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# AL-SHODHANA

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*A Multi Disciplinary Refereed Research Journal*

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Associate Professor of Economics  
St Aloysius College (Autonomous)

Mangaluru -575 003

*Email: alshodhana@gmail.com*

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**Tel. : 0824 - 2449700 / 01, 2449703 Fax: 0824 -2449705**

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# *Principal's Message*

For effective learning a conducive environment is essential. Since learning is a process it has various ingredients necessary for effective learning. Some of the ingredients are connecting, creating, doing, failing, practising, reflecting, sharing, working, etc. In isolation there cannot be any learning. Connecting with people and connecting with various systems and their patterns is an essential ingredient of learning. Modern day learners have various gadgets at their disposal to connect with people. But that will be, most of the time, at a very superficial level. However, to understand the intricate patterns of various systems and their inter-dependencies is truly a matter of deep learning. This process will involve doing and doing things creatively and repeatedly. Failure is a part of the learning process. Plenty of learning happens through failures too. Repeatedly doing certain tasks, practising, reflecting, working in groups etc will promote experiential learning in a young mind.

If these are the ingredients required for a fruitful learning, it is the task of the management and the faculty to create such an environment in the College Campuses. It is by constantly striving to attain greater heights that we are able to reach out to the stars. Mediocrity has no place in this highly competitive world. Only those who focus their attention constantly on the goals that they want to achieve can be winners. Hence creation of a learning climate is essential in our higher educational institutions to make our learning effective. Teachers who promote such a learning process will be considered as great educators.

I wish to congratulate and thank the editorial team of '*Al-Shodhana*' for their efforts in bringing out this research journal.

**Rev. Fr Swebert D' Silva, SJ**  
**Principal**

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# *Editor's Note*

In tune with our general objective to provide a forum for the young faculty members, research scholars and students of the social sciences and humanities for disseminating their research findings and views to a wider audience and to promote devotion to the scientific process, we are happy to present the 7<sup>th</sup> issue containing six articles from the discipline of humanities and social sciences by the young research scholars and students.

*Jyothsna* in her article ***Stand-Up Comedy: No Laughing Matter*** tries to make a point that Stand-Up Comedy as popular culture has immense pedagogical value. Defamiliarization, Deterritorialization and Abjection are the three significant ways by which stand-up comedy gains pedagogical value in liberal arts education

In the article ***Credibility of Paid Promotional News in Indian Language Press : A Critical Study of Kannada Newspapers***, *Abhilasha and Kakade* make an attempt to study the effect of advertorials on the readers and to know whether readers realise that it is paid news or not.

*Lakshmi and Mariswamy* in their article ***Transformation of News: Oral, Print, Radio, Films, T.V. and Online*** based on content analysis method clubbed with case study and questionnaire method argue that 24/7 news channels were found be much biased, less authentic, fair and topical, yet people are addicted to watching infotainment on news channels.

*Divya and Chandunvar* in their paper ***Changing News Presentation and Its Impact on News Credibility*** make an attempt to investigate how changing news presentation has an impact on its credibility in the 21<sup>st</sup> century and what are the changes that have taken place.

In their article **Surrogate Advertisements in Hindi News Channels of India: A Critical Study** Banerjee and Kakade analyse the frequency and content of Surrogate advertisements in Hindi news channels.

Kothari and Supriyo's paper **A Study on Consumers Online Shopping Behaviour in Kolkota** makes an attempt to find the consumer awareness about online shopping websites, which category of product they purchase frequently and factors that affect their online buying behaviour.

Nanjunda in his paper **The Plight of Tribal Migrant Workers: A Case of Mysore District of Karnataka** based on a field study tries to study the problems faced by migrant tribal workers in Mysore district.

I thank all the authors for providing such a variety of research articles on a broad range of topics. My thanks are due to the Principal, members of the editorial board and the editorial advisory board. I am grateful to Dr Sylvia Rego for her whole hearted support in editing this issue.

**Norbert Lobo**  
**Editor-in-Chief**

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**Dr Norbert Lobo**

**The Editor - in- Chief**

**Al-Shodhana**

**St Aloysius College (Autonomous) , Mangaluru - 575 003**

**Karnataka - India. Email: [alshodhana@gmail.com](mailto:alshodhana@gmail.com)**

**Soft copy of the article may be submitted to: [alshodhana@gmail.com](mailto:alshodhana@gmail.com)**

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# STAND-UP COMEDY: NO LAUGHING MATTER

- K S Jyothsna

## **Abstract**

*Stand-Up Comedy as popular culture has immense pedagogical value. In opposition to the views that the 'Culture Industry' approach holds, stand-up comedy gains pedagogical value in liberal arts education in three significant ways: Defamiliarization, Deterritorialization and Abjection. Political correctness and euphemisms do a lot of disservice to education. Stand-Up Comedy is a site of resistance and not simply of conciliatory laughter or reactionary laughter.*

**Keywords:** *Popular Culture, Stand-Up Comedy, Pedagogy, Defamiliarization, Deterritorialization, Abjection*

Adorno and Horkheimer, in their '*Culture Industry: Enlightenment as Mass Deception*', saw popular culture as being appropriated by capitalism, and laughter as being conciliatory-under such a system. Their adage, 'True joy is a serious thing' seems to be very essentialist and absolutist. While Bakhtin's Carnavalesque laughter ('Carnival and Carnavalesque') could be seen as a stop-gap opposition to Adorno's conciliatory laughter; neither are adequate categorizations to understand how the laughter generated (or not generated) by stand-up comedy works.

One of the fundamental and inevitable questions that this exploration throws up is whether serious issues are being trivialized while dealing with them through a humorous medium. Stand-up comedy is not an escapist art. Neither is it simply reactionary. Though it is a non-political mode of resistance, it is politically committed. Its pedagogical value lies in its functioning through three significant paradigms:

1. Defamiliarization (as suggested by Viktor Shklovsky)
2. Deterritorialization (as discussed by Gilles Deleuze)
3. Abjection (as developed by Julia Kristeva)

Even before Russian Formalism was introduced to me in my MA programme, one of my favourite 'English' teachers in degree used what I later realized was a modified

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*Ms K S Jyothsna, Assistant Professor, Dept of English, St. Joseph's College (Autonomous), 36, Langford Road, Langford Gardens, Bengaluru, Karnataka - 560027 e-mail: jyothsna.kavuturu@gmail.com*

version of Williams Carlos Williams' poem *The Right of Way*, to explain how defamiliarization works:

I saw a girl

With one leg

Over the window

He spent a good while taking it one line at a time and discussing 'expectations' from each line and how one feels both cheated and relieved at the end.

As the Russian formalist Viktor Shklovsky explains in *Art as Technique*:

The purpose of art is to impart the sensation of things as they are perceived and not as they are known. The technique of art is to make objects "unfamiliar," to make forms difficult, to increase the difficulty and length of perception because the process of perception is an aesthetic end in itself and must be prolonged. Art is a way of experiencing the artfulness of an object.

Anne Sexton's *Transformations* and Roald Dahl's *Revolting Rhymes* are two engaging attempts that defamiliarize childhood and childhood nostalgia. Nursery rhymes and fairy tales form a major portion of childhood nostalgia. Dahl and Sexton play around with the original themes of the rhymes/tales to introduce defamiliarized retellings. Retellings are as primary as their 'original' counterparts while exploring narrative aspects. What about the rubric of children's literature and the idea of propriety- should we have taboos to define the limits of the genre? Should Children's Literature as a category be inhibited by the 'moral of the story approach'? Incisive questions such as these are also wrestled by stand-up comedians. In his *Out of England* performance, Gervais talks about the 'real' connotation of nursery rhymes like 'Jack and Jill' and 'Humpty Dumpty', and stories such as 'the boy who cried wolf' and 'lazy mouse and industrious mouse'. Gervais, Dahl and Sexton deliberately 'misread' morals to jolt the consumers of the traditional texts into re-cognizing givens.

Most nursery rhymes have strong English historical and political contexts. Most children growing up in India aren't even aware of the words to those rhymes- they mechanically repeat words as how they are able to register them phonetically- 'ringaringa roses' being substituted for 'ring around the rosie' is adequate evidence. Also, these rhymes don't seem to bear any immediate morals for children. That's also the manner in which Gervais questions doxa- common knowledge. By comically drawing our attention to skewed notions about morality, sexism, racism, among other issues, passing themselves as uncritical common sense, stand-up comedy



defamiliarises. This defamiliarization works in two ways: by drawing attention to the context of the rhymes and challenging the relevance of that context.

Stand-up comedy also challenges Doxa through deterritorialization- by looking at familiar terrestrial things from a 'Martian point of view'. In his *Essays Critical and Clinical*, Gilles Deleuze discusses the idea of deterritorialization, sometimes also translated as outlandishness. Anthropologists have used this to refer to a weakening of ties between culture and place. Many stand-up comedians have, in their performances, encapsulated the experience of cultural displacement. While stand-up comedians like Russell Peters do it with the 'Indian-America' experience, Carlos Mencia does it with the 'Hispanic-America' experience.

Carlos Mencia in his performance *Not for the Easily Offended*, dissects the cultural fabric of America, by switching between the Mexican immigrant point of view and the position of an auto-critic for the Mexican immigrant experience. Mencia reinforces/challenges stereotypes, in a "whom is the joke really on?" manner. The performance also in some sense ends up being an "ethnography from within" because Mencia attempts to de-compose American multiculturalism both from an alien/Hispanic perspective and a terrestrial/American insider (no longer of Hispanic identity) perspective. This quick switching of perspectives deterritorializes the ideas of humour and belonging.

While the targets of some of Mencia's jokes are American parents who bank on ADD and ADHD to console themselves about why their children are not doing well in school; Mexican parents also are simultaneous targets- Mencia recalls how when he was a child, his mother would administer a "preventive ass whopping" before she took him to the mall, so he wouldn't throw tantrums there. Just as Mencia criticizes America's insecure immigration policy and its paranoid checks at airports, he correspondingly makes fun of how Mexicans across the border don't notice the road signs on American freeways showing "Mexicans running". The jokes in Deterritorialization are achiral- symmetric, reversible- the joke is as much on the alien as on the terrestrial being. Self-reflexivity is a big component of such a performance.

Does Mencia's performance enable the reappropriation of pejorative stereotypes for the Hispanics? Does Mencia's stand-up comedy serve as amateur ethnography for the Hispanic experience? Any response would invariably be weighed down by conditionality: problems of representation of collective experience either in ethnography or stand-up comedy; exaggeration for comic effect; the observational elements that stand-up comedy has in common with ethnography. Further debates

can also be opened up by: wondering if amateur ethnography is just a fancy term for racism in Mencia's case; suggesting that personal rants and frustrations don't account for documenting culture; and interrogating what part of ethnography/stand-up comedy involves prejudice and offense. Because the deterritorialization in ethnography and stand-up comedy arise from individuated, anecdotal experience, exaggerated generalizations are not literally verifiable and have the same truth value as satire. As the title of the performance suggests, the performance is designed to offend- it is not typical 'LOL' comedy and it's not the milder comedy of manners either. This probably explains why some of Mencia's audience occasionally and resolutely maintain "This is not funny!"

Doxa often manifests itself in the form of offence. Stand-up Comedy interrogates offence as a common-sensical response to obscenity. What is the relationship between understanding obscenity and imposing censorship? Why is swearing taboo in most cultures? Stand-up comedians like Lenny Bruce and George Carlin had to face law suits for obscenity. As Bill Bryson, in his essay *Swearing* notes:

Swearing seems to have some near-universal qualities. In almost all cultures, swearing involves one or more of the following: filth, the forbidden (particularly incest), and the sacred, and usually all three.

Swearing is possibly taboo because it deliberately uses dysphemisms- as George Carlin famously said, "I think it's the duty of the comedian to find out where the line is drawn and to cross it deliberately." John Limon in his book *Stand-Up Comedy in Theory or Abjection in America*, presents a cumulative understanding of Abjection:

I mean by Abjection two things. First: abasement, groveling prostration. Second, I mean by it what Julia Kristeva means: a psychic worrying of those aspects of oneself that cannot be rid of, that seem but are not quite- alienable- for example, blood, urine, feces, nails and the corpse. The "abject" in Kristeva's term of art, indicates what cannot be subject or object to you.

There are two videos which are classic demonstrations of Abjection: George Carlin's *Seven Dirty Words You Can't say on Television* and Osho's *Strange Consequences*. Stephen Pinker's book, the title of which is inspired by Carlin's aforementioned show "The Seven Words you can't say on Television" says:

Progressive comedians have tried to help this process along by repeating obscenities to the point of desensitization (a process that psycholinguists call semantic satiation) or by momentarily turning into linguistics professors and calling attention to the arbitrariness of the principle of the sign.

Abjection is not simply repulsion in stand-up comedy- it works by “acknowledging the impossibility of religion, morality, law”- by going over to the forbidden side. Abjection is not an invocation of horror by drawing attention to taboo, but it is also a subversive mechanism. It challenges the bounds of Culture and Censorship by deliberate over-stepping. Julia Kristeva, in her *Powers of Horror* talks about the subversive qualities of Abjection:

The abject is perverse because it neither gives up nor assumes a prohibition, a rule, or a law but turns them aside, misleads, corrupts, uses them, takes advantage of them the better to deny them.

Carlin’s routine strikes at the heart of political correctness- through an inversion of the appropriate/inappropriate dichotomy. “Are you then saying it is alright to swear?” some might ask. When taking offense and political correctness is the accepted political and cultured response, stand-up comedy takes up the politically committed libertine position to protect free-speech. In instances such as this, the stand-up comedian momentarily becomes the embodiment of foulness, thus arranging a rendezvous with the foulness within each member of the audience. Foulness is also reduced, by repetition, into absurdity and a laughing matter-uncomfortable laughter that provokes thought.

The discomfort that abjection brings about through dysphemisms as used by stand-up routines is an essential part of education. We no longer live in the Gandhian moralistic paradigm of ‘see no evil, hear no evil and speak no evil’. If our education strives to keep ‘evil’ out of the curriculum, we will never be able to help identify and eradicate the evils out there in the world. Euphemisms and political correctness in education do a lot of disservice. Nathaniel Green, in his blog post *Bad Euphemisms, Political Correctness and Censorship*, talks about how he was reading Diane Ravitch’s *The Language Police*:

Ravitch goes on to argue how the efforts to be completely culturally sensitive are dumbing down what students learn: We must recognize that the censorship that is now so widespread in education represents a systemic breakdown of our ability to educate the next generation and to transmit to them a full and open range of ideas about important issues in the world. By avoiding controversy, we teach them to avoid dealing with reality. By expurgating literature, we teach them that words are meaningless and fungible. Great literature does not comfort us; it does not make us feel better about ourselves. It shakes us up; it makes us think. Sometimes it makes us cry. (quoted in Nathanael Green’s Blog).

There also seems to be a certain Streisand Effect associated with profanity- because something is taboo or forbidden, it gets perpetuated more and more. Perhaps then it is one step ahead of Abjection. The taboo is acknowledged, subverted and pitted against itself. The stand-up comedian's metonymic rendezvous with socio-linguistic ugliness draws attention to the constructed nature of taboos and deconstructs them as well. If Censorship regimes attempt to sanitize speech, expression and education, they set in motion a counter effect- a Calibanesque attraction to swearing. This subversivity perhaps is all important as a mechanism to cope with Censorship- to fling knowing laughter in the face of oppression by being in on the joke, when one can't speak truth to power.

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**NOTE:** *This paper is a part of a UGC sponsored Minor research Project on "Using Stand-Up Comedy in Teaching English Language and Literature".*

# CREDIBILITY OF PAID PROMOTIONAL NEWS IN INDIAN LANGUAGE PRESS: A CRITICAL STUDY OF KANNADA NEWSPAPERS

- Abhilasha R. and Onkargouda Kakade

## **Abstract**

*Advertorial is a combination of advertisements and editorial content. Editorial space is sold and used for advertorials, promotional news/articles, any form of paid news. All forms of media are susceptible to this kind of promotion, especially regional newspapers and TV Channels with large readership/viewership and play a major role in molding public opinion and it's used as a tool to spread propaganda. Paid Promotional News is the new practice applied by the advertisers, their clients, Govt., Institutions, and Political Parties who gain substantially through favourable public opinion by portraying themselves in positive light.*

*With this emerging trend it is necessary to study the effect of advertorials on the readers and to know whether readers realize that these are paid news or not. As no such study was conducted on Kannada newspapers, this study tries to put-forth a clear picture of credibility of advertorials and their effect on the credibility of the newspapers carrying them. In this study, multistage sampling method, appropriate statistical analysis for interpretation and Agenda setting theory were applied. This study shows that the promotional news/articles are not as credible as regular news/articles.*

**Keywords:** *Paid Promotional News, Advertorials, Credibility, Regional news-papers, Kannada, Public opinion, Agenda setting, Propaganda.*

## **INTRODUCTION:**

The media scenario today has undergone a drastic change in the world and Indian media as well. The growth of electronic, print and online media is expanding so rapidly that the world is becoming smaller and this global village is easily reachable in a fraction through the information revolution and latest technology. This has brought challenging opportunities to the media segment. News is any "Newly received or noteworthy information, especially about recent events. News is factual and unadulterated.

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*Ms Abhilasha R., Research Scholar, Department of Journalism and Mass Communication, Karnataka State women's University, Bijapur, Karnataka (India) Email:abhilasha19.18@gmail.com*  
*Dr Onkargouda Kakade, Chairman and Professor, Department of Journalism and Mass Communication Karnataka State women's University, Bijapur, Karnataka (India) Email:onkarkakade@gmail.com*

## **TRENDS IN NEWS:**

With the developments in the field of technology, dissemination of news is no longer limited to the traditional media, namely, newspapers and radio. Today news is telecast through television, which functions round the clock and even published on internet in the form of blogs, e-journals, live telecasting of the news channels and pod casts. News presentation is an art in itself and has no defined boundaries. News presentation is no longer restricted to particular formats; many new genres of programmes are being practiced.

## **REGIONAL NEWSPAPERS AND CREDIBILITY:**

Kannada is the official language of Karnataka having a populations of 61 million and has 75.4 % literacy rate. The publishers have adopted modern business practices to increase the reach of their publications and their sphere of influence and advertisement revenue. Each newspaper has its pocket of influence and a niche. Most important newspapers are Vijayavani, Vijaya karnataka, Prajavani, Udayavani, Samyukta Karnataka, Kannada Prabha. These papers have maintained a good readership despite the onslaught of television and the new media. One of the main reasons for this is the credibility these papers enjoy, the amount of trust the readers put into these papers.

The first Kannada newspaper "Mangalooru Samachara" was first published in the year 1843 by a German missionary, Father Herman Mogling. When India gained Independence from the British rule, the face of Indian journalism changed from a mission of political independence to partnership in national development. In India, the significance of the Fourth Estate, as a credible pillar of democracy and the freedom it enjoys, has contributed to the sustained growth of the print media (Baker, E.C. 2002). With the development of technology, the print media has responded imaginatively to new changes and challenges. Today, the Indian press has proved that it can withstand the challenges of globalization and keep its readership growing (Ambirajan, S. 2000). In particular, the vibrant growth of the regional language papers reflects a growing demand among the readers with the spread of literacy and education. Credibility signifies the level of reliability and validity of the newspaper and the information it carries. Maintaining credibility is a very important aspect of sustenance. The readers will stop reading any

particular newspaper if its credibility is lost. So any information that goes into the paper has to always be precise and factual.

One of the easiest ways to profit is tabloidization. This yellow journalism has become rampant, to increase circulation. The decision makers, advertisers, CEOs fix the advertising rates based on the national level rates of major newspapers and are only concerned about the circulation. This in turn damages the quality of the newspaper. Many a time the credibility of the newspapers is being used as a tool to dissuade readers. T. N. Ninan, chairman and editorial director of Business Standard quotes “We never had such a vast audience or readership, but our credibility has never been so tested... the quality of what we offer to our public has never been better but that same public can see that the ethical foundations of our actions have plumbed new depths. It is unquestionably the best of times and it is also, unfortunately, the worst of times.”

#### **SCANDALOUS CONCEPT OF ADVERTORIAL – AN INDIAN CONTEXT:**

Editorial space is sold and used for advertorials, promotional news/articles, any form of paid news. Advertorials are different from traditional advertisement; they are hybrid, a combination between advertisements and articles, editorials. Sometimes, these advertorials are described as ‘special promotion feature’ or ‘special advertising section’. Paid news is a very debatable topic as it manipulates the minds of the people by taking advantage of the credibility of the newspapers to promote their opinions and deploy their propaganda. The Election Commission of India has detected and registered many cases, for example, the case of former Maharashtra Chief Minister, Ashok Chavan, as he had not disclosed his election campaign expenditure spent on the election campaigns in the media. With this emerging trend it is necessary to study the effect of advertorials on the readers and to know whether readers realize that these are paid news or not. As no such study was conducted on Kannada newspapers, this study tries to put forth a clear picture of credibility of advertorials and their effect on the credibility of the newspapers carrying them. In this study, multistage sampling method, appropriate statistical analysis for interpretation and Agenda Setting theory were applied. This study shows that the promotional news/articles are not as credible as regular news.

## **REVIEW OF LITERATURE:**

Allanah Robinson, Lucie Ozanne, and David A. Cohen (2002) in their study, "An Exploratory Examination of Advertorials" have found that perceptions of advertorials depend on the similarity between the advertorial and an article or an advertisement. The study also reveals that advertorials perceived as articles were more believable than when perceived as advertisements.

Christopher A. Cooper and Anthony J. Nownes (2004) in their study "Money Well Spent?": An Experimental Investigation of the Effects of Advertorials on Citizen Opinion, have found that the advertorials have an effect on individual opinions but their effects are different from that of the traditional advertisements. This study was conducted using a pre test-post test control group experimental design. It can be also observed from this study that the people with relatively high levels of trust in the media are more likely than those with lower levels of trust to be influenced by the advertorials.

Ruhi Lal and C.P.Rashmi (2011) in their study "An analysis on Online Advertorials and New Emerging Trends" have studied the effectiveness of advertorial placement on the web pages. The study found out that in India 60% of the respondents are not aware of the advertorials on internet. The respondents even consisted of media and advertising professionals. According to the findings, the advertorials are successful in fooling the target audience into greater involvement with the advertising message and the presence of advertorial labels may not be very effective in alerting consumers about the true nature of the message.

## **OBJECTIVES:**

1. To assess the reader's awareness about the paid promotional news concept.
2. To study the impact of paid promotional news on the readers.
3. To study the effect of publication of paid promotional news on the credibility of newspapers.
4. To assess the credibility of the paid promotional news.



## **THEORETICAL FRAME WORK:**

The impact of the advertorials on the public can be described better in the milieu of the Agenda Setting Theory, proposed by McCombs and Shaw. This theory describes the power of the media to influence the media users. In the same manner, in this particular study, the advertorials published in the Kannada newspapers have an immense effect on the readers. These advertorials set an agenda for the readers. This agenda can be of any value to the society or in the case of the advertorials, it is of high priority to the advertisers. The source can be any individual or any political party who has anything major to gain by the creation of a particular complimentary environment. At present, the practice of publishing advertorials is widespread in the regional papers; there is a need to analyze the effects it is causing on the readers and society in general. The media decision makers and the advertisers need to uphold the social responsibility while creating and publishing any content. By being socially responsible one can avoid any upheaval or problems caused by the careless publication of any and every matter and can look beyond the commercial aspect of the media.

## **HYPOTHESES:**

1. Most of the people who are educated are aware about the concept of paid promotional news.
2. Paid promotional news is credible among the selected readers.
3. The publication of the paid promotional news affects the credibility of the newspapers.
4. The paid promotional news significantly affects the readers.
5. The publication of the paid promotional news regarding election campaigns severely affects the credibility of the newspapers.

## **RESEARCH DESIGN:**

The study was conducted in two zones of Karnataka state during the year (July-September) 2014. In this study, random sampling technique was used. The respondents for this study were selected from two districts i.e. Bijapur and

Bangalore, representing North and South Karnataka. From each districts 80 respondents (adults) have been selected randomly to collect the primary data through a carefully designed questionnaire. The total sample of the study was 160 respondents. The data was analyzed and coded using Statistical Package for Social Science (SPSS) software, which yielded descriptive statistics such as percentages and frequencies.

### FINDINGS AND ANALYSIS:

**Table 1: Socio personal characteristics of the respondents**

Sl no	Gender	Frequency	Percentage
1	Male	75	46.87%
2	Female	85	53.12%
	Total	160	100%
	<b>Age</b>		
1	18 to 30 years	117	73.1
2	31-45 years	19	11.9
3	46 to 60 years	10	6.3
4	61 years and above	14	8.8
	Total	160	100.0
	<b>Education</b>		
3	Primary/Secondary Schooling	8	5.0
4	College/Post-Graduation	152	95.0
	Total	160	100.0
	<b>Occupation</b>		
1	Student	19	11.9
2	Home maker	8	5.0
3	Agriculture	12	7.5
4	Government employee	31	19.4
5	Professional	62	38.8
6	Others	28	17.5
	Total	160	100.0

The socio-personal characteristics of the respondents were examined with respect to their gender, age, and the level of education.

**Gender:** Table 1 reveals that majority of the respondents are females. There are 85 (53.12%) female respondents and there are 75 (46.87%) male respondents.

**Age:** Table 1 depicts that majority of the respondents are from the age group of 18 to 30 years of age (N=117, 73.1%), followed by 31 to 45 years of age (N=19, 11.9%). The respondents falling under the age group of 61 years and above are 14, (8.8%) and the respondents of the 46 to 60 years of age group are 10, (6.3%).

**Education:** A Great majority (N=152, 95%) of the respondents have college or post-graduation level of education and only 8 (5%) of the respondents have primary or secondary school level education.

**Occupation:** As per table 1, majority (N=62, 38.8%) of the respondents are professionals, followed by 31 (19.4%) of the respondents who are government employees, 28 (17.5%) come under the category of other occupations, 19 (11.9%) of respondents are students, 12 (7.5%) respondents are from agricultural background and only 8 (5%) of the respondents are home makers.

**Table 2: Various regional language newspapers read.**

Sl no	Language	Frequency	Percentage
1	Kannada	160	100%
2	English	90	56.3%
3	Hindi	31	19.4%
4	Urdu	15	9.4%
5	Telugu	23	14.4%
6	Marati	19	11.9%

According to table 2, Kannada language newspapers are read by all (N=160, 100%) the respondents, English newspapers are read by N=90, 56.3% of respondents, Hindi newspapers are read by 31 (19.4%), Telugu newspapers are read by 23 (14.4%) of the respondents, Marati newspapers are read by

19 (11.9%) and Urdu newspapers are read by only 15 (9.4%) of the respondents.

**Table 3: Newspaper reading pattern**

Sl no	Item	Frequency	Percentage
1	Advertisement	84	52.5
2	Political news	130	81.3
3	Crime news	101	63.1
4	Rural/Regional news	104	65.0
5	Agricultural news	89	55.6
6	Women related news	91	56.9
7	Educational news	120	75.0
8	Features	83	51.9
9	Editorials	88	55.0
10	Letters to editor	80	50.0
11	Interviews	90	56.3
12	Religious news	65	40.6
13	Health	106	66.3
14	Astrology	67	41.9
15	Cartoons	55	34.4
16	General knowledge	115	71.9

Table 3 gives the reading habits of the newspaper readers. According to the above table, great majority (N=130, 81.3%) of the newspaper readers read political news, followed by educational news (N=120, 75%), general knowledge (N=115, 71.9%), health related issues (N=106, 66.3%), rural/regional news (N=104, 65%), crime news (N=101, 63.1%), women related news (N=91, 56.9%), interviews (N=90, 56.3%), editorials (N=88, 55%), features (N=83, 51.9%), letters to the

editor (N=80, 50%), astrology (N=67, 41.9%), religious news (N=65, 40.6%) and cartoons (N=55, 34.4%).

Here, an interesting fact comes to light, i.e. women related news is read by selected (56.9%) readers.

**Table 4: Awareness about paid promotional news**

Sl no	Awareness about paid promotional news	Frequency	Percentage
1	Yes	131	81.9
2	No	29	18.1

Table 4 reveals that, more than three fourth (N=131, 81.9%) of the respondents are aware of the paid promotional news and only 29 (18.1%) of the respondents are unaware of paid promotional news.

**Table 5: Effect of paid promotional news on the credibility of the newspapers**

Effect of Paid promotional news on Newspapers	Individual profiles		Political party achievements		Govt achievements		Health and educational institutions' achievements		Election campaigns		Product promotional	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
To an great extent	44	27.5	79	49.4	56	35.0	79	49.4	94	58.8	40	25.0
To average extent	99	61.9	58	36.3	74	46.3	56	35.0	45	28.1	92	57.5
Not at all	17	10.6	23	14.4	30	18.8	25	15.6	21	13.1	28	17.5

According to the table 5, majority (N=99, 61.9%) of the respondents opine that paid promotional news towards individual profiles affect the credibility of the newspaper to an average extent, 44 (27.5%) readers feel that promotional news

towards individual profiles affects the credibility of the newspaper to a great extent and only 17 (10.6%) of the respondents opine that paid promotional news towards individual profiles does not affect the credibility of the newspapers at all. As per table 6 majority (N=79, 49.4%) of the respondents opine that paid promotional news towards political party achievements affects the credibility of the newspaper to an average extent, 58 (36.3%) readers feel that paid promotional news towards political party achievements affects the credibility of the newspaper to an average extent and only 23 (14.4%) of them think that paid promotional news towards political party achievements does not affect the credibility of the newspapers at all.

According to the table 6, majority (N=74, 46.3%) of the respondents feel that paid promotional news towards government achievements affect the credibility of the newspaper to an average extent, 56 (35%) readers opine that paid promotional news towards government achievements affects the credibility to a great extent and only 30 (18.8%) of them feel that paid promotional news towards government achievements does not affect the credibility of the newspapers. According to the table 6 majority (N=79, 49.4%) of the respondents feel that paid promotional news towards Health and educational institutions' achievements affect the credibility of the newspapers to a great extent, 56 (35%) readers opine that paid promotional news towards health and educational institutions' achievements affects the credibility to an average extent and only 25 (15.6%) of the respondents opine that paid promotional news towards Health and educational institutions' achievements does not affect the credibility of the newspapers at all.

According to the table 5, majority (N=94, 58.8%) of the respondents think that paid promotional news towards election campaigns affect the credibility of the newspaper to a great extent, 45 (28.1%) readers opine that that paid promotional news towards election campaigns affect the credibility to an average extent and only 21 (13.1%) of the respondents opine that that paid promotional news towards election campaigns affect does not affect the credibility of the newspapers at all. According to the table 5, majority (N=92, 57.5%) of the respondents opine that paid promotional news towards product promotional affect the credibility of

the newspaper to an average extent, 40 (25%) readers opine that paid promotional news towards product promotional affect the credibility to a great extent and only 28 (17.5%) of the respondents feel that paid promotional news towards product promotional does not affect the credibility of the newspapers at all.

It is interesting to know that majority (N=99, 61.9%) of the respondents feel that paid promotional news towards individual profiles affects the credibility of the newspaper to an average extent.

**Table 6: How trustworthy are the paid promotional news**

trust-worthiness of paid promotional news	Individual profiles		Political party achievements		Govt achievements		Health and educational institutions' achievements		Election campaigns		Product promotional	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
<b>Very trust-worthy</b>	28	17.5	27	16.9	34	21.3	42	26.3	27	16.9	13	8.1
<b>Trust-worthy</b>	82	51.3	57	35.6	88	55.0	77	48.1	54	33.8	81	50.6
<b>Not at all</b>	50	31.3	76	47.5	38	23.8	41	25.6	79	49.4	66	41.3

As per the data given in the table 6, 82 (51.3%) of the readers opine that individual profiles are trustworthy, 50 (31.3%) of the respondents agree that individual profiles are not trust worthy at all 28 (17.5%) of the respondents opine that paid promotional news towards individual profiles are very trust-worthy. As per table 6, 76 (47.5%) of respondents agree that paid promotional news towards political party achievements are not trust worthy at all, 57 (35.6%) of the readers opine that individual profiles are trustworthy, 27 (16.9%) of the respondents opine that political party achievements are very trustworthy.

As per table 6, majority (N=88, 55%) of the respondents opine that government achievements are trustworthy, and 38 (23.8%) of the respondents agree that these items are not trust worthy at all and 34 (21.3%) of the respondents opine that government achievements are very trustworthy. As per the data given in the

table 6, 77 (48.1%) of the readers, opine that Health and educational institutions' achievements are trustworthy, 42 (26.3%) of the respondents opine that Health and educational institutions' achievements are very trustworthy and 41 (25.6%) of the respondents agree that these items are not trust worthy at all

Table 6 establishes that 54 (33.8%) of the readers, opine that election campaigns are trustworthy, 79 (49.4%) of them agree that these items are not trust worthy at all and 27 (16.9%) of the respondents opine that paid promotional news towards election campaigns are very trustworthy As per table 13, 81 (50.6%) of the respondents opine that product promotional are trustworthy, 66 (41.3%) of the respondents agree that product promotional are not trust worthy at all and 13 (8.1%) of the respondents opine that paid promotional news towards product promotional are very trustworthy.

Here one can observe that majority of the respondents find the paid promotional news towards government achievements trustworthy, this can severely affect the credibility of the newspaper when too much adulterated paid promotional news is published.

**Table 7: Attitudinal changes in readers due to various paid promotional news**

Attitudinal changes due to paid promotional news	Individual profiles		Political party achievements		Govt achievements		Health and educational institutions' achievements		Election campaigns		Product promotional	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
To an great extent	23	14.4	28	17.5	50	31.3	59	36.9	33	20.6	23	14.4
To an average extent	77	48.1	67	41.9	62	38.8	58	36.3	73	45.6	71	44.4
Not at all	60	37.5	65	40.6	48	30.0	43	26.9	54	33.8	66	41.3

According to the table 7, 77 (48.1%) of the respondents opine that their attitude has changed to an average extent due to the paid promotional news towards individual profiles, 60 (37.5%) of them think that this does not affect their



attitude at all and 23 (14.4%) readers opine that their attitude has changed to a great extent. As per table 7, 67 (41.9%) of the respondents opine that their attitude has changed to an average extent due to the paid promotional news towards political party achievements, 65 (40.6%) of them feel that the paid promotional news towards political party achievements does not affect their attitude at all and 28 (17.5%) readers opine that their attitude has changed to a great extent due to paid promotional news towards political party achievements.

According to the table 7, 62 (38.8%) of the respondents opine that their attitude has changed to an average extent due to the paid promotional news towards government achievements, 50 (31.3%) readers opine that their attitude has changed to a great extent and 48 (30%) of the respondents feel that the paid promotional news towards government achievements does not affect their attitude at all. Table 7 depicts that, 59 (36.9%) readers opine that their attitude has changed to a great extent due to Health and educational institutions' achievements, 58 (36.3%) of the respondents opine that their attitude has changed to an average extent due to the paid promotional news and 43 (26.9%) of them think that paid promotional news towards Health and educational institutions' achievements does not affect their attitude at all.

According to the table 7, 73 (45.6%) of the respondents feel that paid promotional news towards election campaigns affects their attitude to an average extent, 54 (33.8%) of the respondents opine that their attitude has not changed at all due to the paid promotional news and 33 (20.6%) readers opine that their attitude has changed to a great extent. As per table 7, 71 (44.4%) of the respondents opine that their attitude has changed to an average extent due to the paid promotional news on product promotional, 66 (41.3%) of them feel that paid promotional news towards product promotional does not affect their attitude at all and 23 (14.4%) readers opine that their attitude has changed to a great extent. From the above table we can infer that the attitude of majority of the respondents change due to the paid promotional news towards election campaigns, so any newspaper or media organisation has to be very careful while publishing paid promotional news as it can directly affect the voting pattern. One can also infer that readers take paid promotional news at face value and believe it.

**Table 8: Effect of paid promotional news on decision making while voting**

Sl No	Effect of paid promotional news on decision making while voting	Fq	%
1	To an great extent	51	31.9
2	To an average extent	58	36.3
3	Not at all	51	31.9
	Total	160	100

Table 8 depicts that 58 (36.3%) of the readers opine that their voting decision is influenced by the paid promotional news to an average extent. Accordingly 51 (31.9%) opine that their voting decision is affected to a great extent and 51 (31.9%) of the readers state that paid promotional news does not affect their decision at all while voting. From the above table we can infer an interesting fact that majority (N=58, 36.3%) of the respondents base their voting decision on the paid promotional news, which will directly affect the democracy of this nation.

**MAJOR FINDINGS:**

1. Out of 160 Kannada newspaper readers more than three fourth of the respondents are aware of the concept of paid promotional news (N=131, 81.9%) and only 29 of them are unaware (18.1%).
2. Maximum of the respondents (78.1%) were able to differentiate between regular and paid promotional news and only 35 of them were not able to do so (21.9%).
3. More than half (58.8%) of the respondents think that paid promotional news on election campaigns affects the credibility of the newspaper to a great extent. Majority (45.6%) of the respondents' attitude is affected to an average extent due to the paid promotional news towards election campaigns.
4. Among the readers, 42 (26.3%) of them opine that paid promotional news on health and educational institutions' achievements are very trustworthy. Few more than half (55%) of the respondents opine that government achievements

are trustworthy. Most of the readers, i.e. 79 (49.4%) of them agree that election campaign items are not trust worthy at all.

5. According to the study, 73 (45.6%) of them agree that any paid promotional news on election campaign does not affect their attitude at all.
6. 58 (36.3%) readers opine that their voting decision is influenced by paid news to average extent.

### **CONCLUSION:**

This study has clearly demonstrated that the readers of Kannada language newspapers are aware of the concept of the paid promotional news. Though the publication of the paid promotional news is rampant in the regional language papers, readers are able to differentiate them. Readers are hoping for the media organizations to put a break on these paid promotional news before it does too much harm to the society. It is equally surprising to know that readers read the paid promotional news even after knowing what they are. Paid news not only affects the credibility of the newspapers but also diminishes the value of the regular news as many suspect even these to be paid promotional news. The paid promotional news is very unhealthy, i.e. the power of paid promotional news in influencing the voting decision of the readers and their dependence on the paid news to gather information and base their decisions on them. Here it is evident that the paid promotional news is making use of the credibility of the regional newspapers to establish themselves. In the long run, the trend of paid promotional news not only affects the credibility of the newspaper but also poses a great threat to the existence of ethics-based journalism.

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# TRANSFORMATION OF NEWS: ORAL, PRINT, RADIO, FILMS, TV AND ONLINE

- Lakshmi M. Thomas and H.K. Mariswamy

## **Abstract**

*With immense competition and numerous 24/7 news channels biting into Television viewing time, every channel is trying to outdo its rival. The concept of news and current affairs took the centre stage. Audiences were made familiar with terms like scoop, breaking news, sting operation, investigative journalism, paparazzi, yellow journalism and many more. Today the concept of news reader is dead; they are renamed as news presenters or anchors. Dissecting every word said, discussing mundane unwanted issues to create sensationalism and stating that it was first seen on this channel as exclusive news is the order of the day. Issues such as accountability, independence and conflict of interests are affecting news quality and credibility. It is also making the audience inquisitive and voyeuristic to know more about others' life, which actually has no relevance to audiences. This paper will analyse if the concept of 24/7 news channel is a boon or a bane in today's society.*

## **INTRODUCTION:**

Growth of internet in India has been exceptional. Despite this it is the television that has proved powerful and remained as a huge growing market. According to makeinindia.com (media and entertainment sector) India is seen as the world's third largest TV market, after China and the USA, with 161 Million TV households. The size of the television industry in India was estimated at INR 417 billion in 2013, with a projected CAGR of 16%. In 2018 the projected growth of television industry is INR 1785.8 billion. Television penetration in India is about 65% and is expected to reach 72% by 2017, the digitisation of cable TV in India, set for four phases, will be completed by the end of 2014, direct-to-home (DTH) subscriptions are growing rapidly, driven by content innovation and product offerings.

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*Ms Lakshmi M. Thomas, Junior Research Scholar, Department of Communication, Bangalore University  
email: lakshmine2002@yahoo.co.in*

*Dr H.K. Mariswamy, Professor and Chairman, Department of Communication, Bangalore University  
E-mail: hkmariswamy@gmail.com*

Tracing the history of News in India it can be said that it began in 1965. It was Doordarshan that offered a five-minute news bulletin then. The news content was limited to political news as it was controlled by the government. With the success of SITE project was followed by the invention of colour Television, the gulf war which was viewed on television and the Asian games which was shown in 1982. News on Television became an essential means of communication to reach the masses apart from All India Radio. It was during these times that news was seen to be gaining prominence on Doordarshan with its duration being increased to 15 minutes. As Television became popular and people craved to own this luxury, the news duration was also increased to half an hour. From half an hour and once a day it was increased to thrice a day. Talks or discussions only happened when the general budget or railway budget was approaching. The half an hour news program had all the news division covered from politics to national, international, sports, music, culture etc. Doordarshan's news timings were fixed; But these news hours, were watched by the Television owning population as it was their main source of information. Doordarshan had selected news readers, audiences recognised the News readers and many knew them by their names. There was a special edition of news for the hearing impaired which was telecasted in the afternoon. The duty of the news reader then was to read out the news without discussing or analysing it. The television industry in India has seen a steady and large growth. As visual images tend to cross linguistic barriers and are relatively easy to grasp, television has much more influence than other media as India is a developing country where in millions cannot read or write.

With the invasion of the sky, Rupert Murdoch, chief executive officer of News Corporation, whose pan-Asian network Star(Satellite Television Asian Region) has transformed news and entertainment on television in India, as elsewhere in Asia (Butcher, 2003). He was responsible for introducing the first music television channel in India and the first 24/7 news network (Star News). With time, the concept of 24/7 news set in with the same news repeating on a loop unless any important incident or issue had to be telecast. The concept of 24/7 news channels was aped from the west. News is of fundamental importance in a democratic set-up, for public knowledge of what is happening in the country, irregularities in the functioning of the government or about the policies made. Thus news is an essential source of information that helps the public understand or have opinions to help in nation-building.

The late 90's saw a sea of change with the number of channels on a constant rise. The government had created easier policies and relaxed FDI to attract huge corporations to set up media industry in India to generate more revenue. Earlier the government had hard and fast rules about their terms to issue licences, but today it is easier for media conglomerates or huge industries to own a news channel. Today the condition is such that every political party or the main leaders aim to have a news channel of their own. Thinking about 24/7 news channels one would wonder when all genres of news were shown to us in half an hour, what would they report every second? 24/7 news channel cater to diverse categories of people, half of them are always waiting for some news to take place and spend the day watching the same thing, whereas to the others it does not make any difference.

However, most of these news channels thrive on infotainment. Today with the rapid growth of 24/7 news channels newsmakers face increasing competition to cover all the important stories and reach out to sources before their competitors. Minute to minute coverage ensures that the viewers get to know as soon as things occurs. If we watch a 24/7 news channel for a day, we can actually analyse that news and current affairs are just half an hour to one hour programme where in all the events are covered. This is shown throughout the day with some live updates. In between these news bulletins there are various programmes for niche audiences. The problem with these channels is creating sensational news out of no issue. An opinion of any individual is given utmost importance and debated upon, until the issue loses its main focus and it is overdone. It is pulled to that extent where in a common man watching does not care for the news or the event but for the drama or dialogue going on in the studio, which these days can be equalled to planned news-serial where in many speakers or guests are got on board to discuss a topic. To top it all we lose the main story and make news out of the opinions given by people on the show. The anchor plays a huge role. He/She is not just a reader of facts as it was seen before and today he/she analyses and discusses the issue wherein the facts can be tilted according to the channel or anchor's beliefs.

Breaking news concept seems like a common fad among these channels with each channel claiming exclusive breaking news or scoop only on this channel. But the same event of interview will be aired on all the channels simultaneously and each states that it was first seen on this channel as exclusive news. With so many news channels, people have so many choices that they are constantly changing

channels rather than watching one news channel. Thus keeping audience glued to your channel is a tough game all together wherein ethics are compromised for viewership. The game of TRP is throttling facts and we are watching news that is given to us instantly, sometimes in a hurry without fact checking, accuracy and even worse exaggeration. The news makers are getting less responsible, sometimes portraying the wrong angles to create sensational news and while there is no transparency of source, margins of error and assertions are high.

As newsrooms become small parts of large corporations, there is a danger that profit-seeking and economic imperatives may cause newsrooms to compromise their ethical standards. As politicians, corporates and advertisers are setting new rules, there seem to be commercialisation and commodification of news that is confusing the viewers about right and wrong. Thus ethics and credibility of the news channel is at stake. Credibility is defined as an attributed source quality. A source is credible to the extent his receivers believe him to be believable and trustworthy. A flawed approach in presenting information will not only affect media credibility but will present a skewed picture of reality.

## **2. RESEARCH AIM:**

With immense competition and numerous 24/7 news channels biting into Television viewing time, every channel is trying to outdo its rival. Issues such as accountability, independence and conflict of interests are affecting news quality and credibility. It is also making the audience inquisitive and voyeuristic to know more about others' life, which actually has no relevance to audiences. Thus, this paper will analyse if the concept of 24/7 news channel is a boon or a bane in today's society.

### **2.1 OBJECTIVES OF THE STUDY:**

- To assess the content on 24/7 news channel, worth watching from audience perspective
- To assess the credibility of 24/7 news channel

## **3. REVIEW OF LITERATURE:**

Audience watch a particular channel as they trust and believe them as a source. Those considered as credible are believed, sought after and depended upon.

**Westley and Severin (1964)** conducted a study among Wisconsin adults to assess the credibility of television, newspapers and radio. The question they posed was



‘as between television and the newspapers which one do you feel gives the most accurate and truthful news?’ Of the 1957 respondents, 927 responded to the relative credibility question. And television occupied the position of highest credibility with 42 percent of the respondents reporting that television gave the accurate and truthful news. Newspapers secured the second position in credibility rating as only 37 percent of the respondents considered the news given by newspapers as accurate and truthful. A bare 21 percent of the respondents gave the highest credibility ratings to radio. Thus, television was ranked as the most credible medium by the sample of this study.

In Malaysia, **Mehrabi, Hassan and Shahkat Ali (2009)** conducted a study on news media credibility of the internet and television. They used a survey design to determine the factors that influences the perceptions on internet and television credibility. The survey covered a sample of 270 non-academic professional staff of the University drawn through a systematic sampling procedure. The results of the study revealed that television was more credible than internet in conveying news. The study also detected a positive and significant relationship between issue salience, media reliance, and media usage with the perception of internet and television credibility.

#### **4. METHODOLOGY:**

A threefold method of analysis will be used for this particular study:

1. The Content Analysis Method ( content of 24/7 news channels)
2. The ‘Case Study’ method (Few recent Instances that question the ethics of media will be analysed)
3. Questionnaire Method (will be administered to check the audience perceptives on 24/7 news channels and credibility)

#### **5. DATA ANALYSIS AND FINDINGS:**

**5.1 Content Analysis of the 24/7 News channels:** News9 and Times Now are the two widely watched English news channels in Bangalore that were chosen to analyze the contents.

**News9:** News9 is a 24-hour English news channel owned by Associated Broadcasting Co. Pvt. Ltd (ABCL). It has the lofty ideal of building a better society through direct coverage of events and issues. The midnight slot has all the special report programs of the day. This bulletin covers all late night events

clubbed with local or national or international stories from politics, entertainment, crime, sports etc. The day's bulletin starts at 7 am, covers national and international news with more emphasis on state news. There are special sections for sports bulletin, wherein events happening in sports are shown and also discussed and analysed from Cricket to badminton, chess, snooker, tennis or any international game event. Sakath Spice is a program focusing on the south Indian film industry. Afternoon news at 1 pm gives a follow up of happenings and developments from morning. This will include PTC's, Phone-ins and Live interaction between anchor and reporter. Entertainment news has news from various film and entertainment industry across the globe. Crime report and investigative reports (Reality Check) also are shown as a special program. A news programme at 6 pm covers all the news from morning to evening. News at 8 pm is Karnataka's metro bulletin which discusses news stories from the districts. This bulletin also takes up civic related issues and to build up public opinion. Nation@9 telecasts at 9 offers a complete round up of the day's most important events - national, state and international news wherein panel discussions can also take place depending on the day's issue. Special Reports are presented throughout the day; these topics vary from automobiles, to film personalities, personal life of celebrities, cooking, to events in and around, light hearted programs, facts about nature and environment, different communities, panel discussion on current topics and also citizen journalist talking about their problems.

**TIMES NOW:** is a 24-hour English news channel based in Mumbai. Arnab Goswami is the Editor-in Chief and Sunil Lulla is the current CEO. The owner is Bennett, Coleman & Co. Ltd. And recently Reliance has bought a huge stake in Viacom 18, which includes Times Now. The content are on a similar range of News9, just the names of the show are different and cater to news local, national and international. News bulletins like News Room, News Connect, News Now, Evening Edition, Morning Now and NewsHour focus on main issues of the day with a special panel and guests in the studio. Other programs like The Game, Total Recall, E Now, Latitude, Sports edition, Politics first, News Now overnight are programs catering to various other genres. Special edition news programs are shown on history, world records, documentary, people's opinion, celebrity's life, etc.

#### **ANALYSIS:**

1. Earlier there was room only for facts, but these days news is a package of 15 to 30 minutes with a lot of views, thoughts, graphics, images etc

2. By over discussing and debating the issue with multiple opinions, many times the main issue seems to be lost or forgotten by getting into a newer controversy.
3. At times over-analysis or dissection of information can cross the code of ethics.
4. Government follows secrecy on important issues, News channels need to respect and not try to analyse issues dealing with official secret Acts. Making a mountain out of a molehill is dangerous for our society. Privacy should be observed in sensitive matters. Sensationalism in some ways making people voyeurs in wanting to know about others' life.
5. Creating breaking news of everybody and anybody's opinion is the order of the day. Channel should not discuss unwanted opinions and give them a chance to come and present their extreme comments or remarks in the studio.
6. The Panel that discuss the issue should have a calibre and experience or knowledge of the issue. Random people are invited. At times in a week, the same people come to give their opinions on various issues. Dramatisation of news is a common factor.
7. Follow up on important issues is rarely seen on the 24/7 news channels. The editing of a particular news item should be objective. It should merely convey a particular thought or create opinions.
8. In going 'live' and having 'exclusive news' the chances of error is higher. With instant news at times there is no time to check for accuracy or facts. Headlines are made in seconds; content goes 'live' within minutes.
9. The anchor should be objective. He/she is there to help in a good conversation or opinions and should not tilt the issue or make it onesided. The decision of what is right or wrong should be judged by the people and the anchor's opinion should not be forced on people. The anchor should not draw conclusions on issues.
10. 24/7 news channel is an interactive medium, giving voice to common man's issues and problems. Citizen journalists are also seen. 24/7 news channels give diverse news and more information.

## **5.2 CASE STUDIES:** Few recent Instances that questions the ethics of media

1. This case was discussed for hours on News9, three girls were molested near Jyothi Nivas College, October 2<sup>nd</sup> in Bangalore. The girls were followed by three men who verbally abused them and one of them slapped the bottom

of a girl and moved. The girls ran and pulled them down but the men started hitting them and the public stood taking videos and photos. Nobody came to help. The men hurt the girls physically and they screamed for help. When the boys saw the crowd gathering they fled but threatened to come back. News9, had a panel to discuss the safety of women and the problems. The accused were not caught even after two days. The anchor challenged those people who took the video to upload it and said that the police should interrogate all those standing there using the video as proof. All those people who watched the incident did want to be involved as the anchor threatened to call them to the studio. Thus nobody uploaded the video and in a way justice was denied due to the anchor's comments. The video would have helped to get to the culprits.

2. Even before the judge could give his verdict on Jayalalitha's bail appeal at Bangalore jail, the media went ahead and proclaimed that Amma was granted bail and she will be with her supporters in no time. All the party workers and well wishers started celebrating and distributing sweets, only to know that the bail plea was rejected and Amma had to stay in jail for another week. All the news channels stated that Amma was out on bail. This is a clear case where media did not wait to check facts and where instant updates and discussions began.
3. Times Now, faced a lot of criticism as Arnab Goswami does not allow any of his guests to speak or put their point across. He is always hyper active with one sided views and tilts the conversation to make his point. The issue here is about the death penalty ordered to the 5 Indian fishermen on October 30. The channel had a lot of debate and discussions conducted. Arnab was very critical and pinpointed a lot of unwanted issues and the panel members from AIADMK and DMK were only praising their leader and government and blaming Sri Lanka. Arnab too blamed Sri Lanka. But he has to realise that India did not allow the Italian marine officers who killed two fishermen near Kerala coast go back. The Italian government had requested, but Indian government was adamant as it happened on Indian soil and the case has still not seen even after two and a half years. In such a case how can we ask for the release of 5 fishermen who were caught peddling drugs in Sri Lankan waters. They might be innocent but there are ways to present facts and also respect rules. Modi had to intervene and then Rajapaksha agreed to release the fishermen. On that day Arnab's show carried the headline, 'has Sri Lanka

succumbed to India's pressure?' They should not forget that such comments or discussions can cause harm to relations between countries. If the Italian government asks for their officers then the India media will have a different story to tell.

4. News9, senior reporter is at a murder site at one of the posh locations of Bangalore. The Police have marked off the area. The tenant had been murdered, the owner of the building was there and the reporter takes the mike and starts walking inside the house to explain the crime scene. The owner stops him and says he cannot enter the house that and he would not allow the press to enter. But the chief reporter said it was his right to enter any crime scene and report. But the owner disagreed. Is this incident a breach of privacy and can reporters trespass a property without permission?

### 5.3 SURVEY:

The locale of the study would be Bangalore Urban. A sample of 100 young-adults were chosen between the age group 18-30. They were chosen through non probability sampling technique of convenience sampling.

#### 1.1 Gender

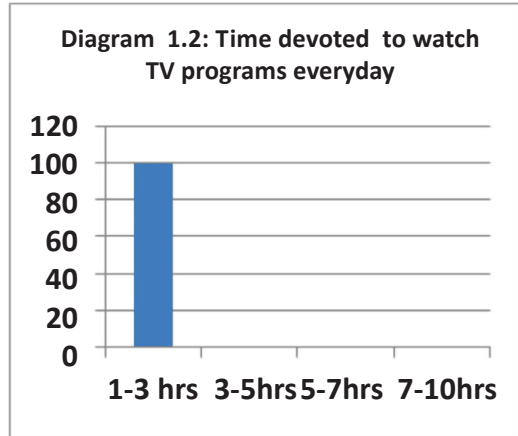
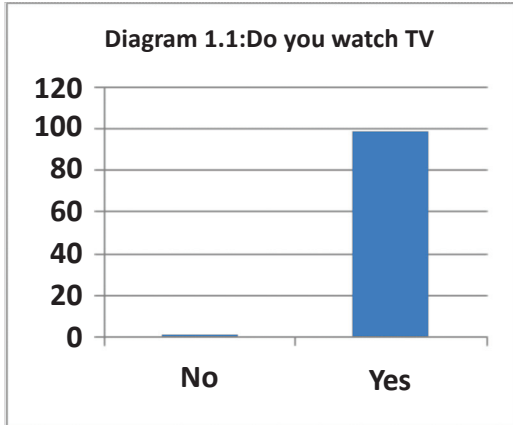
Gender	
Female	48
Male	52
<b>Grand Total</b>	<b>100</b>

#### 1.2 Age

Age	
18-21	20
22-25	29
26-30	51
<b>Grand Total</b>	<b>100</b>

#### 1.3 Qualification

Qualification	
Studying	40
Working	36
Working from home	24
<b>Grand Total</b>	<b>100</b>



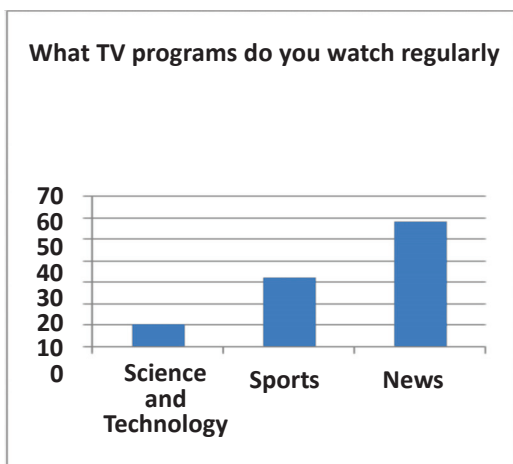
**GENDER:** (Table 1.1) Out of the 100 respondents chosen for the study, 48 were females and 52 were male.

**AGE:** (Table 1.2) a majority of the respondents belonged to the age group of 26-30 with 51 respondents, followed by 29 respondents of age group 22-25 and rest 20 respondents of age group 18-21.

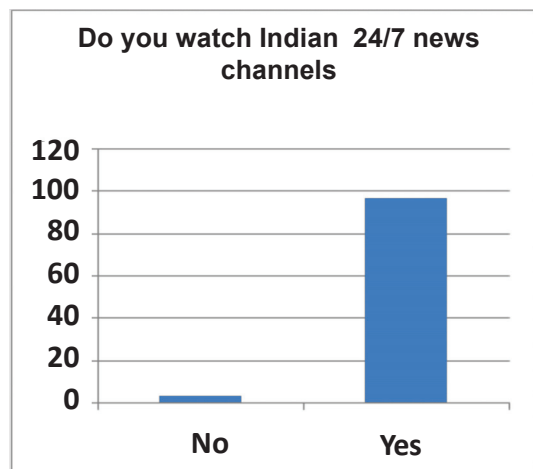
**Qualification:** (Table 1.3) Majority of the respondents that is 40 are students, 36 are working at various organisations and the rest 24 are working from home.

Diagram 1.1 clearly states that majority of the respondents (99) watch TV. It is very evident from the above data (Diagram 1.2) that all the respondents are exposed to television channels. The data revealed that 98 out of 100 respondents watched television 1-3 hours every day and 2 respondents watched television for 3-5 hours.

**Diagram 1.3**



**Diagram 1.4**



**Diagram 1.5**

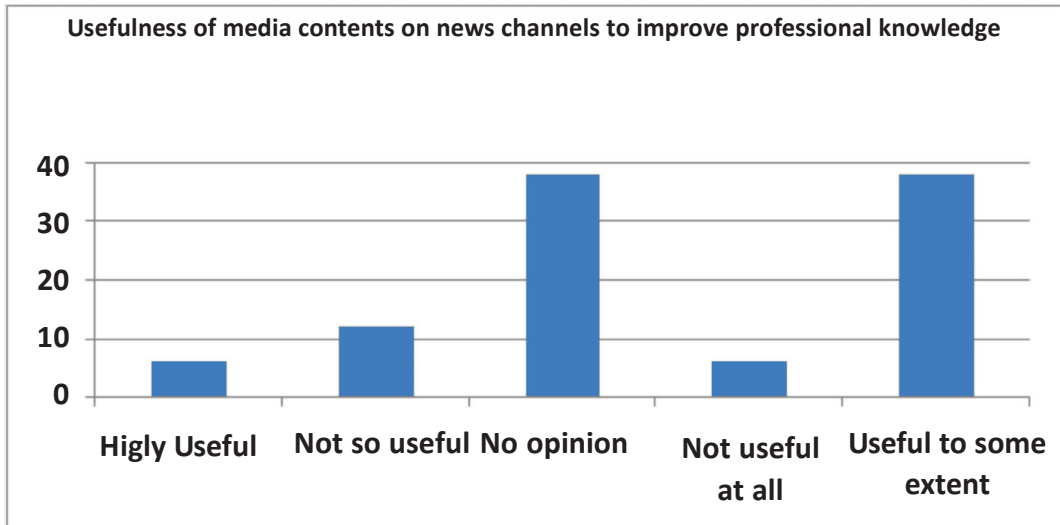
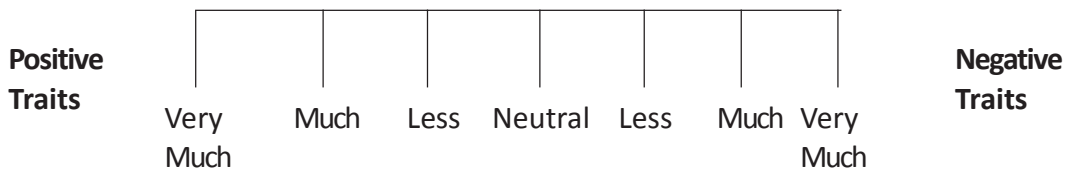


Diagram 1.3 revealed that 58 out of 100 respondents watched news, 32 watched sports on a regular basis and 10 respondents watched Science and Technology. diagram 1.4 confirmed that 98 out of 100 watched 24/7 news channel. The data in (diagram 1.5) revealed that out of the 100 respondents 39 of the respondents felt that the contents on the channel were useful to some extent, followed by 38 respondents who could not give an opinion, 12 respondents felt that the content was not so useful, 6 respondents felt that the contents were highly useful and 5 respondents felt the contents on these news channels were not useful at all. The 39 respondents who felt the contents on these news channels were useful to some extent had 24 males and 15 female respondents.

**CREDIBILITY FACTORS:**

7 point (bipolar) scale was used to measure credibility



**Table 1.9: Credibility of 24/7 News channels:**

	Objective/ Biased	Trusted/ Not trusted	Authentic/ Unauthentic	Consistent/ Inconsistent	Factual/ Not factual	Concern about public interest/ Not concerned	Fair/ Unfair	Good coverage/ Bad coverage	Scientific/ Not scientific	Predictable/ Unpredictable	Uphold moral and ethical value/ does not	Topical/ Not topical
<b>1 Very much</b>	2	7	5	4	3	4	5	8	1	4	6	6
<b>2 Much</b>	13	11	19	11	16	12	12	15	10	12	7	15
<b>3 Less</b>	15	17	17	30	17	13	27	21	14	28	16	27
<b>4 Neither</b>	8	28	22	31	27	37	25	31	41	32	37	26
<b>5 Less</b>	18	23	28	18	26	16	21	18	21	17	19	17
<b>6 Much</b>	35	11	6	3	8	9	7	5	8	5	10	4
<b>7 Very Much</b>	8	3	3	3	3	9	3	2	5	2	5	5

As seen in *table 1.4*, the analysis of the responses with regard to the credibility factors of the content on 24/7 news channels showed that 35 respondents agreed that the content was much biased. It was also found that majority of the respondents could not come to a decision (chose neither) if the content could be trusted (28 respondents) /consistent (31 respondents)/factual (27 respondents)/of public interest (37 respondents)/predictable (32 respondents)/ethical (37 respondents), Good coverage (31 respondents) and 41 respondents felt it was neither scientific or non scientific. A marginal difference was found in the responses obtained for the category of unauthentic as 28 respondents felt that the contents were less unauthentic. In the category of fairness 27 chose less fair and 27 respondents felt it was less topical. This makes it evident that respondents found it difficult to give an opinion about the credibility factors of the content on 24/7 news channels.



## 6. CONCLUSION/ FINDINGS:

**Positive Aspect:** 24/7 news channel is an interactive medium

Diverse news and more information is sought

It is a platform for citizen journalist

Special programs cater to niche audiences.

**Negative Aspect:** Story telling method instead of stating facts.

Opinions are becoming breaking news

Lower ethical standards and sensationalised stories

News values, newsworthiness and credibility are questioned

Commodification of news is very evident.

When analyzed for credibility factors of 24/7 News channels on a categorical basis:

- Time devoted by respondents to watch television was found to be **1-3 hours** daily
- **News** was watched regularly
- Majority of respondents watched 24/7 news channels
- The respondents felt that the content was **useful to some extent**.
- **24/7 news channel** was found to be much biased, less unauthentic, fair and topical.

(The respondents would have chosen the answers based on the programs they watched on news channels and not the content news channel as a whole. The popularity of the anchor hosting the show could also be the reason for selecting the responses.)

Though people agree that the credibility and ethical issue are at stake, they are addicted to watching infotainment on news channels. Thus, 24/7 news channel are a boon to a few and a bane to many.

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# CHANGING NEWS PRESENTATION AND ITS IMPACT ON NEWS CREDIBILITY

- Divya Kumari K.P and J.M Chandunavar

## **Abstract**

*For more than a century now, the news had this privilege of showcasing the truth to the world. The primary structure of news is the infusion of news values and presentation of facts to its audiences there by fulfilling their primary duty to inform, educate and entertain its readers. Today, 80% of all news organisations have adopted a variation in their structures, which has a direct impact on the news credibility. For years together, news organizations have made small changes in their structure, but now they are at a stage where they are under an assumption that major changes are needed to remain competitive. These subtle changes have gone unnoticed but when a comparison is made between the news structure today and that of a few decades ago the changes have been glaring. These changing structures include commodification and politicisation of news to sell it in the market as well as catering to a variety of interests all of which concentrates on the ultimate goal – Maximum Profit. Over a period of time we have seen a lot of bias, inaccuracies, carelessness and distortions in news structure. Introduction of false information misleads the readers and alters their attention and thus focus from the relevant issues is side tracked.*

*This paper attempts to investigate how changing news presentation has an impact on its credibility in the 21st century and what are the changes that have taken place. The questionnaire method is used to collect primary data among the news paper readers from Bangalore.*

**Keywords:** *commodification, Polarisation, Bias, Distortions*

## **INTRODUCTION:**

News is the spread of information about anything and everything that is happening in any corner of the world. This may be in the form of print or visual media. In the past, publishing news was time consuming as technology wasn't as

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**Ms Divya Kumari K.P**, Research Scholar, Dept. of Journalism and Mass Communication, Karnataka State Women's University, Bijapur- 586108, Karnataka, India, email: divyakumarikp@gmail.com

**Dr J.M Chandunavar**, Associate Professor, Dept. of Mass Communication, Karnatak University, Dharwad, Karnataka, India, email: Chandunavar.12@gmail.com

widespread or developed. One had to wait until information was delivered and this often took time depending upon where and when the news was originated. But in today's world of digitization the concept of waiting has vanished. The availability of computers, internet and accompanying technology has made it possible for information to be sent from one place to the other in a matter of few seconds. While newspapers are published daily, the presence of news channels, most of them running 24/7 keeps the public abreast of the news. Any information that is worth knowing is disseminated in a matter of seconds so that the public can be kept informed of changes that are happening around them thereby fulfilling one of its primary duties to inform, educate and entertain the masses.

As time passed, the definition of news underwent lot of change. No longer was news limited to current events. An element of politics and news about celebrities has been added along with human interest. Anything that had any relevance to the human life was featured. Towards the twentieth century even global warming and environmental issues started being featured. But it was not just the variety in content that changed. Different media organizations adopted different style of presentation according to what served them best and as the styles of presentation changed ethics of this profession has been taken for granted. The most important function of the media is its gate keeping responsibility by which it is under obligation to inform the masses regarding an event with impartiality thereby enabling the public to make its own conclusion. News must seek to inform but not to influence.

Over the years most newspapers and channels and other public media came to be owned by different corporate organizations which in turn were controlled by various conglomerates. These conglomerates often have several vested interests and sometimes are influenced by various companies and political parties. As a result, the newspapers and channels have lost their capacity to report in a unbiased manner. News has become a commodity and is sold like hot cakes. The paper or channel that has the label of breaking news sells more. Ratings and profit have become the basic priority. Though these changes in retrospect look glaring, the process has been extremely gradual and often very subtle.

With the goal of the media conglomerates being maximum profit, the ethics of

reporting have been often overlooked and sometimes even entirely disregarded. Shock value is the aspect most sought nowadays. Privacy of an individual is a non-existent concept. Privacy is the most exploited word now in the eyes of the media. As long as the news sells or brings in viewers, it is acceptable. No longer is information being impartially disseminated. Added to this factor are the various influences that come into play. A media with a particular political or corporate leaning will always be sympathetic to and publicise the said organisations issues and success. This leads to bias which influences and at times distorts the news for favorable outcomes. Yet another manipulation of news is the existence of paid news where matter is published just to attract public attention in return for favours or commercial gain for the news house. Credibility, the sacred coin of news is no longer a factor that needs to be considered. Over the years, these biases, inaccuracies and divided loyalties have successfully managed to manipulate public opinion in a way that has gone largely unnoticed. A primary duty of media has been side tracked and the floor in the media is witnessing noisy shows where everyone screams at the top of their voices to gain attention. People believe that media is a catalyst for all kind of development of the country. By these changes the media is limiting itself to a few issues. There is a huge curb on the freedom of speech and expression on media.

#### **REVIEW OF LITERATURE:**

According to **Yapp (2008)**, changes have not only swept through the political landscape but also the media environment. Some observers think that conventional media practitioners should do some serious soul – searching and accurately feel the pulse of the nation in order to stay relevant.

**Wathen and Burkell (2002)** researched that, audience members seek information for various purposes, especially for comfort, empowerment, learning knowledge to act. But all information is not useful and credible to them. Then they filter out the useful and believable. Credibility is one of the criteria using to filter unbelievable information.

**Kees Brants (1998)**, concluded that the few available content analysis studies provide an ambiguous and sometimes contradictory picture of the growth of ‘infotainment’ news in different countries, rather than showing a uniform pattern: “where for the European countries as a whole we might see a slight tendency

towards the popularization of news, there is little evidence that politicians and politics are dramatically personalized and sensationalized than before.

According to **G. Krishnan, CEO, TV Today Network**, It takes a lot to build credibility and very little to destroy it. Thus the focused priority for any news product such as a news channel or a newspaper is to safeguard its credibility. Often a few channels may resort to sensationalism to try and boost viewership. However, this strategy is not sustainable.

According to **Tarun Tejpal, Editor-in-chief, Tehelka**, we must understand the fact that Indian reality is sensational in itself and representations of Indian realities will often be sensational. We should not get too hyper comparing Indian media reports with western. Indian reality is very sensational and at any given point of time in this country, there are critical battles going on, environmental battles going on, murders being committed, corruption charges being brought to the fore and soon. We have to recognize the fact that all this is the nature of Indian reality. Secondly, there is a case that by focusing too heavily on sensationalism we may lose credibility. That is something that every media has to account for itself. Whether it is a television channel, newspaper or a magazine, they have to discover their stand. On the other hand, if the story is sensational then there is nothing that can be done about it. The story then has to be played out as honestly as possible.

According to **Tarun Basu, Chief editor IANS**, the cut throat competition in the Indian media, particularly television to grab attention and hence more advertising has led to a crisis of credibility that is seriously eroding people's trust in the media as a reliable, accurate and unbiased information provider. While the exponential growth in the media in recent years is heartening, making it a magnet for young talent, lack of proper training and supervision and an awareness of the social responsibility of the media is leading to a situation where the media is becoming a source of sensationalism and vicarious entertainment.

According to **KVL Narayan Rao, Director, NDTV**, the whole point about credibility is that facts are presented accurately and without any embellishment and the viewer recognizes this. One can either be credible or sensational. The currency

of news journalism is credibility and sensationalism can never replace that. The viewers are intelligent and perceptive enough to know the difference.

Instead of providing a forum for the voicing of public concerns, a large section of the Indian media today represents the interests and aspirations of the rich. **Praful Bidwai** analyses this phenomenon of media corporatization where newspapers and TV news channels are consciously redesigned as pure business enterprises with the sole aim of profit making.

#### **OBJECTIVES:**

1. To find out the changing structures of news
2. To study the impact of changing news structure on the credibility of the news and
3. To study the impact of all these changes on the audience

#### **STATEMENT OF THE PROBLEM:**

News content in the media is changing day by day. We do not know whether we are moving in the right direction regarding knowing what is happening in and around us. Globalization and digitalization has lead many changes technologically. At the same time content, presentation and structure of the news is changing. In this context this study has been undertaken to know whether it is actually changing, if so how and in what way with the title “changing news presentation and its impact on the credibility of the news”

#### **RESEARCH DESIGN:**

The study was conducted in Bangalore City with the sample of 150 journalists and 150 common people, total 300 samples. The respondents belonging to almost all age groups have been selected for the study. A sincere effort was made to select equal number of males and females in the category of common people. The primary data was collected by distributing questionnaires to 150 journalists working for 6 major media organisations in Bangalore and 150 common people among whom some are students and the majority are from the working group. Convenient Random sampling is used to select sample from the population for the study.

## DATA ANALYSIS AND DISCUSSION:

### Section A: Media personnel

**Table No. 1: Demographic profile of the respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	117	78%
Female	33	22%
<b>Age</b>		
20-25 yrs	43	28%
26-30 yrs	57	38%
31-40 yrs	41	27%
41-50 yrs	7	4%
51yrs and above	2	1%
<b>Qualification</b>		
PUC and below	7	5%
Degree	45	30%
Post Graduation	82	56%
Professional course	16	11%
<b>Occupation</b>		
Journalists	150	100%

The above table shows that among 150 respondents, 78% of them are men and only 22% of the respondents were women. 38% of them belong to the age group 26 to 30 years, 28% from the age group 20-25 years and 27% of them from the age group 31-40 years. Majority of the respondents educational qualification is post graduation (56%), 30% have done their degree and 11% of them are from professional courses. All the respondents are working in various media organizations.

**Table No. 2: Do you think media fulfils its primary duty of informing, educating and entertaining the masses through its news stories?**

<b>Options</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	42	28%
No	26	17%
May Be	16	10%
To Certain Extent	70	46%
Not sure	2	1%



The above question was asked to the respondents 46% of them agreed that to some extent media is fulfilling its primary duty, It is unfortunate to know that 17% of them responded that media is not fulfilling its primary duty.

**Table No. 3: Do you think the current news structure has undergone a marked change as compared to its original form?**

Options	Frequency	Percentage
Yes, completely	63	42%
Minimal changes	49	32%
Only required changes	34	22%
No, not at all	2	1%
No opinion	3	2%

The above table shows that majority of the respondents (42%) completely agreed that current news structure has undergone a marked change as compared to its original form, 32% of them opined only minimal changes have taken place in news structure and only 22% of them told that required changes have happened in the presentation of the news.

**Table No.4: What kind of changes did you notice in the structure of news from past few years**

Options	Frequency	Percentage
News has become a form of advertisement	42	28%
News is nothing but sensationalization	64	43%
News is nothing but politicization	73	49%
Paid news	26	17%
News is commodificated	41	27%
News is all about celebrities	57	38%

The above table reveals the changes in the structure of news. 49% of the respondents opined that news is becoming politicized, 43% of them told news has been sensationalized, 38% of the respondents told that news is all about celebrities, 28% of them opined news is just the advertisements and only 27% responded that news is commoditized and lastly 17% of them told that news is always paid.

**Table No. 5: Do you think the credibility has been lost by these changes**

Options	Frequency	Percentage
Yes	97	65%
No	21	14%
May be	30	20%
Not sure	2	1%

The question was asked to know whether the credibility has been lost because of these above mentioned changes. It is shocking to know that 65% of the respondents told yes and only 14% told 'no' and only 20% opined that there may be loss of credibility because of the changes.

**Table No. 6: According to you what may be the reasons for all these changes**

Options	Frequency	Percentage
Competition	73	49%
Political pressure	86	57%
Profit	53	35%
Pressure from owner	54	36%
Circulation/TRP	98	65%
Popularity	45	30%
Pressure from target group	32	21%

It is always good to know the reasons behind any kind of change. When the same question was posed to the respondents, 65% of them told it is because of the circulation and TRP, 57% told that it may be because of political pressure, 49% responded that the change in the news is because of the competition. Remaining percentage of people revealed that the changes are because of popularity, profit, pressure from the owner and pressure from the target group.

**Table No. 7: Changing news structure have gone unnoticed by the masses**

Options	Frequency	Percentage
Strongly agree	28	19%
Agree	39	26%
Strongly disagree	33	22%
Disagree	42	28%
No opinion	9	6%

The above table shows that 28% of the respondents disagree on the above statement that is the changes in the structure of the news are unnoticed by the masses. 26% of them also agree that it has not been noticed.

**Table No. 8: Do you think politics plays an important part in the changing news structure**

Options	Frequency	Percentage
Yes	75	50%
No	14	9%
May Be	24	16%
To Certain Extent	43	28%
Not sure	3	2%

Table 8 shows that 50% of the respondents believe that politics plays an important part in the changing news structure. 24% also responded that politics may be a major part of the change. 28% opined that politics may be a reason. Only 9% of the respondent did not agree on this.

**Table No. 9: Do you think news today in the media showcases the truth?**

Options	Frequency	Percentage
Yes	24	16%
No	26	6%
May Be	8	5%
To Certain Extent	95	63%

63% of the respondents told that to a certain extent media showcase true news stories, 16% confidently told that 'yes' media gives importance to the news which is true. Only 6% responded that media is not showcasing true news. 5% of them also responded that may be there is truth in the news.

**Table No. 10: What do you think is the reason for lower credibility of news in media in recent times**

Options	Frequency	Percentage
Biased news	53	35%
Inaccuracies	30	20%
Distortions	38	25%
Carelessness	90	60%
TRP/ Circulation	84	56%
Competition	37	24%
Lack of time	23	15%
Fake sources	1	0.6%

The above table shows the reason for lower credibility of news in media. 60% of the respondents opined that carelessness is the main reason for lower credibility. 56% of them told that TRP/competition is the reason for the lower credibility. 35% of the respondents told that biased news is the main reason for the lower credibility. Remaining respondents opined inaccuracies, distortions, competition, lack of time and fake sources are the reasons for the lower credibility of news in the media.

**Table No. 11: What is your opinion on paid news being incorporated by media houses**

Options	Frequency	Percentage
It is good	1	0.6%
It is not good	117	78%
It is ok to have paid news	16	10%
Not sure	16	10%

78% of the respondents told that it is not good to have a lot of paid news. It is interesting to know that 10% of them also told that it is ok to have paid news in media. Only 0.6% of them are for paid news in media.

**Table No. 12: Do you think the digitalization and globalization of news is leading to a change in the global news structure**

Options	Frequency	Percentage
Yes	115	76%
No	6	4%
May be	15	10%
Not sure	14	9%

The above table shows that 76% of the sample told globalization and digitalization is leading to a change. 10% of them told may be this is the reason for the change. Only 4% of them told 'no' to this question. 9% of them are not sure of the reason.

**Table No. 13- Do you think stories concerning elite personalities receive more coverage**

Options	Frequency	Percentage
Yes	144	96%
No	7	4%

Majority of the respondents told that stories concerning elite personalities receive more coverage. Only 4% opined 'no' to the question.

**Table No. 14- Opinion on changing news structure and its impact**

Sl. No.	Statements	SA	A	SD	D	NO
1.	News is being commoditized by media from past few years	52%	41%	2%	4%	2%
2.	Current news scenario is misleading its readers	20%	23%	16%	21%	18%
3.	Relevant issues are side tracked	26%	44%	12%	15%	10%
4.	Stories with conflict are more newsworthy	62%	30%	1%	2%	5%
5.	Paid news is taking away the actual essence of news	48%	30%	7%	8%	6%
6.	It is the era of news politicization	38%	46%	2%	7%	6%
7.	Anything which threatens people's peace, prosperity and wellbeing is news	32%	35%	10%	14%	7%

Note: SA = Strongly Agreed, A= Agreed SD = Strongly Disagreed D= Disagree No = No Option.

A few statements were put forward to the media personnel. The result is as follows.

52% respondents strongly agreed that news has been commodified by media from the past few years. Only around 6% disagree on the same statement. 23% of the respondents opined that news is misleading. 44% of the sample agreed that relevant issues are side tracked. 62% of the respondents strongly agreed that the stories with conflict are more news worthy. 48% of them have told paid news is taking away the actual essence of news. And 46% of the respondents agreed that it is the era of news politicization. Finally 35% also told that anything which threatens people's peace, prosperity and wellbeing is news.

## SECTION B: COMMON PEOPLE:

Table No. 1- Demographic profile

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	72	48%
Female	78	52%
<b>Age</b>		
20-25 yrs	86	57%
26-30 yrs	16	10%
31-40 yrs	35	23%
41-50 yrs	9	6%
51yrs and above	4	2%
<b>Qualification</b>		
PUC and below	7	4%
Degree	35	23%
Post Graduation	96	64%
Professional course	9	6%
Others	3	2%
<b>Occupation</b>		
Student	83	55%
Employee	64	64%
House wife	3	2%

The above table shows the distribution of demographic details of the respondents. Out of 150 respondents 52% of them are women and 48% are men. Majority of them fall under the age group of 20-25years, 23% of them are from the age group 31-40years, 10% of them fall under the age group 26-30years, 6% from 41-50years and only 2% belong to the age 51years and above. When we look at the qualification majority (64%) of them are from post graduation background, 23% of the respondents are from degree background, 6% of them have done their professional courses and only 4% are from PUC and below educational background. Majority of them are working that is 64%, 55% students and 2% of them are house wives.

**Table No. 2- Do you refer to media?**

<b>Options</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	150	100%
No	0	0%

The question is asked to know whether all the respondents use media, it is good to know that 100% of them refer to media for different purposes.

**Table No. 3- Which media do you refer regularly?**

<b>Options</b>	<b>Frequency</b>	<b>Percentage</b>
Newspapers	118	78%
Television	127	84%
Radio	54	36%
Cinema	74	49%
Magazine	79	52%
Internet	115	76%
Social Media	90	60%

84% of them use Television, 78% of the respondents use Newspapers, 76% of them use Internet, 60% of the sample use social media, 52% refer magazines, 49% also use cinema and remaining 36% of the respondents use radio.

**Table No. 4- For what purpose do you refer media?**

<b>Options</b>	<b>Frequency</b>	<b>Percentage</b>
Information	138	92%
Education	95	63%
Entertainment	102	68%
Awareness	74	49%
Just to pass time	48	32%

The above table shows the responses to the question, for what purpose they use media. Majority 92% use media to get information, 68% of them for entertainment, 63% for education, 49% use it for awareness purpose and only 32% refer to media to pass the time.

**Table No. 5- Have you ever observed a change in the presentation of news in media from past few years?**

Options	Frequency	Percentage
Yes	111	74%
No	25	14%
Not sure	14	9%

It is interesting to know that 74% of the respondents have observed the change in the presentation of news in media, only 14% are not aware of it. Another 9% of them are not sure of the change.

**Table No. 6- Do you think that media is fulfilling its primary duty of informing, educating and entertaining to its masses through news stories**

Options	Frequency	Percentage
Yes	46	30%
No	9	6%
May Be	27	18%
To Certain Extent	70	46%
Not sure	1	1%

The above table shows 46% of the respondents opined that media is fulfilling its primary duty to certain extent, 30% of them told 'yes' media is doing was its basic duty. 18% have answered 'may be'. Only 1% of them not sure of the answer.



**Table No. 7- Opinion of the respondents on the changing structure of news**

Sl. No.	Statements	SA	A	SD	D	NO
1.	News in media is becoming more political	32%	56%	2%	3%	6%
2.	News in media is more sensational	22%	63%	1%	3%	10%
3.	News in media is mere advertising	21%	58%	2%	13%	6%
4.	News in media is entertaining	13%	53%	3%	19%	11%
5.	News in media is trust worthy	7%	43%	9%	22%	19%
6.	News in media is commercial	23%	55%	2%	9%	10%
7.	Content of the news in media is boring	3%	34%	7%	40%	17%
8.	News in media is all about celebrities	8%	33%	6%	41%	13%
9.	News in media is interesting	5%	61%	7%	11%	16%
10.	News in media is biased	8%	53%	2%	9%	28%
11.	News in media is misleading	7%	39%	6%	23%	25%

Few statements were put forward to the respondents to know their opinion about the impact of the changes in the presentation in the media. 56% of them agreed that media is becoming more political and only around 5% disagree of this statement. 63% of them agreed that news is more sensational, 53% on the respondents agreed that news is nothing but advertising. It is interesting to know at the same time that 43% of them agreed that news is trustworthy and 22% disagree to the same statement. 55% of them agreed news is becoming commercial. 40% of the respondents disagree that news in media is boring, same time 34% agreed that news is boring. 41% of the respondents believe that news is not all about celebrities, but on the another hand 33% also agreed to the statement. Majority (61%) told news is interesting. More than half of the respondents (53%) opined news is most of the time biased. 39% of the respondents told news is misleading people, only 23% have disagreed that news is not misleading.

**Table No. 8- Are you happy with the presentation of news in media today?**

<b>Options</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	73	49%
No	56	37%
Not sure	21	14%

The question was asked to know whether respondent are happy with the current presentation of news. 49% of them are happy with the recent presentations, 37% of the respondents are not happy with the presentation and only 14% are not sure of the answer.

**CONCLUSION:**

Research on *Changing news presentation and its impact on news credibility* has yielded some interesting results. 300 respondents were selected randomly in two levels. 150 respondents from media field and 150 respondents from general public respectively. Among media personnel majority were men and they belonged to different age group with most of them postgraduates, working in different media organization as reporters, editors, graphic designers, in production crew etc. They believed that to certain extent media is fulfilling its basic duty of informing, educating and entertainment. Most of the media personnel agreed completely that news presentation has changed from past few years. They also expressed the kind of changes such as politicization, sensationalization, commodification, paid news and news about celebrities is very common in media now a days. Around 65% opined that the credibility of the news has gone down because of the changes in the news structure. The effort was made by the researcher to know the reason behind these changes. Majority of the journalists replied that circulation/TRP is the main reason followed by political pressure, competition, pressure from owner, profit, popularity and pressure from target group. Majority of them agreed that these changes have been identified by the masses. Most of them opined that politics plays a major role in change in news structure. They also expressed that to certain extent media is showcasing truth. Around 60% of the respondents replied that carelessness is the main reason for lower credibility of news in the media. 78% of the sample told it is not good to have paid news in the media. The selected

sample expressed that digitalization and globalization of news is leading to such an enormous change in the media scenario. It is heartening to know that news related to elite personalities receives more coverage than any other news. Respondents agreed that news has been commodification, news is misleading the public, relevant issues are side tracked. Media personnel strongly agreed that stories with conflict have more newsworthy. Paid news is taking away the essence of Journalism. They also agreed that news has been politicized beyond its limit. Finally they agreed that anything which threatens people's peace, prosperity and wellbeing is becoming news.

Researcher also tried to know the understanding of the general public about news in media. Almost equal men and women were selected for the study among whom majority belongs to the age group 20-50years. Most of them were postgraduates and working as employees and some of them were students. It is good to know that 100% of the respondents refer to media for information, entertainment and education purpose. They refer to Television, newspapers, Internet, Social media, magazines, cinema and Radio. Most of the respondents observed the change in the news presentation. 46% of the respondents replied that to certain extent media is fulfilling its primary duty. Majority of them agreed that media is becoming more political, sensational, that news is advertising; news is just a form of entertainment. They also agreed that news is becoming commercial. They also feel that news is all about celebrities and at the same time they also agreed that news is misleading the masses.

By looking at the result we can conclude that change is obvious, media has to cope up with the changing globe. But that does not mean changes should takes place in a negative way. Media has to understand that audience are intelligent, they can gauge the kind of work the media is doing. In particular news should be true and trust worthy, it should not mislead the masses. Media has to stop looking at the things from a political angle. News cannot be used for profit purpose. It should work with the motto of serving the society. Now we live in a world which is becoming smaller and smaller because of the technology. With the help of technology one can get information related to anything and everything. But still people rely on media for information, they believe that whatever they get from the media is true, that faith has to be maintained by fulfilling their wants in an uncorrupted and balanced manner.

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# SURROGATE ADVERTISEMENTS IN HINDI NEWS CHANNELS OF INDIA: A CRITICAL STUDY

- Shourini Banerjee and Onkargouda Kakade

## **Abstract**

*Advertisements have a profound impact on our lives. Being persuasive communication, it persuades us to purchase their products and services. Some advertisements, the products of which are harmful for human beings have been banned by the Government of India. Therefore, pushing their products under the mask of another product of their own company has been a phenomenon in the recent past. This trend of brand extension or duplicating of the products of prohibited substances is termed as "Surrogate Advertising". The misleading advertisements are showcasing "mineral water bottles, music cds, soda bottles or pan masalas" under the mask of alcoholic or tobacco substances to earn maximum revenue. They have quite catchy taglines to attract the young prospective consumers. The research has highlighted the frequency of "Surrogate Advertisements" appearing in two Hindi news channels of India over a period of one month. The method of content analysis has been employed to analyse the advertisements. The study reveals the frequency of the appearing of "Surrogate Advertisements" in the Hindi news channels.*

**Keywords:** *Surrogate Advertising, Tobacco, Alcohol, Pan masala, Brand Image, Hindi News Channels.*

## **INTRODUCTION:**

Advertising is the most influential institution of socialization in the modern society. It plays an important role in moulding our opinions, ideas and concepts and has an impact on almost every age group. Advertising is said to have created "artificial needs". Advertisements have enormous and strong influence in our lives as they persuade and create awareness among the receivers. Advertisements are received through various media forms in this fast world- television, newspapers, online, mobile, social networking and so on. Advertising is said to be the form of communication where the audience is persuaded to purchase

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*Ms Shourini Banerjee, PhD Research Scholar, Department of Journalism and Mass Communication, Karnataka State Women's University, Bijapur- 586 108, Karnataka, India, Email: shourini@gmail.com*

*Dr Onkargouda Kakade, Professor and Chairperson, Department of Journalism and Mass Communication, Karnataka State Women's University, Bijapur- 586 108, Karnataka, India, Email: onkarkakade@gmail.com*

goods or avail the services being provided for. As Vikram Doctor and Anvar Alikhan have mentioned, "Advertising is essentially a thing to induce consumption to make people buy things they do not want."

Surrogate Advertising is the misleading manner in which alcoholic or tobacco substances advertise under the mask of another product. The logo, trademark and the name of the company bears the same name. In fact, apart from advertisements, Surrogacy has spread to sponsorships of award functions or television programmes. Manikchand Filmfare Awards and the IPL Team of Bangalore bears the name- Royal Challenger Bangalore! The Government has banned the marketing and publicising in a deceitful manner of harmful substances- alcohol and tobacco substances. Hence, this Surrogacy was born. The alcohol and tobacco substances appear in the public as mineral water, music cd's, tea packets or pan masalas.

In India, major companies practicing surrogate advertising are as follows:-

- Bagpiper Soda and Cassettes and CDs
- Derby Special Soda
- Four Square White Water Rafting
- Gilbey Queen Acqua
- Haywards Soda
- Imperial Blue Cassettes and CDs
- Kingfisher Mineral Water
- Manikchand Awards
- Red & White Bravery Awards
- Royal Challenge Golf Accessories and Mineral Water
- Smirnoff Cassettes and CDs
- Teachers Achievements Awards
- White Mischief Holidays
- Wills Lifestyle
- 502 Pataka tea

- Tulsi Pan masala
- Pan Vilas Pan masala
- Rajnigandha Pan masala
- Dilbaag Royal Pan masala
- Pan Parag Pan masala

### **REVIEW OF LITERATURE:**

Surrogate Advertising has been researched by marketing researchers as well as the media researchers. Almost all the researches have proven that surrogate advertising has a great impact upon the masses and steps should be taken.

Varalakshmi. T (2013) has stated that, “Surrogate advertisements are not only misleading, but also prove to be a successful marketing strategy for the marketers in today’s economic scenario.” She further added that, “Manufacturers of surrogate products can use television as a suitable media to broadcast the surrogate ads; whereas it’s during the live cricket matches or the reality shows that have proved to be the appropriate time to make their consumers watch such advertisements.”

Surrogate advertisements may be tricky, but consumers are well aware about the banned substances and it creates very big impact upon the people. As she has mentioned, “Endorsement of surrogate products by the well-known celebs coupled with Hi Fi music inculcates impulsive behavior in the consumer decision making process.”

Seema A. Suryawanshi, (2013) has claimed that, “The liquor, narcotic industry being banned to the normal advertising of its core message to the audience has left unaided so as a possible choice they are more prone to depend on surrogate marketing due to its effectiveness in terms creating awareness recall and selling products to the more consumer.”

To promote the banned products, the companies are looking for new and innovative ways. As Jyotsna Haran, Rishi Nepalia (2013) has stated, “The excessive pressure of the ban forced companies to focus more on brand building and thus liquor companies started sponsoring and hosting glamorous events, yet many others started distributing t-shirts, caps, key chains, drinking glasses with the brand name displayed on these products.”

Surrogate advertisements are running even when there is a ban on the telecast of it. In this context, V V Devi Prasad Kotni (2011) has mentioned, "Even after the ban, liquor companies continued to advertise their drinks in the form of surrogate advertisements. In this type of advertisement, a product other than the banned one is promoted using an already established brand name."

He has further elaborated that, "Obviously, the corporate world will find out a way to promote these products in mass media even if such kind of practice is legally objectionable. The key is Brand Extension Advertising. The brand name will be same but products are different." Therefore, some new concepts are developed in order to promote prohibited substances in some way or the other.

Yugank Goyal, (2009), has stated that, "the soda advertisement actually acts as a surrogate to liquor manufactured under the same brand name." He further added, "Such heavy and extensive promotion of another product of the same brand is surrogate in nature."

He quoted that, "It also ruled that that if liquor companies promote any juice, mineral water or soda, these should be shown in a proper manner and not as trimmings to liquor advertisement." Therefore, it is true that banned substances are trying out new tricks to promote themselves and remain in people's minds.

As mentioned in "Report on Tobacco Control in India-Executive Summary", (2004) "Attractive schemes such as bravery awards, filmfare awards have also been conducted by several tobacco companies, indirectly promoting their products."

Agostinelli and Grube (2003) have reported in a review that, counter-advertisements focused on normative beliefs and messages of smoker rejection and nonsmoker acceptance effectively countered the industry's social "glamorization" of smoking.

#### **RESEARCH OBJECTIVES:**

The main aim of the research study is to understand the frequency and content of Surrogate Advertisements in hindi news channels. Surrogate Advertisements are a nuisance for our society. It is compelling people to consume as it is a status symbol. Therefore, this study is helpful in understanding the advertisements in details. The main objectives behind the research are as follows:-



- To study the frequency of the appearance of surrogate advertisements in hindi news channels.
- To analyse the advertisements using codes.
- To study, which, among the two television channels telecasts more surrogate advertisements.
- To study which kind of surrogate advertisements appears more often in hindi news channels.

### **METHODOLOGY:**

The channels studied are “Aaj Tak” and “India TV”. The month of July 2014 was taken for study wherein both the channels were studied for 15 days. The time slot of morning 7.30 am to 9.30 am and 8pm to 10 pm at night was taken up for analysis. Each channel was taken up for each day. Altogether, Aaj Tak and India TV were studied on alternate time slots.

### **CODES:**

The codes have been formulated on the basis of prime time television analyzing codes formulated by Arthur and Resko (1975). The codes assigned for studying the advertisements are as follows:-

- Caption
- Theme
- Rewards offered

### **FINDINGS AND ANALYSIS:**

The advertisements which were observed appearing in the Hindi news channels are as follows:-

#### **01. Vimal Pan Masala**

Duration: 60 seconds.

Vimal Pan masala is frequently telecast in both Aaj Tak and India TV. It shows that a person walking alone in the desert is showered with Vimal pan masala which has a special ingredient that is “Kesar” or saffron. The protagonist happens to feel motivated and imbued with vigour after

consuming the pan masala. Similarly, the other characters in the advertisement are refreshed, due to the addition of saffron in the pan masala. The caption says, “Daane daane mein kesar ka dum”. It suggests to the consumers that, saffron will bring back the energy and lost vigour among people.

## **02. Rajnigandha Silver Pearls**

Duration: 2 minutes.

Rajnigandha Silver Pearls is another product under the flagship of Rajnigandha pan masala. This mouth freshener was shown being consumed by Bollywood star Priyanka Chopra. The lyrics of the background song says, “Dil bada to tu bada” which suggests that she is receiving adoration, love and affection from all quarters, because she is large hearted. Ultimately, it is shown that this large hearted star consumes Rajnigandha Silver pearls to keep herself going. The caption says, “Achchai ki ek alag chamak hoti hai”. This advertisement shows Priyanka Chopra waving to her fans from the balcony, performing an Arabian dance in front of the audience and giving joy to an elderly lady on her birthday by surprising her with a cake. Thus, the theme of the advertisement is that no matter how big a star one is, she receives love and adoration because she is grounded, and it is this mouth freshener which is her all time companion which helps her receive love, adoration and affection from all quarters.

## **03. Rajnigandha Pan Masala**

Duration: 1minute 10 seconds.

Rajnigandha pan masala advertisement is frequently telecast in both India TV and Aaj Tak. This advertisement shows a young businessman along with his brother and other associates on a field, with a blueprint, to build a mall. Just as they are discussing, a cricket ball drops in, where young boys are shown playing cricket. The businessman after consuming Rajnigandha Pan masala gets motivated to build a stadium, to serve the people living in the area instead of a shopping mall, despite being rebuked by his associates. A few years down the line, it is shown that the stadium is built and is cheered by people. The businessman is heard saying that, fulfilling others’ dreams will make him reach the pinnacle of success. At the end, he gives pan

masala to his other associates as well, so that they too get motivated to serve the nation, just like he was enlivened by Rajnigandha Pan Masala. The caption says, “Mu mein Rajnigandha, kadmon mein duniya”, which means that if one consumes this particular pan masala, one will taste success”.

#### **04. 502 Pataka Tea**

Duration: 35 seconds.

This advertisement shows Bollywood heroine Urmila Matondkar sipping a cup of tea in a very famous Dhaba and gets mesmerized by it. 52 pataka tea is actually a surrogate advertisement of 502 pataka bidi. Once again, she is seen, sipping the same company’s tea in a restaurant. This caption of the advertisement says, “Gazab ka swaad”. The presence of a celebrity in a product adds enormous credibility and persuades consumers to consume it.

#### **05. Gomti Pan Masala**

Duration: 20 seconds.

This advertisement shows that after consuming gomti pan masala, the photographer and the models become very vibrant and active and eventually accomplish the photography shoot successfully. The caption says, “humne banaya aapke liye kuch khaas”, which means that the makers have made this product very special so that it will infuse energy among its consumers.

#### **06. Rajshri Pan Masala**

Duration: 20 seconds.

Initially, the advertisement begins with a scientist making the pan masala with natural ingredients in the laboratory. Later, the boss is seen consuming the pan masala given by the secretary, where he claims that the pan masala is very special and the one who will consume it will get things better. The caption says, “acchha khaiye, nischint rahiye”.

#### **07. Shikhar Pan Masala**

Duration: 12 seconds.

Shikhar Pan Masala advertisement does not have any characters in it.

There appears a poster wherein the name of the pan masala is inscribed in bold along with the caption, “ek naam jo hai swaad ke shikhar par, quality pasand logon ke liye.” This means that the pan masala has reached the peak levels because of its unique taste and a person with high standard usually prefers it. It is indicating that a person should consume this product to raise his social status.

**08. Mc. Dowells No.1 Platinum Soda**

Duration: 46 seconds.

This soda advertisement has two celebrities endorsing it. One is singer Meiyang Chang of Indian Idol 3 fame, another being the captain of the Indian men’s cricket team- Mahendra Singh Dhoni. Here, it is seen that both Chang and Dhoni are friends who enjoy in a pub with other friends. At the end, they both claim that the real fun is when you are with friends, the inner meaning of which is that any gathering of friends is incomplete without soda. The caption of Mc.Dowell’s Platinum soda says, “Asli yaari ka no.1 spirit”, which suggests that Mc. Dowell’s is like a friend. In the advertisement we find a small word of caution attached, “celebrate responsibly.” Therefore, the advertisements are trying to alert the people indirectly, so that they do not lose their self control after consuming whiskey, the surrogate advertisement of which is Mc. Dowell’s Platinum No.1.

Table 01. The frequencies of the advertisements are charted as below.

<b>Channels</b>	<b>Surrogate Advertisements</b>	<b>Percentage</b>	<b>Total no. of Advertisements</b>
Aaj Tak	77	12.24%	629
India TV	91	12.69%	717

Table 02. The surrogate brands which appeared

Channels	Shikhar Pan Masala	Rajni-gandha Pearls	Rajni-gandha Pan Masala	Gomti Pan Masala	Bimal Pan Masala	Rajshri Pan Masala	Mc. Dowell's Soda	Pataka 502 Tea
India TV	21	10	15	10	24			11
Aaj Tak	8	5	8	11	24	10	1	10

Here are some of the major findings from the study of Surrogate advertisements from Hindi news channels.

- The total number of Advertisements in Aaj Tak is 629. The total number of Advertisements in India TV is 717.
- The total number of surrogate advertisements that appeared in Aaj Tak is 77. The total number of surrogate advertisements in India TV is 91.
- Hindi news channels telecast more Pan Masala advertisements than alcoholic substances.
- The advertisements are endorsed by the celebrities, like in the case of Rajnigandha pearls, where we find Priyanka Chopra having the mouth freshener, M.S.Dhoni and Meiyang Chang promoting Mc.Dowell's Platinum soda or Urmila Matondkar sipping Pataka 502. These are surrogate advertisements for Gutkha and whiskey. It is well known that celebrities add credibility to the product. Therefore, if celebrities are shown to promote the advertisements, it leads to bad effect upon the viewers who in turn will be propelled to consume the product.
- The ticker of Vimal Pan Masala appears quite often.
- There is a commercial break in Aaj Tak, which is sponsored by Rajshri Pan Masala.
- "Vishesh", a special news bulletin is sponsored by Vimal Pan Masala in Aaj Tak.
- "100 news in 10 minutes", a special news bulletin in the morning slot of India TV is sponsored by Vimal Pan Masala.

- India TV has announced “Salaam India” bravery awards for citizens who have exemplified bravery with wits. This award is sponsored by Officers Choice.
- The captions are quite provocative. Rajnigandha says, “”Mu mein Rajnigandha, kadmon mein duniya” which is inciting people to consume and have the world at their feet. Gomti Pan Masala says, “humne banaya aapke liye kuch khaas”, which suggests that the pan masala is special and allures people to consume it. Rajshri pan masala says, “acchha khaiye, nischint rahiye”, this means, the company is propelling people to consume pan masala and be relaxed. Mc. Dowell’s “Asli yaari ka no.1 spirit”, is prodding people to believe that a gathering of friends must have a whiskey bottle of Mc.Dowell’s. Thus, these provocative statements are detrimental for the well being of the society. Shikhar pan masala says, “ek naam jo hai swaad ke shikhar par, quality pasand logon ke liye.” This statement is inciting people to match with high standards by eating Shikhar. Therefore, people should match their standard with upper class people by chewing Shikhar pan masala.
- The colour, logo, layout and presentation resemble the prohibited tobacco substances. This creates confusion in the minds of the people. It is a tricky way to promote the banned substances.
- Besides the caption, the story line of the surrogate advertisements is provocative and instigates people to consume it.

### **CONCLUSION:**

Gutkha or any tobacco substance is harmful and leads to cancer. Every year thousands of people lose their lives because of gutkhas. Hence, these surrogate advertisements indirectly harm the health of people. The surrogate advertisements promote the notion that consuming pan masala is classy and will help you achieve success in society. Some advertisements provoke a person to consume, through its captions and punch line. The captions are such that they incite a person to take up an alcoholic or tobacco substance to prove that he is superior or classy among the rest.

According to World Health Organisation (WHO), there are 1.3 billion smokers worldwide and half of them will die of smoking-related diseases. Therefore, the Government should take adequate steps in controlling as well as banning it with apt laws.

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# A STUDY ON CONSUMER'S ONLINE SHOPPING BEHAVIOUR IN KOLKATA

- Saurabh Kothari and Supriyo Patra

## **Abstract**

*The sharp increase of Internet usage, as well as the systematic progress of Information Technology has transformed the way goods are bought and sold, resulting in the exponential growth in the number of online shoppers.*

*E-commerce is emerging at a great level given that organized retail is still not universal across the length and breadth of the country with large retail chains making up less than 10% of the market. E-commerce is helping people in smaller towns in India access quality products and services similar to what people in the larger cities have access to. However, a lot of differences regarding online purchases have been revealed due to the various consumers' characteristics and the types of provided products and services.*

*The primary objective of the current study is to understand the Consumer perception towards online shopping. It has also made an attempt to find the Consumer awareness about online shopping websites, which category of product they purchase frequently and factors that affect their online buying behaviour.*

*Cross-Sectional Research design has been used for our research. Primary research has been conducted with the help of questionnaire, among a sample size of 135 respondents. The sample comprises of both the men and women from Kolkata.*

*The findings of our study show that all respondents were aware of online shopping. Clothing was the most frequently purchased product category. Discounts and Cash on Delivery were found to be two main factors that affect consumer buying behavior.*

**Keywords:** *Consumer Awareness, Kolkata, Online Shopping and Shopping Behaviour.*

## **INTRODUCTION:**

The internet revolution has brought about a paradigm shift in the way things are done. The internet and worldwide web (www) have dramatically changed the way consumers seek and use information. The internet, which was earlier conceptualized as a tool for enhancing information, has become an important place of business these days. For businesses, the key to survival in the future depends on how well they can integrate this medium in their business model today.

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**Mr Saurabh Kothari**, BBA 3rd year, St. Xavier's College (Autonomous) 30, Mother Teresa Sarani Kolkata-700016  
E mail:kotharisaurabh44@gmail.com

**Dr Supriyo Patra**, Assistant Professor in Management, Department of Business Administration, St. Xavier's College (Autonomous) 30, Mother Teresa Sarani Kolkata-700016 E mail:supriyo\_patra@rediffmail.com

Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. The process is called business-to-consumer (B2C) online shopping. When a business buys from another business, it is called business-to-business (B2B) online shopping.

Online consumer behavior has become a contemporary research area with an increasing number of researches. The research articles which are available in various journals and conference proceedings in the fields of management information system and marketing management identify that researchers bring theories from classical consumer behaviour research, such as behavioral learning (Skinner, 1938), personality research (Folkes 1988), information processing (Bettman 1979), and attitude models (Fishbein 1967).

In 1990, Tim Berners-Lee created the first World Wide Web server and browser. It opened for commercial use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping. Also, in 1994, the German company Intershop introduced its first online shopping system. In 1995, Amazon launched its online shopping site, and in 1996, eBay appeared.

The introduction and implementation of internet technologies has created new market for manufacturers and service providers and has also provided a new arena for innovative marketing strategies by the professionals.

The two most commonly cited reasons for online shopping have been – price and convenience. India's e-commerce market grew at a staggering 88 per cent in 2013 to \$ 16 billion, riding on booming online retail trends and defying slower economic growth and spiraling inflation, according to a survey by industry body Assocham. According to the survey, India's e-commerce market, which stood at \$2.5 billion in 2009, reached \$8.5 billion in 2012 and rose 88 per cent to touch \$16 billion in 2013. The survey estimates the country's e-commerce market to reach \$56 billion by 2023, driven by rising online retail.

According to, brokerage firm Motilal Oswal Securities, online shopping of physical goods in India is expected to grow at a compounded annual growth rate (CAGR) of 50 per cent over the next six years and touch \$45 billion by 2020. The estimate includes companies across online travel, e-retailing, classifieds and online financial services. The estimate would mean an over 11 times growth from \$4 billion

estimated for 2014. According to Livemint.com, the total number of online shoppers in India will nearly triple to 100 million by 2016, including 40 million women .

### **RESEARCH OBJECTIVES:**

The main objective of our study is to understand about-

- Consumer's awareness about online shopping websites.
- The frequently purchased category of product.
- Factors that affect consumers purchase decision online.

### **LITERATURE RIVIEW:**

**Taylor (1974)** revealed that the central problem of consumer behavior is choice. Perception of risk is one pivotal aspect of consumer behavior because risk is often perceived to be painful in that it may produce anxiety. The amount of risk perceived in a particular situation and the risk taken will be affected by the individual consumers.

**Maignan and Lukas (1997)** and **Rowley (2000)** studied that the financial risks had been cited as a main reason to stop internet shopping and security had become a major concern in online transaction relationships.

**Solomon (1998)** studied the consumer behaviour and said that it is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires. In view for the internet to spread out as a retail channel, it is imperative to realize the consumer's mind-set, intention and conduct in light of the online buying practice.

**Donthu and Garcia (1999)** proposed that risk aversion, innovativeness, brand consciousness, price consciousness, importance of convenience, variety-seeking propensity, impulsiveness, attitude toward adverting, attitude toward shopping, and attitude toward direct marketing would influence online shopping behaviour and found that among them, age, income, importance of convenience, innovativeness, risk aversion, impulsiveness, variety-seeking propensity, attitude toward direct marketing, and attitude toward advertising were factors influencing online shopping behaviour.

**Ernst and Young (2000)** reported that Internet users purchased online because of good product selection, competitive prices, and ease of use, but were concerned

about shipping costs, lack of opportunity for prior examination of the products, as well as, the confidentiality of credit card and personal information.

According to **Miyazaki and Fernandez (2001)**, perceived risk affected consumer online purchasing behaviour negatively. They also found that Internet experience is negatively related to the existence of concerns regarding the privacy and security of online purchase and the perceived risks of conducting online purchases.

**Karayanni (2003)** observed that online shoppers tend to value avoidance of queues, availability of shopping on a 24-hour basis and time efficiency.

According to **Schiffman, Scherman, & Long, (2003)** individual attitudes do not, by themselves, influence one's intention and/or behavior. Instead that intention or behavior is a result of a variety of attitudes that the consumer has about a variety of issues relevant to the situation at hand, in this case online buying.

**Sorce et al. (2005)** found that younger consumers searched for more products online and they were more likely to agree that online shopping was more convenient.

**Tonita et al. (2004)** found that in online shopping context consumer evaluate their internet shopping experience in terms of perception regarding product customization, form of payment, delivery terms, service offered, risk involved, privacy, security, personalization, and enjoyment.

**Wang, Liu and Cheng (2008)** conducted a study on the influencing factors of online shopping and documented that consumers think it to be risky to make online payments. The consumers were also expecting a higher level of privacy in online shopping. A survey conducted by MasterCard worldwide, (December 2008), on 5037 respondents across 10 markets: Australia, China, Hong Kong, India, Japan, Singapore, South Korea, Thailand, UAE and South Africa, revealed that Online shopping in the Asia-Pacific region is accelerating at an annual rate of 23.3 percent to hit US \$168.7 billion by 2011, with the region's new markets such as China and India fuelling this growth.

**NorazahSuki and NorbayahSuki (2009)** conducted a study on 'Cellular Phone Users Willingness to Shop Online'. The study suggested that marketers should propose more on attractive promotion such as advertisements or discounts through the web.

**Chowdhury and Ahmad (2011)** conducted a study on 'factors affecting consumer

participation in online shopping in Malaysia'. The major focus of the study was to describe the relationship between independent variables and dependent variable using Pearson's correlation method. The limitation of this study was that it only used four variables (ability, benevolence, integrity, and trust) in explaining the consumer participation but did not take other important variables into account. The study provides a useful insight on the significant role of trust in students for online shopping.

**Yuliharsi, Islam and Daud (2011)** conducted a study on 'Factors that Influence Customer's Buying Intention on Shopping Online'. The variables that were tested included usefulness of internet shopping, ease of use, compatibility, privacy, security, normative beliefs, self-efficacy, attitude and student's buying intention. It was studied that web advertising favorably influences the purchasing of a company's products.

**Karim (2013)** conducted a study on online shopping behaviour of customers and documented that online vendors can assure their consumers for transaction security and avoid long delays in completing online orders and the hassle of returning goods for better online shopping experience.

**K.Vaitheeswaran (2013)** examined the convenience of online shopping "With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post-sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically in detail but buy by online at a cheaper rate. Heavy discounts of e-commerce firms are possible because of their no warehouse model."

#### **RESEARCH METHODOLOGY:**

Focusing on the objective of the present study, a survey was conducted with the help of a structured questionnaire to collect data about the consumer perception about online shopping websites. The structured questionnaire was designed to collect information about demographic profile of the respondents such as age, gender, occupation. In addition to this, various questions related to the experience of internet usage, awareness about online shopping websites, types of products purchased online, factors affecting consumer behaviour while online shopping etc. were asked from the respondents. Considering the time and budget constraints, the data was collected from Kolkata. Cross-Sectional Research Design has been adopted for research purpose.

Only primary data has been used for research purpose. Convenience sampling was used for filling up of the Questionnaire. A target of 150 respondents was set, but few of the respondents provided half completed questionnaires therefore only 135 questionnaires were entertained for final analysis and data interpretation. The following table gives a depiction of demographic profile of the respondents

**Table1. Demographic profile of sample**

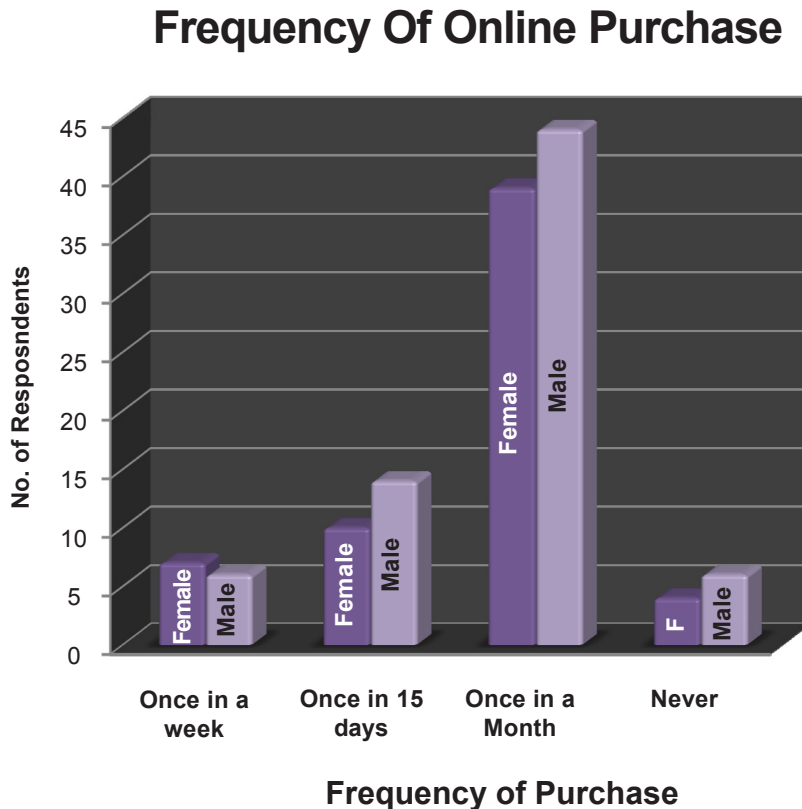
Demographic Features	Number of Respondents	% In Total Sample
<b>Gender</b>		
Female	70	51.85
Male	65	48.15
<b>Age</b>		
Below 16	4	2.96
16-25	116	85.92
26-35	7	5.19
36&above	8	5.93
<b>Occupation</b>		
Housewife	5	3.70
Student	110	81.48
Businessman	13	9.63
Professionals	7	5.19

## DATA ANALYSIS AND FINDINGS:

The Respondents were asked to fill up a questionnaire which covered many aspects for online buying behaviour.

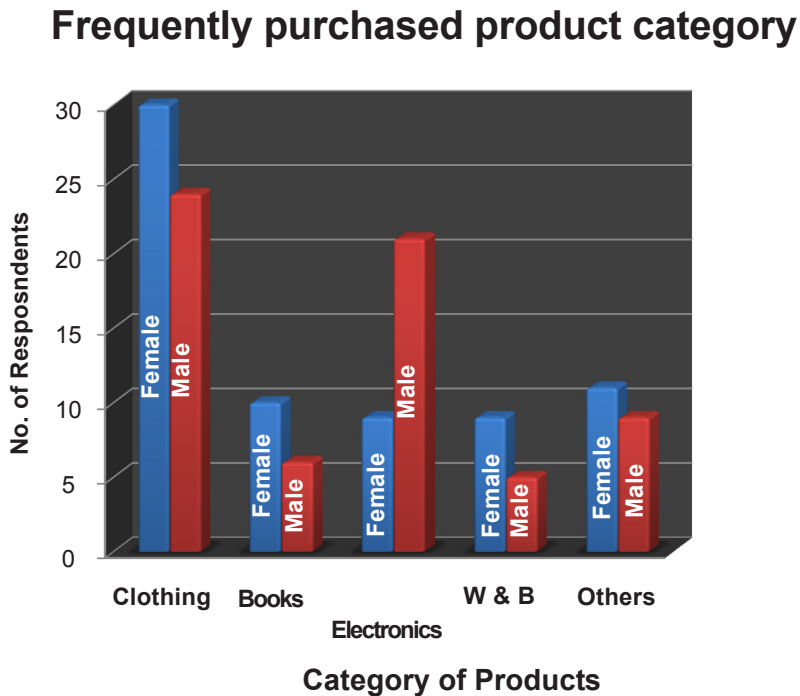
The respondents were asked were they aware of online shopping platforms and it was found that all the respondents were aware of online shopping platforms

**Figure 1-Frequecny of Online Purchases by Male and Female**



The above Graph shows male purchase more frequently in a week compared to female. If we see the overall picture the female shoppers purchase more frequently than male shoppers. The interesting finding was that there were more number of female respondents who had never shopped online than male respondents.

Figure 2- Frequently Purchased Product Category Online among Male and Female



Note: In the Graph, W&B stands for Watches and Bags category of products.

The graph shows which category of products male and female customers purchase frequently. Clothing is the most frequently purchased product category in case of female i.e., 40% of female respondents (No. of respondents 30). The most frequently purchased product category for male is clothing as well i.e., 40% of male respondents (No. of Respondents 24), But Electronics category is also quite frequently purchased i.e., 35% (No. of respondents 21)



Figure 3-Most frequently Purchased product category Online

### Frequently Purchased Product Category

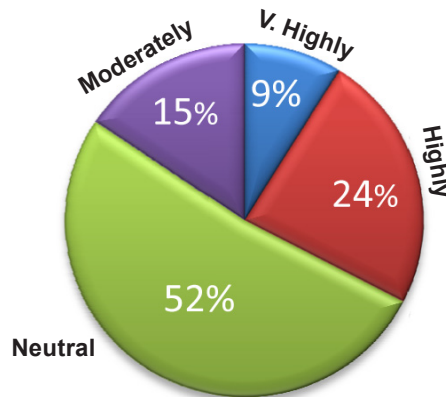


The above figure shows the most frequently purchased product category for the whole sample. Clothing is the most frequently purchased category online by a far margin. Thus by this we can understand what category of products consumers buy online and their perception about it.

This analysis also highlights how the clothing industry is booming on online platform and almost all online shopping websites have clothing as one of their product categories.

Figure 4- Impact of Social Media Campaign on Buying Behaviour Online.

### Impact of Social Media Campaign

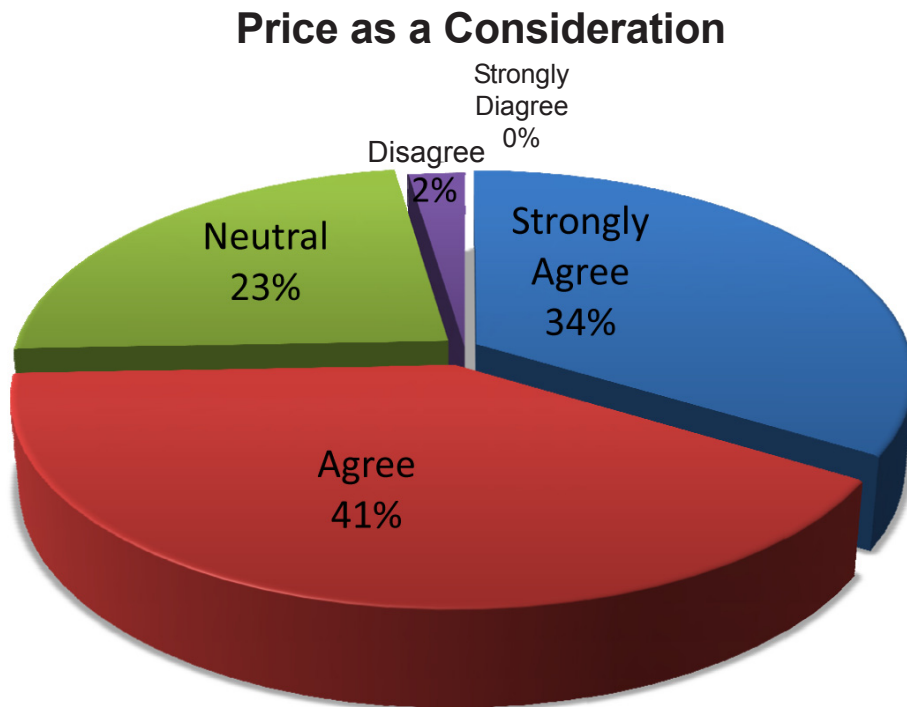


The Respondents were asked if a social campaign affected their buying behaviour online and they had to rate on a 4 point scale. The results were as follows

- 9% of the respondents , were very highly affected by social media campaigns
- 24% of respondents said that social media campaigns highly affect their buying behavior online.
- 54% of respondents, said that were neutral to social media Campaigns.
- 15% of respondents said social media campaigns affect their buying behaviour moderately.

Thus 48% of respondents do get affected by social media campaigns. However around 52% of consumers are neutral to it i.e., it has no positive or negative impact on them, so it cannot be considered as an only tool but still a part of the whole mechanism

**Figure-5**



Respondents were asked that if price plays a role when they buy online and they were to give answers on a Five Point Scale. The results are as follows:-

- 34% of the respondents “strongly agreed” that price plays a factor when they buy Online.
- 41% of the respondents “agreed” that price is a consideration when they buy Online.
- 23% of the respondents were “neutral” to the price factor.
- 2% of the respondents “disagreed”, that price is a factor when they buy online i.e., it is not a consideration when they buy online.

Therefore we can conclude that price is a factor when people buy online as for 75% of the respondents price was a consideration.

Various websites offer discount coupons, so we wanted to find out how effective these coupons are and how it affects consumer perception. 54% of respondents said that they do not search for coupons online, but 46% of the respondents do search for coupons online. Thus it is an effective tool of increasing sales and attracting consumers to the websites.

**Table 2 The most and Least Important Factor for Male and Female customers when they buy Online**

	Male	Female
Most Important Factor	Cash On Delivery	Discounts
Least Important Factor	Free Delivery	Advertisement

The respondents were asked to rate factors on a scale of 1to5 (where 1=least important and 5= Most Important)

The five factors given were-

- Product Quality
- Cash On Delivery
- Advertisement
- Discounts
- Free Delivery

If we consider the total sample then the most important factor was discounts and least important was advertisements. Thus we can conclude that to attract female customers to websites discounts play a very crucial factor and for male the critical factor will be cash on delivery. Product quality was the second most important factor for both female and male, thus product quality even plays an important factor.

## **CONCLUSION**

The current study has made an attempt to understand the consumer perception towards online shopping. Although statistical significance of various parameters has not been examined the generalised results obtained through data analysis has given clear indication of increasing significance of online stores in the life of Indian people. The e-stores are frequently visited by the shoppers. The ease and convenience provided by these stores for 24x7 has made very easy shopping for consumers worldwide.

It was found out that all the respondents are aware of online shopping websites. The study was limited to only Kolkata and a large percentage of the sample comprised college goers. Thus the study is more comprehensive in understanding their perception. Most shoppers purchase more frequently. Clothing is the most frequently purchased product category; this finding provides great evidence for the reason of the boom in online clothing industry.

Price remains a consideration for online shoppers. The three most important factors that affect their buying behaviour are discounts, cash on delivery and product quality. Social media campaigns and coupons are effective marketing tools, but a holistic strategy is required to attract and retain consumers. It was found out that Flipkart and Snapdeal are the two most preferred websites.

The current study provides great insight into the perception of online shoppers, it can serve as a useful tool for various marketing activities, but certain aspects need to be explored i.e., consumer psychology and privacy issues.

From the current study various managerial implications can be drawn that all people are aware of online shopping websites. To attract college students, discount and cash and delivery are key factor. Clothing is the most fast selling segment online. Social media campaigns affect consumer buying behaviour online. Price plays a critical factor in determining their purchase decision. Coupons play a critical role in increasing sales.

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# THE PLIGHT OF TRIBAL MIGRANT WORKERS: A CASE OF MYSORE DISTRICT OF KARNATAKA

- Nanjunda

## **Abstract**

*Tribals' problems has become a serious issue today. Tribal issue has long been both an economic and social problem in our country. India has one third of the total population of the world living under poverty line. Tribal's marginalization has become more compounded than ever due to the attack of Globalization, industrialisation, urbanization, infrastructure development and the state policies on land and forest This industrial expansion not only estranged the tribals from their wealth of livelihood affecting the demography and ethnicity of tribal areas and reducing them to the status of bonded laborer, marginalizing and expropriating them. The traditional mode of securing their livelihood is seriously threatened without any suitable alternatives in sight. Tribals migrates for various problems. This paper is based on the study done on tribal migrant workers found in Mysore districts to find out their situation and remedies*

## **INTRODUCTION:**

Since Independence India has made a significant progress in various sectors of tribal development. The thrust of these programmes have been to make a frontal attack on poverty through special employment generation programmes, productive asset transfer through institutional credit and subsidy programmes and programmes of tribal housing, drinking water and sanitation. Strong thrust has been given to social security programmes for providing assistance to the destitute and poor tribal families. Assistance and encouragement to voluntary agencies and training of functionaries of tribal development forms part of the emphasis on accelerated tribal development in India.. This paper is based on the field work experiences and concludes that any strategy for tribal and tribal

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*Dr. Nanjunda, Centre for Study of Social Exclusion And Inclusive Policy, Humanities Block, University Of Mysore, Mysore 06, Karnataka Email: chairman@kkhf.org*

development must involve the NGOs and the people themselves at all the levels. Despite the formation of specific policies and projects for dealing with tribal poverty, and the implementation of a large number of programmes by the Government and NGOs in pursuance of these policies, the impact on tribal poverty in the country has not been minimal.

The basic reason for the failure of many programmes is that they are simply not designed to do so and there is no community participation. Programmes, which will be implemented by the NGOs is not geographically and culturally specific. The need for revitalizing *Panchayati Raj* institutions has, therefore, been recognized as an instrument for participative planning and implementation of various development programmes at grassroots level by collaborating with NGOs. As long as poverty continues to exist it would be difficult to eliminate other tribal problems. Simple legislation/programmes are not enough. Since acute economic crisis is the prime problem in tribal India, the only method of withdrawing a family from poverty is by arranging alternative income generation programmes. In this corner point, all NGOs must and should think of providing some alternative income generation programme and assisting producer's organizations. If NGOs seriously wants to be in this field they should necessarily specialise and think of much larger scale programmes and projects. In the current tribal development the focus is neither on the structural and institutional causes of poverty nor on the strategy of development and the choice of appropriate technologies but attention is being paid to the problems of specific backward regions, sectors and tribal groups.

As far as India is concerned, the problem of tribals is because of complex social and economic factors, which, today, requires analysis from a different angle. Much research work has been done and is still being done on this topic. However, intensive social and cultural factors which are embedded in household fertility behavior, the cultural concept of development, household decision making, the labor market and advanced technology should be explored as pertaining to the tribes.

Unfortunately quality education and the eradication of the tribals socio economic problem are more or less closely linked. However, the problem in India is that poverty reduction programs do not have any strong linkage with education for every tribe. Education is a key element in preventing tribal migration and related issues.



## METHODOLOGY :

This current study has been conducted in Mysore districts of Karnataka state, India. A total number of 100 tribal migrant workers have been interviewed with a scheduled questionnaires. Samples were selected using simple random technique. Qualitative data have been analyzed using SPSS AND NUD\* ISD data base.

## RESULT AND DISCUSSION:

**Table -1: Nature of work**

Type of work	frequency	Count
Construction	24	24.0
Agric lure	21	21.0
Garments	25	25.0
Factory	20	20.0
Other	10	10.0
Total	100	100.0

**Table -2: Educational Attainments of Garment workers**

Education	frequency	count
No Schooling	50	50.0
Lower Primary	13	13.0
Upper Primary	21	21.0
Secondary	16	16.0
Total	100	100.0

**Table -3: Average Monthly Earnings of the workers**

Monthly Earnings in Rupees	frequency	Count
3000– 3500	34	34.0
3500-4500	24	24.0
5000-6000	26	26.0
6000-7000	16	16.0
Total	100	100.0

**Table -4: Reasons for choosing this job**

Monthly Earnings in Rupees	frequency	Count
Drought	56	56.0
Poverty	21	21.0
Big households	12	12.0
Migration /displacement	11	11.0
Total	100	100.0

**Table -5: Difficulties Facing by the workers**

Difficulties	frequency	Count
Heavy load of work	<b>34</b>	34.0
No payment on time/off	<b>23</b>	23.0
More working hours	21	21.0
No difficulties	<b>11</b>	11.0
Sexual harassments	11	11.0
Total	100	100.0

**Table -6: Opinion about Infra-structure and Physical Working Condition**

Response	frequency	Count
No enough fundamental facility	25	25.0
No protection measures	23	23.0
No crunch facility	21	21.0
Congested and poorly ventilated	21	21.0
Other	10	10.0
Total	100	100.0

**Table -8: Reasons for Job Dissatisfaction**

Dissatisfaction	frequency	Count
Abuse & injury are common	35	35.0
Employer is not good	18	18.0
Less salary	20	20.0
More Extractions	21	21.0
No Security	6	6.0
Total	100	100.0

**Table -9: Common Ailments found among the Workers**

<b>Ailments</b>	<b>frequency</b>	<b>Count</b>
Accidents	32	32.0
Joint Pain	22	22.0
Eyes problem	19	19.0
Back pain	18	18.0
Lungs problems	19	19.0
Total	100	100.0

### **DISCUSSION:**

Despite the formation of specific policies and projects for dealing with tribal poverty and the implementation of a large number of programmes by the government and NGOs in pursuance of these policies, the impact on tribal poverty in the country has not been minimal. The basic reason for the failure of many programmes is that they are simply not designed to do well. All programmes, which will be implemented by the government should be geographically and culturally specific so that migration can be stopped.

Poverty is not well documented among the tribes because of the “dispersion of poor households in a more haphazard manner.” Regional, disaggregated poverty estimates illustrate that there is extensive heterogeneity in the degree and depth of poverty in the tribal areas of the state. The large picture that has emerged from the few survey studies shows a higher level of poverty and unemployment problems in most of the migrated tribes. The highest concentration of the seasonal unemployment has also been seen in case of most backward tribes who spend most of their time in migration.

As long as poverty continues to exist it would be difficult to eliminate other tribal problems. Simple legislation/programmes are not enough. Since acute economic crisis is the prime reason behind this problem the only method of stopping migration is by compensating the family adequately for the loss of income. Government and NGOs must think along this line rather than provide some alternative income generation programme to assist producers organizations, larger scale programmes and project. Not only this they should have high quality of human resource to manage themselves as organizations and their operations in a more systematic and effective manner. Since poverty is an intense socio-economic problem the government requires a long term multipronged strategy

to be carried out on a continuous basis to stop tribal migration. Although at policy level NGOs have been perceived as developmental agents, yet the scene at the grassroots level is not always in consonance with this subjectivity.

The majority of tribals are not aware of their civil rights. This is not only linked to their social ignorance, but is also associated with the level of commitment and effectiveness of various social organizations and communities working in the field of human rights, social justice, freedom and development focusing on tribes. A good and quality education consists of many things, which include transparency, ethics, dynamism and self-reliance. Some people think that compulsory education does not resolve problems connected with the tribal children. However, success cannot be achieved without concrete political commitment and the active participation of the Government, society and NGOs.

### **CONCLUSION:**

Seasonal labour migration is a significant dynamic ingredient of the modern tribal scenario of India. Government must re-examine their approach in solving tribal problems perceiving its inherent complexity and difference rather than merely providing relief and welfare programmes. They should exclusively focus on tribal poverty-related issues. If these kinds of NGOs could succeed in prompting sustainable livelihood for the poor they can develop requisite level of expertise in rural poverty-related sub sectors. The government must also think of much larger scale projects and draw financial and human resource from the mainstream. Policies and projects should adopt a holistic approach, taking into the consideration the socio economic set-up of the working area. Effective implementation of MGNREGA would be a good option.

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