim of developing world-class corporate leaders. The institute identifies potential candidates and supports the development required to take on key leadership positions within the Company. The institute aims to be a globally recognized institution that remains relevant to Infosys while advancing the field with original thought leadership.

Key Success Factors

Infosys Technologies Limited Key Success Factors include Sound Management Skills, Nurturing Working Atmosphere, Commitment To Values, Speed, Imagination and Excellence Personnel Management Infrastructure

Other Success Factors

Infosys Technologies Limited Other Success Factors are that they invest in well understood, proven product & not just R&D. While dealing with investors, they always under-promise and over deliver. They have a healthy sense of paranoia and respect for the competition so obviously there are leaders in the making.

Leadership

Leadership at Infosys Technologies Limited is “The principal dynamic force that motivates and coordinates the organization in the accomplishment of its objectives”.

Leadership Styles

At Infosys Technologies Limited Leadership Styles Although good leaders use all different styles, with one of them normally dominate, bad leaders tend to stick with one style.

Leadership Traits

Leadership Traits at Infosys Technologies Limited include Charismatic Leader, Transformational Leader and Transactional Leader.

Conclusion

The last Annual General Meeting on June 11, 2011 was the last time N. R. Narayana Murthy attended as the Chairman of the Infosys board. On August 20, 2011, he was given a farewell by the Infosys family at their Bangalore campus. The Board of Directors honored him with the designation of Chairman Emeritus. The Management rechristened the Mysore campus of Infosys as the N. R. Narayana Murthy Center of Excellence, and also named a building in each of their campuses after Mr. Murthy.

When Mr. Murthy and his co-founders started Infosys, being Number One in business was not the goal. Earning the respect of stakeholders came first. He instilled an exemplary set of values and corporate ethics into the DNA of the company. These went on to set corporate governance standards for the rest of the industry, just as the Global Delivery Model pioneered by him became the basis for much of technology services outsourcing from India. It is largely due to his personal leadership that Infosys has exemplified the best of India in terms of the quality of people, processes, products, services and governance for many years now. There is no denying that there would be a vacuum after Mr. Murthy. We feel it as individuals who have had the privilege of having Mr. Murthy as a teacher, a mentor and a friend. Infosys feels it as an organization whose growth story has Mr. Murthy's vision and leadership written into every chapter. Not only did he mentor a new generation of leaders, but he also evangelized corporate governance practices that went on to set new standards of transparency in Indian business. He has touched millions of lives both directly and indirectly. His unique vision on sharing wealth created millionaires out of ordinary middle-class Indians and helped them raise their aspirations. It also changed the popular perception of businesses as mere amassers of wealth. His courage and conviction in starting Infosys on a shoestring capital sowed the seeds of entrepreneurship in many a young mind. The Fortune magazine recently recognized Mr. Murthy's vision and contribution to global business by naming him one of the 12 greatest entrepreneurs of our generation. For everyone at Infosys, he will always be the one who led by example and showed them the right path. It is true that Mr. Murthy will not be involved in the decision making process and day-to-day running of Infosys any more. But he has created and mentored the next generation of leaders at Infosys who will take this company forward. People at Infosys are committed to continuing the journey that Mr. Murthy had started with renewed commitment to the values espoused by him. Thus, Infosys as a brand has been successfully awarded as the best of its kind in the heart and minds of the people especially its employees. Narayan Murthy is a visionary who applied his leadership skills to build one of the biggest IT companies in India. Stress on Building and maintaining relationships. Innovation is the only means to sustain customer loyalty in a flattening world.

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Free Flow of Information in Digital Era

(A Case Study of Aam Aadmi Party)

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Abstract

The fast development of new media has been the main force accelerating the trend of globalization in human society in recent decades. New media has brought human interaction and society to a highly interconnected and complex level, but at the same time challenges the very existence of intercultural communication in its traditional sense. The primary function of free flow of information is to promote democracies, freedom of speech & expression and free markets. It means that any person and organisation can own and operate any media or information agency or organisation to gather any information and disseminate the same. In order to give effect to this objective, "freedom of speech and expression" has been guaranteed as a fundamental right under Article 19(1)(a) available to all citizens, subject only to restrictions which may be imposed by the State under clause (2) of that Article. With this concept in practice, media had acquired a dramatic level of power and influence that had never been felt since the invention of printing press. Not only the traditional media but also the new media for international communication, communication satellites, cellular phones, computers and Internet have made the free flow of information more regular and widen its horizons. Technological development has led the media to both expand and reduce. Digital transmission has resulted in more and cheaper opportunities for broadcasters, and greater choice for media consumers. Media organisations now disseminate information through a multitude of platforms in order to satisfy their audiences. This study analyzes how new media are being appropriated within the society and also explores a range of new media practices. The study examines the free flow of information in digital era with the help of new media. This study is descriptive in nature and works on qualitative approach.

Key Words: New Media, Social Media, Information and Freedom of Expression.

Introduction

The right to freedom of expression has always rested upon public platforms of communication to give them effect. Newspapers were the champions of free speech from the eighteenth century onwards, which is why attempts to tax and control them were so fiercely resisted. By the end of the twentieth century broadcast media (radio and television internationally), provided mass access to news and information of all kinds. As "mass" media they came to constitute 'mass societies' for the first time in human history – where millions of people could share experiences and events together, creating new identities. The development of the internet and the mobile phone is one further stage in the development of communication technologies, creating an increasingly converged world of modern communications. The advent of the internet has brought specific new challenges and opportunities. No longer does the power to communicate on a mass scale rest solely in the hands elites, with the costs of setting up and operating a newspaper, radio station, or television show acting as natural barriers to participation from the wider public. Anyone with access to the internet can create and share or edit their own or others' content. The explosion in digital communications – mobile phones, internet access, and digital cameras – is allowing citizens to engage in public debate on a level unparalleled in history.

Review of Literature

New Media Practices in China: Youth Patterns, Processes, and Politics CARA WALLIS Texas A&M University, International Journal of Communication 5 (2011)

This article examines the dynamics of new media in China with an emphasis on youth uses and practices. While much attention has been devoted to the government's regime of censorship and control, this review takes a cultural approach, drawing from a range of academic and popular sources to examine how various practices, discourses, relationships, and representations have been articulated to new media technologies in China. After providing background on China's demographic and telecommunications landscape, the discussion covers networked community and identity, gaming, networked public sphere and civic engagement, and new media presumption. The review shows that diverse new media practices emerge in China within the tensions and contradictions of the

government's desire to simultaneously expand new media technologies and control what are perceived as "harmful" influences. Within a highly commercialized and more liberalized sociocultural environment, new media technologies have opened up new spaces for multiple modes of expression, and as such, they are constitutive of complex processes of social change in China

The Impact of New Media on Traditional Media, Lavanya Rajendran and Preethi Thesinghraj, Middle-East Journal of Scientific Research 22 (4): 609-616, 2014, ISSN 1990-9233

Social media and other online news sources, also known as the "new media", have become an integral part of modern society. The presence of such new media, social media in particular, has threatened the existence of printed newspaper. The effect of this threat is felt on the circulation of print newspapers, especially in the USA.. The average daily circulation of US newspapers declined 7% in the last and first quarters of 2008 and 2009 respectively, according to the latest data from the Audit Bureau of Circulations. The data indicate that a shift in consumer behavior has led more people to get their news and information online (New York Times, April 2009). However, the impact of the new media on print media is still manageable in India. This study aims to understand the impact of new media and print media on a representative subset of the Indian population. It also quantifies the social changes triggered by the advent of new media and user-generated content. Our studies show that the drop in circulation of print media can be attributed to the younger sect of the Indian population, which prefers the interactive nature of the new media and the reduced latency with which they can access news

Effective Use of Social Media

New media needs to be a central aspect of any youth outreach and engagement efforts, not just because it's an effective tool to spread messages to young people, but because it's a part of how young people interact with their world. New media also offers the tools and platforms for young people to move from 'common man' to 'News creator'. Working with young people online creates an environment far closer to the youth work ideal of voluntary engagement. As professionals at the heart of youth engagement, it is important to understand and be part of this online community. Where can you always find a group of young people; hanging out together chatting about everyday life, and about issues that matter to them planning an upcoming adventure reflecting upon the activities they have recently been involved in sharing jokes having a heart to heart discussion with their peers. Young people are already using social media, joining them in this space is much more effective than expecting them to find us. Social media allows us to create an identity for our project online – we can communicate as a group without the need to be physically face to face. We can promote specific events, courses and activities, driving up attendance and attracting new members.

Objectives

- To explore new media practices among youth.
- To study the effectiveness of social media over traditional media
- To Understand AAP's unique social media strategy.

Research Methodology

This research is based on observation method and Secondary data was also collected from various books, research papers and websites.

New Media Practices among Youth

New media hold great potential as a resource for freedom of expression. They serve as a platform for dialogue across borders and allow for innovative approaches to the distribution and acquisition of knowledge. Since the internet and other media have been adopted and integrated into the daily lives of an increasing number of youngsters, many commentators are debating on the activities practiced by the youth on new media. There are many controversies about whether technology shapes values, attitudes, and patterns of social behavior or not. Although technology has an innovative force that has profound influence on youth because its generates new patterns of expression, communication, and motivation. New media has created a new generation of young people who possess sophisticated knowledge and skills with information technologies, express values that support learning by experience and the creation of a culture in a digital space, and have particular learning and social preferences. Digital spaces such as social networking sites, weblogs (blogs), and clip and photo sharing are very

common among youth and that's why these commercial companies also target them and try to shape their consumption patterns. At the same time, when using these spaces, youth are becoming empowered in different social aspects. Youth is not only accessing the internet for entertainment purpose, but they are also considered the active participants in the creation of media content. On these platforms they frequently participate in debates and discussions and also helping in the process of national development. They are also taking the initiatives for awareness campaigns and helping society towards the betterment. The advent of Web 2.0 increases the ability of youth not only to be passive consumers of information and content online, but also to become active creators and contributors. The lower costs of coordinating creative efforts and distributing materials allow individuals to generate their own content and to collaborate with others in social, economic, and political activities. Social media platforms facilitate various formal, small as well as large-scale online communities, where User Generated Content (UGC) flourishes. Thus, youth today are actively involved in web production and tend to appropriate portions of it and to convert them into youth zones. In this new landscape, social media networks, thanks to the internet and smart devices are now not just simple sites for conversations, exchange of information and playing casual games but also a public space for coordination, mobilization, education, charity fundraising and doing business as well. New-media technology is not only having a serious effect because of its impact on established journalism. The way that the vast bulk of public and commercial media is changing is more important than the emergence of citizen journalism or the independent blogosphere. Together they offer the opportunity to transform the news media into a more open, trustworthy and useful forum for information and debate. As news becomes non-linear and open-sourced, journalism will change and is changing. This is about more than posting a comment on a blog or sending in a photo to a website.

Social Media over Traditional Media

News consumption today is not the same as pre-satellite news when people waited for their morning papers or sat down at an appointed time for the evening news on television. News consumption today is not the same as pre-internet news when people tune in to events happening around the world through 24-hour television news channels. More recently, a growing number of readers, viewers and listeners are going online for their news. Television, newspapers and radio are still here but there is a growing competition from interactive online media. Old media like publishing used to require a printing press. Circulation was limited to a fraction of a geographical location. Broadcasting via radio and television rely on expensive equipment to transmit signals around a country, regionally or globally. Now, once a user connects to the internet, he has access to a platform that is at once global and free. The new model assumes that the devices themselves are smart. This means that one may propose or explore new models of communication and coordination without needing to get anyone's permission. An individual with a camera or a keyboard is now a non-profit of one and self-publishing is the norm. Traditional news media exist for "authoritative" news sources, those that provide a deeper view to news. The news industry is in a period of transformation where an old media system is disappearing and a new media system is budding. An age where the passive-watcher culture is giving way to a participatory culture and where a society previously hooked on traditional media is giving way to a much more complicated media landscape where the ordinary citizen has the ability to control media technologies and tell their own stories in powerful, innovative and creative ways. This is an era where our social, cultural and technological ways of life intersect.

Aam Aadmi Party and Social Media

As the Internet became a more ingrained part of consumer's lifestyle, consumers were found to spend more time online establishing personal connections via internet phone calls, instant messaging and online forums. This gave rise to new media consumption habits of the consumers and contributed to the rise of social networking websites. Social networking websites like MySpace and YouTube enabled individuals separated by time or distance to establish communities of interest where they exchanged ideas, content, tools, and information in order to enhance the experience of being a part of a community.

The case, while providing an overview of the social networking websites and lifestyle media as a whole, It tell us tha how information flows on social networking websites and its impact on the society.

Background: The Aam Aadmi (Common Man) Party stunned the Indian political system by capturing power in the Delhi assembly elections barely a year after it came into existence. The party then set its sights on the 2014 general elections. Leveraging on the increasing internet & mobile usage in India, the party built up a highly

successful social media strategy. The case talks about AAP's social media strategy against the backdrop of the new generation of Indian voters and compares AAPs social media strategy with those of its competitors.

Introduction: The Aam Admi Party (AAP) became a buzzword in Indian politics during the year 2013. Within the short span of a year, it managed to emerge as a strong political party under the leadership of its convener, Arvind Kejriwal (Kejriwal). AAP made a stunning debut in the Indian political arena by winning 28 seats in the Delhi assembly elections, 2013 and become the second largest party (Refer to Exhibit-I for Results of Delhi Assembly Elections, December 2013). One of the success factors of AAP was its campaigning strategies. AAP volunteers and supporters connected with the voters both by following traditional modes like door-to-door campaigning and using contemporary modes like social media.

Aap's Social Media Strategy

By June 2013, the number of social media users in India was around 78 million . It was estimated that this number could cross the 100 million-mark by the first quarter of 2014 (Refer to Exhibit-II for Number of Social Media Users in India-Estimations). Social networking sites like Facebook, Twitter, Google+, and YouTube were commonly accessed by internet users in India. Of the entire social media, Facebook had the maximum number of users (Refer to Exhibit-III for Break-up of Social Media Users in India during 2013-14)...

Competitors Social Media Strategies

BJP Prime Ministerial candidate and Gujarat Chief Minister Mr. Narendra Modi (Modi) was known for his efficient utilization of social media in India. He had launched his social media presence in the year 2009. A healthy competition was going on in between Modi and Kejriwal on Facebook and Twitter; however, the INC Vice-president Mr. Rahul Gandhi had no Facebook (or) Twitter account. During the month of January 2014, on Facebook, Modi had 90, 98,523 likes and Kejriwal had 40, 31, 258 likes...

Moving Forward

After being successful in the Delhi Assembly elections 2013, the social media team of AAP turned its focus on the general elections, 2014. The team head, Ankit, prepared to focus on improving the quality and reach of the party on social media to gain support. Through social media, AAP communicated with the local people to address their problems and issues. The people were regularly updated with the status of the works being done by the party legislators and volunteers. The local level teams operating at the district level were assigned with the responsibility of managing the local Facebook page designed for each district separately...

Conclusion

India is an extremely complex news and online environment. It probably has in excess of a hundred 24 hour news channels. The number of daily newspapers is even greater. The density of mobile telephony thickens by the hour. Each day, the Internet spins its web wider. The media and telecommunications are among the more insistent of the many simultaneous revolutions we live in. The changes happening in the news industry brought on by the rapid advances in technology should not be seen as a threat to traditional mass media but instead complementary in reaching targeted audiences in a world of personalized media by offering digital narratives and customizable news experiences that allow users to share and participate.

For a long time, the conversation between mainstream media and the audience has been one-way even during the early days of the internet. That was Web 1.0. Then Google, Facebook, Twitter, YouTube came and all of a sudden the audience can communicate back and give feedback. That's where we are now, in the Web 2.0 phase. In the next ten years we may witness another transition, this time to Web 3.0 or what techies call the semantic web whereby businesses including news organizations can capitalize on the conversation because new technology will allow them to better understand and quantify the audience in a multiplatform environment. The potential of the new media is ambivalent. They hold a hitherto unseen potential to empower the individual by providing greater freedom of information that can lead to innovative courses of practical action. But they also contain possibilities for widespread manipulation of information and governmental censorship. A central challenge is to fully exploit the potential of the new media without compromising the fundamental right of freedom of expression. The same principles apply to the new media as

to the traditional media. The free flow of ideas by word and image is a prerequisite for any social and economic development.

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Commodity Derivatives: Making it Safer Mode of Investment for Common Man

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Abstract

The present paper aims at evaluating the possibility of introduction of option derivatives in the commodity future trading done on the major commodity bourses in India in order to make it safer for the common man. The commodity futures market is considered to be highly speculative and volatile due to which many a time's government and forward market commission have to intervene and restrict the trade of few of the commodities to stabilize the price in physical market. The nature of this market makes it imperative to introduce some instrument which makes it safer for the traders. Option can be one instrument which can solve the purpose. The introductory part of this paper deals with the fundamental insights of the commodity market in India and the Options market. The second part deal with literature review followed by objectives of the study and need of this research. The fifth part of this paper deals with history of options in the commodity futures market and various committees formed. The later part of the paper deals with some option strategies and the benefits a trader can have with introduction of option in commodity future market followed by recommendation of the researcher.

Keywords: Commodity market, Future trading, Option, Option strategies

Introduction

Commodity future market is in existence in India for thousands of years. It first started to safeguard the interest of farmers in the sense that there was a risk of getting the value of the produce below its cost price. Derivative contracts were offered for various agricultural commodities i.e. cotton, wheat, rice, pulses, coffee etc., but were in unorganized form. It started getting organized in the latter part of nineteenth century with establishment of Bombay Cotton Trade Association in 1875. During pre-independence era the number of commodity markets was limited and that too without any uniform guidelines or regulations.

Origin of options in commodities is hard to trace as, it seems, it originated in India almost on the same time as commodity futures that too probably in cotton. It is said that after the American civil war speculation became rampant in cotton in Mumbai and to safeguard the interest of the stakeholders 'teji mandi' or option contracts were devised as a hedge against speculation.

Post independence the Indian commodity market became organized with enactment of Forward Contract Regulation Act, 1952 by parliament and establishment of Forward Market Commission (FMC) in the year 1953 under provision of FCRA. FMC got the powers to regulate the commodity futures market for smooth functioning of the market. It was also empowered to look at various aspects of safeguarding the interest of the stakeholders.

The commodity futures were banned in India in late 60's but was revived again somewhere in 80's on the recommendation of Khusro Committee (June 1980) formed under the chairmanship of Prof. A. M. Khusro. The committee recommended for the start of futures trading in few of the commodities. GOI started the futures trade of commodities on the recommendation of Khusro Committee but the pace of growth was slow as compared to its equity counterpart. So, GOI formed various committees to look into the possibility of replicating the success of reforms in Indian equity market during 90's. Notably Kabra Committee formed under the chairmanship of Prof. K.N. Kabra submitted its report in September 1994 and recommended to increase the base of commodities in which futures trading can be introduced.

The milestone was reached when on 1st of April, 2003; Government of India issued notifications permitting futures trade in all the commodities. Subsequently with the notification it paved way for opening up of exchanges for commodity trading as in equity. Multi Commodity Exchange of India Ltd (MCX) was established on 10th of November, 2003 and is considered to be one of the largest commodity bourses in the world today. Apart from MCX there are sixteen other recognized commodity exchanges in India, but more than 95% of the trades are taking place only on 2-3 of the recognized exchanges. The participation of others in terms of volume is abysmal. The commodity derivatives being traded in the exchanges can be divided into various subcategories namely, Precious metal, Base metal, Energy commodities and Agricultural commodities.

Option as a tool for investment can be defined as a financial contract which gives the right but not the obligation for the buyer to buy/sell the underlying asset, which can be equity, commodity, currency etc., at the given price i.e. strike price on or before the given date which is called expiry of the contract. Here right and obligation are two important terms. It is important to understand the difference between the two in order to understand the risk proposition of an option. If a person has got the right than it is his wish, whether he wants to use his right or not i.e. the voting right. A person cannot be penalized not for using his right. On the other hand if a person has got the obligation than it becomes legally binding on that person to fulfill his obligation. Otherwise that person can be penalized, i.e. debt servicing. A buyer of the option gets the right but if the person is a seller in option than it is obligatory on his part to fulfill his contract if the buyer wishes to do so.

Options are mainly of two types namely Call and Put. Calls are bullish in nature, i.e. if the price of the underlying asset increases than price of the Call goes up. Puts are bearish in nature, i.e. if the price of the underlying asset comes down than the price of the Put also comes down.

In terms of moneyness, options are of three types, namely in-the-money, at-the-money and out-of-money option. In case of calls, if strike price of the option is less than the market price of the underlying asset than it is in-the-money call. If both are equal than at-the-money call and if strike price is higher than the market price of underlying asset than it is out-of-money call. Reverse is the case with put.

Another important term for options is the price at which options is being traded. It is called premium. The premium of an option is the sum of the intrinsic value and time value of the option. Intrinsic value of the option is the amount by which the option is in-the-money, i.e. if nifty is trading at 8600 in the market and we are dealing with the nifty call having strike price 8550, than the call is in-the-money by 50 Rs. This is intrinsic value of the option. At-the-money and Out-of-money options have zero intrinsic value.

Another component in the premium of option is time value which depends on the investor's sentiment about the underlying asset and the time to expiry. If investor's sentiments are positive for the underlying asset and the expiry is far away than time value of the call will be higher. But in any case the time value will become zero at expiry. So, on expiry the premium of an option will be equal to its intrinsic value only. That is what the buyer of an option will get at the expiry of the contract.

Review of Literature

H Bhattacharya (2007) discussed various aspects of related to commodity derivative market which include right from evolution to pricing, regulation, settlement and delivery mechanism in India.

S Bhagwat, A Singh, Ritesh & Deepak (2015) discussed the potential of commodity market in India primarily on the basis of India being an agriculture based economy. While highlighting the nature of Indian economy they stressed on the importance of commodity derivative market in the development of the economy.

John E Ikerd (1985) highlighted the option as new risk management tool which gives the buyer the right but not the obligation which respect to futures positions which has binding obligations which has to be fulfilled irrespective of later market movements. Options trading in agricultural commodities were banned following scandals in unregulated trading of options during 1930's which was reintroduced in major US commodity exchanges on November 1, 1984 and is highly regulated.

M Sabnavis & S Jain (2007) in a discussion paper in Economic and Political weekly highlighted various misconceptions namely speculation in commodity futures market, participation of farmers in futures trading, price volatility and volumes traded. They also highlighted Professor Kabra's opposition to the introduction of Options in commodity market on the ground that it would open the floodgates for far more speculation in commodity market which is misplaced on various counts.

T Lingareddy (2015) discussed about the increased market volume during the period 2003-04 and 2011-12 which rose from Rs. 1.29 lakh crore to Rs. 181 lakh crore during the period. The regulator was ineffective in addressing the irregularities and scams in the market. They were not able to bring a proper mechanism in place to take care of the scams. This made the commodity futures market to be very risky for the participants.

M Pavaskar (2006) while discussing about the options trading in commodities highlighted the opposition of various committees towards the introduction of options in commodity market with an exception of Kabra

committee (1994) which proposed for removing the ban on options through suitable amendment in FCRA. The author also discussed the historical perspective about the options in commodities. It seems, the options originated in India almost at the same time with commodity futures. It was banned by Government of India throughout the country in the year 1943.

M Malhotra (2012) while discussing about the journey path of commodity market and its challenges ahead in her research paper recommended the introduction of options in commodity market with proper surveillance and monitoring mechanism so that the traders can reap the benefits of hedging.

Objectives of the study

1. To highlight the risk attached to the futures derivative trade in commodities market.
2. Understanding the need of an instrument to make the commodity future trading safer.
3. Studying about the possibility and need of introducing option as a tool to hedge the positions in the commodity futures market and the nitty-gritty's towards introducing it in the commodity exchanges.
4. To study about the pros and cons of option trading in commodity market.

Need of the study

Commodity derivatives have been growing as a favored investment tool for the investors since its inception in its present form in India. The volume has increased many folds since the year 2003, the year in which MCX was established. The Forward Market Commission is responsible to regulate this market for any malpractice by exchange and brokers. It has taken many steps to make the commodity derivative investments safer but still a lot needs to be done.

The commodity derivatives volume has increased many folds and it has become a very good source of revenue for the brokers. In fact with decreasing volume of retail investors in equity market, the revenue of the brokers from this source has dried up. So they started giving them huge exposures in equity derivatives and commodity market. The regulation was changed in equity derivatives in the year 2009 by SEBI, according to which the practice of giving exposure in equity derivatives was stopped. No such policy was applicable on commodity derivative trades. So, it has become a normal practice in today's time that the brokers offer two to four times intra-day exposure to clients and sometimes more than that as well. The result is huge risk involved for the traders. Many times clients get out-of-pocket on the very first day of starting the trade.

Low SPAN margin, being set for making trades in commodities, are another source of riskiness in it. The SPAN margin required for commodities trading is 5-10 percent of the value of contract in normal market. But when the prices become highly volatile the margin is doubled by exchange. Comparing it to equity derivative market, the SPAN margin of nifty future is around 10 percent which is the lowest. It goes up to 50 percent in some of the volatile shares.

When we mix low SPAN margin with high exposure offered by the brokers, it becomes a very risky proposition and can easily send the investor to the deathbed. Exposure of 4 times means a client having Rs. 40,000 In his account can trade in a lot of gold worth Rs. 30,000 per 10 grams having volume of Rs. 30, 00,000. This means 1 percent of unfavorable movement in the market makes him out-of-pocket.

Another evil in the world of commodity market in India is the presence of dabba trading which is very dangerous as investors lose everything here. It is the unscrupulous brokers who are party to it and forces their clients to try their hand in this illegal means of investing.

Now it is high time and its duty of the regulatory body to make it safe for the investors. They should come out with a proper road map so that small investors start thinking it as a safer mode of investment instead of it becoming a playing ground for the mighty.

One way is to introduce options for the commodities as well which will make it safer in the sense that risk will be limited to the extent of investment and that too will be lower as compared to the futures which has unlimited risk. The purpose of this paper is to research the importance of options in commodity market (MCX, NCDEX and other exchanges) in India and how it makes the investment safer for small investors.

History of Option in commodity futures market

It is hard to trace the origin of options in commodity futures market but it is said that it started almost at the same time as the futures trading in commodity market. Kautilya in his book Arthashastra mentioned an instrument which was very similar to current day options. The instrument was used to hedge the position of the farmers.

Similar type of instrument was also mentioned in a book titled *Politics* authored by the great philosopher of his time Aristotle in 332 B.C. It was mentioned through one story about philosopher Thales who was able to make a fortune using similar instrument as he was able to predict the price of Olive in the next harvest season.

The documented source of Options too, it seems, originated in India during the same time as of commodity futures. It was cotton in which it started. After the American civil war speculation was at its peak in the trade of cotton in Mumbai. Shrewd traders of that time devised one instrument named 'teji mandi' which was very similar to current day's options. Before the outbreak of Second World War in the year 1939 it was in use in most of the commodity exchanges and in most of the commodities traded in those exchanges. In the month of September, 1939 the option's trade in cotton was banned through an ordinance issued by government of Bombay. By the year 1943, it was banned by government of India in throughout the country and was affective on other commodities as well apart from cotton. So, with this the era of options in commodity market came to an end in India. Post independence many committees were formed to look at the regulations regarding the working of derivatives in India. Consideration of allowing the options trading in commodities too come up but did not find favour by most of the committees. The brief discussion about the major committees for post independence is as follows:

A D Shroff Committee (1950)

Government of India formed a committee under the chairmanship of Professor A D Shroff which reviewed the ban on options in commodity market. The committee felt that the options might be of some use for the traders and it can act as insurance for the traders. Removing the ban did not find favour by the committee as they felt that it will lead to increase the speculation in commodities which will have a demoralizing effect on the markets as well. The favoured a statutory ban on options trading in commodity market. Accordingly the Forward Contract Regulation Act, (FCRA) 1952 banned all types of option trading in goods.

Dantwala Committee (1966)

In 1966 a new committee was formed under the chairmanship of renowned agricultural economist M L Dantwala who was in the favour of legalizing the options trade in commodity market. The arguments put across for the legalization was as follows:

1. It provides insurance to the trade by limiting the losses due to variations in the prices of futures contract.
2. Premium of options indicate the state of the market.
3. It has influence on the futures at stabilizing prices.
4. It keeps the futures market broad and liquid by increasing the volume of turnover due to the small premia on the option purchase or sale enabling small operators to participate, and
5. Despite the ban on option trading, it is being conducted on a fairly large scale at a number of places in the country, and, as such, both from the administrative and practical viewpoints, it is advantageous as well as desirable to legalize the option trading.

The committee's report was not accepted so the blanket ban on option's trading under FCRA 1952 continued.

Khusro Committee (1979)

The A M Khusro committee formed in the year 1979 by government of India suggested the introduction of futures in few of the commodities but was silent on the question of options in commodity market.

Kabra Committee (1994)

Committee formed under the chairmanship of K N Kabra in 1994, proposed to lift the ban on option's trading in commodities market through suitable amendment in the FCRA, 1952. The decision for the recommendation of lifting the ban on option trading was taken with a majority opinion as K N Kabra himself was of the opinion that ban should continue as option will lead to increased speculation and which will lead to uneven fluctuations in the prices of commodities.

Option Strategy

In the mean time trading in options in commodity futures were allowed in United Kingdom in the year 1958 itself and were even legalized in US commodities market. But in India the bill to legalize trade in options in commodity market is still waiting for the nod of parliament. In light of this let us discuss few popular option strategies which will be helpful for the traders to safeguard their interest.

1. If a trader has taken a position in any of the commodity in future market than the trader can have unlimited loss in case of unfavorable movement in the price of the commodity. If option is legalized in commodity market than the trader can use option as a hedge against potential losses. If the trader has buying position in the commodity than to hedge the position he can have a position in Put option as well. This will limit his potential loss to the extent of premium paid for the option and the difference between the buying price and strike price of the option in case of out of money option. This strategy is like buying insurance to safeguard against the potential losses in future market.
2. Another strategy which is widely used in the market which is highly volatile is buying the both types of options i.e. Call and Put of the same strike price. This strategy is called Straddle. The only cost involved is the premium paid for the options. The trader can have profit if the market is too volatile but can lose his investment if market becomes stable at the level of the strike price of the option. Irrespective of the direction the market moves, the trader will earn profit in this strategy.
3. One more strategy similar to the straddle is strangle. Both the strategies are same in the sense that one call and one put is bought. But unlike straddle in this strategy the strike price of both the options are different. Both options are out-of money. The benefit of this strategy as compared to straddle is that the premium paid is lesser in case of strangle, as both the options are out-of-money.
4. Collar strategy can be used which involves two different options with the future of the commodity. If a trader has position in any of the commodities than to hedge against the potential losses the trader can create a long position in out-of-money put and write a call which is out of money. In this way the out-of-money put is partly financed. The potential of earning profit gets limited in the process as the trader is short in one out-of-money call. This strategy makes the potential of profit as well as limited.
5. Covered call is a strategy which can be used when the trader wants to hold a position in the asset for a short period of time and is neutral about the price. In order to generate additional profit, the trader can write an out-of-money call. If the price of the asset does not go beyond the strike price of the option than the trader pockets the premium received in the process of writing the call. If the price goes beyond the strike price than the trader will lose the opportunity to earn higher profit.

There are certain other strategies which can also be used which can also be used by the trader to make the trading safer but are a bit complicated as compared to the above strategies.

Recommendations

The commodity market is growing day by day and people have started looking it as an alternative source of investment. Earlier it used to be just the traders in the commodities concerned to be interested in investing in the commodities futures and that too just for hedging purposes. With establishment of exchanges (MCX in 2003) and permission of the government to start trading in derivatives of the commodities, it has been expanding its footprint. Now people are becoming aware about it as another source of investment which was not there few years back. So it is the need of the hour to make the trading safer for the investors who do not have prior knowledge or experience of trading in commodities. The researcher makes some recommendation to make it safer for all, which is as follows:

1. Forward Market Commission (FMC), the market regulator of commodity derivatives should become extra vigilant to safeguard the interest of investors from unscrupulous brokers who inflict them towards dabba trading. Stricter punishment to these brokers should be given so that they do not force any of the investors to go for this illegal means of earning money.
2. Practice of giving extra exposure even for intraday should be discontinued as it increases the risk proposition of the investors. Strict penalty clauses should be there if any broker found giving exposure to their clients.
3. Awareness programmes should be initiated by the exchanges to make the people aware about the risk proposition of the commodity derivatives market.

4. The margin requirement should be enhanced on the lines of derivatives in equity market as it is felt that the current margin requirements in the commodities are very low and the investors who are not capable of holding the position due to lack of funds are forced to take losses. If margin requirement is enhanced than it will act as a deterrent for these marginal investors and save them from potential losses.
5. The most important is to find the way to make the commodity derivatives market safer for investors. That can be done with introduction of options of various strike prices in the commodity market.

Conclusion

In this paper the possibility of introducing the option in commodity market was studied. Many of the committees formed post independence was studied which showed that except one or two all the committees recommended for continuing with the ban on options which itself was based on a wrong premise that option trading in commodities will lead to more speculation in commodity market. But instead the fact is it will make the trading safer as option can be used to hedge the position of the traders.

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