

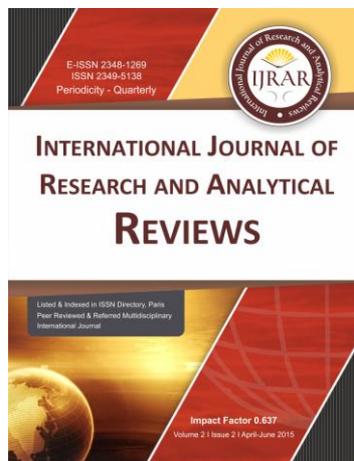
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3rd International Conference

on

Democracy in the Digital Age

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ABOUT THE CONFERENCE

Media technologies facilitate effective interpersonal, group and mass communication. Media is the axis of cultural between-ness; it bridges people through space and time. Thus, immediate physical presence is not a key factor for connection. Association of ideas and information from many sources can be heard and seen in the form of audio and visual at any time, also no differences in the old form of written communication online. However, the long arc of human communication history dealt a plethora of changes in different types of media that drew the structure for a transformation of typographic, photographic, and photolithographic culture into the digital communication culture. Digitization of these communication materials and the global interconnections has clocked the world. Further, the nature the new media conversations echoed democratization.

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Contents

01	MAP THE SHIFT FROM OFFLINE TO ONLINE. [PUTTING THE FIFTH (LETTER) BEFORE EVERYTHING] Dr Suparna Naresh & Sharanya N Eshwar	01 – 06
02	Image Building Vs Brand Building: 'Kabali' Film Promotions A Study Prabakaran V & Dr. G Balasubramaniaraja	07 – 14
03	IMPACT OF MOBILE PHONES ON SOCIAL INTERACTION IN THE HOUSEHOLD - AMONG CHENNAI LakshmiPriya.M & Ansu Elsa Joy	15 - 23
04	Contemporary art form of Alphonso arul doss S. Kamal	24 – 27
05	SERVICE - LEARNING: A CURRICULUM FOR DELIBERATIONS AND DEMONSTRATIONS Dr. Anil Kumar P	28 – 34
06	A STUDY OF "LIVING SPACES AND COMMUNICATION INFLUENCE: DO IT ENHANCES OR HINDERS INTERPERSONAL COMMUNICATION AMONG FAMILY MEMBERS IN URBAN SCENARIO?" Josseph C & Dr Uma Maheswari P	35 – 41
07	YOUTHS' AESTHETIC VISUAL ART FORM EXPRESSION ON 'DIGITAL INDIA' INITIATIVE: A SEMIOTIC ANALYSIS S. Suganya & Dr. C. Velayutham	42 - 48
08	ANALYSIS ON TRADITIONAL HEALING FOR ARTHRITIS AND ADVERTISING Anand Paramathma MA, Mphil & Dr. M. Chitra	49 – 56
09	A FREUDIAN PSYCHOANALYTIC ANALYSIS OF GAME OF THRONES SERIES THREE FEMALE CHARACTER Ms. Shyni Thankarajan	57 – 67
10	THE ROLE OF NEW MEDIA IN POLITICAL CAMPAIGNS V. Selvakumari	68 – 73
11	STUDY ON IMPACT CAUSED BY YOUTUBE ON MAINSTREAM MEDIA IN MADURAI N.L.G.Sibi & Dr.Jenefa	74 – 81
12	ROLE OF SOCIAL MEDIA IN CREATING AWARENESS FOR THE FIRST-TIME VOTER SOWMIYA P	82 – 89
13	A STUDY ON EXPLORING THE NORMALIZING AND POPULARIZATION OF SEXUAL HARASSMENT AND RAPE CULTURE IN TAMIL CINEMA Dr. Rajesh R	90 - 94

International Journal of Research and Analytical Reviews

- | | | |
|----|--|-----------|
| 14 | PORTRAYAL OF TRANSGENDERS IN TAMIL CINEMA - A COMPARITIVE STUDY
Mrs.V.Ezhilarasi | 95 – 101 |
| 15 | A CRITICAL STUDY ON THE DEPICTION OF FEMALE CHARACTERS IN GAME OF THRONES
Dr Shantharaju S | 102 – 108 |
| 16 | THE ROLE OF SOCIAL MEDIA IN SOCIETAL TRANSFORMATION: A STUDY OF THE #METOO CAMPAIGN IN INDIA
Dr. Shrinidhi. S & Lakshana Mehta | 109 – 114 |
| 17 | A CRITICAL ANALYSIS OF SURROGATE ADVERTISING AND THE INDIAN SOCIETY
Dr. T. Padmanabhan & Chinju. S | 115 – 121 |
| 18 | REPRESENTATION OF ODIYAN COMMUNITY IN THE MALAYALAM FILM, 'ODIYAN'.
Twinkle Sara Joseph & Dr Kannan S | 122 – 128 |
| 19 | THE ROLE AND IMPACT OF SOCIAL MEDIA IN ANTI STERLITE PEOPLE'S MOVEMENT
Dr.P.Shanthi | 129 – 135 |
| 20 | DYADIC PICTURES IN FACEBOOK AND RELATIONSHIP SATISFACTION OF MARRIED COUPLE
Anusuah.R & Dr. G. Balasubramania Raja | 136 – 139 |
| 21 | A STUDY ON FUTURE OF PRINTED NEWSPAPER READERSHIP IN THE DIGITAL AGE
Ansu Elsa Joy & LakshmiPriya.M | 140 – 145 |
| 22 | EXAMINING THE 'NARCOTIZING DYSFUNCTIONAL APPROACH' IN THE DIGITAL ERA
Archana.N | 146 – 151 |
| 23 | TELEVISION REALITY SHOWS: AUDIENCE PARTICIPATION AND DEMOCRATISATION OF MEDIA
S. Parimalam | 152 – 156 |
| 24 | ENGAGING WOMEN IN LOCAL GOVERNANCE AND DEVELOPMENT: ISSUES AND CHALLENGES
S. Irvin Mary & Dr. Deepa Viswam. V. V | 157 – 160 |
| 25 | EXAMINING THE ANTI-CASTE PERSPECTIVE OF PARIYERUM PERUMAL - A SEMIOTIC ANALYSIS
S.Aswini Chithra | 161 – 165 |
| 26 | AUTONOMOUS SENSORY MERIDIAN RESPONSE (ASMR) AND ITS SIGNIFICANCE IN THE ADVERTISING INDUSTRY
Mr. J. Jesly Anto & Dr. C. Gladson Clifford Joe | 166 – 168 |
| 27 | A STUDY ON IMPACT OF COMPETITION BASED TELEVISION REALITY SHOWS ON TEENAGERS: WITH AN EXCLUSIVE FOCUS ON TAMILNADU
SUBHIKSHA.M | 169 – 174 |
-

International Journal of Research and Analytical Reviews

28	A STUDY ON MEDIA COVERAGE AND TRIBALS DR. K. LOKESWARI	175 – 183
29	A STUDY ON TIKTOK - REAL IMPACT GOING FORWARD ON CHENNAI TEENAGER GIRLS Salai Tamilarasan. S	184 – 187
30	EFFICIENCY OF SOCIAL MEDIA CAMPAIGNS IN POLITICAL INDUSTRY IN CHENNAI R. Raghuram	188 - 193
31	THE ROLE OF NEW MEDIA ON POLITICAL CAMPAIGN: A STUDY OF SOCIAL MEDIA CAMPAIGN IN KARNATAKA Dr. NareshRao H	194 – 202
32	IDENTITY OF TRANSGENDER: FEAR, SUSPICION AND RIDICULE Justin Prabhu, A.	203 – 206
33	Understanding the Motifs and Motives of New Media Applications: Mobile Phone Application as Pervasive Communication Tool Mr. Gnana D. Hans & Dr. G. Balasubramania Raja	207 – 210
34	The Personality Of Hero: How Popular Indian Cinema Portrays the Image? Content Analysis Prabakaran V	211 - 220

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MAP THE SHIFT FROM OFFLINE TO ONLINE. [PUTTING THE FIFTH (LETTER) BEFORE EVERYTHING]

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ABSTRACT: *In an automated world where you automatically reach for your phone even if you have to call for an auto rickshaw, we do realize that the way we consume news has been changing, because now we don't even have to use our entire arm in order to turn a page, all it takes is one swipe. All thanks to the letter 'E' that spells electronic and putting it before any traditional method (literally: e-newspaper) to make it physically small but let's us download and store even the whole Google store in it. All thanks to internet we are literally able to reach out to the world wide web. From reminding you about an event to even planning the whole event we have an assistant at our fingertips. The internet of things has enabled even technology to have senses just as us humans.*

Living in an age where things have been constantly changing, this research aims to map the change the way we have been consuming news, with age as a parameter. Taking into consideration the news consumers from the age of 18 to 60, this research is conducted to find out what makes people shift from the traditional touch of doing things to the touchscreen way of getting things done. It also aims to learn if the circulation of newspapers has reduced from time and most importantly the researcher will be talking to an expert from the field to know the way news has been represented based on the preferences of the readers and to find out if the news that is put online and offline has changed based on the preferences of the readers and if credibility has an effect over the circulation of hard copies of newspapers and if it has consistently reduced due to the new inventions every single day.

Keywords: *Online, mass media, Offline, newspaper, TV, News application, Internet, Digital Journalism, Credibility, Change in preferences, Technology, New media.*

INTRODUCTION:

Just like how everything around us is changing, so is the way we consume news or any other information, now we no longer have to carry large books to look something up that we need to know, our ever-evolving gadgets has enabled us to have all that we need to know at our fingertips.

We live in a world where we spend hours together staring at a screen, reading numerous articles, watching videos, listening to podcasts, music etc, and never get tired of it but as soon as we pull out a book to read, we fall asleep or are bored within a few minutes, media has changed drastically and so has the preferences of the people. We are in an era where some prefer to read the newspaper while the others prefer to read the same news from an electronic device or just watch a video to understand it better. Why do our eyes light up at the idea of using our phones? It's not only because the light on the screen is reflected on our eyes, there is something more to this and it is essential to understand the change in behaviour and preferences. The pace of change from traditional form to digital form of consumption of news and information has been very fast for the past decade. While some people depend on digital forms of news consumption the others still prefer the traditional form, we can also see some changing from one to the other, this research is an attempt to map the change from offline to online.

OBJECTIVES:

- 1) To find out the Reasons for shift
- 2) To Explore the idea of credibility in online platforms
- 3) Exploring the concept of news value with regard to online and offline platform

RESEARCH QUESTIONS

- 1) Reasons for shift, why are they making the move?
- 2) Is age a factor? Why does this generation prefer?
- 3) Is credibility an issue when the shift is being made?

REVIEW OF LITERATURE

THE SHIFT FROM TRADITIONAL TO NEW MEDIA

FAN (2016) In the article “THE SHIFT FROM TRADITIONAL TO NEW MEDIA”, clearly states that readers' habits have changed in this age of new media. The old ways are no longer preferred by readers and viewers. The younger generation prefer mobile devices and entertaining ways of doing things even when it comes to gaining knowledge, this is a forcing the traditional media to focus on visualization and participative reporting. The writer also makes a very strong statement that says, “The traditional media have no choice but to change in order to survive.”, my research is based on mapping the shift and to also know if the traditional form of news consumption is going to become obsolete. Nowadays we have ‘n’ number of mobile applications in which we can read news on the go as more and more traditional media outlets direct their attention to mobile apps, but only uploading contents from the print editions on the internet will not be enough to draw readers and to shift to new media, the newspaper has to understand the kind of audience that use their apps and make sure it is eye-catching and also at the same time keeps holds their attention span. Publishers should pay more attention to readers' experiences. For example, they have to find out what kinds of contents are suitable for mobile devices and what sort of presentation gives the best visual feeling. People always want something they can connect to; traditional media should aim at having interactions with their audiences.

TO EXPLORE THE IDEA OF PREFERENCES BASED ON CREDIBILITY

Rasha (2002) studied “THE CREDIBILITY OF NEWSPAPERS, TELEVISION NEWS, AND ONLINE NEWS”, talks about the credibility of all 3 mediums mentioned, their similarities as well as differences are explored. Newspaper credibility was found to have balance, honesty, and currency dimensions. Television news credibility was found to have two main components based on fairness and currency. Online news credibility, however, was built upon trustworthiness, timeliness, and bias factors. The difference is that with traditional media the message can be controlled, whereas with social-media, it is free for all. While this may be viewed as a positive characteristic, it has its own drawbacks. The article speaks of a troubled future for online news because of privacy issues and other related concerns when it comes to digital consumption of news, but when it comes to newspaper/traditional form of news, the article speaks of how it is reliable as it goes through verification before the information reaches the public. Although this article is just a groundwork for further research based on preferences.

SCOPE FOR OFFLINE

Pradeep (2016) observed in the following research that has been conducted with the help of an online survey among 3,183 online newspaper readers of India. The study revealed that majority of the online news consumers (90 percent) were still reading printed newspapers. It was found that online newspapers have not much affected the print newspaper circulation. But print has start losing young readers. My research is based on the finding out why people are making a move? To also find out if this only popular among youngsters. The paper also makes a very important observation, it says that reading newspaper is something we do when we have a longer-breaks, when we have some leisure time in the morning while having a cup of tea or coffee, but online news consumption is something we do only when have shorter breaks. Based on gender, it has been observed that male readers distinguished users of both print and online news. When radio and television media was introduced newspapers faced the same threat, but despite that newspaper hasn't lost its loyal readers, similarly online media has not much affected the print newspaper circulation. People are using online newspapers as complimentary to the newspapers. The research states that in India both the newspaper, online and print are growing.

NEWS & THE NEWS MEDIA IN THE DIGITAL AGE

Gans (2010) in the article talks about how the Modern American Journalism is the wall of democracy that helps the citizens to know what is happening and help them connect and participate in politics. It expresses journalism's noblest democratic ideals, but how well are the citizens informed is the real question. Since the participation of citizens generates demands and protests the politicians are not always eager to communicate with them except during the time of election, the question is what is the role of news media and journalists in this and what is their plight if all this is replaced by websites and other digital media? The consumers of news are monitors that use the news primarily to learn what is going wrong in the country's political and other institutions and the world beyond, and to assure themselves thereby that the rest of society is still functioning. The article further talks about how journalists working in traditional media are worried about the future of news. The digital changes have a positive effect on news but not on traditional media or to the employment prospects of the journalists. The article talks more about how the political actions impact journalists and their job. It says, if news is vital to representative democracy, then

government can play a role, not only by turning access to the Web into a free public good, but by offering financial support for news that does not attract other funding sources. Even as a new business model is being developed, journalists, media critics, and others should be thinking about how the news can contribute further to democracy. The article proposes many solutions to this but it requires larger news organizations and are even more expensive to try. The article gives us insight about the journalistic practices both traditional and digital form. Do people prefer to read and find out via newspapers or to read it on their phones? When did this shift take place?

METHODOLOGY

Methodology is the process by which we collect information in order to come to a conclusion or understand why something is as it is, it is a path that helps us achieve the objectives of the research. The researcher here is going to be using Qualitative method to arrive at the conclusion.

The Absence of Hypothesis

There is an absence of hypothesis because there are no assumptions that needs to be proved, the researcher here aims to map the shift from offline to online, the reasons why we're ready to put the alphabet e before everything. There are no presumptions made and hence nothing has to be proved. When it comes to Data collection and analysis, we have primary and secondary data.

Secondary data is pre-existing and already collected data which we use as reference, we read through and understand other researchers' work in order to form a stable foundation. We stand on the foundation that has already been laid i.e., the research and findings that already exist, only then we can go further with the research, it is easier than to start from the scratch, secondary data also helps us form a basis there is always something related to our topic of research that has already been researched and can give us some insights. Analysing already existing work or articles also comes under secondary data collection. Primary data is collecting the information for the first time by the researcher, like conducting surveys, interviews, experiments etc. The researcher here is going to conduct a focus group discussion and also an expert interview to find out and collect the primary data required for the research.

DATA COLLECTION

There are two methods to collect the data, Quantitative and Qualitative. When it comes to quantitative data, as the name itself suggests, the information is quantified, it is all about the number of responses and what people think, their opinions etc., after the data is collected, it is analysed and samples are drawn from it to make further study and come to a certain conclusion depending on the objective of research. The researcher is sure about something because it is quite common, but he decides to test to make sure his/her assumptions are true. It is known as testing of hypothesis.

Quantitative analysis.

Survey method: There are different types of survey and different reasons why one conducts a survey, a survey questionnaire can be either open ended kind, where the respondent can give their personal opinion or it can also be a questionnaire where there are multiple or some options to choose an answer. The survey conducted can either be online or offline, it can be on paper or the researcher can record it.

Correlational research: This tests the relationship between two variables, there are two groups on which the survey is conducted and the assumption is made based on the response and the researcher is able to arrive at a conclusion, although the researcher cannot arrive at strong conclusions just based on this, some more tests have to be performed to be sure.

Qualitative data is not about the number of responses, but about the information and opinions given by the few experts from whom the information is sought and they give their insights that help us come to conclusions. When the researcher doesn't have much information on the subject and needs to find out everything in order to help him/her through the research, the it is wise to choose Qualitative analysis. The researcher decides as to which method to use based on what the researcher has to find and what path is suitable to arrive at the conclusion.

The present research aims at conducting a focus group study of people of age ranging from 18- 60 years old. The age gap here is big only because the researcher wants the opinions of the generation that doesn't get the hang of technology, the one that is trying to fit in and the one that was born with it. The researcher is also keen on conducting an expert interview of a renowned person who has been in the field for a long time and has a lot of experience and insight to share.

RESEARCH THEORY:

The researcher has based the findings and analysis on the 'Uses and Gratification theory'. Jay Blumler and Denis McQuail laid the primary groundwork in 1969 beginning from the audience motivations for viewing political programs during the 1964 election in the United Kingdom. Uses and Gratification theory clearly states how people are affected by media, it talks about how people themselves use the media to satisfy their own needs and fulfil their demands. It basically talks about how people use the media rather than what media does to people. The theory is very apt for the research, as the research mainly focuses on people and the media that they consume or choose to consume, it is clearly visible as to how people are affected by the change in the media and what their opinions are regarding the way they consume it, the shift itself talks a lot about how people prefer a certain medium in order to satisfy their needs and how convenient it is for them. The gratification theory is relevant here also because the online news consumption takes place with the people choosing what they wish to read or know about rather than the media pushing the available news, here the people can easily choose their preferences of news and that's how they use media and the news provided by it to satisfy their wants and can eliminate the topics from appearing on their timeline so that they don't have to see something they're least or not interested in at all.

DATA ANALYSIS

EXPERT INTERVIEW

Mr Amit S Upadhye is a senior journalist who has about 15 years of experience in the field, has worked for 3 newspapers, The Indian Express, Times of India and Deccan Chronicle. Mr Amit has given his insight on the subject based on his personal experience and based on what he has observed, the changes in trends and his take on the subject has been really helpful and insightful, he has spoken from the perspective of a journalist as well as a common consumer of news.

What are the reasons for shift from offline to online?

Advent of technology but there is no drastic shift because mobiles have just enabled us to know the headlines and a gist of the events occurred, I would say that reading online is just another additional way of reading but certainly not a replacement. The people who read online aren't avid readers they just want to know what's happening but not in depth. Gave the example of the local Kannada newspaper Vijayavani's online circulation that reaches about 7 lakh people a day.

Has this decreased the circulation of newspapers?

Mobiles and reading news online have just made people aware about the information and it has made things quick, since we don't have to wait for a long time for the next issue of newspaper, we can get information online and on applications, but to check the reliability and read in depth people fall back on the offline method. People may shift but the circulation of newspaper hasn't reduced, it has been the same. We have retained the readers, only the people who never preferred newspaper in the first place are the ones who are taking up online reading. I wouldn't call them as readers, they are just mobile users.

Is age a factor for the shift?

Age is definitely a factor but now we see that every generation uses a cell phone, but we mostly see that the young generation prefers technology over traditional methods while we see the older generation struggling and they are getting there but in a slower pace but we can notice that even the offline readers do consume news online up to an extent. He also gave the example of a watch, how it is not worn by most of us these days, we depend on our phones for time and the people who do wear watches are people who really like wearing watches. We see that we can have everything on our phone, from railway ticket to bus ticket so news on phone is just another contributing source

Does the organization tweak the news based on the type of readers?

There are different departments, the main thing about reading news online is that the availability of news here will be based on what you prefer, the keywords matter. It is not a manual process, but we put up all kinds of news online, it depends on what you prefer, whatever you see is because and based on the kind of news that you've searched for and been reading.

Has the credibility reduced?

There is no 100% credibility when it comes to online news, we cannot rely on everything that we read online but the advantage is that, even if there is some error, there is an option to rectify and update the changes. The physical form of newspaper is a source that people rely on to be properly informed.

Do you think the offline form of news circulation, (i.e., the newspaper) will become obsolete?

I disagree that it might become obsolete, in fact I believe that online news has helped to reach out to more people, people who get news every minute as things happen on their phone read a little bit right there but

they would want to read in detail further on the next day when it is printed. An avid reader will always come back to reading the newspaper, they would pick up the newspaper at the end of the day to get a detailed information on the topic

I don't think it will become obsolete because even when people who consume news on their phones, from their mobile applications they do come back and check the full article on the newspaper. People don't usually read the whole article online and everything we see online cannot be relied upon. In fact, the newspapers are coming up with ways to make the newspaper more attractive, they are putting up news that is trending and student related, making it catchy and making them want to read. A lot of efforts are going into retaining this generation and getting them to read. Since advertising is also a major source of income, I don't think the newspapers will become obsolete. From the last 10 years I haven't seen a change or a decrease in the number of newspaper readers, but things can change and things may change in a few years, so you never know.

FOCUS GROUP DISCUSSION:

The focus group discussion conducted included 9 people of people between age group 18-60 years, it was a group that consisted people who consume news through just newspapers, just online and also people who rely on both offline and online. The group mostly consisted of people in their thirties, 2 of them were in their twenties and 2 of them consisted of men in their late fifties. According to gratification theory that focuses on what people do to media rather than focusing on what media does to people, the focus group discussion was conducted with a view to find out the reasons for shift from offline to online, the discussion began with the opinion of a participant that said, "The physical form of Newspaper is something we have to wait for but when it comes to online, it is easily accessible and at our fingertips. Smartphones are the main reason for the shift, we carry it wherever we go. What we read online is based on our selection so we don't have to read something that we're not interested in and we can search for the kind of news that we want to read". News online which is easily accessible has become one of the advantages of online consumption of news and since the news is being updated immediately and always it can be easily used, the youngest participant in the focus group said that, "Reading it from your phone is better because you can save paper which in turn saves trees, because today's newspaper is of no use tomorrow" and to that there was a counter argument that said that making paper bags can actually eliminate plastic.

When it comes to the circulation of the physical form of newspaper, which is a major consequence of the shift from offline to online, some think that the circulation has reduced but most of them don't see a difference. The current growing generation is more inclined towards using technology and automation of everything, because they lack patience and time. the oldest participant of the focus group said, "They don't have the time to go through long articles, they just prefer reading the headlines and they get shallow knowledge of what's happening around. Whereas the older generation feel that the experience of reading newspaper is entirely different and their day is incomplete without going through the newspaper in the morning with a cup of coffee and reading news online cannot be compared with the actual experience of reading news from the newspaper, any number of applications or websites cannot replace newspapers". Another participant agreed with him also joined in by putting forth his point that said, "Reading is actually a very good habit and by reading offline you inculcate reading habits. But the people who have moved from other states and don't get the newspapers in their local languages have no other choice but to shift to the online way of news consumption". They agree that reading offline is always better because there is always more information we find out about new things and discover new interests.

Since the group consisted of people of different age groups, when it comes to age being a factor for this shift and to question if age can or might be the reason why the shift is taking place in such a rapid pace, everybody agree that age is definitely a factor and youngsters are generally who prefer reading news online, but that doesn't mean that the older generation are completely against reading news online, they are happy about the improvement because they don't have to wait until the next day to know immediate news, the difference is that they do prefer reading it in detail the next day. A participant in her thirties also pointed out that, "Lifestyle is also a reason for this change". When we talk about credibility of news, the discussion was on how there are a lot of negative news these days, fake news is prevalent because of online platforms, media as well as the people sharing it are responsible for this, more of positive news is necessary is what the older generation feels. WhatsApp and Facebook are not reliable sources for news, they should first check their facts if its true and then share, the news we read and consume must be authenticated. When it comes to the concept of citizen journalism, everybody feels that it is one of the main sources of fake news, citizen journalism is the reason why the hype is created and the news agencies or the creators of these blogs and

posts must make sure to check if its true before putting it online because they influence lakhs of people, especially youngsters, who might just believe anything. To conclude the session, the youngsters in the focus group felt that the shift from offline to online is actually a very good advantage and it makes news reading better. The older generation feels that reading news online is okay up to an extent but it should not be relied on completely because it kills the reading habit. Finally, the discussion ended with them agreeing that online news reading has both advantages and disadvantages just like any technology that we use, every shift has its positives and negatives, it should be utilised in the right way. Considering the new generation who are more tech savy, the shift has been a blessing but that doesn't mean it will replace the physical form of newspaper.

CONCLUSION

The shift from offline to online that has taken place very visibly. It has definitely had a lot of impact on the way people consume news. According to the findings, most of them think that it is a positive impact while some of them still prefer the traditional way of news consumption, the newspapers. Credibility is questionable for the news that one receives online, although they get news alerts right after a few minutes after the event has occurred, one cannot rely on a single source, it needs to be confirmed and from a reliable source. With a lot of fake news being spread it is hard to just rely on one source for news and especially news that has not been backed by facts or evidence. The shift here although doesn't seem to negatively impact the offline form because it is agreed that nothing can replace the traditional feel of news consumption. The younger generation obviously is more inclined to the online news consumption because they prefer to get the summary or gist of what's happening, they have a short attention span and would want to just skim through the news rather than knowing everything in depth, they want to know a lot of things in very less time. When it comes to online news, we are the content creators and anybody and everybody can read it and get influenced by our opinions.

As unique as the fingerprint, even the news that one reads on their gadgets are specifically designed based on their preferences. The online way of news consumption might be simpler and easily accessible but the avalanche of fake news has enabled readers to subconsciously rely on the physical form of newspaper to check our facts, because the news that is in the form of Gifs, memes and articles that the younger generation consume is probably not from a reliable source. We might go on putting the letter E before everything one must not forget the roots or what actually comes first, i.e., A which stands for ancient. Although readers are able to access to everything easily on this green online tree of information, one must not forget the roots and where it all started.

The limitations and Future Scope

- 1) The analysis received can be subjective and can differ from person to person, since it is a qualitative method.
- 2) No personal industrial experience.
- 3) It is not represented statistically.
- 4) This research can be conducted with the help of quantitative analysis to find out the actual percentage of people and be compared and also data can be analysed to find out the difference between the physical form and the online form of news.

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Image Building Vs Brand Building: 'Kabali' Film Promotions A Study

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Introduction

Cinema is a significant method of conveying thoughts and ideas to larger audiences. The power of the film medium is consumed for entertainment, education and so on. In its course, film medium sometimes influence and affect the lives of people in physical, psychological and sociological aspects. Film medium continues to reach wide section of people through its dynamism and potential to influence, persuade and reach them.

The film coalesce theme or a core message with visuals, sound, gestures, emotions, drama, and effects to make the sequence a near real experience. Films have the potential to retain the attention of audiences in a format with its related order of presentation, continuity, dramatic effects and timing. Film medium is a significant communication methods because process because the viewer is willing, even eager; to receive what the communicator has to offer, generally under ideal conditions. In a way, films are designed for the purposeful impact on the audience to its fullest potential and extend.

This research paper is intended to understand the potential of film medium to promote selected images and brand building vested with commercial gains. The study is limited to the Rajnikanth's film, 'Kabali' and specifically analyzes the image and brand building initiatives taken during the release of the film.

Review of Literature

Cinema as Mass Medium

The religious landscape of India is not just limited to temples for religious deities; the people subscribe to hero worship by building temples for them and literally worship. Bollywood icon, Amitabh Bachchan, has a temple in Kolkata, built by his fans. South Indian actress, Kushboo, had a temple for her at Tiruchi; the entire village of Bagganadu, in Chitradurga district of Karnataka, worships the famous actor, Kichcha Sudeep, from the movie "Makhi," offering daily prayers to his photo. Offering milk to an actor's cut-out and decorating them with garlands is standard practice across south India.

It can be vividly understood that people are literally lured by the virtuosity of the medium; the illumination of the personality can be more intense in the moving light of the celluloid. The message is perhaps more vivid than a printed word. Feature films generally concentrate on the entertainment or the commercial aspect of the filmmaking. This is to the popular perception to the glamorous side of the medium. Contemporary filmmaking, more than ever before, is a big financial venture. It is usually controlled by commercial considerations rather than the demands of the art the star system, lavish promotion and publicity and huge budgets for formula pictures are all frantic attempts to minimize the financial risk inherent in filmmaking. No wonder, such films aim to please the audience by creating a synthetic world of unreal emotions. It makes no demands on his power of thinking and ignores art for the sake of commerce.

Although there is no set character or an absorbing story, a documentary too can be made with rare drama, depending upon the director's creativity, originality, and imagination. A feature film is defined as a full-length entertainment film, usually fictional. The term derives from the selling of movies by an attraction – star, subject, sensational sequence – that could be described as featured in public. Full-length non-fiction subjects are normally described as feature-length documentaries.

The perception of Film Medium in Indian Context

India is one of the world's largest producers of films and it is to be noted that films are not mere entertainment medium; films influence people's sentiments and emotions. Unlike world cinema, the conventional commercial Indian cinema is more about larger than life heroes, sensational heroines,

comedies, song sequences, fights and many more. Though offbeat films are being made cater to the international audience, the numbers and the reach of the films is nearly negligible.

Many observers have perceived film as means of expression comparable to a language. The French poet and filmmaker Cocteau, for example, called the cinema 'picture writing.' The poet explicates that the language of films is, however, is not the language of words. It is primarily within the qualities of its images and sounds that the expressivity of the cinema must be seen. Certain necessary traits may operate with the logic of the natural language, but the cinematic expression does not follow the rules like those of the regular language.

The Attributes of the Film Medium

The qualities of intensity, intimacy, and ubiquity have been singled out as the salient features of the film image. Its strength derives from its power to hold the complete attention of the spectator on whatever bit of reality is seen. Outside the movie theatre, a person's attention is usually dispersed in the endless fact around him except for sporadic moments of attention on what he selects for closer scrutiny. In the cinema, he was compelled to look at something that not he, but the filmmaker had selected for reasons that are not always apparent. The intimacy of the film image is expounded to the camera's ability to check things in bigger detail than the normal eye attention will. This detail is demonstrated in long-distance shots as well as in close-ups. The impression of ubiquity – being everywhere at once, is achieved in part by the cinematographer's apparent freedom to move from area to area or to approach and withdraw instantaneously. Editing further intensifies this element of ubiquity, which allows numerous images representing a long, elaborate action to be presented in a short film or sequence. Films only show a particular way – a specific man or a specific house. In this way, a film image is less ambiguous than the language of words. The language of texts or words lends itself to generalization and abstraction and suggests that an individual or house in general. But in this way, a film image may be less evocative, less likely to be enriched by imagination, association or recollection.

Despite this particularity, however, the image of the film may also be ambiguous in that it shows but does not explain it adequately. It does not explain what it means, and the audience instinctively searches for meanings in images. The order in which the segments of the film are presented can have drastically different dramatic effects. The modern film director is the person most responsible for the ultimate style, structure, content, and quality of the film. Cinema may be an art of collaboration, but the person assigned to direct a movie must take the credit or blame as mentioned in auteur theory for its form and content. Great films, like any great work of art, are the artistic and personal, expressions of a creative individual.

The Psychology of Movies

There have been many modifications in the way we perceive movies as affecting the individuals starting from "the direct influence" theory, the way individuals interact with movies messages have been subjected to scrutiny. We now know that individuals can learn from movies and that the psychology of movie-going is subject to various factors such as the social context, the type of Movie Theater, and the type of content. The viewing experience involves identification and a willingness to ignore technique to concentrate on the narrative. The film industry makes use of the psychology of the moviegoer to measure the success, business, the effectiveness of a few films and to create appeals for the new product. Movies do play an essential part in the collective consciousness (or unconsciousness) of our society.

The reality of Fanfare

Fan rivalry has been a big issue among Indian fans. Fights among them on social media is common, they abuse each other and criticize other stars' films. An incident was reported in Kolar where a fan of popular Telugu film star was killed over an argument regarding who was the top star of Tollywood. Fans have also lost their lives during film releases due to fan frenzy and accidents that happen while erecting cut-outs. Fans admire their favorite stars so much that they get their names and pictures tattooed on their body. Painting vehicles with actor's photos, famous dialogues, and movie names are common. Besides that fans get involved in a lot of social welfare activities like blood donation and organ donation camps. They also carry out auto rallies and processions during a film's release.

Benefit show tickets of "Baahubali" were sold for Rs 4,000 – Rs 6,000 and even during "Kabali's" release AirAsia organized special screenings in Chennai with tickets priced at Rs 8,000. These are official ticket rates but unofficially tickets for the first day's first shows are also sold in black for thousands. During the release of a Telugu movie "Gautamiputra Shatakarni," a devoted fan of actor Balakrishna, stunned everyone and bought a ticket paying a lakh to watch the 100th film of the actor. This has been the craze for actors and film stars in India. The cutouts of senior superstars and junior superstars are a testimony to the fact that hero worship has not diminished even by an iota. The popularity of superstars is directly proportional to the size of their cut out. The larger, the cut out the more significant the fan base.

Protagonists perceived as Demi-Gods

For decades now, extreme actions by fans are reportable from pan India. Thirty-one of his fans reportedly committed suicide when M.G. Ramachandran (MGR) died in December 1987, In the early 1980s, during the “Gokak agitation” Kannada star Rajkumar's fans were accused of rioting for demanding special measures for the protection of Kannada. In April 2006, the star's natural death put Bangaluru to a complete standstill. Many died in the rioting that accompanied the undeclared bandh. In December 2009 the death of Vishnuvardhan, Rajkumar's younger contemporary, too resulted in an impromptu Bangalore bandh, albeit a less violent one. In the state, fights between fans of competing stars have been witnessed since the late 1970s, if not earlier. In the 1990s, competing associations of Chiranjeevi's fans fought with each other too.

Fandom is not only about fights and riots. Fans are, of course, film buffs who are decorating them (or damaging them) or hanging around talking about cinema and its stars. However, fans also participate during a wide range of activities that are unrelated to film viewing. These acts are range from acts of charity (feeding the poor, blood donation, disaster relief work, etc.) to electioneering.

In the 1990s, Chiranjeevi gave up on trying to balance his formula films with middle-brow “class films.” The commercial failure of these experiments apart, the reaction of his fans to them was far from positive. The star himself told an interviewer that screenings of his award-winning film *Aapadbandhavudu* (K. Viswanath, 1992) were stopped by fans who were unhappy with his role in the film. Looking back on his “class” film experience, he said half-jokingly, “Even the man who pays three or four rupees [to watch a film] thinks he owns the star and has a right over him.” What then do we make of the proclamations of the fan's loyalty to his star?

The film scholar Richard Dyer argues in his study of Hollywood stars that there is a complex interplay between “star-as-image” and “star-as-real-person.” Screen images are authenticated by drawing on the (often fabricated) biographical. In stardom's “hall of mirrors” (Dyer's phrase), it is virtually impossible to distinguish object and reflection/illusion. Closer home, M.S.S. Pandian's classic study of MGR, titled *The Image Trap* (1992), traces the continuities between the on- and off-screen images of the star-politician.

When we juxtapose the work and metaphors of Pandian and Dyer, what we get is a viewer who is trapped in the hall of mirrors. How then do we explain the difficulties stars routinely have with their fans? Looking at the image trap from the perspective offered by fan activities, it is possible to suggest that the fan is willful in his insistence that the fiction is true. The game does not end with the creation of the image. The star has to live up to it. At issue here is not “belief” in any simple sense of the term.

Every fan knows that Rajinikanth is not a youth with cool hair, but a bald, old man and the film itself is only a work of fiction. But it is necessary for all stakeholders to remain faithful to the image, to maintain appearances. Because the appearance is what has drawn us to the star. The fan is so invested in the image that he feels entitled to be its guardian, ensuring that the star himself does not digress from it. So, there can be no screen death or experimental role, no smoking or drinking in public, no supporting candidates or political parties without prior approval, and so on. Devotion is donated conditionally, if and when the star lives up to the fan's expectations.

The emergence of the Fan Club

Theodore Baskaran mentioned, “The tradition of fan clubs in the state goes back to the silent era, the late 1920s. Hollywood stars like Eddie Polo and Elmo Lincoln, whose films were hugely popular in south India, had an organized fan following in T.N.” Present-day fan clubs, which come with governing bodies, official stationery and other trappings of registered societies, are traceable to 1953 when the first fan club dedicated to MGR was formed. This is likely to have been the progenitor of fans' associations of the (south) Indian kind.

The year 1953 was one thing of a watershed for south Indian cinema and politics for alternative reasons also. MGR inaugurated his long political career therein year by connection the Dravida Munnetra Kazhagam (DMK). It was in 1953 that the Telugu-speaking region of Chennai (earlier called as Madras Presidency) were carved out into the Andhra State, the first linguistic State of the Indian Union. Born in the same year, the linguistic State, the star turned politician, and the fan club has remained linked to each other in complex ways ever since. In the MGR instance, the link between fans and party politics—forged by the film star's crossover to politics—is sturdy and direct. So much so that it attracted the attention of social scientists as early as the 1970s. The political scientist Robert Hardgrave Jr notes that MGR's manrams were the foundation on which the Anna Dravida Munnetra Kazhagam (later renamed All India Anna Dravida Munnetra Kazhagam, or AIADMK) was shaped once the star was suspended from the DMK in 1972.

The street-corner fan club, which rarely impacted box-office collection even in the past, plays an increasingly marginal role in the new economies of film, which revolve around non-box-office-related revenues. There is precious little star-related branded merchandise in south India. In the good old days, fans enhanced the star's prestige and stature. For his, part the star anchored projects and became the reason why investments were made in them. Today's megastars do so few films that they neither keep the industry's wheels moving nor feed their fans' cinephilia. Cinema itself is morphing into an entity we do not yet fully understand, and film viewers are migrating from stand-alone theatres to multiplexes and also television, computer, and cell-phone screens. The chances are that new interfaces will become pretexts for the onward journey of the reactive consumer even as fans' associations stagnate or decline.

Methodology

Goffman put forth in framing theory that people interpret what is going on around their world through their primary framework. This framework is regarded as primary as it is taken for granted by the user. Its usefulness as a framework does not depend on other frameworks.

Goffman states that there are two distinctions within primary frameworks: natural + social. Both play the role of helping individuals interpret data. So that their experiences can be understood in a wider social context. The difference between the two is functional.

Natural frameworks identify events as physical occurrences taking natural quote literally and not attributing any social forces to the causation of events. Social frameworks view events as socially driven occurrences, due to the whims, goals, and manipulations on the part of other social players (people). Social frameworks are built on the natural frameworks. These frameworks and the frames that they create in our communication greatly influence how data is interpreted, processed, and communicated. Goffman's underlying assumption is that individuals are capable users of these frameworks on a day to day basis whether they are aware of them or not.

'Kabali' and Rajinikanth's Stardom

The Plot of the Movie 'Kabali'

Kabali is an Indian Tamil language gangster film written and directed by Pa.Ranjith and produced by Kalaipuli.S.Thanu under 'V'Creations banner. Kabali movie deals with the extremity of the migrant Malaysian Tamil community. Since 30 years, these workers used to work as drug traffickers under Chinese mafia gangs (Gang43 - Tony Woo). Situation changes when Kabaleeswaran (Rajini) who works for another mafia gang (under Sitaramaraj) decides to take stand for their community betterment and takes over the gang Leadership on Sitaramraj's(Naazar) untimely death.

As a gang leader Kabali, also comes the rival gang confrontations especially with Gang43 lead by the ruthless drug lord Tony Woo. However, the violence of heading a gang takes its toll on Kabali's family life, weaving into the movie a family element with the pursuit of Kabali's wife. The rest of the film comprises of Kabali and Gang43 trying to overpower each other.

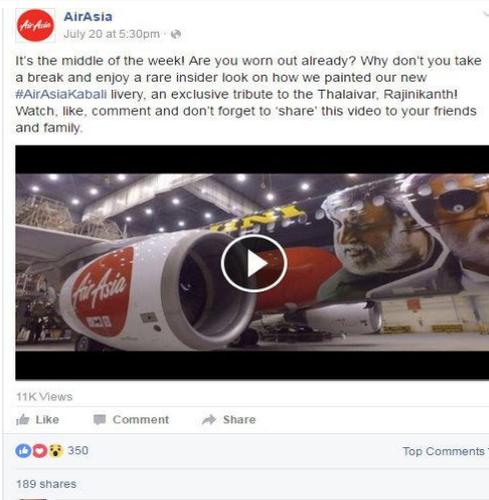
Brands and its category used in the movie

Sl. No	Brand	Brand Category
1	Air Asia India	Airline/Travel
2	Cadbury 5 Star	Chocolate/Food and Beverage
3	Myntra	Shopping Mobile Application/Clothing
4	Amul	Dairy
5	Fassos	Eatery/Food and Beverage
6	Trulymadly	Dating and Matchmaking
7	Flipkart	Shopping
8	Emami Fair and Handsome	Cosmetics
8	Muthoot Group	Financial Services

Air Asia India

The Malaysian low-budget airline company was the official airline partner of the movie, and they redesigned a whole aircraft before the release of the film keeping in mind the promotion. To get the maximum engagement they shared a video of the process of designing the plane of their social media page.

It also started a campaign- Fly like a Superstar where they asked fans to post their Kabali style video on Facebook and twitter. Top10 winners got chance to fly from Bangalore to Chennai to catch the first show of the movie other three traveled to the shooting locations of the film in Kuala Lumpur and Bangkok.



#Kabali has finally hit the screens and we are sure you too are super-excited like our #RameshSuresh. So if you have watched the film, tell us about it and share your reaction pics in the comments.
#SuperstarOda5Star



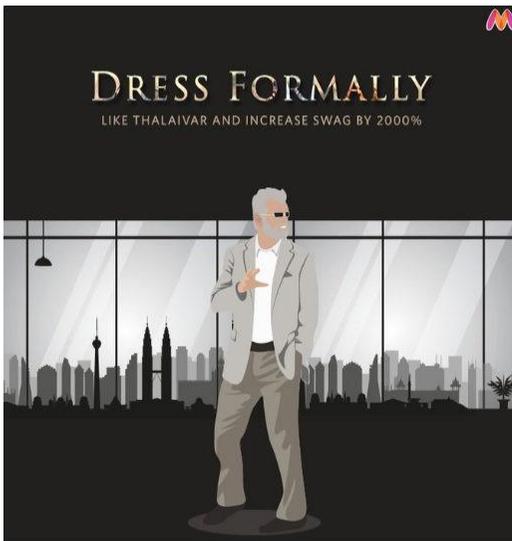
2.1K likes, 12 comments, 26 shares

Cadbury 5 star

The food and beverage partner of the film released a unique ad film showing its mascot Ramesh and Suresh watching Kabali with caption Excitement level while watching #Kabali. They released the image in their social media page, and it got many likes.

MYNTRA

The online fashion retailer started new campaign addressing the customer to dress like Kabali and become the style icon while going to watch the film while on the other hand Amazon established an entire store of movie merchandise and asked viewers to buy merchandise if they couldn't buy the tickets. Both the campaigns involved a call to action to ensure maximum engagement.



Myntra @myntra

Follow

Got the Kabali look yet? Get it, before you grab your tickets for the weekend :-). bit.ly/29XVDo3 #NeruppuDa

Amazon India

The e-tailer has more in store: The Kabali Store featuring movie merchandise like Kabali figurines, posters, mobile cases and audio CDs.



Amazon.in @amazonIN

Follow

Couldn't get tickets? Here is the next best thing. amzn.to/2a4ECae #KabaliDay

3:58 PM - 22 Jul 2016

20 likes, 76 retweets

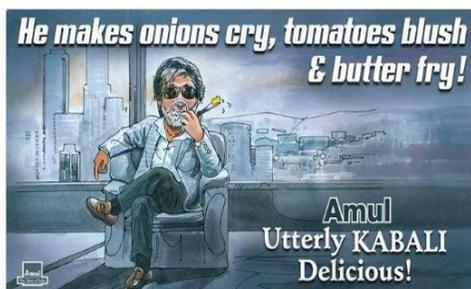
AMUL and TRULYMADLY

Amul has always been spot on when it comes to using day-to-day events in their ad campaign, they did same with Kabali and released unique Kabali specific image on their social media page with punch line He makes an onion cry, Tomato blush, and butter fry!

The dating app decided to use quirky Rajni jokes to create excitement about the release and catch the eyeballs. Specially, jokes on relationship and dating were selected for this purpose.

Amul

Who can make onions cry, tomatoes blush and butter fry?! Amul shows you who.



Amul.coop
@Amul_Coop

Follow

Amul Topical: Superstar Rajinikanth mania sweeps the country!
6:25 PM - 22 Jul 2016
683 837



TrulyMadly
@thetrulymadly

Follow

Rajnikanth knows everything #Kabali
3:06 PM - 22 Jul 2016 - New Delhi, India, India
7

FASSOS and FLIPKART

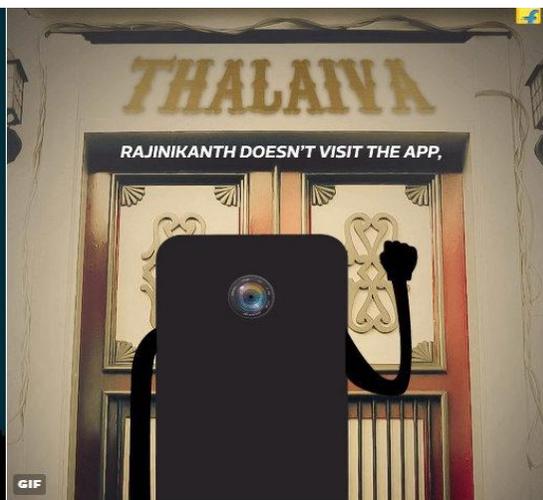
Food startup Fassos shared animated GIF on their social media page, conveying the story of a wrap making Rajni entry. They claimed it to be the father of all disruptions. Similarly, Flipkart used a Rajni joke showing an app visiting Thalaiva because Thalaiva doesn't do that.



FAASOS
@faasos

Follow

Yes, we've disrupted the food scenario over past 5 years. But look who's the father of all disruptions #KabaliDay
3:41 PM - 22 Jul 2016 - Mumbai, India, India



Flipkart
@Flipkart

Follow

True story. #Kabali #Magizhchi
12:03 PM - 22 Jul 2016
112 209

Emami Fair and Handsome

Emami's men's fairness cream brand Fair and Handsome is possibly a controversial brand association for Kabali. But the south is one of the biggest markets for the fairness cream that did its best to bank on Kabali fever.

Fair and Handsome, created for the Men of Fire as mentioned by them, asked its fans to celebrate Kabali like a man. The manliest ideas got invites to the 'Kabali' success party. The social media posts and pages of the brand are a treat to watch.



Kabali Silver Coins from Muthoot Group

Now you have a chance to get silver coins with Rajini's image embossed on them. Kerala-based Muthoot Fincorp is all set to roll out 999 pure coins which will be available at its branches. The coins are available in different denominations of 5 gm (Rs 350), 10 gm (Rs 700) and 20 gm (Rs 1400). Though bookings will open on July 15, the coins will be available only after the release of the film.



Photo Credits: Official Social Media Pages of

AirAsia/Cadbury/Mynta/Flipkart/Amazon/Amul/TrulyMadly/Fassos/Muthoot group

Conclusion

Rajinikanth, the Superstar of Tamilnadu, is not known to have endorsed any commercial product or service, but the frenzy of brands and corporate associating with the Tamil movie 'Kabali' seems to throw up a new concept in brand promotion. It is a brilliant way of riding on the excitement of a mega movie starring Mega hero who has not endorsed any commercial product or service. But in the advertisements of the brands associated with the film 'Kabali,' there are a few shots from the movie featuring only Rajinikanth and a voice-over about the product. Nowhere in those commercials of such brands, was the hero seen to endorse the product or talks about the product. Generally, an advertisement for a movie will feature the images of the hero, heroine, and technicians. If the product commercials are a promotion for the film Kabali, the brand owners have leveraged only Rajinikanth's image in the film with some of its clippings. However, the brand owners do leverage Rajinikanth's title 'superstar' in their commercials and also his movie image.

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IMPACT OF MOBILE PHONES ON SOCIAL INTERACTION IN THE HOUSEHOLD - AMONG CHENNAI

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ABSTRACT: *The main aim of the research is to understand the relationship between mobile phones technologies within the household people as well as the social interaction process between the individuals and the groups collectively. Then it is actually a way to explore how mobile phones are playing a vital role in the life of modern society people. The study is actually set out to explore the fact that if mobile phones in the homes are serving to bring the households and the different categories of generations and the households together. According to the data that is collected using the various observation, structured interviews, in-depth interview and informal talks. This study clearly states that there is big change over because of mobile phones and new technologies in our society and natural living. This has made people more dependent on electronic gadgets and virtual world. This has been in an addictive manner. This has created a stage where people cannot even serve a single day without mobile phones. There are people whose situations are getting more worse into a difficult stage because of mobile phones. As per the research psychiatrist and people who study about psychology states that this stage termed to be kind of disorders and the treatments and medicines for that have started to circulate in the city in recent times. This research studying process about mobile phones in general life of the people. It is also used to know the change that mobile phones have created in our daily life and living. It has been known that the mobile phones have been the root cause for the increase of social isolation and privatisation of people's life within the household.*

Keywords: *Privatisation, Concept of living, social isolation, Virtual world and addictive*

INTRODUCTION:

Mobile phones are the chief devices that have created a major impact in the society. The integration of such devices and technologies into social setting within the societies. As far as the living nature of household it is considered as major influence on social interactions between various numbers of individuals in the society. It has been in a different way of impact in the new modern society by bringing generations, families and digital divide. The term digital divide is the term that refers the gap between demographic and regions data's that have access to modern information and communication technologies and those that don't have any limits and restricted access. Well before late 20th century the technologies that include telephones, televisions, mobile phones, computers and internet. Digital divides referred as chiefly to the division between those in cities and people in rural areas and between educated and uneducated people. Without mobile phone access after 1990 the term begin to be used the split between people who are capable to use internet and people who are not able to access internet. It is been study of socioeconomics groups that are globally between the more and less developed areas on the basis of populations different age group categories even though through access of internet in frequent basis.

HISTORY AND BACKGROUND:

As far as the history has concern that telecommunication development started from landline which was the first voice communication device. After telegrams it was the next leap in communication development in the earlier parts of 90's telegram and letters played vital role in the communication process. After that telephones do came frequent in all the households at the last parts of 90's. In the earlier parts of 20th century mobile phones started to arrive in the markets. In the start it had very minimal facilities only call to call services. Later on according to people's need pagers came into the market that device didn't have the facility to speak but to convey the message through text. Since mobiles were too costly on that period of time pager was efficient for particular group of people. It was easy to buy and it was affordable. But pagers didn't last for long since people didn't like the concept. Later on mobile phones came with both call and text facilities the text messages were called as Short message service (SMS). Later on they had pictures and sound sharing as well. This is called as Multimedia message service (MMS). Later on there was also multi calls connectivity which is called as conference call. There was also access to call people from different parts of counties and

world. This is called as International service dial (ISD) and there was also roaming call as well. This was a big level of development that has taken place over that period of time. Now people are in a new point of state how much they cannot exist without a mobile phone. They get physically, Mentally distracted. Now a days mobile phones have become the device of diversion. This has changed the level of social interaction within the family and the fellow human beings around the society. It has made people more inter depended and people get detached with mobile phones and other electronic devices.

EMERGES OF SMART PHONES:

The latest leap of update in telecommunication is smart phones on the first smart phones had normal software and major key factor of updating in the smart phones was the software. The first software which arise was Java it was that first leap in new smart phones. The excessive use of the mobile phone can give rise to social, behavioural and affective problems.^[1] It gave people new way of using experience this was the first recent to people attract towards mobile phones. After that they started to circulate different kinds of mobile phones with certain updates according to the phone's cost. The wireless communication has emerged as one of the defining media of our time, evidenced by the fact that it has become the fastest growing communication technology ever.^[2] For instance few mobile phones have FM radio and few phones had camera on it. After that the vital updating which made phones more frequent towards people was internet. Internet made people's actual needs very easy in such ways of booking tickets, checking mails and internet banking as well. In such ways most of the wants of people were satisfied in a single click.

The use of these technologies appears to bind the disparate threads of much urban movement together.^[3] This made people go into a thought that if they have a mobile they could meet any kind of problem of want and that could be satisfied easily. This was the reason which encourage people to get mobile phones in such ways there was a great increase in the rate of buying mobile phone in the earlier 2000's. Then they came up with other software called windows. It was the next level of the software that had many advantages compared to Java. This gave people a better feel that mobile phones are very necessary in our natural living. Later on androids came in this made people think that phones could satisfy all our needs anywhere, anytime. The android phones had all the required wants which was actually satisfied by various gadgets. For instance when we were able to hear music in mobile phones in such way the needs of radio was satisfied and we were able to watch films and all live happenings in various websites like YouTube. Those things satisfied the role of a television and people were able to surf everything what they need to know in a click through internet and mobile phones are also so portable and it was accessible anywhere anytime. So, in that way it also satisfied the need of a computer in this way mobile phones made a strong mark in people's mindset that everything could be done using a mobile phone. This was the start of people getting depending on mobile phones. The arise of advancement in mobile phones have changed the living style very much in the society. It has been the key source of pre-occupancy of mind set physically and emotionally. These give people an illusion state when they don't have mobile phones with them. This was the first step of addictions which was not predicted over that period of time. The direct and indirect uses of communications lead to a drastic change over in the routine life and the people's nature of living in this society. Mobile phones started to overtake people interaction and it started to dominate all our regular happenings and routines. And started to control people's way of approach and living on a thing and a person. Due to the rapid expansion of technological ingenuity and the useful applications of it in daily life, many bright individuals fear that the excessive use of social networks might entrench people in this virtual world and make them instead absent from the real world.^[4]

ADDICTIONS AND IMPACT OF MOBILE PHONES ON THE HOUSEHOLD :

The key objective of the research was to observe how much the mobile phones have created an impact in general living of groups and individuals collectively and on the household how mobile phones have changed their standards of living and habited behaviour. Which makes communications and connectivity easy but still in recent days the cell phones have become more advanced were as u could here songs and watch videos and movies in this way cell phones are now playing the role of televisions and radio . Now people get into a feel mostly everything is possible using a mobile phone. This is the major factor of route cause which increase peoples dependency on the mobile phones. When I started observing I supervised a few young teenagers after school for a couple of week. I soon realise that how much of an important role mobile phones play in their life mobile phones plays in their life and how all communications between the teenagers use on mobile phones and technologies . Therefore I started to investigate in a more deeper manner in a family home it is the major factor of growing privatization among the family members and if people are increasingly using technologies individually or collectively on the other hand I wanted to explore

if mobile phones could serve to bring different generations of a family together. In the investigation I came to know it will have great significant in the contribution that will make to the world of sociology. It is through the study of sociology it allows you for a better understanding and insight into today's society. Mobile phones and technologies have created an impact on having social interactions within the household topic that is the factor will places an evident and prominent importance to the present world. It is through my research one of the most important institutions of society.

The effect of mobile phones on cultural and political identity, which is subsets of collective identity, cannot be overlooked. [5]The home and family we looking to had a great change over in their style of routine and nature of living. My further studying about the impact created by mobile phones existence and interactions in a family life .The value and merit of information society and individuals further on modern life and to access the impact that mobile phones are having on today's society. The quality of personal relationships has an enormous impact on our physical and psychological health. We find that mobile communications, facilitated by mobility and portability of mobile computing, can have a positive impact on individual social capital and the degree of the impact largely depends on an individual's mobile phone use pattern. We then discuss the implications of the study and make suggestions for future research. Ownership and use of mobile phones has spread worldwide at an astounding rate. Apart from point-top point voice communication, a variety of data communication services are available, including Short Message Service (SMS) and mobile Internet. The number of communication options available provides individuals with an unprecedented capability to interact with others and has contributed to the development other mobile phone as a pervasive and significant social phenomenon. Many people depend heavily on mobile communications technology to manage family, social and work commitments and social scientists have for some time been aware that mobile information and communication technologies (ICT) are transforming everyday social interactions and even personal conceptions of time and space. Some studies indicate that the mobile phone enables social interactions and communications in a far wider area than the traditional landline, and in so doing increases the opportunities for social interaction. However, there is also evidence that a reliance on mobile technology for interpersonal communications can result in social isolation and an inability to access social resources. A theoretical foundation of research into the social dynamics of communication networks is social capital theory, which posits that a social network is a nexus of resources that enable social interactions between people, and that people value access to these relational resources. Studies indicate that efforts to build social capital have led to positive economic and sociological outcomes including improved quality of life, improved national economic performance and faster diffusion of innovations.

At the end of 2009, there were approximately 4.6 billion subscriptions to mobile phone services, and more than 600 million mobile broadband connections worldwide . Clearly, mobile phone use has become integrated into everyday life for many people. However, no technological advance occurs without affecting society in some way. for example, argues that our increasing dependence on personal mobile communication technologies is transforming fundamentally the nature of relationships, social interactions and even individual human identity. Because relationships are the foundation for social capital, mobile phone use is also transforming how we form and maintain social capital. Unfortunately, research to date provides little insight into the nature of this transformation.

Mobile phones are indispensable and ubiquitous tools that afford unprecedented levels of connectivity and accessibility to millions of users. A study investigated the influence of mobile phones on three travel related dimensions: unplanned activity chaining, unplanned rideshares arranged by using mobile phones, and shopping by phone. These dimensions were investigated by using data from 400 workers in the city of Chennai, India. The results reveal that mobile phones significantly affect not only these travel dimensions but also activity participation. The data also provide evidence that social connectivity, activity characteristics, mobile phone use, and travel patterns are all strongly interlinked. Individual characteristics, such as flexible time and duration of working hours, and personal and household characteristics, such as age, gender, and vehicle availability, were found to be influential.

However, the mobile phone use data collected in the project only provides evidence that supports the former. Despite their differences, all informants agree that the convenience of mobile phones is helpful in contacting people and obtaining access to resources.

Indirect impact on use of contacts and contact:This indicator refers to indirect effects on the Mobilization of the embedded resources in an individual's social network. It describes the way people prepare others for a request for help or to share resources. It overlaps the effects of mobile phones on maintaining a social network and keeping contacts via physical and virtual channels.

The quality of personal relationships has an enormous impact on our physical and psychological health. It indicates that factors that inhibit interpersonal functioning need to be investigated. The devices negatively affect the association, closeness, and the discussion quality, particularly striking when people are participating in actually significant subjects. [6] Within the field of psychology, both social anxiety and loneliness are important factors contributing to poor-quality relationships. The emergence of smartphones may shed some light on this direction. Currently, smartphones have become increasingly popular around the world, and have become a necessity for individuals in modern times. Once symbolically mediated behaviour was adopted by our ancestors it meant communication strategies rapidly shifted, leading to the transmission of individual and widely shared cultural values.[7] In addition to basic cell phone capabilities (e.g. voice calling and text messaging), the smartphone is built with more convenient features that facilitate communication like a computer. Users can download applications from digital distribution platforms (e.g. Google Play and App Store) to expand their smartphone functionality (e.g. social communication, entertainment, and Internet surfing). More importantly, digital records of individual's smartphone usage data can be collected and processed in a real-time, continuous, and non-intrusive manner. It is the fastest diffusing communication technology on the planet. [8]

Social anxious individuals tend to use camera apps less frequently, which could indicate that they may have a small social network. It wasn't until the mid 90's when mobile phones became more compact did they have a bigger impact on society. Now people could contact anyone else with a mobile phone (provided they knew the telephone number) and stay in contact away from landlines. Making technology smaller has been on the same forefront as making it more powerful. Size has always played an important role on the availability of technology. With the rising numbers of mobile phones and the large availability of them to the masses, it is inevitable that they would become a popular staple amongst everyday people. During early 2000 mobile phones became the choice of communication for many teenagers and young children. With the rise of text messages came the origin of text speak, which is very much a thing still used today. Old mobile phone keypads consisted of a grid of numbers with some letters being printed on them, these letters would usually come in groups of three. Having to potentially make multiple key presses just to get a word written, it wasn't the easiest method of typing. Instead, abbreviations and word shortenings were created and spread around virally. Virally, in this context, being the use of a phrase that gets said between conversations in text messages. Examples of these phrases include "LOL" and "LMAO" being used primarily to express enjoyment or laughter of a subject. Such abbreviations have stuck around even today, and are often used on places around the internet and on message boards. Privacy is a major concern in everyone's life and is near guaranteed to affect us at some point. Identity theft has always been a thing even before the ages of data storage, but since then it has been easier to steal someone's details than ever before. Facebook is now such an essential these days in order to keep in contact with associates and friends, and such a thing requires personal details.

REVIEW OF LITERATURE:

A study of mobile phones and usability by Rachel Harrison May 2013.

According to Rachel, It clearly understood that mobile phones and usability of mobile phones have become higher day to life. Now a day's people have more dependent on mobile phones and it has become undeniable thing that mobile phones are playing the most important role and stage on the top of our priority list. It has been vast usable in now a day's life which been changed many people behavior.

A qualitative analysis of college student use of mobile phones by John Erick Alderson, 2012

According to John Erick Alderson, Understood that college students are the main one who use high usage of mobile phones. They became highly usage in the 21st century especially. People are the main source of using mobile phones in this century. This became trend in all activities based on mobile phone. So finally what I come to an end that the mobile phones are sure a thread to the next generation.

Mobile Technology: Its Effect on Face-to-Face Communication and Interpersonal Interaction by Lucas Lengacher.

As Lucas Lengacher said "The majority of participants spent their majority of time in the category of communication and scheduling, entertainment, social networking, and uncategorized. The entertainment category consisted of music, Android gallery, YouTube, and camera. Uncategorized included Snap chat, various websites, Face book messenger, and Android systems. Utilities included calculator, Task manager, alarm, Android settings, and Android systems. There were also categories or Business, Shopping, and News categories. From this understood that people are spending high time on mobile phones every hour they

spend. Mobile phones are the main source in the household that are cause of most of the serious issue now a days in this generation.”

The impact of Smartphone's on social behaviour and relationship by Hilary Groarke, 2014

According to Hilary Groarke understood that communication lacking happened highly in this generation where people are became living their life in digitalism. This changed lot in the household. It changed social behaviour and social interaction between people in the household.

Mobile Phone's Effects on Human Communication by Michael McMasters.

According to Michael, Some are extroverted on the Internet, but timid and introverted in real life. Bummer, you were really hoping they would say something to your face. What about this truth? You're holding a meeting, seminar, or a class, and someone is looking down at his or her mobile phone, while his or her fingers are flying furiously across the screen as you speak. You think wow this person cares, look at all the notes they are taking. Think again, they are very far away from what you are communicating. That mobile phone is not being used for notes. They invented the pen and pad for that. That person is zoned out in fantasyland. People every day are lost in an array of digital messages now, but what does that have to do with the moment you are in right here, right now? Why are we as society so concerned with something that is not ours? We are surfing the web or interacting in social media searching through other peoples shared experiences instead of creating shared experiences ourselves. Does liking some photos of a party or event you didn't attend make a person feel like they did? Life isn't always a party, there will be dull moments, but engaging in mobile phone use while already in a social setting creates an even duller atmosphere.

OBJECTIVE OF THE STUDY:

The study has been conducted in Chennai to examine the impact that is been created by Mobile phones in the household and the present society.

1. To understand the concept of addiction in mobile phones among households.
2. To understand how face to face communication dies in households currently.
3. To explore the actual usage level of mobile phones in the household.

RESEARCH METHODOLOGY:

In carrying out this research, I wanted to explore if mobile phones technologies are having a positive or negative impact on social interaction within the household. My main objective is set to examine if mobile phones technologies bring family members together and increase social interaction within the household, or if it leads to a decline in social relations amongst individuals, I wanted to examine whether the mobile phones technologies can bring the family members together or if it in-fact leads to a growing privatization within a household due to the fact that individuals are using technology independently rather than collectively.

The research had its focus on households. First of all the researcher had prepared the structured questionnaire with 25 questions. The target group was decided and it was distributed to 25 families with four members each in one family. The target audience were of different age groups since there will be mothers, fathers, brothers or sisters in a family which may vary at some places.

The questions were well organized in order to get the basic data regarding the preferences.

This study seeking to assess the usage of mobile phones among the households in Chennai. For 100 samples, dividing it to 25 in each category, as mentioned earlier questionnaire was distributed. Random sampling method has been adopted. Out of this, all the 100 sample responses were usable responses.

A questionnaire containing the information on demographic and contextual variables,

The data was collected within a few days. Many questions could be asked on the given topic and therefore the strength of using this quantitative survey is due of its flexibility and all these make even the large samples feasible. After collecting them back, the usable responses were sorted and they were divided question-wise and was arranged in excel sheet due to which the researcher was able to answer question-wise. After finding out the answers, they were further divided according to the gender in order to construct a chart.

The average answers were also constructed for each question by pie chart. Both these pie chart and the column chart helped the researcher to start the interpretation.

DATA ANALYSIS:

'Household 1' consisted of four individuals whom were all present during the observation. There are one people in adult category 23 and above. Three were male and one were female. The first interview had one

were male and another one were female. 'Household 2' consisted of five individuals whom were all present during the observation. There are Three females and two were males. The second interviewees had between two females. 'Household 3' consisted of three individuals everyone were present during my observation. There are two females and one female. The third interview had between one female and one male.

'Household 4' consisted of five individuals whom were all present during my observation . There are three females and two males. The fourth interview had between one female and one male. 'Household 5' consisted of six individuals whom were all present during my observation. There are three males, two females and one kid. The fifth interview had between one male and one female. 'Household 6' consisted of four individuals everyone is present during my observation. There are three females and one male. The fifth interview had between two females.

'Household 7' consisted of four individuals all were present during my observation. There are three males and one female. Kid's ages are below 4 years. The seventh interview had between one male and one female.

'Household 8' consisted of three individuals everyone were present during my observation. There are two females and one male. The eight interviews had between two females. 'Household 9' consisted of six individuals were present during my observation. There are three females and three males. The 9th interview had between two females.

'Household 10' consisted of four individuals all were present during my observation. There are three females and one male. The 10th interview had between two females. 'Household 11' consisted of four individuals during my observation. There are two females and two males. The 11th interview had between two females. 'Household 12' consisted of four individuals all were present. There are two females and two males. The 12th interview had between two females.

'Household 13' consisted of four individuals all were present during my observation. There are two females and two males. The 13th interview had between one female and one male. 'Household 14' consisted of seven individuals all were present during my observation. There are four males and three females. The 14th interview had between one male and one female. 'Household 15' consisted of five individuals all were present during my observation. There are two males and three females. The 15th interview had between two females.

'Household 16' consisted of three individuals. There are one male and two females. The 16th interview had between one male and one female. 'Household 17' consisted of four individuals. There are two males and two females. The 17th interview had between two females. 'Household 18' consisted of four individuals all were present during my observation. There are two males and two females. The 18th interview had between one male and one female.

'Household 19' consisted of eight individuals all were present during my observation. There are four males and four females. The 19th interview had between two female. 'Household 20' consisted of four individuals all were present during my observation. There are one male and three females. The 20th interview had between two.

FINDINGS:

The central point to the research question and my examine is focusing on how much mobile phones and technologies have created change in households. I found that new media technologies have in fact become embedded in the lives of children and young people within the family home, and are much “more common for children and young people”. In today's society, I found that my results have established that mobile phones are now “taken for granted within our homes, meaningfully embedded in the routines of children's daily lives” . In turn, this is having a negative impact on family life, communication and social interaction within the household.

The research has the major findings especially from the various research methods such as direct observation which process is called as domestication process. Which is been occurred in other words it said to be define as mobile phones technologies that have been fully immersed into the households of the modern society. As per various analytic and arguments today first generation kids are also used to have Information Communication Technology (ICT) rich environment. This research has been an evident from all households that digital technologies and mobile phones have been an intimate attribute to our life style and general living society. Within each households there are different digital technologies and electronic gadgets present in a home.

For example, now a days if a family consists of four people there are almost one mobile phone for each or two mobile phones for the household in minimum. There was also at least one smart phone holder participant in each household. Each household consists of a mobile phones. And I was undertaking a study in

order to protect their confidential and anonymity. This also started people being committed to the standard of maintaining privacy to a notable extent. For example if the problem in the research is allowed to be ensure when the subject is unknowingly exposed to harm .In this research process complete we will be having a better study on the impacts and the pre dependence of people on the technologies. This indicates the mobile phones and technologies are more embedded in society especially in the social sitting and social interaction of the household. It plays important role which emphasis the importance of shared activates on social interaction are described as they forces the idea to contribute to the perceptions of identity and uniqueness of a family.

The first step of the research was to understand the concept properly in order to that to gain a in depth understanding on household. I had a clear view on household using the way of a technologies ,in doing so it gave me better knowledge about the study. It emerged during the examine process on the social interactions can been influence by the location of mobile phones and new technologies within the household. The position of mobile phones and technologies within the home is on the greater level. For instance it emerged the close link between where is a television located to and it used by who and whom when it is watched. Shared view occurred in the room and individual television viewings where in the bedroom in the mean time though they were watching television they were using mobile phones, checking messages and text parallel while watching television. This example is an evident that people are households are highly addicted to mobile phones while they are compared to television, radio and computers.

On the other side, the young participant was isolated from his family and was confined to his room because of the presence of an array of different ICT gadgets technologies especially mobile phones. When I asked his mother, on average how much time her son spends in his bedroom, she replied: “ to be honest, most of his time. Sometimes he will go out to play but once homework is done, he more or less, heads straight to his room”. This not only raises questions regarding social interaction within the household, but also raises concerns regarding the fact that the young boy is more acceptable to social isolation and his general well-being is also at risk because he is spending an increased amount of time indoors. For that reason, my findings support the arguments that there is a prominent feature of modern society, and in turn this is having a negative impact on social interaction within the household. It also emerged in my investigation process that not only have household members become more isolated from one another, but the activities of individuals have become much more individualized. Individuals within the household are increasingly using technology individually rather than collectively, and as a result, new media technologies are “undermining natural family interaction” .The arrival of new media technologies in the home has led to wider social trends “towards the privatized, media-rich home and the individualization and commercialization” of the family home .It emerged from one of the case studies, that daily activities such as sharing a family meal together, has become so individualized that it is now perceived to be a “solo activity”.

My findings therefore, support the idea that individuals within a household are spending less time together and this has resulted in the erosion of family values. One of the main findings from my research process is that domestication of the house hold and the technologisation of childhood has led to a bedroom culture and a digital divide in a negative way. Instead of a digital divide being perceived as a way to bring different generations together, it increases social isolation between individuals in the household. This was particularly evident in as social interaction and communication between the family members was decreased due to an increased amount of time being spent in isolation from one another. Additionally, my findings convey that there has been a growing privatization within the household. Again in the case of ‘Household 2’ and it emerged that household activities have become much more individualized and this has meant that individuals are spending less time engaging with one another.

When all of the above social changes are combined; social isolation, individualization and privatization, it is clear that the presence of new media technologies within the household are having a negative effect on communication within the household. Positive family communication is a fundamental part of social interaction. It define positive communication as “sending clear and congruent messages, expressing empathy, providing supportive comments, and demonstrating effective problem-solving skills” .Without such communication in the family home, individuals have a “lower functioning in regard to cohesion and flexibility” . In turn, this impacts on social interaction between individuals as communication is vital for “good family relationships” and they are a precondition for well-being. However, this theory is being put under a great deal of pressure as family values are being eroded though social isolation and the privatization of the household. Social interaction and communication is vital to the functioning of any household, but it is obvious to say that this social interaction has been negatively affected due to the presence of new media technologies within the household.Although my study provides important and very

interesting findings regarding the impact of new media technologies on social interaction within the household, there are a number of limitations in this study. My data was obtained by focusing my attention on four case studies. Four direct observations were conducted and two interviews in each household. While a greater understanding and in-depth knowledge was attained, expanding the sample would yield a greater range of findings. If there were no time or cost restraints in conducting the investigations, a greater range of households could be investigated. A number of direct observations could be conducted in each household over a longer period of time.

LIMITATIONS :

In this study process there was various hindrance that arise during the parts of analyzation process and during the field work process. Since people where of various age group I was able interview mostly people who are under my age group or someone who is elder than me.

So that interviewees of the elder's age group was a bit less compared to the younger generations participants. And I was only able to examine and observe and collect details from my circles of sector and their friend's of friends.

This was not socially out with general public. This was a major factor which limited my study process. Due to time consent I was not able to take this initiative to a bigger level and I was not able to reach it to the right space I planned off. During my study I was not able to concentrate on my research because people get distracted. I faced lots of issues where people doesn't cooperate with my research studies.

They were moving from one place to another often. They started noticing me that when I am doing direct observation in silence.

CONCLUSION:

The detailed analysis takes me to a conclusion states that there has been a technological revolution that occur in recent times. That impact has changed the households in various ways. People get pre-long with mobile phones and it has taken people for granted and there are major behavioural changes on the actions of the individuals are the society members. It has also increased anxiety on people and they tend to behave more rude and it reduces their peace of mind and it gives them a most confused state of mind in natural life and the way of living. The mobile phones have completely changed our routine life of living.

One of the major social setting that has been affected to the household is the privatization and individualisation that the technologies have created among the participants of the family. The goal of this study was to examine how much mobile phones and other technologies help the household and the people of the family. It was the process of investigation that how new technologies had impact on social interaction with households and it also has increased individualisation within the members of the home.

Firstly, the investigation process conform that the mobile phones on the new technologies play a integrated part of the households life. This research is an evident has each household was immersed with the variety of different digital technologies that include mobile phones. It shows the clear picture that mobile phones play a fundamental role in our daily life. The research study shows that the increase of mobile phones have changed to a drastic level in the last couple of years has equal to the usage of the people or individuals. It has actually created an negative impact on the social interactions within the households for time allotments patterns in choice of social functions and over all human behaviour and cultural value contents with moral and ethics.

The results suggest that the location of mobile phones and other new technologies within the household play an inherent role in social interactions between the household members. When the device is situated within the household in a public space the social interactions and technologies is encouraged but however when such technologies are used people get into a private space of their own world and ignore the household and other participants of the family. The mobile phones and the new technologies have the ability to change the organised family life with negative effects and lack of social interactions and they get into a isolated state of individualisation. The digital divides creates the negative image on this generation kids who failed to adopt our culture and nature of living just because of mobile phones and new form of technologies. It also increases social isolation between individuals in the households. The social interaction and communication between the family members have decreased due to the amount of time spent in mobile phones have increased. Despite these limitations however, this study enhances our knowledge of the impact that mobile phones technologies has on social interaction within households. It is evident from my findings that digital technologies lead to social isolation and a growing privatisation within the household. Thus, digital technologies are negatively affecting social interaction and communication between individuals. In

turn, this is leading to a drastic change in family relationships and family values have become eroded. In order for digital technologies to positively impact on social interaction within a household, family members must use these devices as a way of communicating and interacting with one another. This may involve using the digital divide as a place to interact, such as, playing a computer game together or watching television together and discussing it afterwards. Therefore, it is important for individuals to consume new media technologies collectively, as a unit, instead of individually. By consuming technology individually, this leads to social isolation, household activities become individualised and thus, there is a growing privatisation within the household. In turn, this results in a drastic decrease of communication and social interaction within a household.

Additionally, my findings convey that there has been a growing privatisation within the household that individuals are spending less time engaging with one another.

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Contemporary art form of Alphonso arul doss

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Introduction

Art is an expression of our thought, emotion and feelings. It depends how we are taking it inside.

An artist who are working in present time are called contemporary artist.

Those works are except traditions, except isms those works are about social awareness, morals and social issues and so on.

An artist shows his feelings not only through his paintings he is also using multiple mediums. All kinds of possible are here now.

An artist while doing his works the subjects and concept he is taking are connect to each other. This thing makes contemporary more special and represents its important. To explore and register his concept, an artist is choosing the material, trend both are in contemporary art.

An artwork depends on an artist living space and the situations he met on his life. it differs to all the artist.

The knowledge he observes in his life, he is representing the same in his work too.

We could see several kinds of artist and their artwork.

We can divide the art into three kinds

1. Principles and elements of art: an art which contains line, color, shape, form, space, value, texture, balance, emphasis, movement, proportion, rhythm, unity and variety. It also shows its own aesthetics.
2. Not only follows principle and elements of art, it also contains concept.
3. It only gives importance to concept

To travel in art continuously as a fine artist, I need a knowledge and observation about the artist and their artwork which are around me.

The reason I chose him

In my college days people was often talking about Mr. alphonso arul doss a lot. I have heard he had done a lot of portraits and the way he applied the colors was so good. He had done a demo(Portrait) in my college, when I was doing undergraduate degree in 2012. The colors he used to create a portrait and the way he used it was admired me a lot.

An artist needs to understand and observe to do his work; likewise the viewers also should need to understand the art and the artist. For that they also require some knowledge like an artist.

It takes time to define which an exact contemporary art is in a present day.

Contemporary artist



Alphonso arul doss

The world is fulfilled with light and shadow, he took this point as a beginning to continue his art research further his performance in India art is one of the important lead. He was inspired by a stained glass work

and so he created a new art form by it. He observed the great artist Renuva & mone's works detail and also how they are handling light & shadows in their works so he is outstanding level in doing portrait.

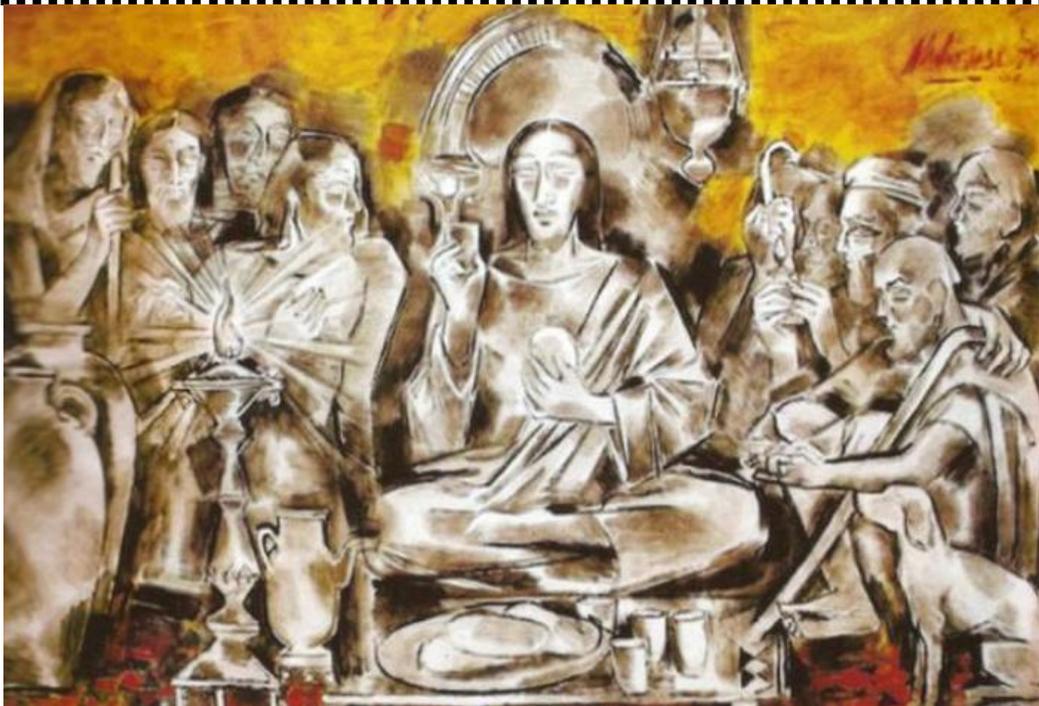
As an artist alphonso never got satisfied because of his thirsty and search. So he started his research about light. He passed the light over the diamonds and he took photographs of that he projected the negatives of his photography on the screen. He saw how the light played its part like a wonder. He was bored to see an object light & shadow in a usual state. When he saw those projections he felt so happy. After those research he started keeping his new kind of justice in his light & shadows like this he separated and becomes individual from the others he created a own style for him.

He was admired by a logic and science about time and space. In 1982-81 he painted a series of paintings in the name of time and space. In this series he showed lord shiva in a different transformation. In 1987-88 he started painting a series in the name of time, space and transformations. He did a 4D paintings on a canvas after a research called as shiva nadanam.

When he was a principal in Government College of fine arts in chennai his important service is a campus museum. He is connecting Jesus Christ in his personal life. If anybody seeing his painting they can feel and understand what he is trying to communicate. He is leaving white spaces on his canvases, because he trust a canvas will communicate without any mask and hiding.

He always had a thought that Jesus Christ was born in east countries. He feels like Jesus Christ was a silver statue, which he gets to him. Depend on his needs of his paintings he is adding colors like red, orange, Prussian blue and black. He says an artist should mind and observe his surroundings to let the painting talk themselves. While communicate to the outside world through his painting, he also wants to communicate with the world which is inside him. Every time while he is facing his canvas a negative truth he has to face to face. I want to finish a painting within a single breath. It is like love. It someone interfere it becomes a terrific experience. He was admiring by light every time. He was inspired by a light which passes through a church window glass in his early life while the sun is moving a windows light & color are blowing like a pieces that which admired him like a wonder. So that why his diamond stone's research gives very deep feel and changes inside us.

I was admired by his painting Jesus Christ's eyes. They are awesome works. Pose of his hands and lights which is around his head are also admired me a lot. The space which he left for the eyes on the canvas, that bright white resembles like spiritual well. In the end the same thing help us to have love, peace, humble, forgiving heart and energy.



Title : Retrospective
Medium : Oil color on canvas
Size : 5' X 3'

The painting described about the Jesus Christ and his followers from his painting. Since the artist does not apply any of the color combination, and he wanted to give more importance for his painting. He gave a black and white combination of colors and atlast he gave a yellow colored background for the overall painting.

He represented a candle on one side which seems to in a higher one in which he gave the same combination of colors and the rays from the candle are reflected by the people who are standing near the candle. The people around Jesus Christ are looking in a poor manner. It seems to be worshipping him. There is a animal in which he is represented by the other side. The Jesus Christ has a wine bottle on the right side of his hand on the other hand he has bread. There is also some breads which is placed in the centre.

The theme of the painting was the last meet of Jesus Christ and his followers before his death and the third day of his other life to heaven. The painter explains the last life of Jesus Christ in his picture.



Title : Laddy with parrot

Medium : Oil color on canvas

Size : 35 "X35"

The composition of the picture is square. A young women and the parrot he showed In this picture. She is south Indian women. Her ornaments and flower, the way she folded her hair ,The dress she wears is all indicates she is a south Indian Hindu women. She has a mehandi in her hand with bangles. The ornaments over her heard also resembles she is a bride. The color he used for the saree is red, yellow for earrings, red for lips, sky blue over her eyes. The parrot should be her pet because she tries to catch the parrot. The parrot faces the girl straightly we can see the happiness between them in this picture. He showed it exactly what he wants to communicate for parrot he used the color of real parrot. The saree color he chose to do for the girl is really brilliant. He had showed the contrast between the girl and parrot. The background color he did was yellow ocher with deep yellow which didn't disturb the picture. The white space he left on a canvas as white is the highlight in this painting. he just did the face color touch and take. He used the carved lines over the entire picture. The painting is glittering like a jewel. It seems like a glass painting that is the way he wants to display. It is also one of his very beginning church window light passes through sunlight inspirational work.



Title : In search of water
Medium : Oil color on canvas
Size : 35"X35"

The shape of the canvas painting is square. The characters in the picture are three females and fishes. Females are looking upwards. He did the river from left top to right bottom like an oval. This line represents a movement when it is bending. He used black and white to show the females so that is showing us they are sad and thirsty. He used blue for the water. It is like a treasure for them and so he shown it with colors. He used the red color in right downside border, left upwards to balance the painting. He left canvas white as it was before, he did not use white over white canvas. He arranged the human portrait diagonally with this he also balanced the water. It is glowing and looks like a glass painting.

The concept of the painting is "In search of water". Thus they are looking upwards with the thirsty thought for the water or the life the fishes are living.

Conclusion

What is mean by the contemporary art, the contemporary artist and the atmosphere in their life, artworks which makes difference depends on their situation individually, the communication between the art and their artist, their concepts, theme , the way they handle those things. I came to know all those things which I mentioned above after started this dissertation. Those things inspired me to do this dissertation a lot more that I thought.

SERVICE - LEARNING: A CURRICULUM FOR DELIBERATIONS AND DEMONSTRATIONS

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ABSTRACT: *This research paper discusses the potential of service-learning in enabling students to see the ground reality and engage with communities. It helps students to use their knowledge base to understand social issues and explore the individual and collective actions they can take in future to solve community problems through participatory and community based approach. It studies the process of case studies. An exchange of ideas takes place when the communities and the students interact with each other; hence the researcher has chosen 'Qualitative Method' of data collection and case study method. Qualitative was the appropriate approach because it uses the 'Inductive' method wherein the explanations emerge from the data collected. The dominant themes and categories have been formed and analysed throughout the research period. Practical learning of the participant has been studied. The practice is termed as service-based learning only when the academic expertise of students is utilised in service. The paper tries to understand how the academic expertise of the students can be used for the benefit of the community. The paper also includes the reflections of students and teachers and the perspective of the organizations on the effectiveness of compulsory and voluntary service-learning.*

Keywords: *Participatory, Service, Learning, Reflection, Communities, Practical Learning and Voluntary.*

INTRODUCTION:

Administration learning is a focused learning which joins the ideas of 'administration' and 'learning' this is more of forced learning, this is one-way training, learning must empower to see the ground reality and draw from the reality from the context. The principle objective behind administration learning information is instructed and intensity forced approach appears in learning.

Service-learning has immense scope because students can learn first-hand about the effects of racism, sexism, oppression and poverty through engagement with communities. The students realise the complexity of the social fabric and the interdisciplinary nature of problems and solutions. It leads to personal growth, interpersonal outcomes, social responsibility and critical thinking. It can have direct impacts on students and understand the complexity of the social fabric through commitment with networks. It prompts self-improvement, personal results, public duty and basic reasoning.

Service learning shedding away traditional methods of one-way formal textbook-oriented education, service-learning enables students to see the ground reality and engage with communities. The main objective behind service learning is the practical application of knowledge taught in lectures and inculcating the power of reflection in the students. Service-learning is based on the assumption that learning doesn't always occur through experience itself, but as a result of reflection designed to achieve service outcomes. This is how service-learning expands the concepts of volunteerism and community service. (Furco, 1996)

Participatory video as a process is a tool for individual, group and community development. It can serve as a powerful force for people to see themselves in relation to the community and become conscientized about personal and community needs. It brings about a critical awareness that forms the foundation for creativity and communication. Thus it has the potential to bring about personal, social, political and cultural change. That's what video power is all about. (White 2003: 64)

To the society, it offers better approaches for taking care of issues that concern, improved ability to understand the core need of the community, demonstrating the commitment of the organizations to the general public and social advancement. Adding to it, service learning familiarises better plans to the students for the activity platform and henceforth, the students are bound to graduate joyfully.

HISTORICAL BACKGROUND:

The roots of service-learning can be dated back to twentieth century America, where John Dewey emphasized on *learning by doing*. In his philosophy of education, he stressed on a system of education that would be relevant to the lives of students and every school would be like a mini-democracy, immersing

students in the practice of cooperation and exposing them to different points of views. In his book, *The School and the Community*, Dewey wrote: "When the school introduces and trains each child of society into membership within such a little community, saturating him with the spirit of service, and providing him with instruments of effective self-direction, we shall have the deepest and best guarantee of a larger society which is worthy, lovely and harmonious."

In the early 1900s, Jane Addams started the 'Hull House' in Chicago, which provided educational and social services related to pressing concerns like urbanization, industrialization and immigration. In *Twenty Years at Hull House*, Jane Addams wrote, "The educational activities of a Settlement as well as its philanthropic, civic and social undertakings are but different manifestations of the attempt to socialize democracy, as is the very existence of the Settlement itself."

In India, Mahatma Gandhi also played a key role in highlighting education's purpose as character building and improving community. He helped form a community by weaving together manual labor, agriculture and literacy at his Sabarmati Ashram in Ahmedabad. Gandhi wrote, "True education lies in the service of others and Studies should be undertaken only with the aim of equipping oneself for service."

Similarly, in South America, Paulo Freire encouraged a form of education that would lead to empowerment, especially of those from the economically and socially marginalized communities.

He advocated that education should increase critical consciousness and enabled students to perceive the contradictions in the social, political and economic areas and take action against oppressive elements in the society.

Myles Horton and Don West established the Highlander Folk School in 1932, which embodied the ideas of emancipatory education. The school was modeled on Danish Folk Schools and was involved in the Labor movement in 1930s and 1940s and Civil Rights Movement in 1950s and 1960s. It linked education to the economic, political and racial problems of the South and of Appalachia. Highlander was one of the first schools to integrate black and white students and hosted civil rights leaders as Martin Luther King Jr., Rosa Parks and Ella Baker.

The American Civil Rights Movement gave an impetus to service-learning. SNCC (Student Nonviolent Coordinating Committee) and Congress of Racial Equality sponsored the 'Mississippi Freedom Summer, as part of which, alternative educational institutions were set up in the form of 'Freedom Schools' that featured courses on African history, culture and basic academic skills.

THEORETICAL FRAMEWORK:

Service-Learning has important links with 'Critical Theory' and 'Feminist Pedagogy'. Critical Theory highlights education as being political; it calls for a dialectical approach of problem solving and a critique of social systems and civic responsibilities of education. Also, Feminist Pedagogy emphasises on the need for critical reflection and dialogue related to educational aspects of privilege and power. (Brown, 2000; Deans, 1999)

Kolb's cycle process of learning (1984) goes as follows- concrete experiences, thoughtful observation, abstract conceptualization and active experimentation (including reflection activities pre, during and post service). This laid the foundations for effective service-learning.

Service-learning involves a complex philosophical and pedagogical approach. Howard (1998) highlighted that service-learning was not simply the addition of service assignment to the course but challenges the teacher and community partners to connect course materials explicitly to the service in community with others.

Eyler and Giles (1999) gave the following conditions for effective service-learning: sustainable curriculum and projects, connection of community activities to course learning objectives and purposeful challenges for participants to grapple with diversity and social issues.

Service-learning is different from volunteer experiences because of how it connects the course objectives and community interaction to meet community-driven needs. It is also different from internships because it involves civic engagement and reflection.

REVIEW OF LITERATURE:

In the book *Experiential Learning, a best practice handbook for educators and trainers* by Colin Beard and John P Wilson, learning from experience has been described as the most fundamental and natural means of learning. It neither has to be expensive or requires technical hardware and software; experiential learning should merely give an opportunity to think and reflect, either alone or in the company of others.

Even though experiential learning is a natural means of learning, it has not been consistent or effective for a

number of reasons like lack of time, lack of awareness of other modes of operating and thinking, and absence of other people to act as sounding boards to assess and evaluate prior experiences. (Beard and Wilson, 2010)

As highlighted by Beard and Wilson, by linking the element of “experience” with learning, service-learning becomes *natural* in nature. An opportunity to think or reflect makes it effortless and easy to imbibe in the minds of participants. They also pointed out that factors like lack of time and inability to assess prior experiences are challenges to service-learning.

In the book *Neuroscience for Learning and Development (how to apply neuroscience and psychology for improved learning and training)*, Stella Collins maintains the view that learning isn't information or content; facts do not become learning until something permanent changes in people's brains. Trainers may mistake "delivering information and creating cognitive overload" as "enabling learning". Hence, service-learning, even scientifically-speaking, maintains the true essence of learning by aiming to bring a permanent change in the participants and not overloading them with too much information.

Freire (1982: 45-6) in his book *The Pedagogy of the Oppressed* compares education to an 'act of depositing', wherein instead of communicating, the teacher makes deposits and the student patiently receives, memorizes and repeats that information. Freire describes this as the act of 'banking' in which students receive, fill and store deposits. Even though they have the opportunity to become collectors or cataloguers of the things they store, but this 'misguided system' of

education is marked by "lack of creativity, transformation and knowledge". Apart from inquiry or praxis, man can't be truly human. He argues that only invention and re-invention can lead to the emergence of knowledge; it can emerge only "through the restless, impatient, continuing, hopeful inquiry men pursue in the world, with the world and with each other." (Beard and Wilson, 2010)

Freire rightly points out the role of “inquiry” in education. Service-learning hence, is more than a mere act of ‘depositing’ as it involves a reciprocal relationship. Also, the freedom given to students to design their own structure and also to faculty to customize service-learning according to their needs calls for “creativity”, which is missing in the present mainstream curriculum, as pointed out by Freire.

The book *De-schooling Society* by Illich (1973) mentions that educators, trainers and developers are faced with the challenge of finding the right type of experience, that is immediately appealing to the learner and also has a longer-term impact. (Beard and Wilson, 2010)

So, the main challenge in service-learning is finding what exactly will appeal to the learner and also have a long-term impact on them.

Warner Weil and McGill (1989:27) argue that both the experiential theorist and educational practitioner agree on what experiential learning is not. "It is definitely not the mere memorizing of abstract theoretical knowledge, especially if it is taught by traditional formal methods of instruction such as lecturing and reading from books." (Beard and Wilson, 2010)

David Kolb (1984:3-4) in his book *Experiential Learning* stresses that experiential learning methods can develop critical linkages between the classroom and the real world. This process of learning has been derived "from the intellectual traditions of social psychology, philosophy and cognitive psychology". Learning based on experience links education and work with personal development. It makes sure that formal education plays a significant role in "lifelong learning and the development of individuals to their full potential as citizens, family members and human beings." (Beard and Wilson, 2010)

Kolb's writings emphasize on the importance of service-learning as a medium to develop people to their full potential as citizens, family members and human beings. The link with the real world helps in personal growth and development of individuals.

The role of a curator is to create learning environments rather than courses or content. A curator may need to evaluate, sort and share information to make it accessible but isn't in charge of what people learn because he is not in their roles, doing their jobs. Creating environments for thinking, learning, experimenting, reflecting and applying learning becomes a more significant role. (Collins, 2016)

Before graduating, students spend approximately 20,000 hours in the classroom (Fraser, 2001). But still, the classroom hasn't transformed much in the last 100 years. We strongly associate indoor learning environments with 'lecture theatres', 'classrooms' and 'textbooks'. But, with the advent of e-learning, distance education and conducting learning in informal areas, the term 'learning space' is suiting itself to a contemporary context. Learning through experience will "increasingly reach out into local communities" and the horizons of learning environment will broaden in the future. Moreover, the concept of learning has expanded due to the introduction of learning outside the classroom or 'Outdoor Learning', which is a transactive process wherein learners interact with other learners, with facilitators and with the place and

the space. (Beard and Wilson, 2011)

An overemphasis on Powerpoint and textual learning may prove to be harmful. In some training departments, people get distance from the learning process and practical types of learning get caught up in a style that strips out sensory information. (Collins, 2016)

But, the paper *The Challenge of Short-term Service Learning* by Elizabeth Tyron (Edgewood College) and Randy Stoecker, Amy Martin, Kristy Seblonka, Amy Hilgendorf and Margaret Nellis (University of Wisconsin) presents numerous challenges posed by short-term service learning like injection of poorly trained students into the community, emotional impact on children of short-term learners who suddenly leave when the semester is over and disruption of the organization's workflow. Even community organizations are of the view that they would be glad if the students stayed for 2 years at least; a semester was too less.

The paper mentions that there is "lack of an in-depth research on how community organizations are impacted by short-term service learning". The problem is that most of the research material on service learning focuses on student rather than community impacts. Also, much literature review promotes the idea that all service learning is good for everyone and talks about the benefits of service learning to community but doesn't mention the challenges.

The paper goes on to say that short-term service learning has less civil impact than long-term engagement. Bacon (2002) quotes a community organisation partner who would prefer to train the student earlier and then get them practise sooner and for more time; it would be nice if it could be done over longer than a semester.

On the basis of findings from a focus group of 20 community organization staff, the paper argues that a dual sense of frustration is created for community organisations- One, the experience is often too brief and not sufficient to fulfil the organization's mission or satisfy learning objectives; Two, the mandatory nature of the program requires the organization to deal with student resistance or resentment and less-than-quality preference.

The paper maintains the view that the lack of commitment by students exploits the goodwill and time investment of community organizations. The problems are further exacerbated by youth's transient nature, potential to be unreliable and lack of commitment. Moreover, it poses a challenge to the children as "the homeless kids have a lot of people that wander into their life for a day and then are gone and they have to start over".

The paper *Challenge of engagement inside and outside the classroom: the future of universities* by Alastair J.S Summerlee (University of Guelph, Canada) brings out the findings that 25 % of the participants reported the connection involved between community engagement and academic achievement, but more than 80 % stated that the experience transformed their impression of the value of volunteerism. Majority of students reported that their self-awareness and self-confidence increased owing to service learning.

METHODOLOGY:

The researcher has chosen 'Qualitative Method' of data collection. Qualitative was the appropriate approach because it uses the 'Inductive' method i.e explanations emerge from the data. The researcher used case studies and interviews (structured for students and semi-structured for experts), whose questionnaire was designed on the basis of the literature that the researcher read.

The researcher chose 'Case Study' as the methodology because the role of case study method becomes more prominent when approaching issues regarding education (Gulsecen and Kubat, 2006). She adopted a multiple-case design and the nature of the case studies was 'exploratory' and 'interpretive.' The advantages of taking this methodology was it gave holistic and in-depth explanations and covered complexities/ layers, something that would remain untouched if quantitative data was used. But the limitations were that this study cannot be the basis for any scientific generalisation and gives a 'microscopic' view of the society.

The research's qualitative data methodology was marked by concepts like 'Human as a research instrument' (every step of interview required the researcher to be flexible, adaptive, responsive and a good listener) and 'Emergent Design' (study design was continually evolving as new insights were gained from new interviews). The qualitative study designs involved was 'Phenomenology' (study of individual's lived experiences of events).

CASE STUDY ONE:

Youth ForSeva (YFS) founded in April 2007, is a nation-wide volunteering movement that inspires youth to volunteer, and provides them with meaningful opportunities to serve the community.

The goal of YFS is to support schools, destitute shelters, government hospitals and other organizations in the social sector through volunteers who can help them mitigate some of their shortcomings and challenges. Volunteering is made easy and customized to the individual's interests, time availability and skill sets. YFS aims to create positive change agents in the society, through the culture of volunteering. Their reach comprises of 140 corporates, 24,080 volunteers, 240 NGOs and 3,32,030 beneficiaries.

CASE STUDY TWO:

Shree Ramana Maharishi Academy for the Blind (SRMAB) is a non-government, non-profit organization located in J.P Nagar, Bangalore. It provides assistance of various kinds to blind and disabled children. From a humble beginning of providing education, food and accommodation to one visually challenged student in 1969, Shree Ramana Maharishi Academy for the Blind (SRMAB), till date, has assisted more than thousands of persons with disabilities to lead an independent life with dignity.

While seeking spiritual enlightenment, the founder president, Shri. T.V. Srinivasan, Late Thirumurthy and a few friends, were inspired by the simplicity and thoughtfulness of the great guru Bhagavan Ramana Maharishi and motivated to take social action. This motivation only grew over time and today SRMAB operates two NGO's which helps people of all disabilities.

SRMAB believes in a participative rights-based barrier-free society, which enables the differently abled persons to enjoy life. People with disabilities are empowered so that they actively participate in community events and are able to contribute to the society. SRMAB provides education, accommodation, vocational training and rehabilitation, livelihood support, and social empowerment to persons with disabilities. All services are provided free of cost to the beneficiaries.

To breakdown the social barriers and provides opportunities for differently abled people to integrate into societal mainstream as self-reliant members. Values To develop a participative, rights-based, barrier-free society, which enables the differently abled persons to live life to the fullest. People with disabilities are empowered so that they actively participate in community events and are able to contribute to the society.

LEARNING OF THE PARTICIPANTS:

- a. **Planning and execution:** From the interviews, it was found out that the students learned how to plan, execute and organize from their experiences of service learning. It taught them farsightedness. The concrete plan of teaching as stated that currently they were teaching art, poetry, scripts and dialogues and their future plan was to teach pictography and photography.
- b. **Innovative methods of teaching:** During the course of their service learning module, the students came up with creative methods to imbibe knowledge like singing and playing guitar for the students on children's day, asking students to invent a conversation between Jack and Jill before they went up the hill and using laptops to show videos and using a ball and sandpaper to teach friction.
- c. **Building of self-esteem:** Service learning helped in the building of self-esteem for students like Rachel. Teaching in a government school helped her gain back her confidence, which got crippled in her college life.
- d. **Dealing with the language barrier:** The service learning module taught students to cut across the language barrier or at least introduced them to the kind of diversity of our country. Each student dealt with it in his or her own way. Some students gave up on service learning due to the language barrier, few students learnt the regional language basics to interact with the students and students came up with art modules that cut across language.
- e. **Introduction to the ground reality:** There were challenges like lack of electricity, lack of teachers. Few stated the ground reality, how the classrooms weren't enough for the students and how students of different classes were taught in one classroom. This ground reality was exposed to the students due to service learning. All that they had read in textbooks regarding government funded schools could finally become an experienced reality for them.
- f. **Patience:** Patience was a dominant theme across all case studies. The service learning module taught the students how to deal with yelling students. The students who volunteered in Youth for Seva, Parikrama, Center for social action and Shree Ramana Maharishi Academy for the Blind (SRMAB) - most learnt how to handle situations with a calm mind, owing to service learning.

CUSTOMIZATION OF LEARNING:

- a) **Suiting the idea to the individual:** He can get involved in the research element. Service-learning should change according to the personality of the individuals.
- b) **Moulding SL according to the course:** the narratives of the people from the villages into human-interest stories. This is how service learning should be moulded, according to the needs of the course. Doing manual work is not characterized as service-learning- if a journalism student goes to an

organization, he must use his academic expertise to suit the needs of the community (like helping them make a newsletter). The emphases on the lack of a universal model for service-learning, this model was continually evolving, according to the context and needs.

c) ***Selling the idea to students:*** service-learning can be made interesting, by “selling” the idea to the students.

FINDING:

- Service-learning, whether compulsory or voluntary, proves to be more beneficial to students as compared to the communities. The very objective behind service-learning is biased towards making sensitising the students instead of empowering the communities. The empowerment of communities is more like a by-product of service-learning.
- If service-learning has to be made mandatory, concrete steps like proper orientation, reflection sessions and the coordination of faculty members is required. Without these measures, service-learning won't give the desired results. The preparation involving the teamwork of all the stakeholders (NGOs, teachers, students) has to start a couple of months prior to the commencement of the program. Also, reflection sessions (not just written reports and vivas) are a must in which students contemplate and discuss about their learnings from the program.
- There is no proper universal model for service-learning. This system of practical learning has to be customized according to the context and needs. Every department has to suit service-learning to its own needs. The practice can be termed as service-based learning only when the academic expertise of students is utilised in service. If they do manual labour or any other task that someone without their degree can do, it is not service-learning. There should be a direct connection between their syllabus and the activity that they do for the community.
- Service-learning not only develops patience, empathy and awareness of ground realities but also mental aptitude skills like reasoning and analysing. It teaches the students problem-solving and crisis management.
- There are some educational institutions in which the service-learning model is working excellently. This is because they give the first priority to this model and accordingly adjust their academic curriculum.
- The organisation for volunteering should also ensure that the student's personality and needs are kept in mind when giving him the task. The research component is as valuable as the practical arena. Scrutinizing the reports of international organisations can provide a great framework for testing them on ground realities.
- Service-learning does have some long-term benefits. Many people who would do it as a compulsory activity would come back and volunteer in the organisation. It is not necessary to become a social activist or social worker; they can use the experiences of service-learning in whatever profession they practise.
- The most significant aspect of service-learning is continuity. Even after the students don't volunteer in that organisation anymore, there should be a mechanism for follow-ups. It can be weekly or monthly or in their free time. But the connect should not be lost.

CONCLUSION:

From the research, it can be concluded that service-learning is an effective tool for education as it develops patience, creativity, awareness of ground realities and mental aptitude skills in the participants. It expands the concepts of volunteerism and makes the students aware of social problems. Without orientation sessions, reflection sessions and teamwork of the stakeholders, mandatory service-learning ends up becoming just another medium for marks, attendance or credits.

Short-term service learning gives the participants a taste of the service-learning but suffers drawbacks like lack of commitment and absence of emotional connect. In the case of voluntary service-learning, it deeply affects the students (who are willing to give their commitment no matter what) as well as the communities (who over a period of time start getting attached sentimentally). But since it is voluntary in nature, a majority of the volunteers are not consistent and only a minority remains till the end.

The name of service-learning is used mistakenly for social work or volunteering. In many of the cases, the academic expertise of the students was not used to solve community problems; yet the initiatives were came under the umbrella of “service learning”.

Wherever service-learning was successful was because of the fact that they made it a priority in the

A STUDY OF “LIVING SPACES AND COMMUNICATION INFLUENCE: DO IT ENHANCES OR HINDERS INTERPERSONAL COMMUNICATION AMONG FAMILY MEMBERS IN URBAN SCENARIO?”

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ABSTRACT: Modern mass media especially in its electronic forms make possible the technological conquering of time and space. Today the media technologies also influence the interactive flow of everyday life as the essence of human existence and behaviour. This paper describes an empirical study of the use of media communication among various groups like people living in flats, own houses, rented houses and people who are living in slums (backward areas). This study has been done by way of collecting the responses from 480 respondents each 120 from people who are living in different settlements. It is a quantitative study and the data gathered from 480 households in and around Chennai city. The collected data was statistically analysed using the one way ANOVA technique to find out which category of people have the highest level of communication among themselves. The questionnaire used in this study includes parameters such as family roles, proximity of living space, daily routine activities and emotional and financial dependence on each other.

Keywords: living space, interpersonal communication, family interaction, urban scenario.

INTRODUCTION

The arrival and entry of new technologies resulted in the raise of new devices and new entertainment opportunities. Because this advancement of technologies, new media have gained more importance from a personal and common standpoint. It is nearly impossible to go through a day without the use of communication technologies in and around the lives of people. Though people live in Chennai are from different social and cultural background in nature are being connected to each other through different technological devices. These increasing and compelling demands present many challenges in terms of face-to-face healthy communication and interaction within and outside living spaces.

Agewise since the living spaces of families played a dominant role in family face-to-face communication and family interactions of everyday life. It had been always creating a healthy atmosphere to share, discuss and to clarify various issues within the family relationship circle. Henceforth studying the impact of living spaces in this modern era as either space within a building or as space that can create space for healthy and wholesome family interpersonal relationships is a big challenge in urban scenario like Chennai city.

Understanding family interaction as a tough affair under urban scenario where people have their routine businesses and behavioural duties. It is of good interest to research on investigating the status quo of the above-mentioned key ideas within one platform of communication living spaces in urban scenario.

OPERATIONAL DEFINITIONS

Communication is sending and receiving information between two or more people. The person sending the message is referred to as the sender, while the person receiving the information is called the receiver. The information conveyed can include facts, ideas, concepts, opinions, beliefs, attitudes, instructions and even emotions. - <https://study.com>.

Interpersonal communication just means the exchange of information between two or more people. As long as you are communicating with another person, you're involved in interpersonal communication. - <https://study.com/academy/lesson/interpersonal-communication-definition-characteristics-types.html>. In this study, the concept interpersonal communication was discussed in terms of information dissemination between people within and around living spaces which further operationalised to one to one person and one to many in and around living spaces.

“The word Living spaces can be understood in the modern era as either space within a building in which a person or people may live or land needed by a group or people to live in” - <https://en.oxforddictionaries.com/definition/living-space>. The phenomenon living spaces in this study was

analysed in terms of person's individual house and other nearby settlements within the categories of own houses, rented houses, flats and slums.

The word urban scenario means, "a situation in which large stores, groups of houses, etc., are built in an area around a city that formerly had few people living in it". - <https://www.merriam-webster.com/dictionary/urban>. Urban scenario is operationalized in this study as a situation of Chennai city that is most densely populated into four broad regions: North, Central, South and West.

NEED AND PURPOSE OF THE STUDY

Studying the communication relationships between family members with in the living space is an extremely important subject in the present context. Because the modern style of living and the functioning of the family brings the question of cohesiveness and intensity of communication and interpersonal relationships with in the living spaces among members.

Technology has spiked to record highs with in the last decades, due to changing the dynamics of communication. This made communication psychology to connect diverse people from far and near geographical location. In addition, this study calls for an investigation to find out how living spaces of high-density population status of Chennai influence the communication interactions and socialisation process.

However this study focuses on the communicative behaviors of urban Chennai people and how they utilize their living spaces for socialising according to their lifestyle needs. The analysed data will be used to conceptualize and visualize certain close and distant predictors that answer communication problems and needs for healthy living spaces communication. The findings can really help the societies in urban areas with regard to their well-being and relationship.

RESEARCH METHOD

Because previous researches have been conducted with physical and structural living spaces, the goal of this paper was minimized to understand the behavioural observation between variables in the phenomena. The subject of this research is the identification of amount and amplitude of the communication among family members living in different house settlements based on the nature of living spaces. This research is set out to investigate the research question; do living spaces enhances or hinders Interpersonal Communication (Socialisation) among family members in Urban Scenario? Accordingly, we set the main hypotheses of the research: "living spaces and interpersonal communication among family members".

Most research on media influences is empirical in nature; that is, it makes use of observation about the physical or social world in a systematic way. This study too was conducted with factual evidences by surveying the random samples collected from different areas of Chennai city. Totally 480 participants from four settlements of own houses, rented houses, flats and slums are surveyed to find out which settlement has more space for interpersonal communication and what influence them to converse with other members. The tools and process used to collect data in this systematic inquiry includes content analysis, and surveys supported by a closed end questionnaire together with large group of samples.

OBJECTIVES

1. To analyse the relationship between living spaces and communication in urban societies.
2. To compare the relationship between living spaces and communication among people living in Chennai urban areas.
3. To analyse the relationship between living spaces and communication within social status between families living in Own Houses and Rented Houses in urban societies

SCOPE AND LIMITATION

The study was limited to 160 families that are divided in to four categories of settlements like flats, own houses, rented house and slums (backward classes). In this study the urban Chennai is selected for its heterogeneous and cosmopolitan nature. The analysis that were derived from the study including the concepts that were developed, were based on the lifestyles of four categories of people living in and around Chennai. Thus, study was made based on urban Chennai context that has diverse nature and background of spaces and people.

REVIEW OF RELATED LITERATURE

Although interest in the family communication area has remained constant, the research literature on family communication has grown so much since the last generation (Fitzpatrick & Badzinski, 1985). Hence, very handful of communication scholars was researching family communication especially with in the living

spaces. There have been not many studies conducted in the past on this topic and the result shows varied responses.

B Fortunato, et al, (2009) studies the analysis of daily lifestyle patterns and routines of middle aged families in the Philippines. The research also studied how families utilize their living spaces according to their lifestyle. Three middle aged families living in the suburbs of metro manila were studied with age group between 40 to 64 years old. Field interviews were conducted to record their weekday and weekend lifestyle schedule and basic data. Environment behavior observation was also utilized to gather data and analyze their living spaces. The results showed that during weekday families spend their free time inside their bedrooms, while the dining area got the highest level of interaction and communication.

Kajubi P et al, (2014), describes how different social settings facilitate or constrain HIV and children's communication regarding their health and medicines. This paper through participant observation and semi-structures interviews, explored communication practices of HIV children. This study shows variations in children's communication existed in the different social spaces. Children were active in using the different spaces, and in seeking information about their health and treatment. The study attempted with communication practices of 35 HIV + children aged 8–17 years. And result shows that communication in homes was limited to issues about medicines and was influenced by the hierarchical structure of domestic relation, which was not conducive for communication.

Kumar karan S, et al (2003), discusses the Living Environment and Health of Urban poor of Mumbai slums. This study presents and examines the consequences of socio-economic and environmental factors in terms of income, literacy, sanitation and hygiene for morbidity. The states that the outcome are seen to be hierarchical based on the needs of the urban poor. This study attempted with the primary data of 1,070 households on four poor slums in Mumbai comparing with pavement-dwellers and squatters on the living environment. This paper presents and discusses facts of life of urban poor of Mumbai in two ways. Firstly, it presents primary data on the present situation of living environment and health condition in four urban poor settlements in Mumbai. Secondly, this study attempts in linking socio-economy and environmental factors to the health consequences of the people. This fact has been substantiated by data that income, literacy, sanitation and personal hygiene (in terms of water consumption rate) have had impact on the morbidity of the people. The study concluded with a note that the needs of the urban poor and their priorities are seen to be hierarchical.

Niger Maher, (2012) elaborates and discusses the transforming changes and trends of the urban living spaces by comparing houses build in different time periods in order to traces the factors implying the changes. This case study has been put forth, focusing on the changing factors of Dhaka city like cultural practices, family sizer, technological changes, and influence of land adoption. This discussion focuses on how changes have come about within the domain of residence, and discussing it on four broad phases.

Himmel S, et al, (2013) discusses in this study the ongoing demographic change with more and more older and frail persons living in urban environments raise the question how modern technologies in the information and communication sector can be seamless integrated in urban spaces. One hundred and twenty seven participants in a wide age range volunteered to take part in the questionnaire study. Results show that persons independently of age and gender are quite reluctant to accept within their living spaces. This research paper very particularly discuss and interested in investigating the status quo of the same in urban scenario distinctly Chennai city households.

CONCEPTUAL FRAMEWORK

The conceptual framework of this paper discusses in detail the relation between things in given phenomena. This dwells around the relationship between identified variables of this study the living space and communication.

Demographic living spaces of urban Chennai

Chennai as the capital city of Tamil Nadu state is most densely populated city and into four broad regions: North, Central, South and West. North Chennai is primarily an industrial area. South Chennai and West Chennai, previously mostly residential, are fast becoming commercial, home to a growing number of information technology firms, financial companies and call centres (District Statistical Hand Book 2016-2017). According to 2011 census, there are 1.1 million households (which include all four categories) in the city of Chennai where interpersonal communication is most spiritlessly perceived.

Due to the existing lists of households in and around Chennai living in own houses, rented houses and flats variants are high in number, and the level of interaction among them is not consistent and regular in the present context the degree of communication process varies intensively.

Interpersonal Communication among families

There are different patterns of communication in any social organisation the basic and most important pattern of communication is family interpersonal communication with in the living spaces. Functional approaches to communication with in the families hold that people use communication intentionally to help them achieve personal goals and objectives such as impression management, relationship development, persuasion, and social support (Bochner, 1984). Whereas some functional approaches to communication focus on the basic needs everyday life span that stimulate communication. However with all these influential factors communication within family unit is a vital part and necessity of day-to-day life.

Moreover the increased efforts spent on understanding family communication are justified because family communication "shapes how we interact in virtually every context of our lives" (Vangelisti, 1993, p. 42). Most people first learn how to communicate in families (Bruner, 1990), and the quality of family relationships is extremely important to individuals' well-being and sense of life satisfaction (Campbell, Converse, & Rodgers, 1976). Henceforth the family face-to-face communication not only reflects life satisfaction and functional demands of personal characteristics of people, but also because they influence communication behaviour that reflects in the living spaces they function around.

Living space and communication

The present and upcoming scenario of understanding interpersonal communication demands the need to discern how living space is influencing our interpersonal communication and how our interpersonal communication is influencing the living relationships (face-to-face interaction). The modern society though people stay connected in their living spaces through latest communication inventions still they stay away of traditional and face to face interaction with and within their family members. Family face-to-face communication refers to the way in which verbal and non-verbal information is exchanged between members of the family (Epstein, et al., 1993). It is because interpersonal communication takes place in a great variety of contexts such as family, marriage and daily routine activities.

On the other hand, the digital communication technologies receives huge acceptance in interpersonal communication and it increases from time to time over the past few years. This creates an image that face-to-face interaction in living spaces seems to be no longer important to maintain social contacts as it used to be before in our family. This is because there is a strong generation gap and digital dividend in families, which has changes the pattern of interpersonal communication and gradually vanishing the so-called private spaces, common socialisation spaces and task oriented spaces of living spaces. This study tried to explore the space given for interpersonal communication among urban families (scenario)

THEORETICAL FRAMEWORK

This study had done as experimental study by using the technique of EBO model of John Zeisel. This model focuses the observational behaviour of individuals, families and family settlements with the observation of how physical environments (living space) supports with human behaviours in connection with interpersonal communicating with in the family circle.

Originally, this model is used in combination with environment behaviour observation techniques, to investigate and explore the family member's living routines, interactive communication, and the status of their living spaces. Understanding environment behavior means that we answer questions such as who does what with whom in what kind of relationship, and socio-cultural context, and the physical setting (Zeisel, p). In this study, the model is being used with little the replacement of environment observation with the tool of questionnaire. The prepared questionnaire was distributed to 120 participants from each group to observe environmental behaviour of families while interacting with in the family ring and with neighbours. This was further scrutinize through set of questionnaire to find out how the family members actively relate with one another spatially to whom and what are the possible ways with in the context of spatial relationships and interpersonal communication arena.

ANALYSIS AND RESULTS

By selection of one category (Strongly disagree; Disagree; Partly agree; Agree and Fully agree) for every given statement, the families were asked to present their perception about the interpersonal communication within and between the families living in the urban city of Chennai. According to calculation of the average and standard deviation from the answers of every given statement, we can see that the overall calculation shows that:

Table - 1
The Descriptive Data

GROUP	NUMBER	MEAN	Std.Dev	Std.Error
Flat	120	31.93	2.922	0.267
Own	120	32.20	2.877	0.2636
Rent	120	32.08	3.525	0.322
Slum	120	36.45	8.161	0.745
Total	480	0		

The mean values of 4 different groups namely people who live in flats, own houses, rentedhouses and slums are given in the table – 1.

Table - 2
The F Table of communication among the people living in flats, own houses, rented housesand in slums

	Sum of Squares	df	Mean Square	F	Sig
Between Groups	1733.775	3	577.925	24.119	.000
Within Groups	11405.550	476	23.961		
Total	13139.325	479			

From Table II it is evident that is a significant difference with a strong F value of 577.925 among these groups in terms of communication pattern. By observing the Means of these groups as shown in the Figure below it could be understood that people who live in the slums have better and higher level of communication among themselves when compared to people live in Flats, own houses and rented houses. Hence, it could be stated that emotional and financial dependence as well as the proximity of living spaces on each other leads to the highest level of communication among themselves.

The pictorial representation of the mean of the Groups



DISCUSSION

In the analysis, to accomplish the stated objectives it isfirst looked at weather living spaces hinders or enhances face-to-face family interpersonal communication with in given settlement. It is found out that there is a strong evidence of people who live slums have better and higher level communicationthan people live in flats, own houses and rented houses. However, all these four household settlements are influences by pedestal parameters like family roles, proximity of living space, daily routine activities and emotional and financial dependence on each.

Moreover to maintain the family face-to-face communication, families would need to be more influenced by different behavioural environment within and outside the family zone. In addition, this was made possible to the people living in the slum areas due socialized nature and basic dependence. As per table-3, there are

three types of areas in the slum households in and around Chennai like permanent, semi-permanent and temporary to analyse the percentages of urban slum settlements meticulously. The table despatch that permanent spaces are assertive and commanding in percentage than semi-permanent and temporary spaces while the other spaces are moderate.

Table: 3Types of slum households in Chennai-2001

Classification Area	Total households	Percentage of households
Total No of Houses	125725	-
Permanent	81128	64.33
Semi-Permanent	22415	17.83
Temporary	22182	17.64

Source: Final report of Chennai Corporation-2001

The table further explains that the permanent houses refers to those houses that are complete in structure and has more access to socialisation. Semi-permanent houses refer to those houses that are partially or fully complete and owned for the purpose of rental business has base level of communication, which is more consistent and permanent in socialisation. Temporary houses refers to those houses having no complete structure temporarily made for the living of slum dwellers where there is more hope and indefinite interaction is feasible.

In addition, John Zeisel describe model of physical and environmental behaviour observation on families of different settlements in this study discusses the parameters that is exclusively environment and behaviour by nature through analysed data's. However it is supportive to note that the strong F' value in table-2 reveals that the bottom line parameters are the real source of outcome of individual behaviour and environment dependency on each other.

In addition to providing support to the findings of results, John Zeisel's model of environment behaviour observation which advocates questions such as who does what with whom in what kind of relationship, and socio-cultural context, and the physical setting are also underlined in this paper as indispensable understanding of overall outcome of the results from the survey conducted.

CONCLUSION

The research has shown that people who are living in slums tent to communicate actively in terms of other household settlements. This study is exceptionally limited its scope to find out the impact of living spaces in interpersonal communication. Further research need to be elaborating these findings. Hypothesis like, are relationship between living spaces and communication in urban societies based on annual income? do beneficial and harmful effects of education serve as predictors that make impact on communication in urban families? appears to be some of the areas worth exploring in attempting to understand the role of interpersonal communication in the families living in urban scenario. It is these questions, which are essential to be answered when we further study the living spaces and its impact on interpersonal communication among families.

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YOUTHS' AESTHETIC VISUAL ART FORM EXPRESSION ON 'DIGITAL INDIA' INITIATIVE: A SEMIOTIC ANALYSIS

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ABSTRACT: *The government of India policy to make all utility services available to Indian citizens electronically is 'Digital India' initiative. Digital India programme was launched on 1 July 2015 by Prime Minister Mr. Narendra Modi with a huge vision to transform India into a digitally empowered nation. Several initiatives have been taken under Digital India including Digi locker, MyGov.in, eHospital, Agrimarket mobile application, UMANG mobile application, BHIM (Bharat Interface for Money) etc., which are greatly welcomed by the Indian citizens. Indian youths are no exceptional. Being born in the digital era Indian youths accept, follow, encourage and celebrate all the digital initiatives under Digital India programme with few being critical too. The main aim of the study is to interpret the assimilation of 'Digital India' Initiative by Indian youths. Art students aged between 17 and 19 years who are pursuing UG course in Media and practising drawing as a part of their curriculum had been asked to visualise and produce visual art works in the form of drawings on the theme 'Digital India' with few guidelines under the mentorship of the researchers who were also their visual art tutors under the Participatory Visual Research methodology. The visual art works produced by the young students discoursing on the crucial public policy, 'Digital India' initiative were examined under various qualitative parameters to understand the denotative and connotative functions of art work and the findings have been articulated.*

Keywords: *Youth participation, Public policy, Digital India, Art form expression, Semiotic Analysis.*

INTRODUCTION

Technology made life easy and life without technology is nearly impossible now-a-days. Technologies like television, mobile phone, computer, etc., have already taken essential part in people's day-to-day life and innovative things are being discovered everyday. Progression of technology is constructive to human race for several reasons which comprises the aid of technologies in medicine, communication, education, agriculture, banking, business, sales, purchases etc. The availability of high speed internet and handy mobile devices made digitization to have a huge climb. A report by Telecom Regulatory Authority of India revealed that as on 31st December 2018, among the 1.3 billion Indian population there are 518 million and odd internet users (TRAI, 2019). The government of India policy to make all utility services available to Indian citizens digitally is 'Digital India' initiative.

Digital India

Digital India initiative was launched on 1 July 2015 by Prime Minister Mr. Narendra Modi with a huge vision of transforming India into a digitally empowered society and knowledge economy ("About Digital India", 2019). The Digital India initiative has three key visions: 1. Digital infrastructure as a core utility to every citizen, 2. Governance and services on demand and 3. Digital empowerment of citizens ("Vision of Digital India", 2019). Right from the launch, Digital India initiative has mixed reviews from the citizens of India, some being supportive and some being critical. This dragged the interests of many researchers to study on it. Kedar (2015), Siwach & Kumar (2015) explored the innovativeness of Digital India at the early stage after the launch and reported that if implemented properly, it can make way for various new digital opportunities for the citizens of India. Midha (2018) investigated and suggested some remedies to make every citizen aware of the available government services like conducting seminars, lectures in educational institutes, advertising, launch help-line, help center, etc. Mishra, Rajnish & Kumar (2016) performed sentiment analysis on 500 tweets from Twitter that expressed opinion about Digital India Initiative and found that 50% of the collected opinions are positive, 20% are negative and 30% are neutral. Do Indian youths have same opinion about Digital India now? This study attempted to investigate that.

Visual Art form Expression

Scruton (1974) said that "works of art can be said to express thought, attitude, character, in fact anything that can be expressed at all". Barwell (1986) discussed broadly on expression of emotion through art and

suggested that artworks symbolize, resemble, imitate, refer-to or represent emotions. The author also discussed that the art works which are suited to reveal emotions are based upon ease and simplicity in identifying the emotions. Dissanayake (1989) discussed that visual art is a group or class of things that can be looked at, things that have been drawn, painted or sculpted. There are visible studies done on visual art aiding for various purposes like education (Ainsworth, Prain & Tytler, 2011), therapy (Stuckey & Nobel, 2010) and to express thoughts (Literat, 2013). This study attempted to analysis the visual arts produced by sample youths to express their opinion on Digital India Initiative.

METHODOLOGY

The researchers adopted mixed methodology including participatory visual research methodology and semiotic analysis methodology to study the visual arts produced by sample Indian youths of a particular geographical location (Tamil Nadu) expressing opinion on Digital India initiative.

Participatory Visual Research Methodology

Art students (N=74) aged between 17 and 19 years who are pursuing UG course in Media in the academic year 2018-19 and practising drawing as a part of their curriculum had been asked to visualise and produce visual art in the form of drawing on the theme 'Digital India' with few guidelines under the mentorship of the researchers who were also their visual art tutors under the Participatory Visual Research methodology. In Participatory Visual Research methodology, the research participants will be asked to develop visuals (drawings, photographs, murals, videos) as a part of the research (Lorenz & Kolb, 2009).

Data Collection

A coding sheet was prepared to analyse the drawings of sample youths expressing their opinion on Digital India. To understand the nature of drawings, the following were considered as parameters: colour, medium, shape, symbol, text and character. Further the connotative and denotative functions of selected visual artworks had been investigated. Barthes (1961) shared his opinion on semiotic analysis and defined denotation as "meaning in truth" and connotation as "second meaning based on cultural and personal experience". The produced art works from the sample youths were analysed and noted using the prepared coding sheets by the researchers.

FINDINGS

The findings from the coding sheets had been articulated quantitatively and denotation and connotation functions of selected visual artworks had been articulated qualitatively.

Colours

Among the collected (N=74) visual art works in the form of drawings for the study, 58% depicted the tri-color (saffron, white and green) contained in the Indian national flag and amongst them the youths depicted their vision about Digital India on the space of all the three band of colors with white color in maximum. The saffron color in the top band indicate the strength and courage of the country, and truth and the green color in the last band indicates fertility, growth and auspicious of the land (Know India, 2019). Apart from the tri-colors many other colors have been used by the youths including blue for sky, yellow-green, brown, yellow-orange for mountain and land, brown for hut and building, black for drought land and road and red-orange, red, red-violet, violet, blue-violet, yellow for different texts, shapes and symbols in their drawings without necessarily harmonizing the meaning of the colors.

Medium

The coloring mediums with which the youths developed the visual art works were let to the choice of them. They used different coloring medium including pencil, sketch pens, soft pastels, water color, poster color with poster color being used the most (43%) and 3% of the visual art works were made of mixed medium.

Shapes and Symbols

Shape is a bounded area of an artwork created through boundaries which are defined by other elements of art: line, basic shapes, colors, etc., (Shape and form, 2019) and symbol in visual art is a solid recognizable thing that depicts something (Analyzing art symbols, 2018). Considering the prevalent shapes and symbols created in the sample visual artworks, 34% artworks illustrated shape of Indian map, 42% had symbols depicting mobile phone, 39% laptop/pc, 65% digital symbols (predominantly including social media logos, wi-fi logo and share logo depicting 'digitally well connected'), 30% symbols symbolized 'cash less payment' and 31% artworks had Digital India logo.

Text

Text is a prevailing part of visual art and most artists represent their views/ideas through texts in their artworks (Text in the visual arts, 2017). 70% of the sample visual artworks collected from the youths had

text elements and amongst them 55% had the text ‘Digital India’. The researchers perceived that most text contents were used by the youths who struggled to put their ideas in the form or shape or symbol. Some examples are: My mobile – My wallet – My bank, power to empower, smart card and Modi.

Character

A character in visual art is a shape which portrays a person/individual. 30% of the collected visual artworks for the study had character sketches. Among the visual artworks which had character sketch, 23% had Mr. Narendra Modi’s sketch, 41% had sketch illustrating farmer, 41% had sketch of a man and 32% had sketch of a woman.

Denotation and Connotation

The denotative and connotative functions of all the collected (N=74) visual artworks in the form of drawings for the study have been analyzed and overall opinion (positive or negative or neutral) expressed on Digital India by the sample youths had been articulated under overall findings. Denotation and connotation meanings of a selected (N=5) drawings had been articulated below considering the predominant elements of the drawings.



Figure 1. A photo of the visual artwork by K. Thiyagarajan

Figure 1 Denotation: A character depicting Mr. Modi holding mobile phone and laptop, a character depicting a farmer talking over mobile phone, a logo of ‘make in India’ (About Make in India, 2019), an arrow mark pointing upwards, a text ‘development, a wi-fi logo, building and trees growing above from mobile phone interface and have Digital India logo below the mobile phone interface.

Figure 1 Connotation: Prime Minister Mr. Modi introduced Digital India, Farmers are connected digitally, ‘make in India’ initiative is progressive and developing India globally, India is digitally connected and Digitally India initiatives develop the nation and agriculture.

Overall opinion: Positive



Figure 2. A photo of the visual artwork by P. Subash Ram

Figure 2 Denotation: A character of old lady in a hut using laptop.

Figure 2 Connotation: Digital India initiatives digitally connect the rural people and paved way for rural development.

Overall opinion: Positive



Figure 3. A photo of the visual artwork by B. Raghul Krishnan

Figure 3 Denotation: A land in grey depicting droughtiness, a character of farmer sitting over it with a question mark symbol over his head and a character depiction Mr. Modi with mobile and laptop in his hand.

Figure 3 Connotation: Prime Minister introduced Digital India initiatives which is confusing to the rural people especially to farmers and Digital India initiatives doesn't help to deal with drought lands.

Overall opinion: Negative



Figure 4. A photo of the visual artwork by V. Akila

Figure 4 Denotation: A shape of Indian map, a character of girl holding award, a character of boy holding mobile phone, two characters depicting rural man and woman in front of laptop, a road shape with internet logo on it, a character of girl walking from laptop after shopping from amazon, texts of quote from Mr. Modi, Digital India logo, a shape of a place to affix photo depicting digital identification (aadhar) and many digital symbols (social networks, share logo, video camera, mobile phone, wi-fi logo, etc.).

Figure 4 Connotation: With Digital India initiatives introduced by Prime Minister Mr. Modi helped women achieving heights, connecting rural people especially parents with children living away from them through video calls, making shopping easy through e-shopping, every Indian has digital identification through aadhar card and India is digitally well developed and connected socially to the world.

Overall opinion: Positive

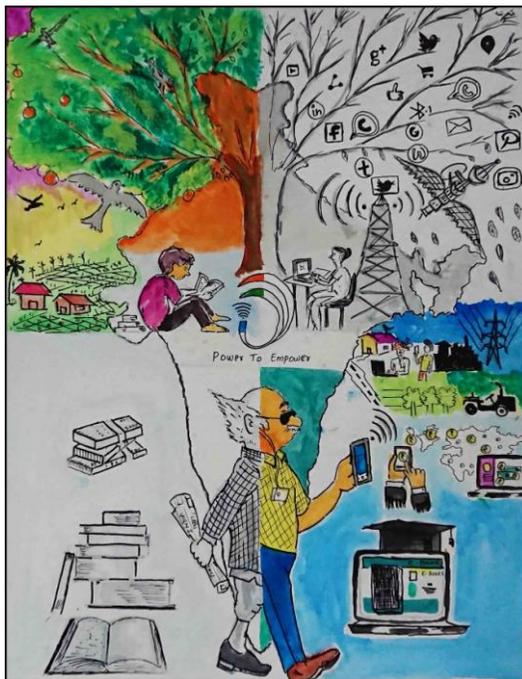


Figure 5. A photo of the visual artwork by D. M. Sudharsanaraju

Figure 5 Denotation: A shape of Indian map, a character of a boy reading book under a tree, a character of a girl working with laptop under a broadband tower, torn 500 and 1000 rupees notes, a character of a man neglecting newspaper and concentrating mobile phone in hand, a farmer using laptop, money transfer from mobile to laptop, e-books in laptop, Digital India logo and text ‘power to empower’.

Figure 5 Connotation: With the introduction of Digital India initiatives, learning from hardcopy books changed to learning from laptop, trees where birds built their nests were cut to put broadband towers which killed many birds yet made way to social networking connecting India with the world, demonetization of 500 and 1000 rupee notes, people lost the habit of reading books and newspaper which they can read now using mobile phone, farmers are digitally benefited, money transfer have become digital and easy and education is made available for everyone digitally.

Overall opinion: Neutral



Figure 6. A photo of the visual artwork by G. H. Kausika

Figure 2 Denotation: A cartoon character, a shape of tree, a shape of mobile phone within which India rupee notes pop out, a tomb of INR 1000, logo of Digital India, some texts (Digital India, 'Less cash, Less crime', 'My mobile, my wallet, my bank', DigiDhan (About DigiDhan, 2019), BHIM (Who are we, 2019), 'Go Digital, Go cashless', etc.) and some digital symbols (mobile phone, card swipe machine and laptop)

Figure 2 Connotation: After the launch of Digital India initiatives particularly BHIM (Bharat Interface for Money) and DigiDhan initiatives which promoted digital payments, the crimes in the fields which involve money transactions become less, one's mobile can be used as their bank as well as money wallet and digital payments are safe and simple in India.

Overall opinion: Positive

OVERALL FINDINGS

1. The analysis of the overall opinion of sample youths about Digital India which they expressed in the form of visual artworks resulted that 49% are positive, 36% are neutral and 14% are negative. There is not much difference in the percentage of people thinking positive (50%) about Digital India initiatives from the study by Mishra, Rajnish & Kumar (2016) and there is a little notable difference in the people who thought negative about it in 2016 (20%) which revealed that people who have negative opinion on Digital India initiatives are becoming less.
2. Many sample visual artworks depicted that Digital India initiatives aid the nations digital empowerment.
3. Some drawings depicted particularly that Digital India initiatives encouraged women empowerment.
4. Some drawings depicted the inclusivity of rural people especially farmers.
5. There are visible visual artworks depicting simple, safety and transparent digital money transaction which is one of the main aim of Digital India initiatives.

CONCLUSION

The researchers presented the study of visual artworks in the form of drawings created by youths of a particular geographical location (Tamil Nadu) expressing opinion on the crucial public policy, Digital India initiatives. Though the study bestows an important contribution to the literature, it has some limitations to address. First, the sample size is less for the youths from a particular geographical location. Second, some of the sample youths who created artworks for the study may not have conveyed their fullest opinion about Digital India initiatives because of the struggle they may had in drawing and so cautions should be taken while considering to generalize the results. Though having some limitations, this study points direction to interesting future researches on visual artworks for expressing opinions.

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ANALYSIS ON TRADITIONAL HEALING FOR ARTHRITIS AND ADVERTISING

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ABSTRACT: Arthritis means Joint Pain, as it comes from two Greek words, athron meaning joints and its meaning inflammation. It is a chronic disease process referring to 'inflammation of joints'. The aim of the study is about various kinds of Pain in the body due to Arthritis, Types of Arthritis and Conventional and Traditional way to cure the pain its cost efficiency and its Advertising. There are many types of arthritis and two of the most common types are osteoarthritis (OA) and rheumatoid arthritis (RA). Conventional treatment for arthritis may require single or combinations of treatments, to set it right. Traditional Healing methods like Ayurveda, Unani, Siddha, Homoeopathy and Naturopathy always uses multiple approach towards treating an ailment like lifestyle suggestion, manual therapies dietary and nutritional advice, exercise and also duration of rest to remove away from the body totally. Yoga asanas and Acupressure methods also suggested curbing arthritis. The difference between the Conventional Medical cost and Traditional Healing Cost is vast, as the Traditional Healing cost is much lower. But most of the advertisements appearing in newspapers or television channels about Alternate Medicine - Traditional Healing are communicating that they enhance sexual pleasure, solve menstrual problems, hair problems, weight loss, height gain, piles, infertility in males, enhancement of penis length and enlargement of breasts. Genuine Traditional Healing advertisement about arthritis will create awareness to the public that they can cure it in Traditional Healing with low cost or no cost with AYUSH or other Traditional Healing methods.

Keywords:

INTRODUCTION

Arthritis means Joint Pain, as it comes from two Greek words, athron meaning joints and its meaning inflammation. It is a chronic disease process referring to 'inflammation of joints'. There are chances that people of all ages, sex and races can have this Arthritis and there are one hundred different types of inflammatory disease and its painful conditions. This common inflammatory joint disease is having symptoms of swelling, pain, stiffness and attenuated vary of motion. Though the symptoms may come and go, there will be mild, moderate or severe pain. As it is a chronic disease process, these symptoms may progress or exasperate over time and any bodily activity will be painful. In the early stages, one or two joints may become completely deformed, leaving the patient handicapped and somewhat weakened. But in severe inflammatory disease, this may result in chronic pain, inability to do daily activities. Though there are various forms of Arthritis, the most frequent being osteo-arthritis and rheumatoid arthritis. Inflammation is the main reason of these diseases that may be a reaction of injuries or injury of the joint tissues. Though there are lot of Traditional Healing can cure Arthritis, there is only less advertising come on the segment. Lot of Traditional Healing advertisement comes only for body beauty and sexual related themes with false claims. Among the public there is a misconception that Traditional Healing medicines deal only for body beauty and sexual related issues.

AIM

To study about various kinds of Pain in the body due to Arthritis, Types of Arthritis and Conventional and Traditional way to cure the pain its cost efficiency and its Advertising.

RESEARCH QUESTIONS

- What is Arthritis?
- How many types are there in Arthritis?
- What is the conventional way to cure Arthritis?
- What are all the Traditional Healing methods to cure Arthritis?
- How to cure Arthritis in Naturopathy way?
- Which is the Cost Effective methods to cure Arthritis
- What is the standard of Advertising of Traditional Healing?

OBJECTIVES

- To explore the Types of Arthritis
- To study about the cure through Conventional medicine method to Arthritis
- To scrutinize about the Traditional Healing methods to cure Arthritis
- To examine about the Naturopathy Regimen to cure Arthritis
- To analyze about the Cost Effective Stimulation methods to cure Arthritis
- To investigate about the pros and cons of Traditional Healing Advertising.

BACKGROUND STUDY

TYPES OF ARTHRITIS

Arthritis is an inflammation of the joints and it can affect one joint or multiple joints. There are many types of arthritis and two of the most common types are osteoarthritis (OA) and rheumatoid arthritis (RA). Other types of Arthritis are Inflammatory Arthritis, Infectious Arthritis and Metabolic Arthritis.

Osteoarthritis: Osteoarthritis is a most common type and degenerative joint disease, which usually occur, in the older age group. If the slick, cushioning surface on the ends of bones – wears away, bone rubs against bone, causing pain, swelling and stiffness. This may happen due to excess weight, family history, age and previous injury and in the severe stage, it might cause limited mobility. Osteoarthritis becomes chronic, if the pain sustains for a long time. Malnutrition, shortage of hydrochloric acid, continuous physical stress, obesity, glandular insufficiency, calcium deficiency are some of the causes of Arthritis. The main symptoms of osteoarthritis are stiffness in the joints and severe pain after exercise. Watery eyes, dry neck, leg cramps, allergies and improper functioning of the gall-bladder & liver are other symptoms that have to be linked with this disease. This degenerative arthritis can be prevented by staying active, maintaining a healthy weight.

Rheumatoid Arthritis: Rheumatoid arthritis is a serious disease, which is referred as ‘cooked food disease’, effects muscles, tendons and other tissues of the body, other than the joints of the fingers, wrists, hips, knees and feet. So, this arthritis affects the overall body as it may be caused by hormonal imbalance, physical and emotional stress and infection. RA may affect the whole body and anemia, constipation, gall-bladder disturbances, low blood pressure and deformed hands & feet are some of the symptoms

Inflammatory Arthritis: A healthy immune system is protective and the protection of the body to get rid of infection and prevent disease will create internal inflammation. So the immune system attacks the joints also by mistake and the inflammation due to that potentially cause joint erosion and may damage internal organs, eyes and other parts of the body. Rheumatoid arthritis and psoriatic arthritis are examples.

Infectious Arthritis: A bacterium, virus or fungus can enter the joint and trigger inflammation, through food poisoning or blood transfusion or through sexually transmitted diseases. If timely treatment hasn't been taken for the joint infection, it becomes chronic.

Metabolic Arthritis: Uric acid is automatically produced in the body and some people have high levels of uric acid as they naturally produce more than is needed or the body can't flush the uric acid time to time. For some people, the dry solid form of uric acid turns to needle-like crystals in the joint, and creates sudden spikes of extreme joint pain.

CONVENTIONAL METHOD TO CURE ARTHRITIS

Conventional treatment for arthritis may require single or combinations of treatments, to set it right. Reduce the pain, making the function and joint movement smooth and prevent the joint from further damages are the motto of the treatment. The medications used to treat arthritis are 1. Analgesics, which will help reduce pain, but have no effect on inflammation; 2. Non-steroidal anti-inflammatory drugs (NSAID) as an internal intake or external application on joints may reduce both pain and inflammation; 3. Menthol or capsaicin is the substance in the creams or ointments as Counterirritants, may interfere with the transmission of pain signals from the joint; 4. Disease-modifying anti-rheumatic drugs (DMARD) make the immune system slow from attacking the joints; 5. Corticosteroids is the medicine which reduces inflammation and suppresses the immune system, if it is taken orally or if the medicine is injected directly into the particular painful joint; 6. Physiotherapy can be helpful to improve range of motion and strengthen the muscles surrounding joints; 7. Surgery as Joint repair or Joint replacement or Joint fusion.

TRADITIONAL HEALING METHODS TO CURE ARTHRITIS

AYURVEDA

Ayurvedic medicine always uses multiple approach towards treating an ailment like lifestyle suggestion, manual therapies dietary and nutritional advice, exercise and also duration of rest to remove away from the body totally. Arthritis is also not an exception and ayurveda has purification techniques, meditation,

medication, yoga and food restriction too. Ayurvedic medicinal strategy is to bring the balance of Vata (Wind), Pitta (Fire) and Kapha (Water) and arthritis is due excess of Vata (Air) in the body which gives the joint pain. By purifying the body, setting right the digestive system and eliminating the Vata, the joints gets lubrication to arrest the degenerative nature of arthritis. This Traditional Healing method offer treatment to arthritis patients based on faith, understanding and their feedback. There is no research records for this experiment.

Aloe Vera: Aloe vera is a magical plant, where its extract can be taken internally as well as applied externally for various purposes. It is one of the best herbs in alternative medicine, for its healing and soothing properties. It is treating the achy joints too and it used for Arthritis.

Boswellia: Boswellia has a wonderful anti-inflammatory capabilities and it is also called as frankincense. Boswellia trees are indigenous to India and gum derived from that tree has substance which can block and attack Leukotrienes. Healthy joints turn inflammatory due to Leukotrienes, as it attacks the joint during autoimmune morbid.

Cat's Claw: The anti-inflammatory properties of the herb Cat's Claw, reduces swelling in arthritis. This Inca civilizations herb is a tropical vine, used to boost the immune system. This immunity powers of Cat's Claw have been tried in arthritis and if it takes over to stimulate the immune system, due to inflammation the arthritis pain might turn worsen.

Eucalyptus: Eucalyptus oil is a well known medicine widely used in asian countries and it is available in western markets too. Eucalyptus oil can be taken as a oral medications and it can applied as an external oil too. Oil extracted from eucalyptus leaves are used as a medicine to arthritis. Eucalyptus oil contains tannins, which may be used to cure the swelling and pain of arthritis. Eucalyptus oil heat pads will be used in the swollen joints to maximize the effects.

Ginger: Ginger's strong anti-inflammatory properties proven right with digestion and it has limited human trials prove it efficiency in Arthritis.

Turmeric: Turmeric, the well known ingredient from the kitchen has a medicinal property, which can fight the joint pain when it is taken internally. Studies about turmeric gave a positive result towards rheumatoid arthritis not only on rats but also on humans.

Green Tea: The most popular beverages in the world for obesity is Green Tea and it has the medicinal properties to reduce inflammation in the body. So green tea can be used to cure the inflammation of arthritis.

Other Herbs: Thunder God Vine is one of the Chinese oldest herbs used to suppress an overactive immune system. Willow Bark is one of oldest herb in use to treat inflammation. Patient in treatment particularly in the knees, back, hips, and neck can consume willow bark orally, either by tea or tablet or chew the bark directly. King of Bitters is a Chinese Medicine, native of Asia, widely cultivated for its anti-inflammatory, anti-viral, antioxidant, and anti-bacterial properties. The plant has been used to treat cold & flu in the beginning and later found as a medicine for cancer, HIV, and Arthritis too. Cayenne pepper (Capsicum) contains capsaicin, which is having an age old history of medicinal use for digestion issues, and widely used to cure pain too. Borage Oil extracted from Star flower *Borago officinalis*, is used to reduce joint tenderness and inflammation. Bromelain extracted from *Ananas comosus* the tropical pineapple used to treat both inflammation and indigestion in US. Bromelain won't be prescribed for the patients, who are allergic to pineapple, wheat, celery, carrot, fennel or grass. Celery is well known to control Obesity, Cholesterol and Blood Pressure. Its seeds have been used for curing colds, indigestion and problems of liver and spleen. Now the herbal remedy found out as an effective treatment for arthritis and gout too.

UNANI

In Unani, Wajallaj(Pain Management)is In process of Izalaeabab (Removal of the cause), Imalaemawad (Diversion of morbid matters), Tanqiyaemawad (Evacuation of morbid matters), Use of Musakkin (Analgesics), Muhallil (Resolvents), Mukhaddir (Anaesthetics), Munawwim (Hypnotics), Adoptance of Ilaj biz zid (Heteropathic regimen) and Ilajenafsani (Psychotherapy) especially diversion of patient mind. Cupping Therapy – Hijamatis one of the oldest practiced to cure various diseases. There are three options for the treatment according to the preference are, 1. Diet/Regimental therapy (Ilaj Bil Tadabeer wa Agzia); 2. Pharmaco-Therapy (Ilaj Bil Advia); 3. Surgical intervention (Ilaj Bil Yad). First consideration is being given to Diet-Regimental therapies and if it does not show results then only shift to pharmaco therapy and last surgical Intervention may be considered. Unani regimental therapies like Massage; Leeching; Cupping; Turkish bath; Diaphoresis; Concoction; Purgation have been collectively given and it shows excellent results general well being of patient and arthritis.

SIDDHA

The heritage of the medical practice of South India of particular family or community proved to be a special, scientific, vital and most respectable kind of medicine called Siddha System of drugs. It is having a very old history from age of sages and Siddha Medicines are derived from Herbs, minerals and product of animal origin as basic raw materials. Herbs and parts of plants employed in Siddha system of drugs for inflammatory disease has been studied from numerous Siddha literatures called "Olai Chuvadi". Siddha medicines can cure not only inflammatory diseases but also cancer, respiratory illness and other life threatening diseases. Agasthiyar kuzhambu, Kodasuri pill, Sanjeevi pill, Maantha ennai are some of Siddha medicines to cure inflammatory diseases. The purpose of the medication Anti-vatha and Analgesic or pain reliever to cure inflammation and bring back Vatham to original condition. Then internal medicines prescribed are Amukkura choornam; Serankottai preparations like Rasa Gendhi Mezhu; Serankottai nei; Idivallathi mezhu and also Nilavembu kudineer is advised for a year.

HOMEOPATHY

Arthritis can be treated by Homeopathy treatment with no risk of side effects. Right homeopathy medication for inflammatory disease will take away the patient's pain and stiffness of joints effectively. Homeopathic system of treatment needs to finish all the doses of medication as prescribed by the doctor. But patients stop the medication as soon as they see some improvement and there are chances of reoccurrences. Full course of homeopathy medicine will cure arthritis completely.

YOGA

Yoga asanas like trikonasana, bhujangasana, shalabhasana, naukasana, vakrasana and shavasana are found curing Arthritis. Patients having Arthritis should practice these asanas a few times regularly on day-to-day basis. Kriyas, Pranayamas and Mudras are also found beneficial. Research confirms that Arthritis patients practice jalneti and kapalbhati kriyas and anuloma-viloma, ujjai and bhrameri pranayamas got relief from Arthritis.

Yoga was one of the Traditional Healing treatment choices for inflammatory disease Arthritis which was found to provide "moderate" effects all the time along with different alternative medications as a support system. Yoga as medical system for Arthritis, first minimizes inflammation, and then heals, and ultimately correcting underlying physical malfunctions through a series of anatomically correct postures. A couple of basic standing poses that set right the disfunction and imbalance in specific regions of the body like the feet, legs, knees, hips, torso, chest, shoulders, neck, head, and carriage. By doing yoga as continuous exercise for a few weeks it does the alignment of bones and pelvis. Moreover it set right blood circulation and therefore the signs of muscle balance and color of the skin also improves.

In 1994 University of Pennsylvania conducted a research and the result showed that hand osteoarthritis can be cured by yoga to some extent and make the patient to do their day-to-day activities like dressing their clothes, carrying vessels and cooking. When yoga regimen followed for two months it cured hand pain and improved the finger range of motion of the patients.

In 2009 Dubai - United Arab Emirates conducted a research in Dubai Bone and Joint Center, for Arthritis. 12 yoga sessions for forty seven arthritis patients brought significant improvements for twenty-six, in their bone and joints.

Yoga coupled with pranayamas and meditation are natural and time-tested science to cure many diseases as it provides a beneficial impact on physical, mental and emotional well-being. Thus yoga is now being considered as a mainstream medical option and practicing yoga regularly reduces stress levels and makes the body more flexible as a result strengthens the joint muscles and cures arthritis too.

NATUROPATHY WAY TO TREAT ARTHRITIS

Food to be avoided

Meat contains high levels of saturated fat, which might exacerbate inflammation and additionally contribute to overweight. When a person consumes too much of meat and since the non-vegetarian food contains omega-6 fatty acid, it might contribute to inflammation in the joints. Patients with Rheumatoid Arthritis have reported that their symptoms improve after they stop consuming meat. However, consuming small quantity of red meat won't give much inflammation and also might give necessary nutrients for the patients with arthritis. Food which will boost the blood sugar levels like rice, pasta, pizza, oily snacks and aerated drinks will make a person put on weight and stress the joints. Other foods to be avoided are fried foods, processed food, gluten and alcohol.

Diet Suggestion

Arthritis patient should cut acidic food and consume more alkaline food. They should consume more of fruits and vegetables for protection and proteins and carbohydrates for energy. They can have fresh raw

vegetables like cabbage, carrot, celery, cucumber, endive, lettuce, onion, radishes and tomatoes if the form of salads. Vegetables like beets, cauliflower, cabbage, carrots, brinjal, mushroom, onions, peas, beans and spinach can be consumed after cooking. Naturopathy has water therapy, juice therapy and vegetable juice therapy for course of time. Consuming the water of Black sesame soaked for an overnight, have been found to be effective to joint pains. Since the water which has traces of copper helps to strengthen the muscular system, it is advice to drink the water kept overnight in a copper container. When massaging the painful joint it is advised to use warm coconut oil or mustard oil, mixed with camphor as camphor has a medicinal property to cure joint pains. Omega-3s are having the medicinal value against inflammation and heart disease, fish oil advised for patients with morning stiffness due to RA.

Other Suggestions

Regimen

Breakfast : Start the day with a meal that fights inflammation and helps to feel better with rheumatoid arthritis. Food has minimum control over Arthritis. But, Sliced almonds, crushed walnuts, peanut butter, any kind of nuts with oatmeal or spreading some nut butter on toast can be a great way to help the joints.

Evening Workout : Slight walking and gentle massage over the joint might give a relief.

Sleep : Adequate amount of sleep.

AYUSH

AYUSH is the acronym of the Tradition Healing systems India such as Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy. These systems are based on the way of healthy living with a concept of prevention of diseases and promotion of health. The basic approach to heal the diseases and treatment are holistic. Yoga is popular in global health and yoga became a part of healthcare system in many countries.

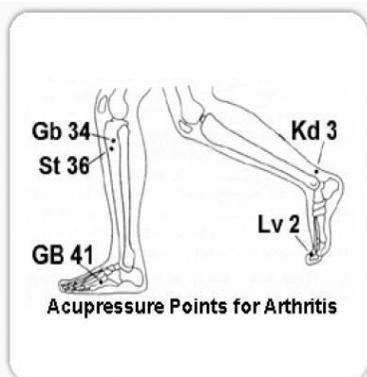
In 2003, Union Ministry of Health and Family Welfare renamed the Department of Indian Medicine and Homeopathy (ISM & H) as Department of AYUSH. Naturopathy is a healthy living lifestyle with no drugs and it combine with yoga.

Other Alternative Medicines

There are many stimulating healing method are there to free the joint function, mobility and quality of life.

Massage: This natural remedy dates back thousands of years and even modern science does show it can help ease pain. There are many variations of massage such as Swedish, Californian, Shiatsu and hundreds more. In addition, massage therapists who learn more than one modality tend to combine their knowledge to create their own unique flavor. Shiatsu massage involves primarily pressure, rotation and stretching, typically with the client on the floor on a mat, clothed and with no oil. Swedish massage involves primarily kneading, stroking, friction, tapping and vibration, limited clothing, and oil. Aroma therapy is a kind in which scent is added with the essential oil is most commonly used CAM approaches.

Acupressure: This traditional form of Chinese medicine uses super-fine needles to stimulate energy pathways called "meridians" in the body to correct imbalances of energy, or "qi." There's not a lot of research specific to RA. But studies do show that acupuncture helps with pain, especially back pain. It may also help with osteoarthritis.



1. (LI 4, Adjoining Valley) LI 4 helps relieve pain and inflammation in the hand, wrist, elbow. shoulder. and neck.(Caution: Pregnant women should not press this point. as it can stimulate uterine contractions.)
2. (Liv 2, Moving Between) Use medium pressure with your index fingers, pressing on both feet at the same time if that is comfortable, otherwise one at a time.
3. (GB 41, Falling Tears) This point is on the top of the foot, in the channel between the little toe and the 4th toe, slightly less than halfway between the ankle bone and the web margin between the toes (closer to the

toes). Press with your index or middle finger, using firm pressure. Start with light pressure, build up, hold, and gradually release.

4. (GB 34, Yang Hill Spring) At the lower border of the kneecap, slide your finger off the shinbone toward the outside (little toe side). Two bones come together here. Press in the soft tissue area between them, using your index or index and middle fingers together. This is a major point in Acupuncture and Acupressure for nourishing the tendons and joints. It also has a strong effect on promoting the smooth flow of chi throughout the body.

The points on the palm of the hand are excellent for joint pain in general, and are also specific for rheumatoid arthritis. On the palm, locate the area about one thumb width above the wrist crease and about one finger width on either side of the midline of the palm. The acupressure points in this area are the most tender and press with the thumb or the knuckles of the opposite hand.

Suzok: Su Jok Elastic Ring Massager for Arthritis/ Joint / Knee / General Weakness. Heat Therapy or Moxibustion of the Energy Points

Foot Reflexology: Although reflexology treatments are most commonly carried out on the feet, most reflexologists are trained to work on the hands as well. For the patients who are affected with gout, Foot reflexology treatments would not be recommended.

Magneto Therapy: Magnet therapies accessories come in a variety of forms with magnets, such as bracelets, necklaces, inserts, pads, or disks. Magneto therapy improves the blood circulation, but there is no clear evidence that the therapy actually cure arthritis.

Color Therapy: Color therapists may use a combination of blue, green and orange light to treat arthritis. Blue is soothing. It is used for rheumatism. Green is calming to both mind and body; it cools and soothes. Green is the color of hope and energy. Orange combines the healing power of red and yellow light. It is used in gout, rheumatism and other conditions involving abnormal growths in the body. Orange releases energy in the body and encourages a general sense of well-being. The treatment method is radiate the following colors twice per day, one after the other, all over the body: Blue - Thirty minutes; Green - Fifteen minutes; Yellow - Ten minutes (locally).

Heat and Cold: Many doctors recommend heat and cold treatments to ease rheumatoid arthritis symptoms, as the cold of ice pack curbs joint swelling and inflammation and heat of the hot packs relaxes the stiff muscles and spurs blood flow. Let the warm water hit the painful area on your body. That may help soothe it. A hot tub is a good way to relax stiff muscles. Just don't use hot tubs or spas if you have high blood pressure, heart disease, or are pregnant.

Mind / Body Therapies: They can help you manage stress. They're also good for sleep and pain management. Deep breathing: Take slow breaths from your belly. It can calm you and pull you back from stress. Progressive muscle relaxation: To do this, tighten and then relax the muscles in different parts of your body. You can work your way down the body, starting with your face muscles, followed by your neck, arms, chest, back, belly, legs, and feet. Or work your way up from your feet. Breathe in as you contract your muscles. Breathe out when you let go.

Visualization: This can help reduce stress and pain. With this exercise, you close your eyes, breathe deeply, and picture yourself in a quiet, peaceful place without any pain. Continuous thought process like this will make a gradual development in the health.

Meditation: This technique can be as simple as focusing on your breathing and just noticing each inhale and exhale. It doesn't require any spiritual beliefs, and it's not about being super-calm. Anyone can do it, and only a few minutes can make a difference. Even if the mind wanders for some time in the beginning later, the attention will be only with breath, or whatever else to be focused on.

Tai chi: This slow, gentle martial art is easy on your joints. It can help with flexibility and strength, too.

COST ANALYSIS

In the medical cost analysis of arthritis, it can be divided as Direct Cost & Indirect cost. Direct Medical Cost is the sum up of Consultation Fees, Laboratory Cost and Cost of Medicines. Direct non-medical cost is sum up of Transportation cost, Cost of food and Personal cost if any. Indirect Cost is Productivity loss of patients and Productivity loss of family members. Direct non-medical cost and Indirect Cost are the same if any patient chose to go for Conventional Medicine or Traditional healing.

According to a study done in 2013, the average cost of illness of patient with RA was estimated to be 2229.99/month. In that direct cost was accounted for 86.54% of the total cost. Early diagnosis and treatment can reduce disease progression and hence the cost. The transportation cost varied among individuals due to distance travelled and mode of transportation.

The Indirect cost such as loss of wages due to sick leave was less. The direct cost such as cost of medicines consumes a major proportion of the Cost of illness. Almost all of the patients had a history of past treatments such as Ayurveda and Homeopathy. The difference between the Conventional Medical cost and Traditional Healing Cost is vast, as the Traditional Healing cost is much lower.

AYUSH medicines are cost effective, and well-known for safety issues and time tested. AYUSH medicines are widely used as a standalone option for long term diseases. AYUSH has hospitals all over India and the consultation and medicines are absolutely free.

ADVERTISING FOR TRADITIONAL HEALING

Advertisements are meant to create awareness about the product or service and sometime it will boost or exaggerate the usefulness of the product or service. For the aesthetic purpose even if the claims are exaggerated, there should be truth in it. Mainly advertisements are done for Face pack, Shampoo, Hair oil, Soap, Body lotion, Tooth paste and Juice, Tablet, Extract, Powder, Oil, Gel & other forms if any to various requirements in Traditional Healing. Most of the advertisements appearing in newspapers or television channels about Alternate Medicine - Traditional Healing are communicating that they enhance sexual pleasure, solve menstrual problems, hair problems, weight loss, height gain, piles, infertility in males, enhancement of penis length and enlargement of breasts. Moreover, these kind of Traditional Healing advertisements feature with celebrities endorsing these products. Most of these morbid are related physical beauty and sexual based and there is misconception that Traditional Healing method is only for these kind issues.

Though the pharmaceutical industry's primary aim is to maximize the profit to sell more of their products the claims made by the manufacturer should not be false and the product advertisement should not be illegal. Some false advertisements have the potential to cause consumers financial loss and mental harm only and some fake advertisements can cause harm to consumer health along financial loss and mental agony.

According to Government of India, Food Safety Standards Act to ensure provision of safe and quality healthcare to patients. TV or newspaper advertisement for drugs that are part of Schedule J and DMRA should be pre-approved by the FDA prior to its release and the drug manufacturer should be made to pay fees for the process. Ministry of AYUSH has come across 804 instances of misleading advertisements/claims allegedly of herbal/AYUSH products & services including Ayurvedic medicines during the period of last two years and current year from April, 2015 to January, 2018 as reported from the Advertising Standards Council of India (ASCI) and the Grievances Against Misleading Advertisements (GAMA) portal maintained by the Department of Consumer Affairs.

Having public interest in mind, Media regulators have conjointly been approached to curb the publication of inappropriate advertisements promoting sale of Ayurvedic and AYUSH medicines. On this account, Ministry of Information & Broadcasting has issued instructions/guidelines dated 12th July, 2017 to all media channels to advertise only those products which have valid manufacturing license and to abstain from telecasting such misleading advertisements which are in contravention of the provisions of the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and Rules there under. Advertising Standards Council of India (ASCI), with whom Ministry had signed a MoU for suo moto monitoring of AYUSH advertisements appearing in print and TV.

Actually Traditional Healing system can bring back the health in all kinds of disease. Arthritis is one among the morbid and proper Traditional Healing advertisement should be done for that and consumer should get benefit through the advertisement and they should use these kind of medicines only after a qualified doctors prescription.

FINDINGS

Nobody takes pain very seriously but, and arthritis will make the patient to take it very seriously. Since it is not considered to be a life threatening disease, people have the option of choosing the medication system. After a point of time the pain becomes a part of life and the patients use to compromise with the quality of life. The low income group people with arthritis don't rush to conventional medicine immediately and they are ready to give a try for Traditional healing. The process of Naturopathy is more or less, like a home remedy with some food restriction, exercise and yoga. People with pain are ready to alter their food regimen according to Naturopathy, apply some herbal patches or ointments on the joint with pain and practice yoga. Since the cost of Traditional Healing method is very less compared to Conventional Healing method they give try for Traditional Healing, as the side effects are also very less. But the public common conception

toward Traditional Healing is that, it is for below the belt issues like, Pile, Fertility, Gonorrhoea and enlargement of penis as majority of advertising target towards that only.

CONCLUSION

People with arthritis don't rush to conventional medicine immediately doesn't mean that they have an inclination to try for Traditional healing. They are scared of the medical bill more than the pain and also they don't have awareness about the traditional healing. The diagnosis process of the conventional medical methods using expensive equipments and costly medicines, ointments and sprays, will make a pain to the purse. The diagnosis processes of Traditional Healing method are index of the bodily symptoms and the process of Naturopathy medical method is similar to home remedy which, are really friendly to the patient and the purse. Yoga is a zero cost medical method for any pain related disease, especially for arthritis and there is no second thought that people are ready to take up Naturopathy and Yoga as their medical means for their pain related and arthritis issues. Genuine Traditional Healing advertisement about arthritis will create awareness to the public that they can cure it in Traditional Healing with low cost or no cost with AYUSH or other Traditional Healing methods.

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A FREUDIAN PSYCHOANALYTIC ANALYSIS OF GAME OF THRONES SERIES THREE FEMALE CHARACTER

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ABSTRACT: *The paper is aimed to find out the interpretation of the characters that are shown more feminist with power in their hand in Game of thrones series. The qualitative analysis is done with the Freudian psychoanalysis in Game of Thrones series. The textual analysis is done with three female characters that are powerful in their own lands.*

The findings of these interpretations are with Freudian psychoanalysis and Oedipus complex tends a different interpretation of desire that is in the inner thoughts of characters. The HBO viewers interpret the meaning in different aspects than the psychology viewers.

From the interpretation can suggest that all that the characters of these series need is Iron throne and the desire to succeed it is the major consequences. Here the characters are showed more feminist power, sexually appeal, vengeance, vulnerable, having a disorder of being lonely in the castle.

Keywords: *Textual Analysis, Freudian Psychoanalysis, Oedipus complex, Characters analysis.*

INTRODUCTION

The psychoanalysis and the film were born at the end of nineteenth century. Psychoanalysis exerted a powerful influence on models of spectatorship theory that emerged during the 1970s and early 1980s. Although it is new to show the post-colonialism and share a common historical, social, and cultural background shaped by the forces of modernity.

The theory is all about the connectivity between the romance and gender that gives the conceptualization of identity. A sense of identity is a "self-constructed dynamic organization of drives, abilities, beliefs, and personal history into a coherent and autonomous self that guides the unfolding of one's adult life course" (Montgomery, 2005, p. 347).

Sigmund Freud was the father of Psychoanalysis. He was a psychologist and was born in 1856 in Moravia, an area located in the modern-day Czech Republic. His masterpiece, "**The interpretation of Dreams**" earned a good sale. Freud's innovative treatment of human actions, dreams and indeed of cultural artifacts as possessing implicit symbolic significance has proven to be extraordinarily fruitful, and has had massive implications for a wide variety of fields including psychology, anthropology, and semiotics, and artistic creativity and appreciation.

Psychoanalytic Theory

Psychoanalytical criticism is a form of applied Psychoanalysis, a science concerned with the "interaction of the conscious and unconscious processes" and with the laws of mental functioning. There are psychoanalytically inclined sociologists, anthropologists, and political scientists, as well as critics, and all of them use concepts and insights from psychoanalytic theory in their work.

Freud's psychoanalytic theory, coming as it did at the turn of the century, provided a radically new approach to the analysis and treatment of "abnormal" adult behaviour. Earlier views tended to ignore behaviour and look for a physiological explanation of "abnormality". The novelty of Freud's approach was in recognizing that neurotic behaviour is not random or meaningless but goal-directed. Thus, by looking for the purpose behind so-called "abnormal" behavioural patterns, the analyst was given a method for understanding behaviour as meaningful and informative, without denying its physiological aspects.

Like any other scientific discipline, psychoanalysis has given rise to certain theories which are derived from its observational data and which attempt to order and explain those data. What we call psychoanalytic theory, therefore, is a body of hypotheses concerning mental functioning and development in man. It is a part of general psychology and it comprises what are by far the most important contributions that have been made to human psychology to date.

It is important to realize that psychoanalytic theory is concerned with normal as well as with psychological mental functioning. It is by no means merely a theory of psychopathology. It is true that the practice of psychoanalysis consists of the treatment of people who are mentally ill or disturbed, but the theories of psychoanalysis have to do with the normal as well as abnormal even though they have been derived principally from the study and treatment of the abnormal.

As in any scientific discipline, the various hypotheses of psychoanalytic theory are mutually related. Some are naturally more fundamental than others, some are better, some are better established than others, and some have received so much confirmation and appear to be so fundamental in their significance that we are inclined to view them as established laws of the mind.

The Unconscious

Freud found the preconscious and unconscious among the patients and accordingly he divided the human psyche. One of the keystones in psychoanalytical theory is that of the “unconscious”. According to Freud, we are not aware of everything that is going on in our minds. There are three levels of the psyche can be represented by an iceberg.

Freud says that the unconscious eludes us because we repress the material. We repress the material because we do not want, for a variety of reasons, to become conscious of it. It would cause us pain or guilt or some other unpleasant feeling. We create a barrier between our conscious and unconscious and do not allow repressed material through it.

The unconscious is that part of the mind that lies outside the somewhat vague and porous boundaries of consciousness, and is constructed in part by the repression of that which is too painful to remain in consciousness. Not everything in the unconscious is repressed; however, repression is the ego’s primary defence against disruption. Freud distinguishes repression from ‘Sublimation’- the rechanneling of drives towards a socially acceptable end.

The Id

The Id is the impulsive part of our human psyche that responds immediately to the instinct or directly. It operates the pleasure principle (Freud, 1920) which is the idea that every wishful impulse should be satisfied immediately, regardless of the consequences.

When the id achieves its demands we experience pleasure, when it is denied we experience ‘un pleasure’ or tension.

The id engages in primary process thinking, which is primitive, illogical, irrational, and fantasy oriented. This form of process thinking has no comprehension of objective reality, and is selfish and wishful in nature.

The Ego

The ego is 'that part of the id which has been modified by the direct influence of the external world.'(Freud [1923], 1961, p. 25)

The ego operates according to the reality principle, working out realistic ways of satisfying the id’s demands, often compromising or postponing satisfaction to avoid negative consequences of society. The ego considers social realities and norms, etiquette and rules in deciding how to behave.

In few cases the Ego seeks pleasure and avoids pain, but unlike the id the ego is concerned with devising a realistic strategy to obtain pleasure.

The Superego

The superego's function is to control the id's impulses, especially those which society forbids, such as sex and aggression. It also has the function of persuading the ego to turn to moralistic goals rather than simply realistic ones and to strive for perfection.

Behaviour which falls short of the ideal self may be punished by the superego through guilt. The super-ego can also reward us through the ideal self when we behave ‘properly’ by making us feel proud.

The superego incorporates the values and morals of society which are learned from one's parents and others. It develops around the age of 3 – 5 during the phallic stage of psychosexual development.

The Oedipal Complex

Here, this is one of the psychoanalytic theory, a desire for sexual involvement with the parent of the opposite sex and a concomitant sense of the rivalry with parents of the same sex; a crucial stage in the normal developmental process. The term derives from the Theban hero Oedipus of Greek legend, which unknowingly slew his father and married his mother; its female analogue, the Electra complex, is named for another mythological figure, who helped to slay her mother.

Freud attributed the Oedipus complex to children of about the age’s three to five. He said the stage usually ended when the child identified with the parent of the same sex and repressed its sexual instincts. If previous relationships with the parents were relatively loving and non-traumatic, and if parental attitudes

were neither excessively prohibitive nor excessively stimulating, the stage is passed through harmoniously. In the presence of trauma, however, there occurs an "infantile neurosis" that is an important forerunner of similar reactions during the child's adult life.

The superego, the moral factor that dominates the conscious adult mind, also has its origin in the process of overcoming the Oedipus complex. Freud considered the reactions against the Oedipus complex the most important social achievements of the human mind.

REVIEW OF LITERATURE

Avinash De Sousa, author wasaim at take a fresh look on the Freudian psychoanalytical theory from a modern perspective. Here he speac 55123ks about the unconscious and conscious mind of psychology. Approaching Freud from a historical, psychoanalytical, anthropological and sociological perspective, need to look at how Freudian theory may contribute to a better understanding of consciousness. Ego psychology is considered in the present day context and it is synthesized with various psychological studies to give us a better understanding of consciousness.

The Walt Whitman's "The **Sleepers**", applied the concept of Freudian psychoanalysis to the explication of literary texts. The author **Julia Devardhi**proved the age old relation between the psychology and literature. The interest of literary critics from Sigmund Freud to Jacques Lacan has been noticeable and remarkable in the field of psychoanalytic criticism. The discussion reviewed the prevailing fascination between the two disciplines of Psychology and Literature and has succeeded in bringing them together with the powerful tool of literary criticism.

The play **Endgame** is analysed with different aspect of approach to find the result. Here they used Marxist approach, Darwin theory and Freud and Lacanian principle to determine the characters to which the past are significant. The role of unconscious and its effects on conscious, the repression of their desires, their melancholic response to what has been lost, the master/ slave relationships, the interpretation of dreams, the feeling of abandonment and their relationships to the theme of the play are all aspects that can be examined psychoanalytically in this play.

On basis of Movies

An author **Nurul Hikmah Maulanie** (2011) portrays psychopath problems in the movie Orphan and elaborated the character Esther who is psychic and ridiculous in nature and viewed with Psychoanalysis concept by Sigmund Freud. In this research, the writer analysed as the unit of analysis. The method of research is more descriptive qualitative, which explains both the intrinsic and extrinsic element of the film; such as the dialogue and the scenes of the films. Through the observation of the scenes and the dialogues that given for Esther looks obvious that she does the main character and had a psychopathic problem that was viewed in the aspect of Sigmund Freud. The researcher finds the conclusion as the main character Esther is more imperfect for the psychosexual development and was shown as negative character who posses always her step father. However, the thesis can be possibly explained in different approaches with broader comprehensive matters.

Stephen Frosh (2010) reminds us that, 'One major premise of Freudian psychoanalysis is indeed that there is a clash between what the individual might wish for and what society might allow' (Frosh 2010: 61).

Judith Butler's work on Giving an Account of Oneself (2005) is influenced by Lacan as well as other philosophers and psychoanalysts but she also presents and develops her own highly original interpretation of being in the field of the other.

The Freudian psychoanalysis is done in the Alfred Hitchcock's film that emphasis on Spellbound (1945), Psycho (1960), and Marine (1964). The author tells about the **Hitchcock's conscious use of Freud's unconscious**. Through the findings we can understand how Hitchcock came to master this love/hate relationship is the key to understanding when and why the films succeed as well as where and how they fail. The paper ends with an analogy between Hitchcock's attitude to Freud and that of Ludwig Wittgenstein with the further aim of evaluating some of Freud's most significant ideas.

Psychoanalysis done in the character portrayed in the series Game of Thrones and had explained the masculinity among the characters. Here, the author **Amanda J. Dearman** conveys the redefining heroism. Specifically, this research examined the relationship between disability and the male hero as it relates to, and redefines, masculine identity with the emergence of a new archetype: the disabled hero. Through use of Archetype theory, this research analyzed patterns and themes that emerged within HBO's Game of Thrones in order to examine the implications this new archetype has on cultural perceptions of masculinity, heroism, and disability.

The author **Umesh D. Wagh**, mainly focused on the animated films. After an introduction to various concepts in psychoanalysis theory put by Austrian physician Sigmund Freud, two animated films having completely different genres, have been analysed keeping these concepts in mind. The paper also gives an idea about how these two films succeeded to reach to viewers mind and also how viewers experience while watching the films.

In the movie *Silence of lambs* and *Hannibal rising* is a weird psychic movie that was all about the serial killer. The writer **PanjiPerdana Putra** used the psychoanalysis approach in this article to analyse the characters portrayed in the film and also different in style. In this research, the writer applies the qualitative research by using descriptive method. As the result of the analysis, the writer finds that despite of these characters, Buffalo Bill who is the traditional method in serial killer and Hannibal Lecture who is categorized as sophisticated serial killer

On basis of Documentary

Not only in films but also in documentary the psychoanalysis and ethics are there. The objects of these examinations were exclusively fictional texts. Author **AgnieszkaPiotrowska**(Sep 2012) use psychoanalysis differently through an interrogation of a largely un theorised embodied relationship between the documentary filmmaker and the subject of her or his film from a psychoanalytical perspective. Also the author suggests that a variety of unconscious mechanisms known from clinical psychoanalytical practice might be operating in the process of documentary filmmaking. The thesis deals also with ethics of the documentary encounter. Apart from mainly Lacanian psychoanalytical thought.

In an important book on ethics in documentary film, **Sarah Cooper** (2006) conceptualizes ‘an ethics of an image’ (Cooper 2006: 91). She puts her work in some opposition to psychoanalysis as used in psychoanalytically based film theory post-1968. In particular, she wishes to go beyond the notion of ‘identification’ on the part of the spectator (which I discuss in chapter 1.) Instead, she deploys Lévinas’ ethics of responsibility and creates ‘a Lévinasian-inspired theory of viewing’ (ibid.: 19). Hers is mostly, although not exclusively, an analysis of the visual language of the films, including such fundamental aspects of filmmaking as ‘camera positions’ (ibid.: 41) which might denote the power relationship between the filmmaker and the filmed.

On basis of Novel

The prominent English Novelist D.H. Lawrence is one of the modern writer and who wrote a poem named “Sons and Lovers” is considered to be more controversial novels of the twentieth century. In this fiction, the protagonist Paul’s extremely emotional dealings with his mother are the illustration of Doctor Freud’s psychological theory Oedipus complex. The aim of this paper is to critically analyze the facts lying with the hallucination of Oedipus complex as it is presented in “Sons and Lovers”. The evaluation is conducted liberally and objectively as well as through comparisons between the central characters of Lawrence’s “Sons and Lovers” and Sophocles’ King Oedipus. The author **Sohe Ahmed** conveys the experiment that tends to judge the universality of Freud’s claim particularly sexual theory with the help of modern biological experiment that was conducted by the psychiatrists and psychologist.

Freudian psychology is largely based on objects that are guided by needs; hunger, thirst, the avoidance of pain and sex. **Dr. C. Boeree** comments that “*When everyone thought of male and female as roles determined by nature or God, he showed how much they depended on family dynamics*” (Boeree, 2006).

The novel *The Devil and Miss Prymby* **Paulo Coelho**, was focused to analyse the character Prym who was tempted by the devil to choose between the good or evil things. Here, the author **Sheme Mary P U** discuss about the novel in deep with Freudian Psychoanalysis. Here the concept conveys that special thrust in the interplay of the conscious and the unconscious mind of the main characters. She was thinking on terms of pleasure principle which switched continuously between the angels and demons in her mind and she ultimately wins over the demon and helps the community also to win over the temptation restoring the moral code.

The aim is to analyze the main characters of Hawthorne’s *The Scarlet Letter* from a Freudian psychoanalytic position revealing how these characters’ lives and personalities have been affected by their id, ego and superego. The author **Hande İSAOĞLU** speaks about the paper in detailed psychoanalytic analyse is of *The Scarlet Letter* provides knowledge about psychological states of the central characters. These characters and their actions are intended to be analyzed in relation to the Freudian concept of id, ego and superego. The effects of id, ego and superego on their personalities are discussed during the analysis of the main characters of the novel by making references to their repressed childhood and past memories.

The Nicholas Sparks novel *Dear John* is something that was about the how big the heart of John. The objective of this study is to analyze the novel based on its structural elements and to analyze the novel based

on the psychoanalytic approach. The author **OktiErmawati** had collected two data: they are primary data and secondary data sources. The primary data source and the object of study is the Dear John novel itself, meanwhile the secondary one is any literature related to this study. The data are collected by searching data through the internet, library and analyzed based on psychoanalytic theory. The conclusion author **Okti** given is structural element of the novel cannot be separated from the build up role. Also the How big the John Heart is something so meaningful because he faces the problems and applied the accordance of the psychoanalysis.

On basis of Art

The paper named *Explanation of Freud's Psychoanalysis Theories on the lives and works of some Western Artists: an African perspective*, is explains the highlights of the authors findings on the authenticity of the concept as regards, dreams, the Oedipus complex and imagery. Its objective is to prove that a number of Western European artist are governed by their unconscious mind. The method adapted to as certain this fact is based on the theory of the psychoanalysis. The author **EseOdokuma** explains about the interpretation of the dreams and the Oedipus complex in the art work that is conveying more than the myths. In his studies he finds the art of Monalisa was some kind of representation of Leornado Da Vinci and his mother. Few things the author explains quite constant about the sub-conscious level of our inner thoughts.

On basis of Fantasy movies

Lutfiyah Yusuf finds the interpretation of dreams that Harry Potter and the order of the Phoenix novel reveals few ideas and analysed with descriptive qualitative method. This method tried to describe, explain, and analyze the interpretation of dreams using Psychoanalysis Theory by Sigmund Freud. Mostly the finding conveys the wish fulfilment and anxiety reaction. The deeper feelings of his worries and his wishes are so meaningful and analysed.

The study that elaborates the character of Bella in Twilight movie is aim to analyse the structural element and the personality. Here the author **Farina** had done a qualitative analysis and maintained two sources: they are primary and the secondary sources. These data is collected as evidence to analyse as descriptive analysis. The study comes to the following conclusions. First, based on the structural analysis of each elements, it shows that the character and characterization, setting, plot, point of view, theme, casting, sound, mise-en-scene, editing and cinematography are related to each other and form the unity into good quality of the movie. Second, based on the Psychoanalytic analysis, there is Bella's personality can be shown from conflict between id, ego and super-ego. There are three ids, three egos, and three superegos of Bella that appear in the story.

TEXTUAL ANALYSIS

Textual analysis is a research method that requires the researcher to closely analyze the content of communication rather than the structure of the content. A textual analysis is most often used to analyze historical documents and narratives. A textual analysis is valuable in research because it allows researchers to understand meanings and ideas expressed through written words.

Textual analysis uses the perspective of the writer of a document to interpret the data. This includes taking into account the purpose of the text, the time period in which the text was written and the audience for the text. In addition, the researcher must choose a specific framework to use to interpret the data.

There are many ways to conduct a textual analysis. For example, a researcher can count the number of times certain phrases or words are used in a text, analyze the author's narrative technique or dissect and interpret meanings in a text.

METHODOLOGY

The series Game of thrones is on air in HBO Channel and a Hollywood reporter reported that it had a 13.6 million viewers. The series is so viral among the popular culture and thus the character is shown very narcissist, brutally torturing and sexist. The series is taken as content analysis with the Freudian psychoanalysis approach. The textual analysis is done with female character portrayal in the series Game of Thrones.

The characters that enacted were taken into the analysis process to find the mental concept and unconscious opinion about the throne that is in Kings Landing. It is a qualitative analysis with the structural analysis of Freudian analysis.

Aim

To find out aim, the textual analysis is done in detail with three characters that is more obsessed with the iron thrones to become a queen for Westeros. Here, the topography and structural theory is applied with Freudian method and Oedipus complex methods.

The characters chose through series

The HBO viewers influenced with Game of thrones series which is a quite interesting fantasy series all dealt with bloodshed and sexual intercourse. The character here taken into analysis is based on the first season till to the season six.

The LysaArryn role is finished in the season three and how she is more ambitious towards her secret love and he is the person who killed her in the moon door of her kingdom. The other two characters are more or less equal in their power to rule a kingdom by their own wish.

In season one all showed in different aspects like as in, the Daenerys looks so naive and smooth like a satin cloth where she is not interested to get hitched with KhalDrogo. Later she is more ferocious like a Lion and began her life as Khaleesi and that later gave so many nicknames.

Cersei in the beginning showed a good witch and later the cunning, vengeance arise in mind through the borderline disorder she is so narcissist in nature. These are the interesting concept that feels to take them as a character analysis and interpret with more things what they use to demolish the people and how is their character in this complete series.

Objective

- Aim to understand the film makers' connection between the series language and desire in order to challenge audience expectations in their work, or to engage more thoughtfully with psychoanalysis.
- The aim is to establish or highlight the vulnerability and weakness of the series female characters.

BRIEF ABOUT GAME OF THRONES

Apparently, the book written by the author George R. R Martin's fantasy novel named 'A Song of Ice and Fire' it is first book in the series that was taken as series named 'Game of Thrones'. The book was published in 1996 and still has not been finished. Over the year, the series won many awards and also, it was purely about the political game, where the struggle for the iron thrones that was in Kings Landing.

Game of Thrones is an American fantasy drama television series created by David Benioff and D. B. Weiss. It is an adaptation of A Song of Ice and Fire, George R. R. Martin's series of fantasy novels, the first of which is A Game of Thrones. It is filmed at Titanic Studios in Belfast, on location in the United Kingdom, and in Croatia, Iceland, Malta, Morocco, Spain, and the United States. According to David Benioff, the show is "about adapting the series as a whole and following the map George laid out for us and hitting the major milestones, but not necessarily each of the stops along the way". (*Hibberd, James*).

Here, the female characters are shown more powerful when compared to men. They are portrayed as fertility, sexuality and power constitute. The word "All Men Must Die" and "winter is coming" are quite often we hear it throughout the series. The men are showed as narcissist and strong. The bravos had a saying as "All men Must Die" in a conceptual meaning feels that no one is going to be alive when they start fighting for the Iron Thrones which is in Kings Landing.

The Catelyn Tully, DaenerysTargaryen, CersiLannister, Melisandre are few powerful women who are behind the Kings and later they showed their power in the name of equality among women. Also the women here are more sexually appeal, had a power to control the men with what they had as magic. Like the same few powerful strong men is Ned Stark, John snow, JaimieLannister, TyrianLannister, Little Finger. There are few men who all born to be more arrogant with sword and sadist in the bed. Throughout the series Ramsey Bolton is such a sadist, rapist with the illicit mind to torture the others as his hobby.

PSYCHOANALYSIS ON GAME OF THRONES CHARACTERS*CerseiLannister*

She is a famous character in this series; was a queen in **Westeros** for King Robert Baratheon. Cersei was a Lannister and had an illegitimate affair with her own twin brother Jamie Lannister who was known for king-slayer. According to Freud psychology, if we analyse the character then can find that she had a **borderlinepersonalitydisorder**.

She was shown as a liable temper, often mood swing, vengeance, intimidating and a great game player for being a queen ever in that Iron Throne. People with this disorder have symptoms as intense mood swings, impulsive behaviours, and extreme reactions can make it difficult for people with borderline personality disorder to complete schooling, maintain stable jobs and have long-lasting, healthy relationships.

Like the same, Cersei do have the BPD but she keeps distance so that she can better manage and manipulate all. She feels much comfortable with her twin brother because he looks alike in narcissist and illicit relationship. She has a disorder of *Alcoholism, Antisocial Personality Disorder, Narcissistic Personality Disorder, Paranoid Personality Disorder*. Cersei is constantly drunk by noon, uses people solely as means to

her demented ends, has an unabashedly grandiose sense of self-importance, and is constantly distrusting of everyone, causing her to make enemies everywhere she turns.

After the death of Myrcella and Joffrey, she looks so pain and more emotional. But later when Tommen dies she was so cold and emotionless. Because the reason is that the both other children are being a part of her. But only Tommen was odd one out and he was against few things towards mother Cersei.

All this shows how far she is psychic and alone in the Castelly Rock and in kings Landing. Both the place makes her isolated and she starts to be good with the people and turn into more evil person all through the series. The Oedipus complex is more applicable within the Lannister family. Because she had a lust when looking into her own twin brother and that kind of sexual intercourse proves all that she was in love with Jamie Lannister and to herself. The reason is that he resembles like herself. The Id is something that conveys pleasure principle, which is all about the sex that happened between the illicit relationship with Jamie.

Through this, we can find that she is not capable of true love. The King Robert Baratheon had twenty children and she had three who are wearing the golden crown and killed in some circumstances. This was said by the witch named Maggy whom Cersei Lannister asked about the past, when she was a child. On this context, we find that her inner conscious was more towards the dream about being a Queen of Westeros. After the death of her own children then her mood swing to so cold and started to take revenge on whomever standing against her.

This psychic proves the defence mechanism in her. The repression is takes place when the children and her own father Tywin died in the hands of her younger brother Tyrion Lannister. So thinks that the power is strong in her hand and she can rule the kingdom using The Mountain on her side as Kings-guard.

Using the Sparrow, She makes Marjorie and her brother to get caught. Later that was turned against her illicit love and she was taken under custody. The superego is something when she accept her sin in front of the public and was walking nude with the bells ringing and the public shouts aloud "Shame" makes her to experience guilt, but soon she get inside the castle she think about the vengeance against the conscious life. Her mind came to a conclusion to use the Kings-guard 'The Mountain' to fight with all who came against in the seven kingdoms as she was ruling as a Queen.

Cersei has a desire of children safety and power that is in her hand. Whenever she speaks with Margeary Tyrell, she feels like losing all her power down. That is somehow she feels like jealous on taking power and children back from her. So she feels more insecure with Margeary. Later Cersei played a game and killed all of them in Sparrow's holy place. Her power is her own sexual desirability, which is fading, and she lets paranoia overrun her parenting. Her daddy issues are never-ending and she mistrusts everyone.

The Ego that she had it in her mind is the power to control the men and get the thrones only to the Lannister family. So she used the brutal torture to Stark family along with her son Joffery and her brother Jamie Lannister.

Lysa Tully

" What wife would do the things I've done for you? What wife would trust you the way I trusted you? When you gave me those drops and told me to pour them into Jon's wine. My husband's wine. And you told me to write a letter to Cat telling her it was the Lannisters... "

—Lysa Arryn to Petyr Baelish.

Lysa is the youngest in Tully family. She and Catelyn Tully are sisters where apparently get married to Jon Arryn and Eddard Stark simultaneously. Lysa is being more isolated and was under a psychic condition. When Lord Petyr Baelish says something to her she executed it in a better way. Here she is the one who killed her own husband and proved how psychic with Lord Baelish.

She had a secret crush with him from childhood. But he loved her sister Catelyn Stark. When he was drunk and stayed in room Lysa was the one who felt bad for him and had intercourse with him to lose her virginity. The penis envy is clearly conveyed in these circumstances. In season one, she breastfeed her 10 year old son in common courtroom. That shows some kind of Oedipus complex is there between herself and her son. A child has too much affection towards the parent of the opposite sex, and resentment, even jealousy towards the parent of the same one. She does want to live with Lord Baelish so that was shows how crazy she was with the men.

The people who all close with Petyr was making Lysa more jealous, because before she do have it with her own sister and later when Sansa Stark came to visit her with Lord Petyr, she violently behaving with Sansa because he was kind with her. This makes Lysa more jealous on her and was rude with her for a while.

Lysa was a soft, scared, shy, delicate and timid girl in her youth, prone to tongue-tied silences and fits of giggles. After Robert's Rebellion, her years at King's Landing were difficult for her, and changed her significantly, turning her into a woman who is by turns proud, fearful, cruel, dreamy, reckless, impulsive, timid, stubborn, and vain. She became an inconstant temperamental and extremely bitter woman with split personalities. During the years she became extremely unfriendly towards others. She also reacts aggressively when she sees Tyrion Lannister, due to her fear and paranoia of her child being harmed. Throughout the first book and season, she is shown to be exceptionally prejudiced against Tyrion, giving him a repeatedly one-sided trial for murder and attempted murder. She had never been brave and remained cowardly and insecure.

Lysa suffers from unspecified delusions, and dotes constantly on her son Robert, also called "Sweet Robin", believing him to be beautiful and strong (whilst he may be the former he is certainly not the latter). On that note, Lysa is not really a good mother and spoiled her son his entire life into becoming a vicious, sadistic, weak, whiny, and gullible brat who, after leaving the capital, hysterically enjoyed watching people fall through the Moon Door of the Eyrie, believing that all cities and castles should have a Moon Door or they are useless. Lysa is fiercely protective of Sweet Robin and goes through great lengths to keep him by her side, fleeing from court when the King offered for Robert to be fostered by Lord Tywin Lannister, and threatening her own sister with execution upon the suggestion that Robert could be fostered at Winterfell amongst his cousins.

Lysa was killed by Petyr by saying a sentence as, 'I liked your sister not you'. This statement clearly conveys that he still loves Catalyn Stark who is the mother of Sansa Stark. So he had an attachment with Sansa from the beginning because she is young and pretty. The moon door represents here as a female genital organ which is mostly closed by the Lady Lysa and only when the trial back combat is happened between the Tyrian and the soldier is it was opened. This shows that by falling into the pit gives a pleasure to sweet robin.

Daenerys Targaryen

According to psychoanalysis, as young infants we discover some very basic pleasures. These pleasures become powerful motivating factors to our unconscious. She was young girl when she get married to Khal Drogo, once when he passed away she showed out her courage, power to control the crowd, drive to Lords and demand what she needs, and a good femininity. She drive for the unselfish desire to face of personal danger.

The young Daenerys Targaryen is forced to marry a Dorthraki Khal by her power-hungry brother Visery and Daenerys' is raped on her wedding night by her new husband. Here, we find she demands to call her with a proper name as "Khaleesi". The Targaryen family are fond of heat, they are more resistance towards fire and said to be the dragon. In here, Daenerys is such a person and she was nothing out of it. She is soft in the beginning like a Satin cloth which she wore on the day of betrothal happened between her and Khal Drogo.

It's appropriate first to look briefly at what happens in the House of Undying chapter in *Clash of Kings*, told from Daenerys' point of view. As I mentioned, there's bits of Poe and Lovecraft and somewhat generic fantasy and horror motifs in the nightmare visions in this chapter, along with a plot that alludes to an epic hero's journey into the world of the dead to learn something that will aid him (it's usually a him) on his quest. (Odysseus, Aeneas.) As Dany says to some of the Undying she meets in *Clash of Kings*, "speak to me with the wisdom of those who have conquered death." She receives the prophecy she requests, but as in most epics the omens are confusing to interpret—though here the meanings are hardly as opaque as, say, Elijah's prophecy to Ishmael in Melville's novel *Moby-Dick*: "three treasons will you know ... once for blood and once for gold and once for love."

Pyat Pree, head sorcerer of Qarth, at first appears to be on Dany's side, giving her advice before she enters the House on how to survive its labyrinth and sorcery ("never go down, and never take any door but the first door to your right"). Not too surprisingly, Pree later proves treacherous. An avatar of Pree appears and tempts her to think she's gone the wrong way, or even exited the House entirely; when Dany refuses to follow him, "his face crumbled inward, changing to something pale and wormlike." At the chapter's very end, Pree tries to kill Dany with a thrown knife when, to his surprise, she emerges from the House with her sanity intact. But Dany's climatic confrontation with Pree in *Clash of Kings* is rather anti-climatic; it's Dany's protectors who save her: "the knife went flying, and an instant later Rakhro was slamming Pyat to the ground. Ser Jorah Mormont knelt beside Dany in the cool green grass and put his arm around her shoulder." Benioff and Weiss wisely decided that this was *not* the way to bring Dany's House of the Undying journey to its conclusion.

Another inspiration for the HBO revisions surely came from the moment in *Clash of Kings* when a wizard king tempts Dany by offering her knowledge, weapons, and luxuries. In Martin's words, "She took a step forward. But then Drogon [one of Dany's baby dragons] leapt from her shoulder. He flew to the top of the ebony-and-weirwood door, perched there, and began to bite at the carved wood." Drogon, not too subtly, is reminding Dany that she must take the weirwood door, which lies to the right, rather than listen to her tempters. Drogon later uses his fire-powers to save Dany from vampiric, decaying creatures who latch on to her and start to devour her. "She could hear the shrieks of the Undying as they burned" will remind HBO viewers who read the *Clash of Kings* of Pree's screams as he burns in the HBO version.

The undying room was a place where Daenerys felt the id ego and superego. She experienced the incident where she finds her died Khal and her son in the room to tempt her to feel that was more realistic but when she finds that to be a hallucination she drives her mind back to find her Dragons. Here it is clearly shows how Ego she acts when the realism to be happen.

Also in another situation the people call her Mysha and she finds a pleasure in it. That shows the id which is in herself. What she expects is a demand of calling her as a Queen, or Mysha or Khaleesi and not anything else as Whore or Witch. This proves that she do find pleasure when the people calls her by this.

There is a kindness in her mind shows the superego. She drives out the slaves from the kingdom and practise to be like a husband and wife. The Dothraki people are more violent in nature, so that they are having sex with anybody and anywhere. This conveys the id is overwhelming in this category. The Khal wife is the only person who was not touched by any other men.

The Dothraki family is so arrogant, masculine, violence towards the women. So Daenerys is the person who removed such thing into a normal realistic perspective. Also we can find when Dany burned the body of Khal she is completely nude and this reveals how far the sexuality remains in her. She is so attractive and her way of dressing shows the power and feminism in her.

The way she expose herself nude in front of the people reveals they are her children and she is her mother to drive them all safe. So here she acts as a mother and child of having an affectionate bonding. Thus the Oedipus complex is more accurate in this perspective. She is also being kind and justice towards the law.

Her court room is filled with justice and all men who come as a favour of needy she helps like a mother not as a politician. Her inner desire is all about getting back her iron throne and rule the seven Kingdoms which KhalDrogo promised to give a gift for her. So she conquered Meeren and took that as a capital city and ruled her own wish.

According to Freudian Psychoanalysis, the inner desire of ruling the whole Kingdom makes a complete sense that she was a perfect Queen of Westeros. In her mind the desire of getting more to a passion and she began to built an army to travel back to fight against the Lannisters.

Then last but not the least, for her kindness is proven in such a way where Tyrionlannister was joined in her court and she made him as Queens-hand at the season six episode. This shows the mercy of her. At the same time her ferocious dragon are the children and she is closer towards them. The reason is according to Oedipus complex, she and the dragons are more attached as if like a bone and flesh. She always exposes herself with them and they too hear what the mother says.

The mother of dragon is more attached with the dragons and she had a care on them. She does not want anybody to harm her dragon. This is when in Meeren the protest against queen happens and Drogon came to rescue her mother and he gets all wounded with the arrows.

This makes the Mother of dragon to get into more pain. The reason is that she is more attached with her dragons than anyone else. Also she is the last conqueror in the Targaryen family. She is the last Dragon.

MAJOR FINDINGS AND INTERPRETATION

The three ladies are the wealthy rich family and they all had a mental concept of getting the thrones and live as a Queen. In front of the people Cersei and Dany are rejected because of rudeness rule and banning slavery simultaneously.

According to Freud's Psychology, the id, ego and Oedipus complex are more with these characters. They cannot live without a desire and stuck with the pleasure concept and defence mechanism.

The throne is the id which is mentioned all about and to get the pleasure on ruling them they are fighting like an animal. It is literally a violence and sexuality fantasy drama which conveys the message as **ValarMorghulis** is a common greeting in Braavos, meaning "all men must die" in High Valyrian. It is meant in the sense of "all men must (eventually) die," sooner or later, somewhat like the Latin saying "memento mori." The customary response is **ValarDohaeris** — "all men must serve."

From this context all will be cleared that the characters here is stronger in some cases to protect something from the danger. The psychic nature of Lysa and Cersei is covered in the name of Tully and Lannister family. Cersei is a narcissist and she faced the psychological collapse when protecting against her emotional pain on the death of three children. Now there is nothing to lose because she lost all with her psychic thought. This shows the defence mechanism that perfectly matched on her. She is more or less having BPD and this is only with her twin brother Jamie Lannister. She then called as Mad Queen of Westeros. She is incapable of human emotions.

All the findings of the three characters convey, cunning thought to achieve something that is kept as a desire in mind. This is a pleasure principle that they all set a goal to reach near Iron thrones except Lysa where she all need is Lord Petyr (Who is referred to be Little Finger).

The **major findings** are like few disorders that was more clinically psychic among the characters as; *Alcoholism, Antisocial Personality Disorder, Narcissistic Personality Disorder, Paranoid Personality*.

This leads the viewers to think about the characters as more ego and vengeance person. The audience also think a different perspective on all the three characters because they widely changed themselves once they showed in the first season in the series. The fan page reveals more authentic reasons behind each brutal tortures and the sexual affair.

On the contrary, using the textual analysis the interpretation among the Lady Lysa Moon door resembles a female genital part because it looks like more or less Oedipus complex.

There is another room named the undying that Dany went in is also a circle that resembles the female genital part which is meant to be once anything went in-depth conscious will be more unconscious to take decision. But in such a case Dany took a valid decision towards her Dragon.

Also Dany removed the Slavery by throwing the unsullied stick and the stick resembles the male genital part. This shows the power and more or less the men strength in it. However the men of unsullied are more powerful because they are taken away from their mother by the age of three. Once she threw it away that proves the women strength to control the men with her wise kingdom rule. She is increasingly ambitious about the thrones that Khal Drogo promised her to give a gift to her.

The audience interpret it in another way and the film makers view it in different aspect. But the Freud's psychoanalysis interpretations are something quite different. The Oedipus complex is the theory that brings all the sexual representation.

CONCLUSION WITH SUGGESTION

The findings and the interpretation clearly shows even in the characters the psychopath will happen. When the psychic mode of female character is more vulnerable they started to be more ambitious towards their desire.

Here the fan club of Game of thrones series suggest few opinions about the characters like they are more or less like cunning, brave, powerful women of their own land. They succeed with what it is in their hands.

Lysa is the last Lady in the Tully family; Daenerys is also the same in Targaryen family; Cersei become a lonely mad queen in Lannister family and they all had a lust towards the Iron throne. In this, Lysa was killed by her own cunning lover Lord Littlefinger. The rest of them two are still gathering the people towards them to conquer against the other lords. This freaks the viewers whom in this fantasy series will win at last.

Based on the Freud's psychology, the interpretation on dreams that they all had is one and the destiny to reach is different. In this Lysa's odd one to die soon and the rest still with that desire in mind, to get back what they lost in their life. **Totally**, the ladies are become more cunning, ambitious, and fonder on desires that lead to kill anybody who comes to touch their destiny that is in their mind.

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THE ROLE OF NEW MEDIA IN POLITICAL CAMPAIGNS

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ABSTRACT: *The New Media have been playing an increasingly major role in politics since its existence. Before the advent of new media, the traditional media like radio, newspaper and television played a vital role during elections. The new media have triggered changes in campaign strategies of political parties, candidates, reshaped election media coverage and influenced voter's participation. The researcher tries to examine the development of new media in election and discuss about the ways in which new media differ from traditional media in terms of their form, function and content. No doubt new media is now being seriously considered by the Indian political parties as a mean to reach out to the electorate.*

Keywords:

INTRODUCTION

The Social Networking Sites began its popularity in India in the mid of 2000. Before that the political parties were using traditional media for their campaigns. As the Election Commission of India laid strict regulations on media usage of political parties, they started using web to reach voters. The politicians used social networking sites for their campaigns at the maximum level. The social networks help people to gain more awareness and share their information. It is capable of converting an incident into a big movement. For example Jalli Kattu which became of a big movement and the entire youth of Tamil Nadu got connected through social networks. In 2012, Anna Hazare, a social activist used social media to connect to people of New Delhi during anti-corruption movement.

The Politicians use new media to get in touch with the voters and request them to vote. The advancement of technology and its easy reach have attracted the politicians very much. The message delivered by the politicians will have high impact among the youth who are inseparable from new media. It is now possible to predict the outcome of election through the data available in social media. Educated people share their views and opinion about various parties, about their principles and discuss about positive and negative sides of the candidates in the networks like Twitter, Face book, Whatsapp and Google+. They often use hash tags to ascertain the importance for certain issues. So whoever comes across these messages will have an impact. Here the politicians use this space for them and send messages favorable for the party and about themselves. Carefully constructed content and clean network will provide similar results like traditional election polling.

In this way, the new media has become of an essential tool of communication. It has created a positive way of mobilizing political issues and encourage social media users in political activities. The political people create their own group, tweet, and update their status and expresses support through blogs and videos on You Tube.

SOCIAL MEDIA AND ITS VARIOUS FORMS

In our fast going lives, social media is playing a crucial role of connecting individuals and has created a public sphere where information is being shared and ideas being exchanged at lightning speed. Social media has many different forms such as blogs, social networks, forums, photo sharing, social book marking, social gaming, video sharing and virtual world.

USES OF SOCIAL MEDIA

The politicians see social media as a new battleground. It is used to reach out to constituents like never before. One of the ways that social media has transformed politics is the sheer speed at which news, poll results and rumors are shared. Whereas in the pre-internet days, people had to wait for the newspaper or tv or radio news to get the latest information, online news is a 24/7 phenomenon.

The social media has taken a step further. While you can access news on many websites at any hour. Most people spend more time on sites such as Face book and Twitter than they do on serious news or political

websites. This means that you get all the latest trending news stories and opinions shared by your friends whenever you log on.

One of the positive effects that social media has on politics is the opportunity for voters to interact more easily with candidates and elected officials. With modern technology it is now possible to attend virtual events where you can participate in live streaming events and interact with politicians and candidates.

Targeting is used in social media to cover their audience. Likewise here also, the politicians use targeting method. If he wants to address the concerns of women, college students, retired people or any other group of voters, they can now prepare their messages. Political messages thus sent will give an impression that it is being given to us personally.

USE OF DIGITAL MEDIA IN POLITICAL COMMUNICATION

Today we are living in the age of democracy and democracy is only possible in the societies where there is freedom of information and discussion. Free media is a pivotal part of the democratic societies. In the free democratic societies media organizations generate political debates and provide a platform for open discussions. New media technologies can flourish in such societies promoting an atmosphere of participation and democracy. In the developed countries of the world, no doubt, new media has played an appreciated role in promoting the independent and democratic values in the societies but the situation is different in other parts of the world. There are several challenges to political communication in the era of digital media in a number of countries. In undemocratic countries all over the world (whether developed or developing), the media organizations work under strict governmental censor. In these countries, media are controlled and used for propaganda against the enemies and for projection and publicity of the rulers and their policies. In such countries, digital media cannot play its role in spreading democratic values in the society. Yet there is another challenge of the availability of new media especially the internet in the countries and nations going through transitional period.

In developed countries, political parties compete with each other in disseminating their messages through internet. They have their own web sites and blogs where they interact with their voters and supporters and get their feed back. Many of the political leaders have their Facebook accounts and they upload their video messages on You Tube. Their supporters, voters and even critics give their feedback through internet and even they can change their policies and priorities in light of the feed back received.

Even in the developed countries, there are certain limitations of new media technologies. Usually, only well informed and politically well aware people use internet and other digital media. Keeping in view this situation, an important question rises here and that is “What will the role of new media in political awareness of those people who belong to the lower middle class, having limited resources and limited knowledge about world affairs and who have rare chances to participate in the political process and activities?” Of course, this question is yet to be answered.

OBJECTIVES OF THE STUDY

- To identify the social usage of the respondents
- To study about the popularity of social media platforms.
- To identify the popular social media used by respondents for their political awareness
- To study the impact of social media on society
- Has social media come to replace traditional media in campaigning?

REVIEW OF LITERATURE

Boulianne (2015) provides a meta-analysis of 36 studies researching the relationship between the use of social media and political participation. This article is a useful starting point, as it provides an overview of much of the research that has been carried out so far. Boulianne outlines the different ways in which people can use social media and how these uses could impact on their participation.

Firstly, she discusses the theory that social media is primarily for gathering information by reading updates posted by “family, friends or traditional news media organisations” (2015: 525). Research shows “approximately half of Facebook users get their news through Facebook”, and whether directly or indirectly, this can help to broaden the users’ knowledge on political issues and may lead to participation in “civic and political life” (ibid: 525). The second theory discussed by Boulianne looks at “the role of social media in creating social network ties that can be mobilised”, focusing on three strands: network size; “social ties to groups, organisations and activists”; and “diffusion through peer groups” (ibid: 525). In relation to the first strand, through the use of social media, it is argued, social networks expand and more information around politics and political participation is filtered through. This may “increase the chance of being asked to

participate in civic and political life” (ibid: 525). Research related to the second strand “focuses on ties to political or activist organisations” and how groups surrounding certain political or social issues are sustained online.

Participation with these online groups is likely to lead to volunteering and other forms of civic activism (ibid: 525). The final strand of network research looks at whether or not “civic and political participation is contagious among members of a social network” - in other words, are users influenced by the political views expressed by their peers online? (ibid: 526).

Boulianne’s findings suggest “a positive relationship between social media use and participation in civic and political life” (ibid: 534). In relation to election campaigns the data did not seem to suggest that social media use has any effect on voting in elections or participating in election campaigns (ibid: 534). This meta-analysis seems to point to two main themes emerging from the literature - social media as a means of broadcast and consumption and social media as a means of involvement and influence. The rest of this literature review will focus on these two main themes.

Tolbert and McNeal (2003) carried out a study on the effects of the internet on political participation in the US, particularly in relation to the 1996 and 2000 general elections. This study was written before the appearance of social media sites such as Facebook or Twitter. However, it is interesting to see how the early effects of internet use were traced in relation to political participation. Tolbert et al. make the argument that “changes in communication technology may play an important role in influencing electoral behaviour” (2003: 175). They trace the increasing importance of the media in conveying political information over time and argue that the media has a role to play in increasing voter participation in elections by stimulating interest in political affairs (ibid: 176). Their findings suggest that those who have “access to the internet and online election news” were “significantly more likely to vote in the 1996 and 2000 presidential elections”, as well as 8 being associated with “increased participation beyond voting” (ibid: 184). What’s important to note about this study, as with other studies from the early 2000s, is that the internet has changed significantly since then. Despite this, the work carried out by Tolbert and McNeal point towards a “broadcast and consumption” use of social media when it comes to its role in a general election.

METHODOLOGY

Survey method and focused group interview method was adopted by the researcher for this study. Survey is defined as a research method used for collecting data from a pre-defined group of respondents to gain information and insights on various topics of interest. The data was obtained through the questionnaire which was distributed to the respondents. The samples were the people of Chennai and age group between 18 to 60 years.

The Focused Group Interview was conducted with 7 members who were from different fields like law, journalism, business and homemakers. The researcher acted as the moderator and collected the required data needed for the study.

DATA ANALYSIS

The questionnaire was distributed to 130 respondents. Out of which some questionnaires were incomplete and some not recognisable. So totally 100 samples returned the questionnaire with proper response.

TABLE:1 NUMBER OF RESPONDENTS

Sex	Respondents	Percentage
Male	55	55
Female	45	45
Total	100	100

Table 1 shows the number of participants in the survey. Out of 100 respondents, 55 were male and 45 were female.

TABLE:2 AGE GROUP OF RESPONDENTS

Age in years	Respondents	Percentage
18-25	45	45.0
26-40	35	35.0
41-60	20	20.0
Total	100	100.0

Table 2 shows the age group of the respondents. The 45 percent of the 18-25 age group people participated in the survey. 35 percent of the 26-40 age group attended the survey. And the 41- 60 age group had 20 percent respondents.

As far as the awareness is concerned, all the respondents were aware of all types of social networks.

TABLE:3 TIME SPENT ON SOCIAL MEDIA

Time spent in hours	Respondents	Percentage
Less than 2 hours	20	20
2-3 hours	40	40
4-5 hours	24	24
More than 5 hours	16	16
Total	100	100.0

Regarding the time spent on social networks, 20 percent of the respondents spend less than 2 hours on social media. 40 percent of the respondents spend 2-3 hours daily on social media. 24 percent of the samples spend 4-5 hours a day on social networks. And very few people, 16 percent only spend more than 5 hours a day on social networking sites.

TABLE: 4 SNS PREFERENCE OF THE RESPONDENTS

SNS	Respondents	Percentage
Facebook	52	52
Twitter	16	16
Whatsapp	30	30
Google plus	02	02
Total	100	100

Out of 100 respondents 52 percent prefer Facebook. 16 percent of the respondents prefer Twitter. 30 percent whatsapp and only 2 percent prefer google pus.

TABLE: 5 PURPOSE OF USING SNS

Purpose	Yes	No	Total
Entertainment	54	46	100
Making new friends	48	52	100
To get updated news	27	73	100
Connecting with old friends	72	28	100
Creating groups & communities	55	45	100
Sharing photos with friends & family	51	49	100
Others	12	88	100

54 percent of the respondents use social networking sites for entertainment. 48 percent for making new friends.27 percent use sns to get updated news. 72 percent of the respondents use SNS for connecting with old friends. 55 percent use SNS to create groups and communities. 51 percent of the respondents use SNS for sharing photos with family and friends.

TABLE:6 SNS USED TO ACCESS POLITICAL INFORMATION

Preference	Respondents	percentage
Facebook	35	35.0
Twitter	28	28.0
Whatsapp	25	25.0
Google plus	12	12.0
Total	100	100.0

The Survey findings say that 35 percent of the respondents use Facebook for political informations. It is followed by Twitter with 28 percent respondents using that micro-blogging site for political news. Even whatsapp is preferred by 25 percent of the respondents for political information. Google plus is preferred by 12 percent of the sample for political informations.

Almost all the parties like DMK, ADMK, IJK, Congress, BJP, Makkal Neethi Mayyam and Amma Dravida Munnetra kalagam are using social media to contact the voters and to deliver their messages to them. Most

of the political parties in Chennai hire people to maintain relation with voters through social networks. Very few political leaders are using Twitter to convey their point of views.

TABLE:7 POSITIVE IMPACT OF SOCIAL MEDIA

Purpose	Yes	No	Total
Speedy Communication	93	7	100
Connecting long-lost friends	97	3	100
Keeping in-touch with the society	77	23	100
Getting new relationships	85	15	100
Writer's platform	43	57	100
Entrepreneurship encouraged	35	65	100
Can tie up with like-minded persons	72	28	100

Table 7 shows the positive impact of social media. Maximum of 97 percent of the respondents feel that social networking sites helps to connect with long-lost friends. 93 percent respondents feel it is one of the best way for speedy communication. And keeping in-touch with society (77 percent), Getting new relationship (85 percent), Writer's platform (43 percent), Entrepreneurship encouraged (35 percent) and can tie up with like-minded persons (72 percent).

TABLE:8 NEGATIVE IMPACT OF SOCIAL MEDIA

Purpose	Yes	No	Total
Addiction	82	18	100
Pornography	67	33	100
Cyber bullying	56	44	100
Privacy	91	09	100
Spoiling the culture	28	72	100
Misunderstanding in relationship	74	26	100
Unwanted connections	57	43	100

According to the survey, 82 percent respondents feel they get addicted to social media. Pornography (67 percent), Cyber bullying (56 percent), Privacy (91 percent), spoiling the culture (28 percent), Misunderstanding in relationship (74 percent) and Unwanted Connections (57 percent).

ANALYSIS OF FOCUSED GROUP INTERVIEW

Most of the respondents feel that people's participation on new media is based on reactions rather than the true political discourse. This will have a very limited influence for a very short span of time. Without workable political agenda, mere propaganda will not work. People though use new media for variety of information are still depend on traditional media for election news. For Chennai which is most populated and so many divides political campaign only through new media is insufficient. One thing is certain that new media has brought an extension with its characteristics to the existing patterns of the political campaign. There is of course a digital divides in Chennai that will be removed by increased e-readiness over time.

CONCLUSION

A positive development of social media emergence has been that the youth is talking about the political issues. Earlier the political discussions were restricted only to those who read newspapers, watched news channels or participated in discussions in a village or clubs. But now, social networking has made the youth of India to sit up and discuss political issues. They spend time to analyze and discuss politics. They now have views on the happenings of political events and they also influence the administrative decision making. But getting the youngsters together to vote in elections and using social media as a platform to help political parties is still a pipeline dream. It may take decades in India to replicate USA in the use of social media campaigning and to influence the voters. Social media revolution in the Indian political space is real, tangible and accelerating. Though it may not bring in huge changes immediately, but still it will play an important role in creating political awareness, which in itself is a huge step forward for a developing country like India. The wide-range availability of the internet in the far-away rural areas of the developing countries including India is a major challenge in this regard. Once, this challenge is met, there will be a huge positive change in the society. It will promote a culture of tolerance and understanding. This culture of political tolerance will then lead Indian society to the path of development, prosperity and political stability

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STUDY ON IMPACT CAUSED BY YOUTUBE ON MAINSTREAM MEDIA IN MADURAI

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ABSTRACT: *New Media has overthrown the power of Mainstream media, as its very easy to access. It is very instant and can be used by anyone. A regular public are using this media to tell their thoughts in real-time, this leads to bias in Two-Step flow theory (the major backbone of main stream media). Now the audience are Communicating directly to other audience, this gives the social media a control over society and the news around it. One of the most popular Social media is YouTube, it is one of the highly consumed Social media in India. It has slowly overtaken the main stream media and now having major control over it, as people are first checking on the feeds online Instantly. This controls almost most of Entertainment industry NEWS and Political Ideas.*

In my study I would like to highlight what types of content are mostly consumed by the YouTube viewers in Rural city like Madurai. The major goal is to bring out the impact of the YouTube & and its control over the society and Mainstream media. I am using "Uses and gratifications theory" as it focuses on "what do people do with media?" and discusses how users deliberately choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interactions/companionship, diversion, or escape. I am using survey method on college students in the age group of 18- 20 in Madurai district.

Keywords: *Youtubing; Social media control; Youtube channels; Views;*

INTRODUCTION

New media - Internet feeds are rapidly growing industry nowadays, among them online videos are the most popular ones. Major online video watching platform comprises of

- YouTube
- Facebook
- WhatsApp

according to a survey, in India youths tops in consuming online videos, among them some of them are clever enough to produce videos and earn money by uploading them online through YouTube

YouTube is the leading online video service it is very popular in the whole world. This is because it is the first ever platform which provided opportunity to the general public to upload their own videos online for free, at present it has obtained fame equal to the mainstream media. Persons who own YouTube channel gain equal fail to the mainstream media celebrities. like the TV channels in YouTube one can have their own channels for uploading their videos for free. Like the TRP(Television Rating Point)in Television media, YouTube has subscribers and view counts, by using them one can earn money through advertisement like in the mainstream media, more the subscribers they have - more the money they can make, some are using YouTube as an act of publicity stunt, That they upload videos to get fame and popularity. In my study I am going to study the impact caused by YouTube on mainstream media in Madurai, I would like to highlight what types of content are mostly consumed by the YouTube viewers in Rural city like Madurai.

OBJECTIVES

1. To bring out the impact of the YouTube.
2. To explore the idea about its control over the society and Mainstream media

METHODOLOGY

I am using for quantitative research methodology I am taking survey method using questionnaire as the research tool .I am using Probability - Simple random sampling.I have distributed and collected

questionnaires to 30 youth of college in the age of 18-21 in Madurai district colleges and obtain the data from them.

QUESTIONNAIRE

Name:

Sex:

Age:

Department:

1. which platform do you prefer for watching videos?

- a) Tv videos
- b) YouTube videos
- c) Facebook videos
- d) WhatsApp videos

2. what type of videos do you like to watch?

3. which channel have you subscribed?

4. How much time do you spend watching online videos?

- a) Less than 1 hour
- b) 1 to 2 hours
- c) 3 and above

5. which video did you search many times in YouTube?

6. For what purpose you watch YouTube?

- a) Entertainment only
- b) learning only
- c) infotainment

7. Do you share videos you watched?

- a) Yes
- b) No

8. Do you have your own YouTube account?

- a) Yes
- b) No

9. what do you say about programs in television comparing to YouTube?

10. Do you think NEWS reaches the public faster through online videos comparing to television?

- a) Yes
- b) No

11. Is YouTube productive than television?

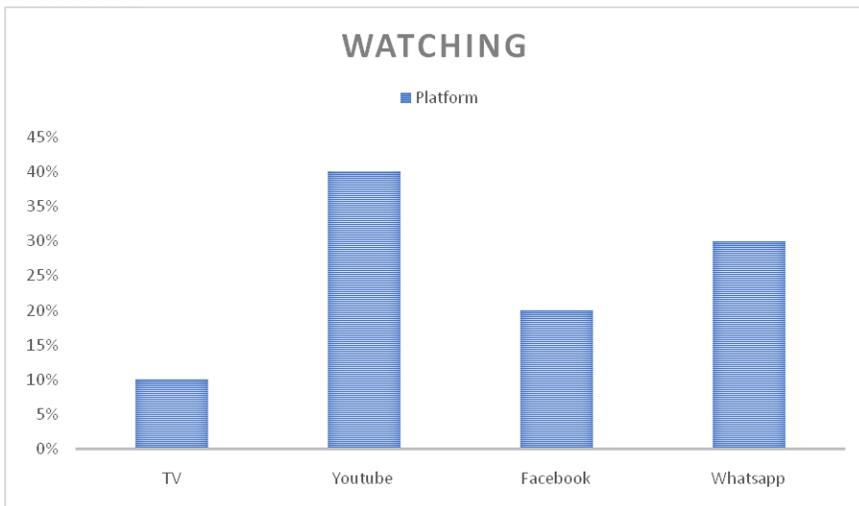
- a) Yes
- b) No

12. Through which medium do you consume YouTube?

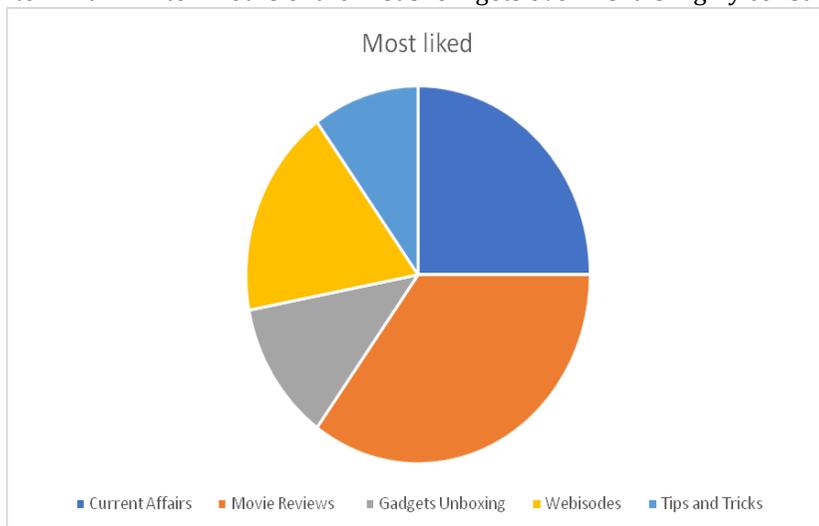
- a) Smartphone/Tab
- b) Computer/Laptop
- c) Both

FINDINGS

According to the data youths prefer watching videos in YouTube more than watching it in Facebook or WhatsApp it has been proven that Television media is the least watched platform, as mostly people find it easy to watch their favourite content on the go, New media makes it very much possible through Smart phones and tabs. And most of the youths nowadays own a good smartphone as the rates are very cheap, hence they consume more of New media .In which Youtube hold the high rank as it offers more features like Higher Resolution up to 8K with minimum data rate ,HD sound and auto-gen subtitle and CC subtitles and also allows user to edit and enhance the video and its free and easy to use and it features a dedicated app for both IOS and android users .

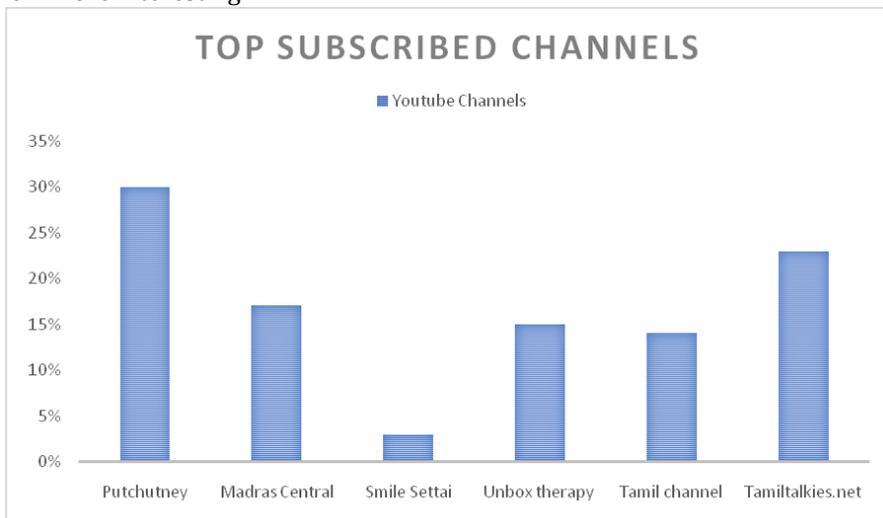


Top six answers state that they prefer watching movie reviews, Current Affairs, gadgets & technology unboxing videos ,webisodes and tips and tricks. Only on New media these are vastly available comparing to TV channels. As Tv still produces old formatted programs which are more of home keeper centric and children .were YouTube provides a wide range of videos been uploaded every second,which covers all type of audiences.Webisodes are the new trending – which are like Tv serials in Internet , and Youtube provides many Tips and tricks videos which are very helpful in day to day usage like Healthcare , Beauty , cooking , simple problem solutions ,How to do , Tutorials, ect . Youtube also provides current affairs news feeds very Instantly and nonbiased which attracts more people to search and keep them updated every hour. Gadget and new technology always attracts Youth very much ,in youtube there are many channels which are dedicated to showcase new Gadgets and Reviews about the quality and give buying guidance .Most famous Trend in YouTube is Movie Reviews there are many videos like “Movie Detailed review , Audience review , First day reactions,Hit or Flop , Box office collection” available once a new movie releases. That to after with in 1 to 2 hours of the first show gets over. As it is highly consumed.



the top 6 listing of subscription channels according to them were Put chutney, Madras Central , Smile settai', Unbox therapy, Tamil channel & Tamiltalkies.net

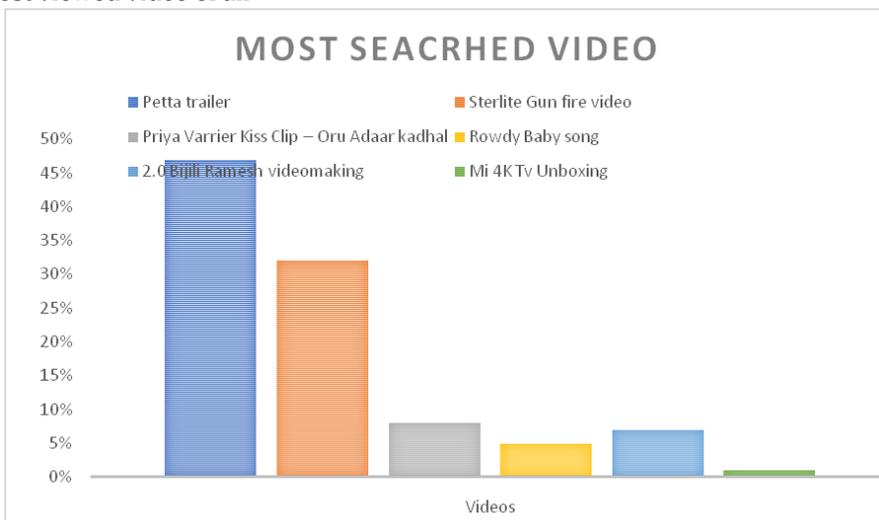
Put chutney, Madras Central , Smile settai' are famous for their Creative ways to boldly mock current affairs , political issues, ect through their comical videos .which made a great impact among the minds of Youth and led to search and learn about the actual Issues. This type of program are only available on New media coz Main stream media are own by political parties and the news are Biased and some over showcase it . Unbox therapy is world famous for Unboxing new interesting gadgets , in that channel they showcase and review new and prototype Gadgets available in the International market some most expensive to least expensive items and how good or bad its quality if one should buy or not ,these things are analysed by a Gadget expert called Lew Most of the major leading tech companies and new upcoming companies feature their New products exclusively in his channel, and he present it in a comical way which makes it more interesting and makes the youth to learn about the gadgets and Tamil channel does the same by reviewing and Unboxing Gadgets and technologies product which is available in Indian market and he gives information in Tamil , especially in Tamil nadu people find it easy to learn and understand. These type of Gadget and Tech reviews are very rarely shown in Mainstream media, sometimes in Newspaper. Finally Tamiltalkies.net it is very famous among Madurai audience especially for the controversial film reviews by a guys nicknamed as "Bluesattai" ,he is famous for his subtle comedy style review in Madurai tamil slang he boldly speak about new movies and its flaws in a sense of humour , each programs have their unique style of presentation which makes them more interesting.



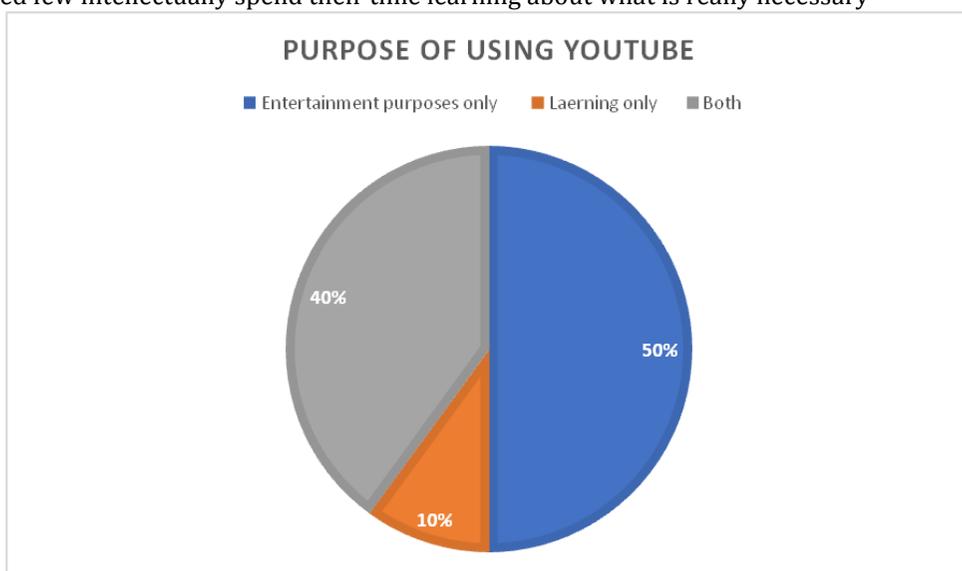
The average amount of time they spend on watchi ng YouTube videos is less than 1 hour and some spend about 1 to 2 hours , most of the videos in YouTube are less than an 10 mins and that's the special about it , Now a days people like to see and learn about things as fast as possible .



the top 6 youtube videos searched are Petta trailer which was the expected film Starring Superstar Rajini Kanth who has massive fan following donw under TN , next is Sterlite Gun fire video, this video is of the Thuthukudi Sterlite protest gone wrong were a armed policeman open fires at public and people were injured next is currently trending Bijili Ramesh video ,It is video about a drunk die hard fan of Rajinikanth and he's now highly trolled personality in youtube for his funny interview , Rowdy Baby song it's a song which got so popular for its attractive lyrics and Kuthu Tune , then comes Priya Varrier Kissing Clip – OruAdaarkadhal,this is a video of a young Malayali actress who became very famous with her eye winking shot from a movie called OruAdaarKadhal ,which made her very famous and this clip has been shared around very much even till date many memes are coming out of it ,Next one Mi 4K Tv Unboxing, Xiaomi is know for its cheap costing High end flagship smart phones which has taken the major Market in India ,recently they have released cheapest 55inch 4K UHD Television which attracted a lot of people to see the new and reviews about the product as its very affordable rate . In my Half yearly survey in 2018, Petta trailer is the most viewed video of all

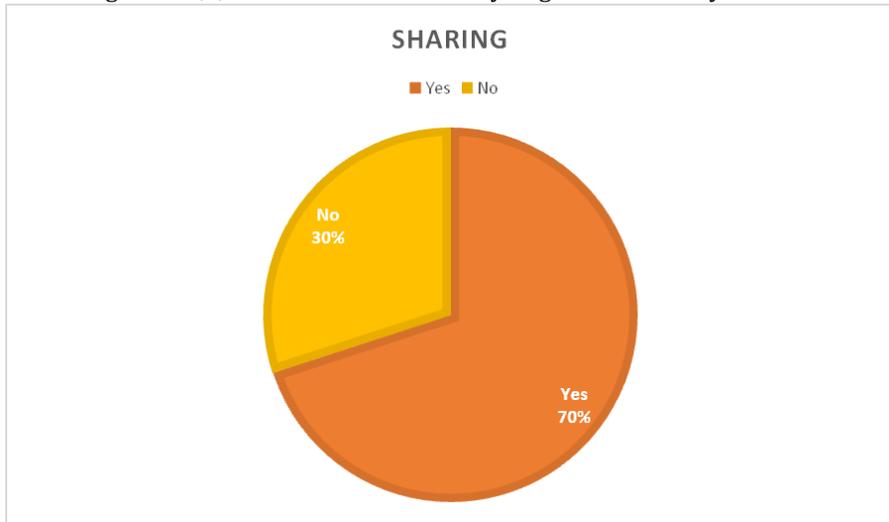


mostly 50 % of the youth are consuming YouTube for entertainment purposes only 30% are watching for learning about current affairs and others consume for Entertainment .people mostly uses media as an escape from the reality and problems of this world and this proves most the entertainment business is top consumes in new media as well and only after that people learn about current affairs to keep them updated ,only selected few intellectually spend their time learning about what is really necessary

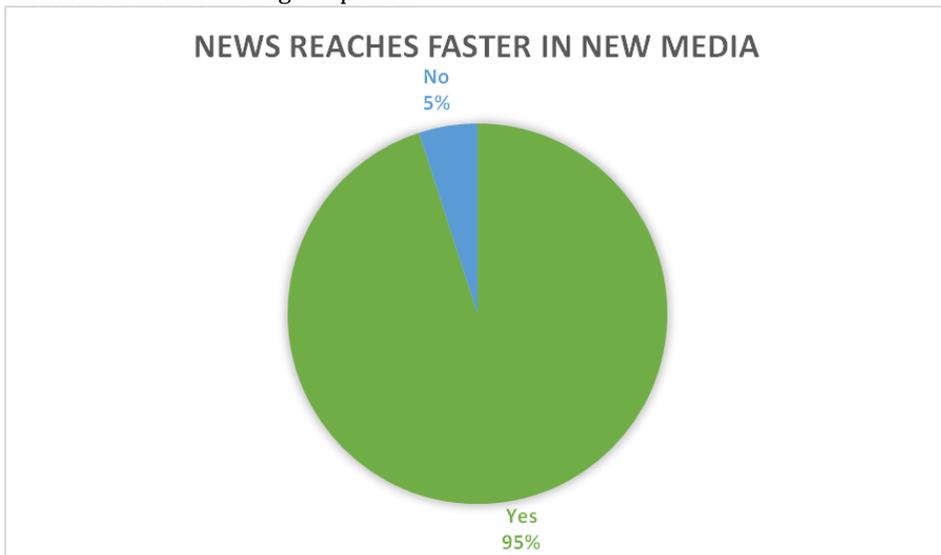


most of the youth have the habit of sharing the YouTube videos they watched earlier in social media, this very common in social media that people developed a habit of liking and sharing the things they viewed

through their Facebook , WhatsApp , Twitter ect so that their friends could do the same . New media mainly relay on these shares and likes which are like TRP for mainstream media and same like main stream media ,New media earns through Ads .i.e, more the views means you get more money out of it



Youths say that Television videos and programs are outdated and boring ,where else in new media every content is very new and interesting and available spontaneously .Almost everyone agrees that NEWS reaches the public faster through online videos comparing to television, this is possible because almost every smart phones nowadays have a decent camera ,through which the people around the incident immediately films and post it online, now a day there is a live option in facebook , youtube which people use it to spread what is happening ,example many police bribery , misbehaving acts are immediacy uploaded on New media which leads to fear among the public



only 10 percentage of the youth are having their own YouTube channel among them Entertainment channel and information channel most of them use YouTube videos for publicity and very less people use it for revenue purpose. According to the survey YouTube is more productive than television and Youtubers are famous as Celebrities .Youtube provides monetisation options to promote videos and most of the movies and album songs are using this option to advertise and promote their movie and music videos, Comparing to television its cheap and reach more youths , as they are targeted audience. Other than this the channels with more subscription ,use their fame to make money by featuring the video as promotional stunt . To archive this most of the videos produced are purely entertainment as most the people prefers . Only few informative channels are popular down south which are productive.



Most of them uses smartphones and Tabs to consume YouTube now a days comparing to Computers and laptops as Android and IOS app are more famous and very reliable to watch videos on the Go , All most everyone have a Smart phone .

CONCLUSION

According to the data analysed, YouTube which is a part of the new media has caused an enormous impact on mainstream media and has control over it. The reason is Youth are always interested in learning about new movies, movie reviews listening to songs, Current affairs ,knowing about new technologies ,like watching short films , which is highly available in YouTube comparing to a television media ,as Tv still showcasing stereotypical serials and old concept videos and the news reaches even faster than Tv, mostly Instant as Youtube has Live streaming features

More over in YouTube, public can also participate and showcase their fresh ideology without any bias or any cost & the main reason for this is accessibility of YouTube from a Smartphone and cheap internet data plans. Now a day even beauty tips and food recipes are popular watched by more so soon ladies are also likely to join the YouTubing community. New media is becoming more and more dependable now a days due to its instant feeds i.e if any incident happen will be spreading in the internet instantly even before the main stream media could take a Glims of it and because it most of the main stream media are having an inhouse team to stay online and find NEWS or interesting videos circulating in New media, this makes Main stream media dependable on news feeds from new media ,which make new media have a control over the main stream media . More to it Youtube and other New media is easily accessibly at time of their desire ,were TV and Radio are not convenient timings and people now a days want to consume media on the go which make New media to overcome many main stream media and even many newspaper and magazines are completely changing into digital medium ,many Tv Channels started pod casting their content through youtube channels now ,Many Independent artists are emerging every day as they can make money out of youtube views and publicity. Soon all will become completely depending on Internet video streaming giants likeYoutube ,Vimeo, Netflix ,Amazon Prime ect.

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ROLE OF SOCIAL MEDIA IN CREATING AWARENESS FOR THE FIRST-TIME VOTER

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ABSTRACT: Social media is playing a vital role in transforming the lifestyle of people by providing a platform to share and exchange information, ideas, images, videos, etc. Social media includes social networking sites and blogs where people can easily connect with each other. The emergence of social networking sites like Twitter and Facebook gave rise to the rapid spread of news disseminated in television, print and social media. These sites have become a day to day routine for the people. Youngsters prefer social media for getting the answers related to their questions. In the recent scenario, they also use social media for the election campaign and to create awareness regarding voting and election 2019.

Elections provide a way to the people to voice out their opinion and choose the person whose priorities and ideas matches with them most. It provides a platform for the public to voice their resentment to support or against a ruling party. By voting for other parties and helping elect a different government, citizens demonstrate that they possess ultimate authority. If a citizen of India wishes to introduce reforms that are not the agenda of any of the parties, he or she has the right to file a nomination.

Voters are the eyes of the Constitution impressively role of youth in shaping the course of any democracy is undeniable now. According to Election Commission of India data, about 26 million youngsters fall between 18 to 20 years of age have already been registered in the electoral rolls, out of which 13.8 million falls between 18-19 years, as on 10th February 2019. Now social media has the responsibility to create an impression about "Election-2019" especially for these first-time voters, since they get influenced by all the political parties' campaign, election poll, memes, trolls and a lot more through social media.

This paper consumes the quantitative methodology and survey method analysis for how far the first-time voter has been exposed to the election 2019.

Keywords: Social Media, Election, First-time Voter, Youngster

INTRODUCTION

In the recent years there is clear evidence that social media is taking over all the existing platform into its hands like education, banking, marketing, shopping, entertainment and many more. Today, everybody is highly dependent on social media or in other words, people think that social media provides everything they need and want like to share and exchange information, ideas, images, videos, etc. Social media includes social networking sites (Facebook, Twitter, Instagram, WhatsApp, Telegram, Snapchat etc.) and blogs where people can easily connect with the world. Day by day the usage of social media is constantly increasing due to the easy accessibility of the medium. Social media also gives more information to the people helping them improve their personalities, lifestyles and create awareness towards the current issues of the day to day life, happening in society.

Social media plays the role of communication tool, where they are able to talk about the social and current issues which also helps them to project the thoughts and feelings towards the current topics. Now, the youngsters are shifting rapidly from electronic media to social media, serving as a strong alternative to the traditional mass media. Social media has also become a key tool for politicians to carry out their political campaigns and to create awareness on political issues among the people. Social media is an extremely effective tool in reaching mass audiences with political purposes which may also influence the voters. The study mainly focuses on the role of social media in creating awareness towards politics and it will be based on the understanding of the role of social media towards elections 2019 for creating awareness to the first-time voter, to be able to make predictions for the future.

OBJECTIVES

1. To find out if social media creates any awareness among the first-time voter.
2. To find out the influence of social media on the first-time voters

3. To find out whether social media affects the decision of first-time voters.

REVIEW OF LITERATURE

SOCIAL MEDIA

Social media is the most used word among the youngsters today. Social media plays a vital role in today's world of youngsters. The medium provides several options on the same channel as communicating, texting, images - audio and video sharing, connecting with the world and also helps to gain knowledge. Most of the youngsters rely on social media because it provides first-hand information in a very short period of time. Social media actually influence on both the edges of positive and negative among the youngsters. Social media not only gives information but it also provides a platform to interact and to react on it. Social media will always update the user the trending things like news, sports, education, fashion, politics, entertainment, lifestyle, current affairs, technologies, etc., Anthony J. Bradley (2009) he defines Social media is an inevitable for the vast majority of organizations worldwide. social media which has enhanced the exposure of the people and create more awareness among youth. Youth is highly involved in social media. Shrestha lucky (2013) described that social media is means of connections among people in which they exchange, create, and share information and thoughts in virtual communities and networks (Shrestha lucky, 2013). Andres Kaplan (2010) described in his study that social media is a set of internet-based application that constructs on the ideological and technological foundation of web and that permit the design and exchange of user generated content (Chukwuebuka,2013).

IMPACT OF SOCIAL MEDIA IN POLITICS

Recently Social media has been playing a dominant role in the political arena. Almost all the political parties started using social media in very effective ways to persuade the voters, in favour of their manifestos. Social media encourages or provides space for the users to interact and to participate directly in the political process.

The study found that young people tend to get political information from social media more than any other age group. It is becoming clear that online tools play a significant role in shaping public opinion and setting political agendas (Wallsten,2007; Woolley et al. 2010).

In the paper "This Time It's Personal: Social Networks, Viral Politics and Identity Management", which involves a pilot study on Swedish social media users, Gustaffson (2010) found out that the Swedish participants had a cynical view towards political campaigns on Facebook.

Social media for political outreach has exploded and it is also used as a key tool for political campaigns. Political parties robustly use social media for promotions in various ways like online advertising, posting political updates on social networking forums etc., Social media has become the essential medium for discussion of political narratives and discourse.

ROLE OF POLITICAL LEADERS IN SOCIAL MEDIA

The presidential campaigns of Barack Obama, saw great potential usage and benefits of social media. Obama Presidential campaign 2008 made big history. Obama was the first African American to be elected as the president and he was the first presidential candidate to have used social media effectively as a major campaign strategy. Campaign managers of Obama used social media effectively by sending reminders regarding voting through Twitter and interacting with people on Facebook.

In India, Narendra Modi is the only political leader who used social media very effectively in the 2014 elections. At that time he had more than 16 million 'likes' on Facebook, and on Twitter he was the sixth most followed leader in the world, in result it was a huge success of winning the election 2014. The voters were influenced through social media networking like Facebook and Twitter. Especially the youngsters are the one got influenced highly through social media, were it also created the history in parliament 282 seats out of the 543 seats which is the biggest win by any party in India in 40 years.

Following are some of the opinions held by renowned politicians and other stalwarts, about the usage of social media in political campaigning:

"So, if the BJP could continue to use social media as a major platform for communicating its ideas and goals" - Kugelman

"Standard tools like Facebook, YouTube, Twitter and then lately WhatsApp - I think these, from a social media perspective, were the pillars of our strategy" - Gupta.

"What we do know from exit polling data is that if you look at demographic support for the BJP in particular, the BJP dominated the Congress when it came to younger voters" - Milan Vaishnav, an associate in the South Asia Program at the Carnegie Endowment for International Peace.

"We saw a trend, we read this trend, where the youth of the country were embracing social media as their first tool when they started using the internet, and we made sure our presence was there" - Arvind Gupta, who as head of BJP's IT division led the party's social media campaign.

"Mr Modi himself reached out through his Twitter account to the youth of the country, appealing to what the youth are looking for: jobs, security and the use of technology"- NilotpalsChakravarti, the associate vice president of the Internet and Mobile Association of India(IAMAI).

"One option put forward is for the different ministries to have their own Facebook and Twitter pages for better two-way communication and to act as a tool for engagement" - Chakraveti.

METHODOLOGY

A quantitative methodology research study is done for the paper. The simple random sampling technique is used by a survey method to find the results from the target group. The first-time voters are the target group of people for this study; it finds the relationship between the social media influence and first-time voters.

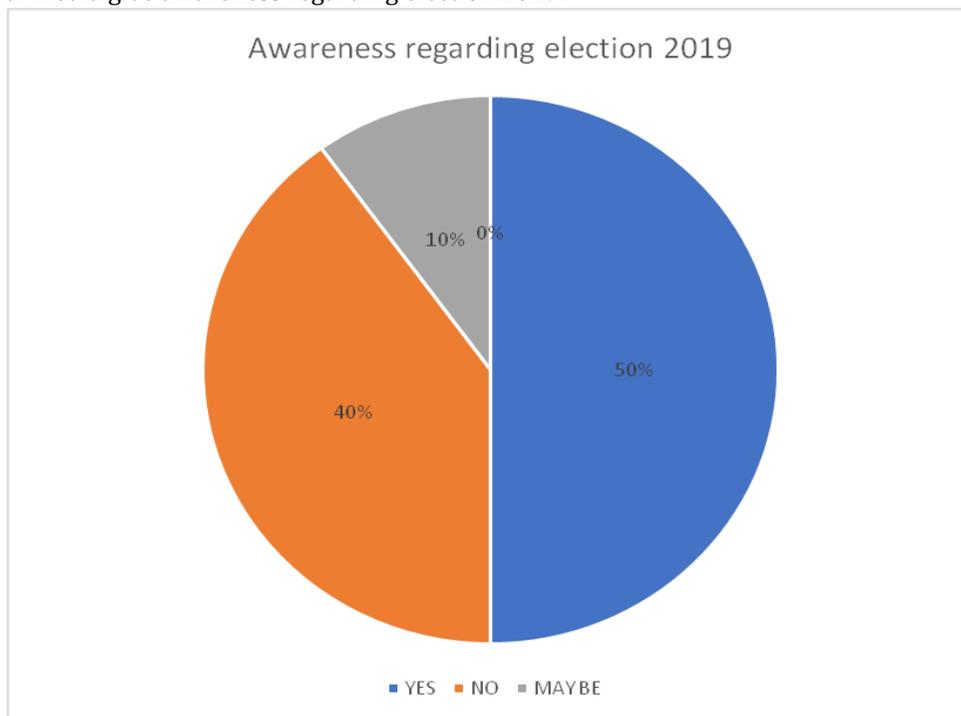
POPULATION AND SAMPLES

The sample size is 200; Students who are first time voters from various colleges in the city are included as part of the study. A set of structured questionnaire, with open-ended and close-ended questions were designed for the study.

DATA ANALYSIS AND INTERPRETATION

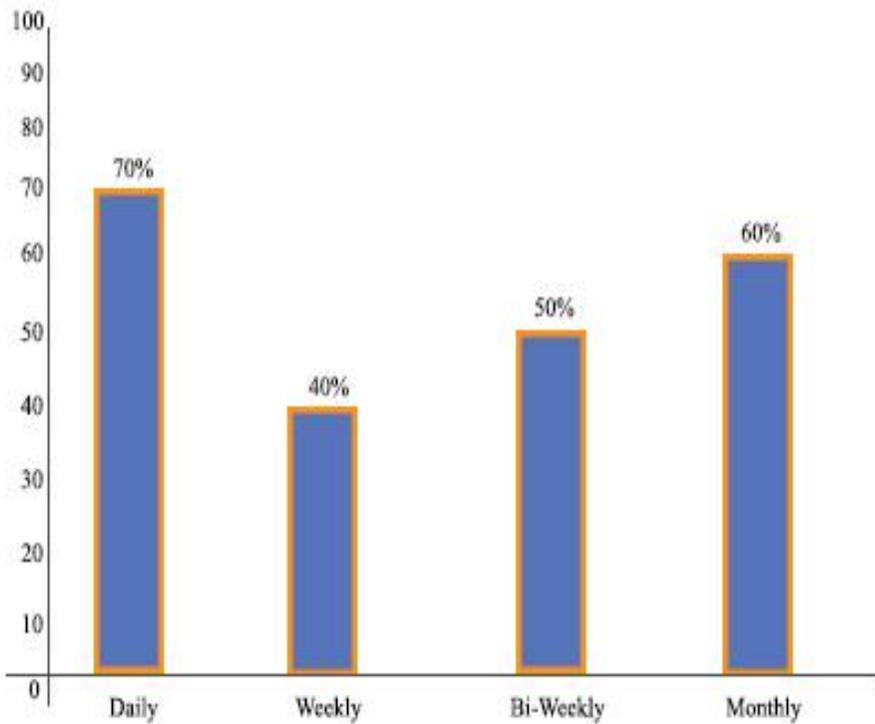
The study regarding the role of social media in creating awareness for the first-time voters is done through the surveys with simple random selection method. The following are the data analysis and interpretations that have undergone through the survey on influence on social media towards first-time voters.

1. Does social media give awareness regarding election 2019?



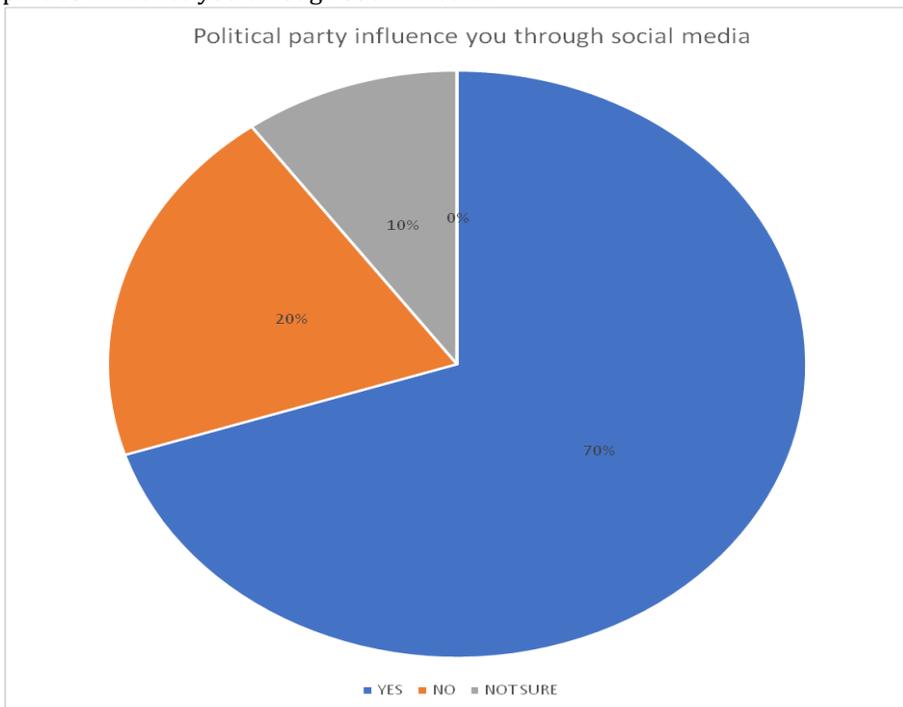
From the above pie chart, the respondent was asked whether social media creates awareness regarding election 2019, where 50% of the respondents selected YES, 40% of the respondent selected NO. While 10% of respondents were uncertain about the so they selected MAY BE. So, the majority of respondents are getting awareness regarding election 2019 through social media.

2. How regularly do you get information about 2019 elections in social media?



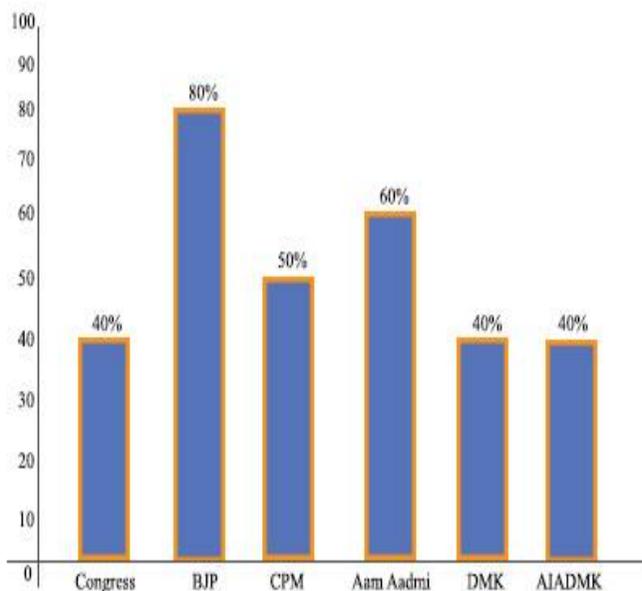
From the above bar chart, the respondent was asked how regularly you get information about election 2019 in social media., where 70% of the respondents selected DAILY, 40% of the respondents selected WEEKLY, 50% of the respondent selected BI-MONTHLY. While 60% of respondents selected MONTHLY. So, the respondents are getting exposure to the information regarding election 2019 through social media regularly.

3. Do political parties influence you through social media?



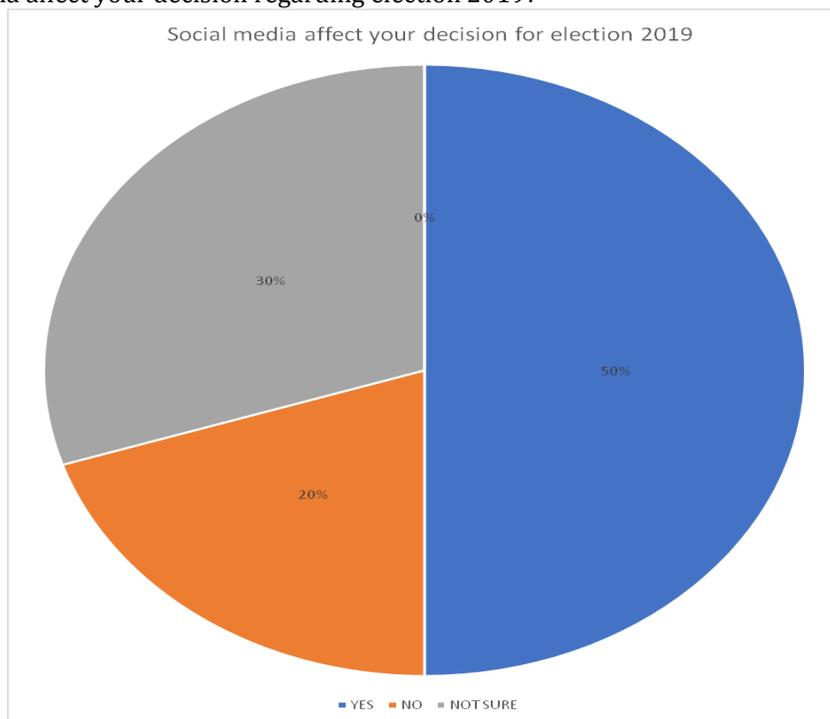
From the above pie chart, the respondent was asked whether political party influence you through social media, where 70% of the respondents selected YES, 20% of the respondent selected NO. While 10% of respondents were uncertain about the so they selected NOT SURE. So, the majority of respondents are getting influenced by the political party through social media.

4. According to you which political party is using social media effectively?



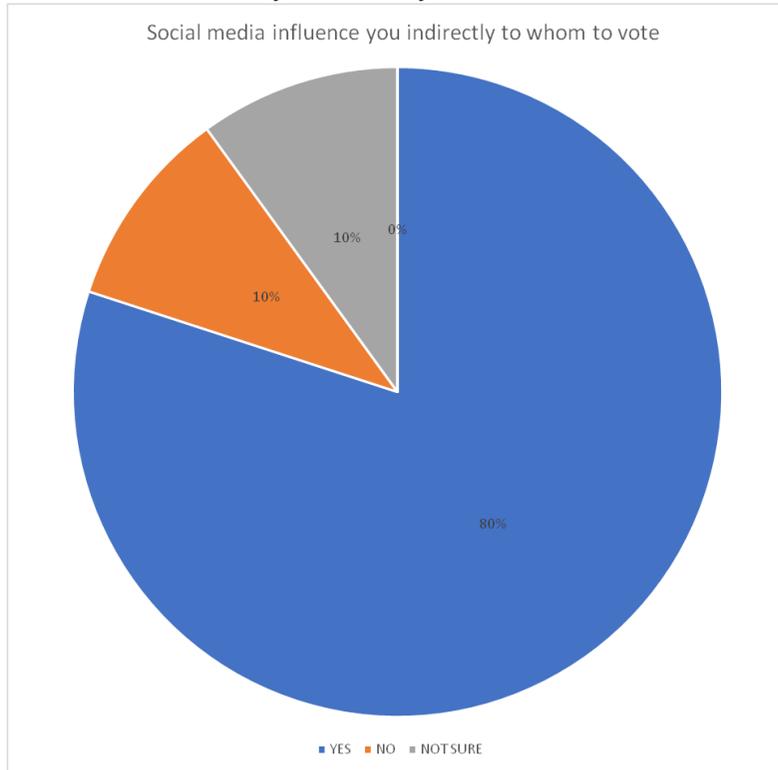
From the above bar chart, the respondent was asked which political party use social media effectively according to you, where 40% of the respondents selected CONGRESS, 80% of the respondents selected BJP, 50% of the respondent selected CPM, 60% of the respondents selected AAM AADAMI, 40% of the respondents selected DMK, and 40% of the respondent selected AIADMK. So, the majority of respondents are say's that BJP political party use social media effectively.

5. Did social media affect your decision regarding election 2019?



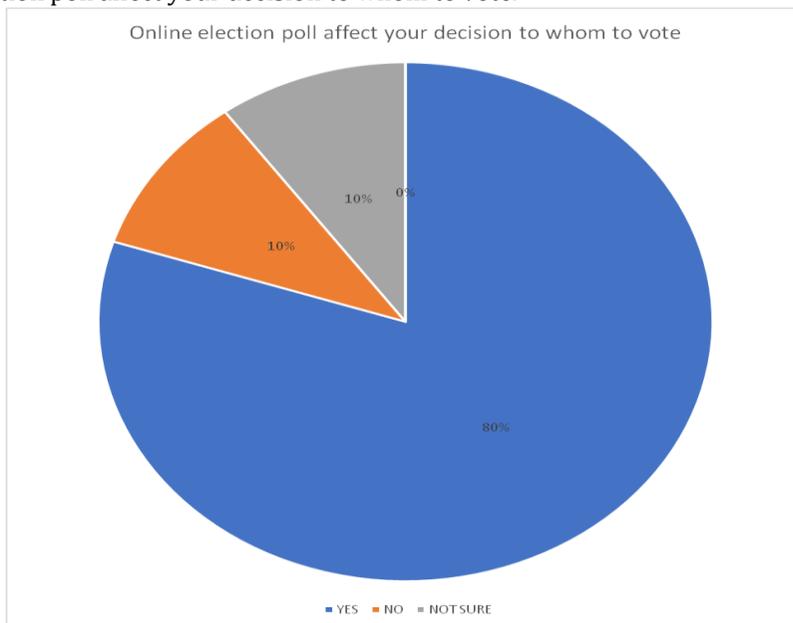
From the above pie chart, the respondent was asked whether social media affect your decision regarding election 2019, where 50% of the respondents selected YES, 20% of the respondent selected NO. While 30% of respondents were uncertain about the so they selected NOT SURE. So, the majority of respondents are agreeing that social media affect your decision regarding election 2019.

6. Do you think that social media influence you indirectly to whom to vote?



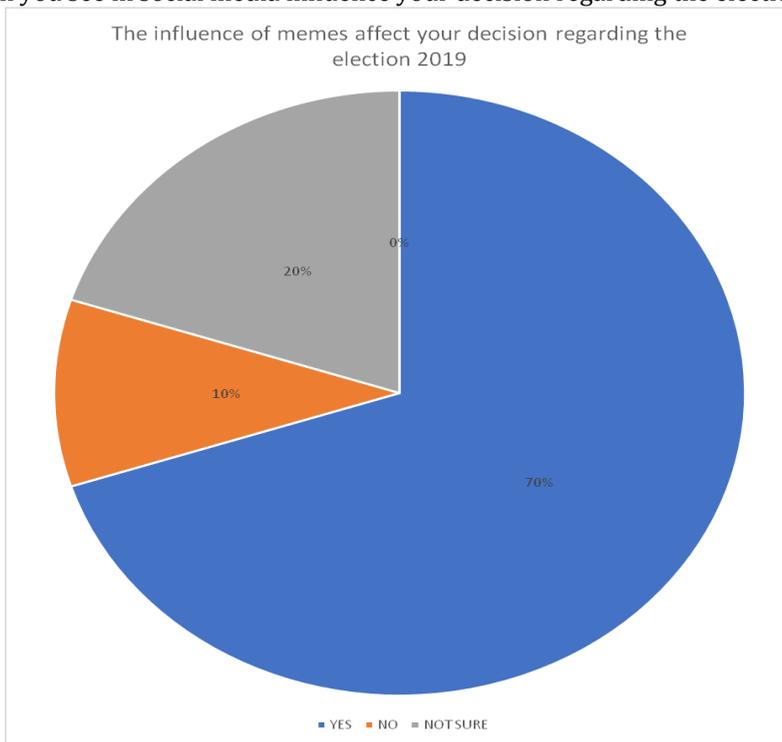
From the above pie chart, the respondent was asked whether social media influence you indirectly to whom to vote, where 80% of the respondents selected YES, 10% of the respondent selected NO. While 10% of respondents were uncertain about the so they selected NOT SURE. So, the majority of respondents are agreeing that social media influence them indirectly to whom to vote.

7. Does online election poll affect your decision to whom to vote.



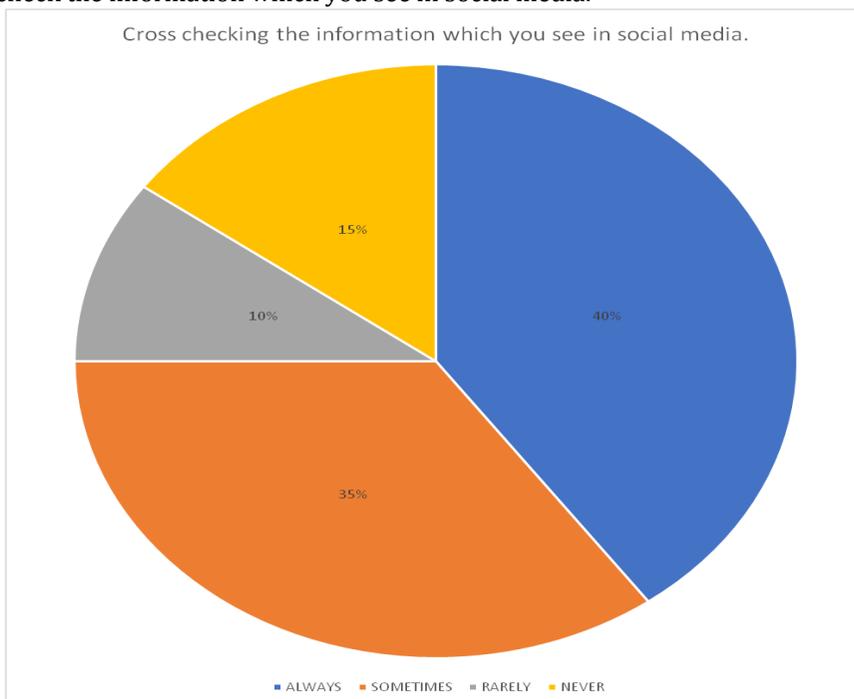
From the above pie chart, the respondent was asked whether online election poll affect your decision to whom to vote, where 80% of the respondents selected YES, 10% of the respondent selected NO. While 10% of respondents were uncertain about the so they selected NOT SURE. So, the majority of respondents are agreeing that online election poll affect your decision to whom to vote.

8. The memes which you see in social media influence your decision regarding the election 2019.



From the above pie chart, the respondent was asked whether the influence of memes affect your decision regarding the election 2019, where **70%** of the respondents selected YES, **10%** of the respondent selected NO. While **20%** of respondents were uncertain about the so they selected NOT SURE. So, the majority of respondents are agreeing that memes affect theydecision regarding the election 2019.

9. Do you cross check the information which you see in social media.



From the above pie chart, the respondent was asked whether do you cross checking the information which you see in social media, where **40%** of the respondents selected ALWAYS, **35%** of the respondent selected SOMETIMES, **10%** of the respondents selected RARELY and **15%** of the respondent selected NEVER. So, the majority of respondents are say's that they do cross check the information which you see in social media.

FINDINGS AND CONCLUSION

From study done, the paper could be concluded saying that social media plays a very important role in creating awareness for first-time voters. Social media gives both positive and negative impact on voting behaviour among first-time voters. Social media is also providing a platform where people get connected with the political parties and from which they get first hand information about the political parties and the leader, which influences the voters directly or indirectly in many ways. Political parties have also started influencing the voter successfully through social media. Youngsters have started to replace mass media with social media because it gives first-hand information in less time. Young adults use social media as a platform to keep a track on the political activities which helps them to take a decision on which political parties work effectively. By constant exposure of the information regarding political parties, leader and election through social media have created awareness among first-time voters.

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A STUDY ON EXPLORING THE NORMALIZING AND POPULARIZATION OF SEXUAL HARASSMENT AND RAPE CULTURE IN TAMIL CINEMA

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ABSTRACT: *Sexual harassment and rape culture has been a subject of concern and alarm in the recent decades and also gathered unique attention in Indian cinema especially the Tamil cinema, which is a necessary form of entertainment source around the world in present years. Cinemas represented as a mirror of the society that echoes the troubles, problems, opinion, and awareness of the current society. Cinemas can also act as an alternative to realize how widespread sexual harassment and rape culture are there in any society. Behind the lyrics of imitation romantic songs, dialogues and scenes, sexual harassment has been seen spreading its disgusting qualities to produce some of the meanest examples in Tamil cinema. This article, argues the portrayal of sexual harassment and rape culture in the Tamil cinema and to further analyze the issues, a particular part of scenes selected from the blockbuster movies. The findings of this article reveal and shed light on how the Tamil cinema portrayed and promoted sexual harassment and rape culture.*

Keywords: *Cinema, Kollywood, Sexual Harassment, Sexual Violence, Stalking, Sexual Objectification.*

INTRODUCTION:

The word 'sex' and 'violence' are vital parts of the human character, which can avoid inhuman circumstances. Since origin, sex has been adept by all grown-up men and women. With the advancement and expansion of culture, sex became an object of privacy. 'Sex' is considered as an absurd sound nearly in all parts of the Asian countries, especially in India. That is, talking anything about sex or associated with it are commonly considered as terrible and awkward in India.

Sexual violence, stalking, harassment, rape, and the objectification of women contain a particular cause, and the view of a woman as the property is more important. That is, in any form, the above mentioned are named as a crime to control. At the same time, the lust and sex reflect more about male dominion over the woman. Debates associated with sex typically made in silent or muted voices, because sex and cases of sexual harassment are not discussed both by the victims and witnesses.

The principles of how and what the Indian women should act and behave, mainly when relating to their time, body, and sexuality with political, social, and cultural ethos of the country. When associated with the Indian film industry, in particular, the Tamil cinemas represented the traditional concept of love, sex, family, and nationalism.

Even though numerous factors state why sexual violence and rape have to keep out of control, it is crucial to understand that specific characteristics of pop culture keep these crimes active. However, related to the Tamil film industry, it remains these crimes aggressive by standardizing and promoting certain behaviors that likely described to sexual violence and rape culture.

OBJECTIVES OF THE STUDY:

The primary objective of the article is to examine the following study in Tamil cinema, they are;

- To identify the role of sexual violence and rape culture in Tamil cinema.
- To study how a woman portrayed in Tamil films, and
- To understand how sexual harassments viewed in the Tamil cinema.

METHODOLOGY:

This investigative study uses qualitative methods to understand how sexual harassment portrayed in Tamil cinemas. The article applies content analysis to understand and interpret how sexual violence against women depicted in Tamil cinemas.

Tamil movies by top directors and actors were chosen based on the success and popularity in Tamil Nadu. This section of the article concentrates on a different concept of sexual violence, which varies from eve-teasing to serious atrocities like rape, harassment, and sexual assault in selected scenes of Tamil cinemas. Most of the movies taken into the study based on violence against women both physically or mentally.

1.4 SEXUAL HARASSMENT:

Sexual harassment is an annoying sexual behavior which is offensive, humiliating, or intimidating that can be written or verbal or physical, and can happen directly or indirectly. Both men and women can be the victims of sexual harassment that can occur at the workplace, study centers, and even in schools related to the amount of sex intolerance.

1. Sexual Assault: Sexual assault engages when the performer persuades or physically force a sexual act or specific touching. Rape comes under sexual assault that includes acts like penetration of any object or any part of the body to any degree; or making another person do so. That is, rape enforced sexual intercourse relating to genitals or another part of the body. It does not issue if the victim was raped by force or by threat; it is an act of violence. The specific types of rape are;
 - a) Statutory rape: Statutory rape is committed even when a minor willingly engage in a sexual act with the adult or someone mentally disabled is agreeable to sex.
 - b) Date rape drugs: Sexual penetration with someone unconscious or asleep is considered rape because most of the violations happen when there are drugs and alcohol involved.
 - c) Gang rape: Gang rape is an act of forcing a person to submit to sexual intercourse with several men one after the other.
 - d) Incestual rape: Child sexual abuse committed by the parent or other close relatives by 'touching' and 'non-touching' behaviors is called incestual rape.
2. Sexual Violence: Sexual violence is a sexual action made when permission not given. Sexual abuse bowled every society and influenced people of all genders and all ages. The performer of sexual violence is usually someone known to the victim, such as a friend, partner, coworker, neighbor, or family member.
3. Stalking: Stalking is frequently or obsessive unwanted attention aimed at a person or group, which likely to create caution, fear, or emotional pain. Stalking mainly includes following, dishonest, monitoring, and influencing a call. Stalking occurs in personal or through a medium of communication, such as letters, email, text messages, or telephone calls.
4. Sexual Objectification: Objectification defined as seeing or treating a person, generally a woman, 'as an object.' Sexual objectification is the viewing of a person or people as an object of desire. This act performed through speaking or thinking of women's bodies, either the complete body or particular parts of the body. Representation of women in mass media and art are typical examples of sexual objectification.

TAMIL CINEMA:

Apart from Bollywood, the cinema of South India includes Tamil, Telugu, Malayalam, and Kannada, which makes several commercially successful films every year with socially significant. The Tamil film industry, more popularly known as Kollywood, is one of the leading film industry in India. The Tamil film industry is a huge and star decorated one in south India and the films from Telugu, Malayalam, and Kannada even today to some extent depends on Tamil film industry in many ways.

In the 1950s and 60s, Madras was one of the thriving hubs of south Indian cinema, and it was an era that considered as going to the cinema as a family outing. It was the time the music and dance cleared sex and sexuality. When the characters are in love, they ran around the trees in the parks and beaches by singing love songs that composed in an order. However, stalking a woman considered as romantic leisure, the hero might have two wives and not treated as disloyalty, a raped woman either has to marry the rapist or has to die and if a woman has sexual desire before marriage, then her character is treated as immorality.

The Tamil cinemas in the 70s witnessed strange relationships. The youngster was falling relationship with elders, the woman from orthodox family becoming a sex worker to support the family and the hero had two wives without knowing each other's existence were the central theme of the films. However, these themes were socially acceptable because of his gender. In the 80s and 90s, glamour became the popular talk of the Tamil cinema. The films had songs, dance, action, foreign locations, glamour and sexy heroines with high budget and overloaded with day today sexism.

The commercial cinemas of the 2000s saw overloaded sexiest dialogues and vulgar lyrics that objectified women in the form of item number or club dance performed by women in small thin cloths surrounded by

groups of men. However, these item songs were nothing to do with the main plot of the film and were added to attract more audiences. The woman who performed these item numbers never had other roles in the movie.

At present, the sexuality in Tamil cinemas is more open and direct. On the one hand, the Tamil cinema sees the live-in relationship between youngsters with light romantic comedies and the other side sees the movies with forceful stalking scenes and double meaning dialogues.

DATA ANALYSIS AND INTERPRETATION:

Reasonably it is challenging to figure out all the reports mentioned in the above sections. However, a few scenes and concepts happened and dominated the Tamil cinema, which is watched and got influenced by the youngsters.

Sexual Assault:

As of sexual assault concerns, raping is a problem which threatens women as it is associated with sex. There are hundreds of Tamil movies where rape treated as a fun. These movies make the viewers accept the character who perform the sex crimes are playing a lead role or hero justified for their action, and the victim deserves it. That is the characters who perform the rape justify his work and blames that the crime happened because of the victim.

In the film 'Paruva Kaalam' in 1974, an innocent girl gets raped by the culprits and become pregnant and marries the hero who raped her. In the movie 'Marumagale Vaazhga' in 1982, the heroine will be abused by the villain on her engagement. But the heroine refuses to lodge complain on the rapist and even refuse to marry her fiancé who begs her to marry him. However, the heroine decides to marry the rapist because of her fact. In the film 'Pudhiya Paadhai' in 1989, the heroine who got raped by the rowdy hero will marry the hero and humanize him.

Similarly, in films like 'Raagangal Maruvathillai' in 1983, 'Sakalakala Vallavan' in 1982 and 'Marumagale Vaazhga' in 1982 show the girl who got raped have to live together with the rapist or should commit suicide. Since it is the unwritten law in Tamil society, Tamil films also follow the same.

In the film 'Varalaaru: The Godfather' in 2006, the hero plays the classic dancer role and looks for a bride. But the girl rejects and insults him in public because of his famine look. To take revenge and prove his manhood, the hero rapes that guiltless girl and makes her pregnant. However, the innocent girl survives with her two sons accept the hero at last. In the film 'Paruthiveeran' in 2007 to revenge the hero, the heroine is targeted and raped by a group who are affected because of the hero before.

Stalking:

There are plenty of studies that conform to how the films continuously represented and standardized the stalking as a romantic behavior. To some stage, stalking and sexism in Tamil cinema go hand-in-hand. A series of Tamil films eliminated the value of woman wishes and response to the man's sexual approach. For example, the 'wooing' (flattering) or 'courtship' (romantic relationship before getting married) of women in cinema is accepted through harassment, teasing, molestation and chasing women till they surrender to the man. That is, it suggests that it is 'okay' for a man to stalk, abuse, harass and molest a woman in the name of 'wooing' her.

However, the female characters in the Tamil movies also interested in taking part in the actions. That is, if the woman rejects the advances, the film suggests that she can be forced to accept it says yes to it. Stalking is accepted and became part of the society. The movie shows the leading heroes harassing their heroines to show their love, and these films certified with 'U.' Some Tamil films even go one step advance and teach how to harass or attack a woman's privacy in detail. When these films watched by the youngsters, then they accept the stalking and consider it as a legal one.

In the film 'Kanni Paruvathile' in 1979, the hero shows his affection towards his friend's wife attacked, but the hero's wife saves him, and they both live a happy life, which exposes that for sexual desire the man can do anything, and the woman has to accept it. In the film 'Singaravelan' in 1992, the hero seduces or persuades the heroine by harassing her sexual or some form of unpleasant that do not refer directly through the song. In the film 'Sethu' in 1999, the hero kidnaps the heroine and forcefully propose his love at knifepoint, in return, the heroine accepts his love. In the film 'Kaadhal Kondein' in 2003, the heroine is not aware of the hero's psychopathic character and fall in love with their familiar friend, who will be kidnapped by the hero. But the heroine chooses the hero when she was in the situation to select her boyfriend or hero.

Similarly, one of the worst examples of stalking Tamil cinema is '7G Rainbow Colony' in 2004, where the hero, who is good-for-nothing openly follows his new neighbor heroine. The hero drives his body towards the heroine, touches her back and smells her hair even though being a hateful person, but finally, the so-

called 'innocent' hero madly shows his love towards the heroine. Although the hero stalks the heroine irrespectively, the heroine finally gets impressed by the hero and gets a close relationship with the hero and expresses her willingness to share her bed with the hero. In the film 'Manmadhan' in 2004, the hero who considers himself as a liberator and set a mission to kill any woman who smokes, drinks, or wearing clothes against the tradition.

In the film 'Aadukalam' in 2011, the hero chases the heroine around town until he persuades the heroine into a relationship with him. However, both films have sufficient elements to admire stalking. In the movie 'Thanga Magan' in 2015, the hero stalks a girl he follows and when she snaps the hero, he says that it's wrong for a girl as pretty as she is to have as much as 'thimiru' as she does, which literally means between 'darling' and 'arrogance' used full of sexism context. In the film 'Remo' in 2016, the hero stalks the heroine to an extent where she gets so frustrated, in an attempt to win her back, the hero decides to mask himself as a female nurse and make her friend so that he can disrupt the heroine's relationship with her would be.

Sexual Objectification:

Continuous objectification of women and representation of male domination in Tamil cinemas supported certain features of sexual harassments in Tamil Nadu. The scenes, songs, and dance movements enabled and categorized the women through their dress and stereotypical images. In Tamil films, the heroine and other female characters are portrayed only as attractive images. Even in outlook, dialogue and lyrics signify only the sex, and the youngsters who get victimizing to these acts not only spoiled themselves but also spoil the society, because cinemas provided the reason for the exploited environment of the community. The only intention of the Tamil film songs is to stimulate the audience and entertain them, which is mostly not connected to the storyline of the film.

In the film 'Pattikaada Pattanama' in 1964 and 'Vivasayi' in 1964, the heroes tease the trouser-wearing urban heroines and convert them to accept traditional Tamil culture. In the film 'Manmatha Leelai' in 1976 portrays the hero as a womanizer, but his wife endures his act and lookout for changing him. Similarly in the movie 'Moondram Pirai' in 1982 a married woman attracted to the hero who doesn't respond to her feelings, which also reveals the extramarital relations of a woman considered as classify of sexually objectified roles.

In the film 'Chinna Gounder' in 1991, the hero, along with a group of kids, spins a top around the navel of the heroine. In the film 'Mannan' in 1992, the hero makes his arrogant productive wife work in the kitchen and housekeeping. In the movie 'Baasha' in 1995 in a song, the heroine is fascinated with the hero and believes that she sees the hero everywhere. In the film 'Pistha' in 1997, the hero wants to teach a lesson to the heroine, who is arrogant and cocky, but when hero slaps the heroine, she gets attracted and fall in love with the hero, which promotes that slapping or whipping of women is the expression of love and very romantic. In the film 'Vaaranam Aayiram' in 2008, the heroine spends time with the hero before marriage and doesn't stop the hero when he hugs or kisses her and even shares her bed with him.

Woman with independence and a life of her own became a rare occasion in Tamil films. But as an alternative, open women hate became a central part of the Tamil films. Some of the movies like 'Chinna Thambi' in 1991, 'Padayappa' in 1999 and 'Paruthiveeran' in 2007; the women are humiliated and destroyed because of male dominance.

CONCLUSION:

The article considered two different opinions about sexual harassment. It mainly emphasized on selected films where the heroes seen involving in the gestures of sexual harassment and the places chosen by the heroes to stalk and woo their heroines are in public places like their residents, colleges, parks or every other place where the heroines visit and sometimes targeting their personal spaces. Disappointed love and humiliation result in rapes and assaults. Threatens, exaggerated, and supremacy are common in wooing (flattering). Finally, the heroines fall in love with their stalking hero, because of the act of stalking and harassing regularized to romance or love affairs in the Tamil cinema.

Another general connection in Tamil films is that most of the movie passed with a 'U' certificate, which means children get a hold to watch these movies. Than entertainment, Tamil films have the possibilities to influence criminal thoughts in the minds of people, especially youngsters. Than clashing at the box office, the Tamil filmmakers compete with each other in portraying women in a negative image, which also manage to influence a specific section of the audience.

Tamil cinema heroes usually projected as the protectors of the Tamil culture and tradition, whereas the heroines considered as violators, who need to teach about the Tamil cultural values. However, almost all leading and popular heroes of Tamil cinema have involved in sexual harassment in the name of love in their

films. The heroes have abused, teased, whipped, stalked, harassed, threatened, assaulted, raped, and even killed women in the name of protecting the culture in the films are an exemption from punishment. The list is never ending and every Tamil film including scenes, dialogues and lyrics were becoming harmful to worse, where the hero or the leading male character makes detailed deception to touch the female mostly without her permission.

To some extent, the Tamil cinema is responsible for regressive gender representations, and the woman hates thoughts expressed through dialogues, scenes, lyrics, visualizations of the female and male-dominated view of the universal. However, it is undeniable that Tamil cinema has a massive response to people from all part of the world. At the same time, the Tamil film industry is not overlooking that with enormous control comes to the vast responsibilities. No longer is it possible to show that the perfect woman is someone who dependent and give-up everything for the happiness of her husband and family. As an alternative, the filmmakers have to deal with the ambition and objectives as the own right of the women.

The Indian cinema, especially the Tamil filmmakers, need to think of responsible storytelling that expressing the reflection of our mind than concentrating only on the box office..

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PORTRAYAL OF TRANSGENDERS IN TAMIL CINEMA – A COMPARITIVE STUDY

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ABSTRACT: *With gender equality topping the row of sustainable development goals, the measures taken to maintain equality amongst gender portrayal and representations especially of the transgender in media is a matter of concern. Regardless of various entertainments offered regularly by new media technologies, film as a medium continues being in the lime light enjoying its own fan following. Cinemas create an impact in the minds and souls of its audience which can be witnessed through the box office hits thereby making it mandatory to probe into representations of individuals or society at large in film medium. When it comes to transgender portrayal, media has always been pointed out for having inappropriate and insensible representations in the past thereby portraying blatant stereotypes. This paper attempt to analyze six Tamil movies APPU (2000) Vetaiyadu Velaiyadu (2006) Thenavettu (2008) Kanchana (2011) Aruvi (2016) and Dharmadurai(2016) and compare the representations of transgender characters in terms of characterization, role played, time allotment in the films, dialogues spoken, personality traits, outfits & symbol of non-virtues.*

Keywords:

INTRODUCTION

Our country is known for its cultural diversity and rich heritage. We grew up listening stories from Mahabharata & Ramayana where we can witness the traces of transgender and their recognition. transgender persons had been a vital part of the Indian mythologies. The famous Tholkappiyam (3rd century BC) states hermaphrodites as a third "neuter" gender. In Vedic sciences, the nine planets are each assigned to one of the three genders; the third gender, tritiya-prakrti, is associated with Mercury, Saturn and (in particular) Ketu. In the Puranas, there are also references to three kinds of devas of music and dance: apsaras (female), gandharvas (male) and kinnars (neuter),so right from the ancient times we had been a society with sexual inclusions.

"We know what we are, but we don't know what we may be" says William Shakespeare. Hence understanding and revealing ones identity requires huge amount of strength ,courage and introspection, and when such declarations are not accepted or misinterpreted there starts the problem. Though we could witness lot of transgenders who come out and reveal their identity the law states that there are still more people who are in disguise. Various studies were conducted to identify the transgender population around the world, Pakistan government was the first to include the transgender population in their census allowing people to self identify themselves. The Indian Supreme Court legally recognized transgender as the third gender in 2014 and took a census in the same year which stated that 4.9 Lakh people belong to the third gender. However social activists claim that the number should be six to seven times higher because the report claimed by the Transgender People of South Asia claims that there are around 2 million people in India belong to the hijira community. Hence India holds a good space for a lot of transgenders, and so it is important to represent transgender in the right and decent way. While looking into the scope for transgender representation, Media plays a very vital role in showcasing them to the society. There has been long history of offensive representation and discrimination of transgender in cinemas. Gender Identity is normally a sense of being a male or female The term transgender is the expression of identifying them to be different from that of the above two sex. Man is a social animal where he is free to choose his /her life the way he wants it to be. But for a transgender this liberty is challenged. They are been isolated from their homes and neighborhood. " Priya Babu, Transgender activist states that transgender people are like any other human being, they are neither an object of ridicule nor a supreme power, she adds that most people look at us as either a comic character or we are believed to be spiritually/religiously superior which leads people to believe that the blessings of the community will help them. Both extremes are heartening, we are

like any other human being, sympathy or empathy is unnecessary.” When probing into it deeply it is understood that media is one major tool that influence the ideologies of people and change their attitude of the audience towards those marginalized groups. “Cinema often targets marginalized groups, distorts reality by spreading stereotypes sensationally through celebrities to contribute to hetero-normatively and the spread of trans-phobia states Miller 2012,Elhum2011,Ryan 2009 .Transgender community constantly questions the misrepresentation of their identity in the Tamil cinema through freedom of speech and expression (The Hindu 2015, Sanjana 2015). From a country that had acknowledged and appreciated sexual diversity, we’ve turned to an intolerant society that has forgotten its own heritage. Our cinema too reflects this. Tamil cinema being the second largest revenue making industry in the country, studies strongly disclose that tamil cinema has a greater influence in representing socio-cultural issues and state governance in Tamil Nadu (Hardgrave 1973a, Pandian 1992a,) hence this study tries to understand the representation of transgender in tamil cinemas and analyze if their representations are still a matter of ridicule or respect.

OBJECTIVE

The objective of the paper is to understand the representation of transgender in Tamil cinemas by analyzing the visual codes and narrative structures used in the tamil cinemas.

THEORETICAL FRAMEWORK

Film Theory and Muted Group theory laid foundation for this present study.

Film theory was formulated by (Andrew 1976, Bordwell 1997) where they explain that film theory questions the essentialism of cinema and provides conceptual frameworks for understanding film’s relationship to reality, the other arts, individual viewers, and society at large. Christopher P. Jacobs in his paper “ Film Theory and Approaches to Criticism”, argues that a film can be analysed by four levels referential content, explicit content, implicit content and symptomatic interpretation. This paper is dealt with symptomatic interpretation as we look at the film through the lens of the society reflecting and illustrating ideologies prevalent in the culture, in the time and place it was made, and possibly in the creator’s personal life experience. This level of interpretation tries to recognize symbolic content, identifying characters and situations. Hence this theory can be used to analyse the narrative conventions and visual codes used in transgender representations in tamil cinema.

Muted group theory was explained by Ardener (1975) where he says that language is an extension of social values and further extended into communication. Muted group theory states that there are different group of people in the society who are dominated and suppressed by powerful groups. Those powerful groups decide what has to be communicated and sets an agenda on what has to be expressed. Muted group theory splits into the powerful and the powerless .This theory is used to understand the problems of any marginalized community in the society. Hence this theory is used to understand the role of transgender in the most powerful industry – cinema. This enables us to understand as how the most powerful heterosexual or non transgender group of film makers influence the way society looks at the transgender. Thus Cinema reflects the view of the dominant group as they control the means of Cinema, the Transgender are denied the means of expressing themselves and become ignored and muted (*Shanmugavel & Arulchelvan (2016).*)

METHODOLOGY

This paper tries to study six tamil films which had transgender characters. An analytical study of the content of the films were carried out based on the variables like characterization, role played, time allotted in the films, dialogues spoken, personality traits, outfits & symbol of non-virtues.

Convenient sampling method was used to choose the films and content analysis was adopted to evaluate the visual codes and narrative structures of the films. The variable used was subject to review of literature, and theoretical frameworks. Through the analyses the paper tries to point out as how the variables adopted in the study had an impact in the representation of transgender in the films. Also the paper tries to examine the representation and portrayal of transgender in tamil cinema

WHY REPRESENTATION REALLY MATTERS

Representation is defined as the “the description or portrayal of someone or something in a particular way”. (*Nanditha & Ravindar*). Such representations should be built carefully by understanding their lives and culture before depicting it as people evaluate the culture and virtues of the groups by the way it has been represented. (*Merriam Webster*) defines a transgender or a trans person as “a person whose gender identity differs from the sex the person had or was identified as having at birth.” This definition includes trans men (female-to-male) as well as trans women (male-to-female).

REVIEW OF LITERATURE

The traces of transgender studies are found right from Mahabaratham ,Ramayanam and Thokkapiam. Many researches were carried out right from understanding the medical science of sexual reassignment to their portrayal and rights of the community.(S. R. Shanmugavel*; Dr. S. Arulchelvan-2016).

Judith Butler (*Undoing Gender – 2004*) in her book states that" The very criterion by which we judge a person to be a gendered being, is not only one which, justly or unjustly, governs the recognizability of the human, but one that informs the ways we do or do not recognize ourselves at the level of feeling, desire, and the body, at the moments before the mirror, in the moments before the window, in the times that one turns to psychologists, to psychiatrists, to medical and legal professionals to negotiate what may well feel like the unrecognizability of one’s gender and, hence, the unrecognizability of one’s personhood.

Julia T. Wood (1994); She in her paper *Gendered Media: The Influence of Media on Views of Gender* argues that media plays a powerful role in influencing our daily lives, and injecting the informations into our conscious mind. She adds that all forms of media communicate images of the sexes, many of which perpetuate unrealistic, stereotypical, and limiting perceptions.

Collier (2002) .He professes that Film culture deceives the world of words, by constructing the audience to believe in the representation.

Williams (1996) and Hanson (1999) witness, Transgender represented in films as comedians for excitement and pleasure only because of their sexual difference. Transgender representations often stereotypical

Ekins (1994) states that Transgender characterization in movies fits into five basic screening processes as musicalizing, humoring, personalizing and eulogizing.

In addition, (Straube 2014) states that transgender characters are tied up with discrimination, humiliation and violence.

Sally Hines(2004)argues that contemporary transgender identity can be related to postmodern analyses of gender fluidity and correspond with the deconstructive narratives of queer theory, whereas other transgender narratives articulate embodied practices which conflict with ideas of gender mutability.

S. R. Shanmugavel; Dr. S. Arulchelvan (2016) In their paper “Experience of Exclusion: Tamil Cinema and Male to Female Transgender Community” they conclude that the transgender representation in tamil cinema directly affects the attitudes of viewers which results in trans phobia and other forms of social exclusion. Consequently, there is a fear of social exclusion among Transgender people and many are not ready to come out and identify them as Transgender.

Jeremy Russell Miller (2012) in his thesis *Cross-dressing Cinema: An Analysis of Transgender Representation in Film* argues that Transgender representations generally distance the transgender characters from the audience as objects of ridicule, fear, and sympathy. This distancing is accomplished through the use of specific narrative conventions and visual codes.

DATA ANALYSIS

The Tamil movies taken for the analyses of the representation of transgender are APPU (2000) Vetaiyadu Velaiyadu (2006) Thenavettu (2008) Kanchana (2011) Aruvi (2016) and Dharmadurai (2016).With regard to the variables adopted from film theory the movies are analyzed based on characterization, role played, time and screen space allotted, personality traits &outfits.

Characterization here intrudes into the portrayal of transgender, the characters allotted for them, whether they play the role of a Mother, Wife , Lover , Girl Friend, Friend, Student, Working women/men Professional, Activist, Beggar, Sex Worker or a Villain, comedian.

Role played : Whether they play the lead role, Guest role, extras or principal actors, Supporting actors

Time and screen space allotment in the films: The no. of hours their role is enacted in the total movie is calculated to understand their relevance and importance in the movie.

Personality traits here symbolizes the qualities inhibited by the transgender in the movie like their educational qualification, confidence level, decision making attributes, Smoking, Drinking, Career Interest, Religious aspirations, interests in sexual advancements, Appearing in item number, Addiction to interact with opposite gender, Indulging in sexual relationships.

TABLE 1 : CHARACTERIZATION OF TRANSGENDER

Portrayal						
	Appu	Vetaiyadu Vilaiyadu	Thenavettu	Kanchana	Aruvi	Dharmadurai
Mother	-		Yes	Yes		

Wife	-					
Lover						
Girl Friend						
Friend					Yes	
Student				Yes		
Working women/men						Yes
Professional						
Activist						
Beggar						
Sex Worker		Yes				
Villain	Yes					
Comedian						

When looking into the characterization of transgender in the above films , the films in the early 20’s portray transgender to poses a negative character while the late 20’s have given a decent portrayal reflecting a positive portrayal which itself is a good sign of transformation and upliftment of transgender which in turn earns them respect in the society.

TABLE 2 : ROLE PLAYED BY TRANSGENDERS CHARACTERS

Role played	Name of the Films					
	Appu	Vetaiyadu Vilaiyadu	Thenavettu	Kanchana	Aruvi	Dharmadurai
Leading roles	Yes			Yes		
Main Supporting Role			Yes	Yes	Yes	
Supporting Role		Yes				Yes
Extras/Cameos	-	-	-	-	-	-

From the above table it is understood that no transgender (either cisgender or transgender) plays an insignificant role in any of the films. While analyzing it further the transgender roles played by popular actors are given lead roles while the actual transgender are given only supporting roles. Hence it is proved that actual transgender are still struggling to make their way in the film industry. When it comes to popular actor’s characterization and portrayal it is strong and effective whereas when it comes to actual transgender portrayal and characterization in film it has not given enough prominence.

TABLE 3 : SCREEN SPACE OF TRANSGENDER CHARACTERS

Name of the movies	Duration of movie	Total screen space shared by TRANSGENDER in movies.
Appu	2 hrs 12 min	3 min 43 sec
Vetaiyadu Vilaiyadu	2hr 51 min	Less than a min
Thenavettu	2hr 38 min	2min
Kanchana	2hr 51min	17min
Aruvi	2hr 38min	4min 30 sec
Dharmadurai	2hr 20min	1 min 30sec

TABLE 4: QUALITIES POCESSED BY TRANSGENDER CHARACTERS IN FILM

Qualities pocessed	Name of the Film					
	Appu	Vetaiyadu Vilaiyadu	Thenavettu	Kanchana	Aruvi	Dharmadurai
Smoking	Yes		-	-	--	-
Drinking			-	-	-	-
Interests in sexual advancements	Yes	Yes	-	-	-	-
Appearing in item number			-	-	-	-
Addiction to interact with opposite gender	Yes	Yes	-	-	-	--
Indulging in sexual relationships.	Yes	Yes	-	-	-	-

The above analysis has once again proved that most of the films in the early 20s had a negative portrayal and processed a negative virtue for the transgender characters in the film, and the contemporary cinema is in the vicinity of decent and respectful portrayal of transgender which is a good sign of privilege to the community.

DISCUSSION & FINDINGS

Through the above study it is understood that the portrayal of transgender in cinema is classified by the actors who take up the role of transgender through cross dressing according to miller and those roles taken up by actual transgender. The movies which had actual transgender representation has very little role played by them and hardly creates an impact. Lead roles with a positive portrayal has never allotted for a transgender. Many movies in the recent times like Aadhibagavan & Irumugan lead role is played by popular actor as transgender but given a negative portrayal. Looking into the positive side there is undoubtedly a paradigm shift in the way transgender are portrayed. In an interview with actor prakash raj by India Today in September 2016 he himself has apologized for accepting such a script and stated that he is sensitized about it now.

In the movie Appu popular actor has played the role of transgender. He portrays a negative character in the movie. This movie has portrayed transgender as a villain/ gang leader who is indulged in illegal activities like brothel and violence. The character was played by Prakash raj in the name of Maharani situated in Mumbai. Prakash Raj was probably the first actor to take up the role of a transgender in the Tamil cinemas. The screen space allotted for Prakash raj had created a negative impact amidst the audience. Though the movie's plot is transgender centric only an average of 4 min screen space in a 2hr 12min film was allotted for Prakash raj as transgender in the movie. Many activists raised continuous protest against the film for the

portrayal of transgender in the movie. There was no scope for songs picturizing transgender in the movie as a sigh of relief. Again in the qualities advancement of sexual desire and attraction to opposite sex was dominating. The dialogues and outfits are of course stereotyped.

In the movie Vetaiyadu Vilaiyadu though there was no any lead role the portrayal of a transgender as a rapist and homosexual is again witnessing the misrepresentation of LGBT. Writer Vishnu Vardhan states that the movie has disappointed him for the portrayal of transgender in the film.

A stereotyped character of a sex worker and a villain was assigned for the actors. Many transgender raised voices against the portrayal. They strongly insisted on having transgender representation in film certification as most of the films were creating misrepresentation of their community. Most of the transgender activists raised continuous protest against the actors for not understanding the character. "Not all transgender have an hunger for sex" says Priya Babu in an interview to THE HINDU. The directors should study the community before representation says the activists.

In the movie Thenavettu the director V.V.Kathir has broken down the stereotype in representing transgender in the films. He has portrayed transgender in decent ways and has paid due respect for their feelings. The movie has created a positive impact amongst the people about the community and between the community as well. There was a song picturized with the transgender which was again in a good sense. We could sense a gradual shift in the media in understanding the community and portraying them.

The movie Kanchana has gained immense recognition for the transgender around the country. It has given due respect to the entire community and has also changed the way the people look at the transgender. The director has created a bench mark in portrayal and representation of transgender in cinema. Followed by Kanchana Dharmadurai has also given a different perspective to transgender portrayal but stating their actual scenario. transgender are not meant for prostitution of begging they can also take up regular work is staunchly impregnated in the movie. Though the screen space shared by the transgender is limited, it has created a strong impact amidst the viewers. It has made people think deep into their living.

In the movie Aruvi the transgender plays the role of a friend which may be considered as a supporting role which did created an impact. She was given a positive role where the isolated heroine is protected by a transgender. Though there was scenes of ridicule by the people in few scene the movie as a whole has created a good representation of the transgender.

Through this study we could find that media is in the urge of educating itself about the representation of transgender in the cinemas. The content analysis has proved that there is a paradigm shift in the way media portrayed transgender in the early 20s and late 20s. It is a positive sign that tamil cinema has started to acknowledge transgender thereby placing them in characters with due respect. Further recent movies like Petta, Appa has a positive portrayal of transgender.

To consolidate

1. There is a considerable difference in representation of Transgender in tamil cinemas though they share less screen time they are portrayed with due respect and given sensible dialogues, along with ridicule and mockery of their sexual orientation.
2. A better understanding and equal representation of the community is required in the film industry.
3. A narration from their perspective and not what we perceive of them, and a story of their world, which we have alienated from ours can also change the way society and media looks at them.

CONCLUSION

While things have been changing gradually in tamil cinema, there's still a lot that needs to get better. Transgender being misrepresented in cinema is a matter of fact. As Judith Butler rightly states "Gender is what we do, not necessarily who we are". Hence looking deep into their lifestyles and understanding them can help people to portray them in a better way. Also understanding the mindset of directors who do such characterizations are also to be studied. The characters they come across which makes them arrive at such a notion is also to be considered. But every living being in the society should be given its space in the world. Gender should never be an obstacle. There has to be a drastic change in the way the society looks at the community. And here the media should play a responsible role in educating the people through rightful portrayal and representation rather than mockery and ridicule. Media should widen their horizon to accept the transgender as any other gender for a meaning full discourse. It is in the hands of the film makers to take up the responsibility to ascertain affirmative roles for the transgender in their upcoming films.

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A CRITICAL STUDY ON THE DEPICTION OF FEMALE CHARACTERS IN GAME OF THRONES

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ABSTRACT: *Game of Thrones (popularly abbreviated as GoT is one of the most viewed TV series of the last decade and has garnered numerous awards for its acting and technical aspects. In spite of the criticism leveled against its visually explicit depictions of inhuman barbarity, the series has expanded its fan following with each season. Research has been done to study the addictive habitual viewing patterns of the show and its influence on youth. One can notice a surge in the release of similar content on online streaming platforms such as Netflix and Amazon Prime. This also includes Indian series such as Sacred Games. Although, GoT has an enormous potential to be studied from a psychological perspective, the current paper chooses to focus on examining the portrayal of female characters in the selected seasons of the series. This would include a list of female characters that are explicitly feminine yet possess a dominant outlook. The characters' craving for political and sexual power is drawn to a level that attacks the human psyche. The show's popularity could be attributed to this psychological appeal. Perhaps, it can also create a false consideration of the individuals around us and on the society at large which glues them together. The twists and emotional turns of the show might vary from the human sensitivities in reality. Hence, it is necessary to have a critical understanding of such a popular TV shows to shape the audience perceptions towards a virtuous path. The research would deconstruct the female characters of GoT in understanding their role and the visual necessities in creating them. The series has both antagonistic and protagonist women characters which have to be seen more closely to comprehend the ideologies propagated through them. The research employs social construction theory and partially employs deconstruction in formulating the methodology to examine the portrayal of female characters in the series*

Keywords: *Game of Thrones, Female, Portrayal, Popular culture, Deconstruction.*

INTRODUCTION

Game of Thrones (popularly abbreviated as GoT) is one of the most viewed TV series of the last decade and has garnered numerous awards for its acting and technical aspects. It has attracted 12.1 million viewers globally (by season 7, 2017, NYT according to Neilsen). In spite of the criticism leveled against its visually explicit depictions of visually inhuman barbarity, the series has expanded its fan following with no less than 10 million viewers for each season. The series is known to feature gut-churning violence and has continued to surprise its viewers by killing off protagonists. Ardent viewers of the show have been frequently challenged by the inability to predict the impending demise of the remaining characters. (Suveen Angraal, Ambika Bhatnagar, SurajVerma, Sukhman Shergill, Aakriti Gupta and Rohan Khera, 2018).

One can notice a surge in the release of similar shows on online streaming platforms such as Netflix and Amazon Prime. This includes series such as Vikings (2013), House of Cards (2013), The Last Kingdom (2015), Black Sails (2016) and many more. Though GoT has enormous potential to be studied from a psychological perspective, the current paper chooses to focus on examining the portrayal of its female characters. This would include a list of female characters that are explicitly feminine yet possess a dominant outlook.

The characters' craving for political and sexual power is drawn to a level that attacks the human psyche. The show's popularity could be attributed to this psychological appeal. Perhaps, it can also create a false consideration of the individuals around us and on the society at large which glues them together. The twists and emotional turns of the show might vary from the human sensitivities in reality. Hence, it is necessary to have a critical understanding of such a popular TV shows to shape the audience perceptions towards a virtuous path.

KEY ARGUMENTS AND ACADEMIC RATIONALE

If one looks at the discussions over social media, a clear pattern emerges within its audience members. A large number of audience members completely devote them to the show and form a fandom, where they propagate the ideas presented. A section of the audience expresses disapproval of the show for its

objectification of women. Both the arguments could be debatable. However, there are times when GoT offers a high value of entertainment gratification and there are times where it patronizes rape, nudity, promiscuity, incest and many other values. There is a third section of the audience confused whether GoT is a feminist or an anti-feminist show. GoT creates many layers of reality and fantasy which makes it difficult for a non-critical audience member to segregate or isolate the good part of the show from the bad parts (Frankel 2004, Debra Ferreday, 2015). The original text, *The Song of Ice and Fire*, seems like the interplay between gender politics. However, the televised version has an extended reality offered to the audience.

Going by the argument of feminist film theorists, it does manifest sociological and psychological array of human life. The central theme, protagonists, antagonists, conflicts and many threads of the show are surrounded or often stimulated by female roles. In doing so the show inculcates certain realities (for instance, actual wars of medieval period) and goes beyond reality to create a sense disappointment, dystopian by sudden twists, executions of probable. Terming it as a stereotypical depiction of female characters would not be a judicial argument and hence it calls for further inspection.

REVIEW OF LITERATURE

HBO has created a new popular culture through series that have almost become cult narratives, such as *Sex and the City* (1998-2004), *The Sopranos* (1999-2007) *The Wire* (2002-2008), *Madmen* (2007-2015), the *leftovers* (2014-2017) are few to name. HBO always invested in standalone TV series to have control over viewers from time to time. 2011's *Game of Thrones* helped to rebrand such series with a much larger canvas and engaging content for almost eight years till now making its ardent viewers wait for the upcoming show in April 2019. *Game of Thrones* is one of the most downloaded and widely discussed Television series over media as well in social media platforms. The content of GoT is intelligent, complex and definitely not predictable. HBO's content elevates it as super television as opposed to mere television which has a connotation of 'idiot box' (Sandra Laugier, *Stories*, 2018).

Beyond all these, an audience is made to choose the character with whom they empathize over a period of time. Eventually, they turn into mirror images of themselves; the morals they look up to; the sentiments they possess or reshape; the ethical stance reinforces before them – these are evident in the conversations of characters that bring good and evil on the same stage. In the world of hopeless destruction and corrupted encounters of every second in real time, it is an innermost craving of a man to be the righteous one. Thus, the moral pluralities or weaved conversations around the demand for the investigation of truth attracts a human psyche. GoT inculcates all these by offering varied layers of reality, turning a demon into good, good into a demon and many other twists through the series. The killing of morally upright characters like Edward Stack in season 1 and merciless killing of his son Rob Stark and his wife Catelyn in season 3 arouses and releases specific moral emotions which is an original quality of the series (Sandra, 2018).

Raising women from their traditional roles of wives, sisters and slaves to rule the world as they wish and showing women take decisions are few strong qualities portrayed in GoT. Great length, diverse storytelling, logical conversations, episodic structures, episodic twists and hooks, interconnections, of course, the audience's choice to choose a side could be reasons for increasing viewership of the show. In creating such undeniably engrossing tales, the story itself might go beyond the actual script or adapted novel. George R.R Martin's *A Song of Ice and Fire* was never the same as GoT. The television adaption is scripted by the producers David Benioff and D.B Weiss rather than Martin to prompt 'Quality television' for HBO which has an edge over other channels (Jason Mittell, 2006). Jason argues on how 1990s films like *Pulp Fiction*, *Memento*, *The Matrix*, *Inception* have offered interactive codes that involve the audience to crack the narratives. The audience feels that they are more engaged in solving these narratives and in turn, they become 'amateur narratologists.' These amateurs always crave for better and challenging content in order to satisfy their thirst for entertainment. This is a point where television producers tend to create more complex narratives that blur out the layers between reality, fantasy, right, wrong, metaphors and living. This entire process is supported by a range of promotional mix, especially through social media (Ian Christie and Annie van den Oever, 2018). Often audiences are hooked to the show to such a degree that they would not like to miss the twists or the progression of the storyline. This also lets the audience to get into a new culture of devotion towards a particular genre which over a period of time grows stronger.

Sandra Laugier argues for the moral relevance of programmes like *Game of Thrones*. She terms GoT as polyphonic, meaning having multiple voices and expressions that represent "empowerment of the audience, who are able by virtue of their experience and preferences to reach their own judgment." According to Laugier, these are the new narratives because of their moral relevance. Often it also termed as media conscious narratology. And against those who would decry the alleged sexism of *Game of Thrones*, she

insists that it “releases or reveals women’s capacity for action, for the populations of the South and slaves, as liberated by the Khaleesi ... democracy is coming.” Indeed, she claims, “it is women, at least as much as men, who represent [a new] form of perfectionist aristocracy. Catelyn Stark coming out as a war strategist from being a homemaker, Brienne of Tarth as an unmatched soldier, Arya Stark as a strong girl in spite of her physique, Yara, a warrior who doesn't shy away from her lesbianism and, of course, Khaleesi who grows stronger and stronger after being left with neither her family nor her army. Laugier writes as a series enthusiast and a fan, claiming that Game of Thrones is, in fact, more realistic than historical fiction, finding “its realism in proximity to the human, and its emotional strength in humanity and the modest heroism of characters doomed to death.”

Anne Kustritz (2016) argues that Game of Thrones largely conveys realism through graphic sex, violence and a dystopian refusal of anything approaching a “happy ending.” According to Kustritz, a fairy tale with an element of fantasy (like that of dragons, white walkers) could arouse strong associations in the same context. Laurel Berlant (2011, *Cruel Optimism*) points out how cruelty is made to look like a fairytale in the media by saying, “When placed within a utopian genre form, oppression can feel like pleasure, and many of our most culturally cherished stories about liberation and happiness actually trap us in a situation that, like patriarchy and capitalism, is actively cruel, exploitative”. This is what exactly GoT does. Making the uncertain certain and bringing closure to real-life situations, thereby generating visual empathy.

OBJECTIVES

1. Decoding portrayal feminine characteristics in GoT
2. Deconstructing the female characters based on visual necessity

RESEARCH METHODS

The current paper is a visual analysis of popular TV series Game of Thrones. The researcher has viewed all the 67 episodes broadcasted till the end of season 7 and the characters chosen for the study spread across all the seasons. In identifying the parameters of visual analysis, the research is influenced by social construction theory and visual deconstruction to examine the portrayal of female characters in the series.

All the characters chosen are female characters who have at least sustained throughout one season. The following characters are chosen for the study:

Daenerys Targaryen (Mother of dragons; the central character of the show)
Cersei Lannister (Queen of seven kingdoms and the primary antagonists)
Arya Stark (younger daughter of Eddard Stark, ruthless in avenging for her loss)
Sansa Stark (Elder daughter of Eddard Stark, grows as a ruler from being a victim)
Catelyn Stark (wife of Eddard Stark, adviser of Robb Stark during wartime)
Lady Brienne Tarth (Warrior from the house of Tarth, exemplary in swordswomen)
Margaery Tyrell (Queen who marries Tommen Baratheon, son of Cersei)
Shae (Prostitute who betrays Tyrion Lannister leading to another level of narration)
Ellaria Sand (Princess of Dorne, tries to avenge her husband)
Yara Greyjoy (Claimant to Iron Island, Lesbian and a courageous warrior)

The analysis has been carried with the following parameters:

1. Metamorphosis of characters- characters who grow with the existing traits in their strength and offer larger opposition
2. Women as decision makers
3. Sexposition- Not soft, not hard; rather moderate explicit visuals placed and an attempt to understand their necessity within the context of the script.
4. Normalization of violence and women
5. Moral relevance – pluralities of characters, the moral stance they represent with the context.

ANALYSIS

Sexposition

It is interesting to understand how the sex and nudity fill the canvas of GoT. It was used to portray the beastly appeal of the characters' relationship as well as an element of visual pleasure.

Incest and power game

Cersei and her sexual relationship with her twin brother Jaime Lannister are at the root of the conflict as well the cause for many wars to come. All her three children and the unborn fourth one are Jaime's. A forbidden relationship between a brother and sister is something which society doesn't accept on moral terms. However, this questionable relationship makes both Jaime and Cersei evil characters throughout the

series. The trial and public shaming Cersei undergoes because of this illicit incestuous affair will make her more of a demon but she has not an iota of guilt.

The very first episode of conflict between House Stark and House Baratheon arises out of fear of their relationship becoming public. When they young Bran Stark witnesses Cersei and Jaime in their intimate moment he is pushed down to be killed. However, he survives and Cersei's attempt to control becomes more clutched within both the houses. From this point, she becomes a problem creator.

Irrespective of their relationship leading to public shame, they never stop being together. Towards the end of season three, they, in fact, make love (which could be read as rape too as Cersei protests) in the funeral chamber next to their first son Jeffrey's corpse. It is hard to imagine someone making love next to the body of their child. It is not at all a complex situation of two heartbroken parent sharing bed to psychologically calm themselves of their mourning. It is a deliberate attempt in the script to portray their beastly sexual relation. It can't be even termed as soft porn. Rather it is a violent depiction of sexual suffering of involving characters in painful situations intended to affect human psyche through the blend of sex and violence. Even after three children's death, they feel the entire world doesn't matter till they exist for each other. However, the fear which they had in the first five seasons would disappear by season 7. She doesn't mind letting a squire in their bedroom even when Jaime feels uncomfortable, still lying naked on the bed. Towards the end of Season 7, she is pregnant for the fourth child by Jaime and she wants to make that child rule the iron throne even if Jaime doesn't leave. Cersei's love towards the child is stronger than Jaime and she is ready to sacrifice to rule the seven kingdoms either directly or indirectly when her child sits on the Iron Throne. Invariably this proves that Cersei's incestuous relationship is secondary to her quest to rule the kingdom.

Interestingly, men grow softer compared to women as a choiceness executioner of women's orders and fulfillment and thereby women like Cersei grow as far worse human creature better die rather than living. They are lustful yet very committed towards the relationship. Such portrayal questions the notion of love by posing a question: why not an abnormal sexual relationship?

Daenerys's sexual life

In the first season, Daenerys's exiled brother who is in need of an army to recapture his throne which is lost after his father Aerys Targaryen was killed trades his sister in exchange of an army. He undresses her (who is then only 14 years old) and measures the breasts in his hands to appreciate her womanhood. He insists that she should be perfect to attract Dothraki warlord Khal Drogo. She was seen as nothing more than a piece of a log which has no agency. Daenerys being used by her husband Khal is a situation where a big man abuses a young girl for his sexual gratification. After repeated sexual encounters, she learns certain words to communicate and make her husband happy. Her consensus comes as part of the inescapable situation but never as a plain without any control. Witnessing his extremely protective nature towards her she starts loving him and mourns for his death.

Yara's sexuality

Being a lesbian, Yara of House Greyjoy visits a brothel while she flees away to save herself in season 6. She knows that she has a big battle ahead yet amuse herself with prostitutes. The Queen of Dorne, Ellaria Sand, happened to travel together with Yara. Yara has lost her father, kingdom whereas queen of Dorne has lost her husband. Both have a common enemy. At this narrative position, they attract each other and start kissing which creates an enormous amount of curiosity about lesbian sexual life. The twist comes in the form of an attack by Yara's uncle, Euron Greyjoy, who is a great sailor and the sexual act doesn't cross basic touch thereby disappointing the audience expectation. Yara's uncle is captured alive. When Ellaria Sand and her husband Oberyn Sand have come on an invitation to the marriage of King Jeffrey and Margaery (season 4), one can notice exhibitiv scenes of their bisexual relationship. Whether in a guest room or in a courtyard are very proud of flaunting their affection to the world.

Prostitutes, liars, and traitors

There are many occasions where prostitutes make their presence with every possible sensual conversation. The first two seasons are dominated by Tyrion Lannister, Theon Greyjoy's lust and the brothels run by one of the Lords of seven kingdoms, Baelish. Shae, a prostitute, loving Tyrion makes an interesting plot. Tyrion was born a cripple, never loved by his father and mostly hated by everyone around for his awkward body. However, a prostitute loves him and he grows protective of her and keeps her closer even after returning home. He, in fact, arranges her to travel far when he senses a threat to his life. Apparently, he finds that Shae was part of the bigger plot his father envisaged. And even finds out that his father was using Shae physically too. At that movement, he kills his father as well Shae. However, what is interesting is making a prostitute a lover without any condition. She doesn't move away from Tyrion even when she's offered good money.

Later, she would be found out as a traitor with the larger group. Is GoT suggesting that a prostitute can't be believed and not someone to fall in love with? So the resolution for a prostitute's treason comes in the form of murder. Similarly, there are numerous scenes where prostitutes are abused. For instance, psychopath King Jeffry's treatment of two prostitutes. He amuses himself by making one of the prostitutes beat her friend to death. Walder Frey of Riverlands, an old man who is reluctant to die proudly pads his 9th wife who is just 15 years old in most of the appearance. In a way, it's a satirical portrayal of a man's desire to have as many women as possible. However, his lusty dialogues don't illustrate that they are just satirical. Rather they are part of the bigger game of sexposition.

In the same way, Mareen the unsullied (men who are castrated to turn into better slaves or soldiers with the intention that they can't be distracted) soldiers of queen Daenerys are killed with the help of prostitutes. The unsullied can't indulge in sex as they are castrated. However, the feelings they get towards another gender can't be repressed. Hence, they still go to brothels, pay the prostitutes and mostly satisfy psychological through the touch of women. Unsullied love offers an alternative to the way sex has been perceived always. One can love without even expecting to have genital contact. Thought its ideal portrayal, one has to accept as there are many layers of love-making without hormonal segregation. One of the advisors of Daenerys, Missandei and the commander unsullied Grey worm fall in love and they symbolize the epitome of idealistic love beyond bodily exchange.

Normalization of violence and women

Through the series, GoT puts forward a pattern of violence and how the characters react to repeated circumstances. Scenes of Ramsay Bolton's treatment of Sansa Stark is one such incident. She's raped before her cousin brother Theon Greyjoy who is castrated by Ramsay to turn him into a servant. To portray the barbarity, GoT goes beyond an expected plot-line offering to take the position of the witness. For a long time (till the season 5) Sansa was not touched by any men even if she was married, engaged to different men, or escapes from rapists, travels half the world in search of peace and safety. All the time she escapes unhurt. However, the audiences' wish that Sansa wouldn't be abused by Ramsay which is broken very inhumanly. Theon witnesses her pain and thereby we the audience to do so through his eyes.

The killing of Myrcella Baratheon (the only daughter of Cersei) and killing of Tyene Sand as revenge for Mycella's death creates a distressed equation of vengeance. Ellaria Sand poisons Myrcella Baratheon in spite of the absence of absolute enmity from her. Ellaria Sand has made to witness the death of her daughter Tyene using a similar poison. Both Ellaria and Cersei level their vengeance by killing young daughters. The plotline doesn't offer a chance to confess. It goes as if like the reaction the action is already set thereby making the violence as a pretty normative one.

Ollena Tyrell, an elderly woman of House Tyrell has been portrayed as a strategist wicked woman who could go to any extent to gain power from marrying off her granddaughter to younger boys of other Houses to plot to kill the king. She would be killed (in season 7) in the same way she planned poisoning King Jeffry in season 4. The killing of Jon Snow's girlfriend, Ramsay's mistress, wilding women, and Stannis Baratheon's wife and daughter will all follow a pattern that should be followed by most of the women. None of them will have a peaceful death.

Women as Decision makers

In a positive note few female characters are shown in the context of taking decisions, especially when waging a war. Daenerys is reluctant to kill the traitors in Mareen and gives multiple chances to convince people. When all the soft ways of negations fail, she was forced to retaliate by using fire. In most of the earlier cases, she takes brave decisions and forms a strong army. However, the same logic doesn't apply when she fights with Lannisters in Casterly rock. She doesn't mind killing hundreds of people by using her dragon's fire. In fact, she consults Jon Snow before attacking them and yet ignores their suggestion of not taking a brutal step. She was made to feel wrong by correcting or consulting through men around in the later conversations. Even when the question of what is next after she conquers the Seven Kingdoms, she avoids discussing the future by giving reasons that she can't bear children. The answer to her uncertain future comes in the form of relationship with Jon Snow towards the end of the seventh series.

Catelyn Stark, Yara, Arya, Brienne are the one who doesn't think twice to make decisions. They do what they think and what they indent to do. They often succeed in their endeavor. In fact, they prove their upper hand as compared to the men around whether they are brothers, children or father. All of them have a feminine outlook yet they stand out strong characters.

Even though Margaery Tyrell, a young girl married to Cersei's son is shown to be sly, she takes brave decisions. When she realizes that the entire system, especially the religious militia, is determined to punish every sinner she decides to convince Tommen Baratheon as well the leader High Sparrow through her

confession and act of practicing the new religion. She even succeeds to have an upper hand against her mother-in-law, Cersei.

Arya Stark, who grows as a lovable little girl yet a brave fighter, one way or another performs goals she has set for herself. She learns archery and sword fight which are primarily meant for men. She has list of people to kill which she orates to herself before sleeping like a lullaby as they are all traitors that killed her family. What is surprising is her tiny body is compelled to face enemies larger than her. She has no army, no strong body, not even a safe place to hide. Yet she fulfills her wish of killing many traitors through many lessons learned from various people. What helps her is the little sword (which also functions as a metaphor of what she could do), the lessons learned by faceless men. Both sword fight and faceless skills were taught by a proper master one back in her home town, Winterfell, and the other one in House of Black and White. Her existence itself is confined to these two, which are primarily used to take revenge. She seems emotionless often in killing people and she is no less than any grown-up strong shielded soldier. At the same time, she could choose the morally right way. She knows what to speak, what not to. Like the way her pet wolf helps her in protecting from Jeffrey's sword in the first season, she always gets help from many strangers. The massive body of Lady Brienne with armed suit always prompts her a look of a great soldier. In every sword fight she faces many men, she never loses one and always accomplishes what she wished which is a pretty strong portrayal of a woman. One expects a hard fight between the Hound who was beaten by Lady Brienne. However, when they meet, the Hound appreciates and respects her skills.

CONCLUSION

GoT offers a complex sexual and power play dualisms. One can read from either this or could equally believe the other one. There are certain instances it portrays womanhood as their strength as well as weakness. Cersei becomes a problem creator from raging war to having sex in the funeral chamber next to their first son Jeffrey's corpse. It is hard to imagine over portrayal her sexuality. It is a deliberate attempt in the script to sexposition in order to offer a visual exploration to viewers to think beyond societal moral. However, Cersei's love towards Jaime is not stronger her children. She discounts Jaime when she is pregnant for the fourth child. All she wants is to rule seven kingdoms either directly or indirectly through her children.

Interestingly, men grow softer compared to women as inescapable executioners of women's orders and fulfillment and thereby women like Cersei grow as far worse human creature better die rather than living.

The portrayal of bisexuality of Ellaria Sand and her husband Oberyn Martell are purely for making the audience sensual and don't add anything to the main plot. Making a prostitute love without any even when offered a hefty amount is a positive depiction. However, they are portrayed as people working with stronger men reinforces the stereotypes of untruth perceptions towards prostitutes.

Thought its ideal love portrayal between castrated men and slaves, GoT attempts to explore many layers of love.

The killing of Ellaria Sand's daughter Tyene, Catelyn Stark, Prostitutes, and their infants is more like Newton's theory of action and reaction. These killings make the death as something normative and standard resolution.

When the question of what after conquering seven kingdoms, Dany fails to take a stance and reacts with a tint of irking towards the question. She avoids discussing the future by giving reasons that she can't bear children. The answer to her uncertain future comes in the form of relationship with Jon Snow towards the end of the seventh series which is the reinforcement of the notion that a woman's life is worth only if she can bear children. However, with all the said criticism, GoT puts many women characters in decision making positions. Catelyn Stark, Yara, Arya, Brienne are the good, righteous and judicious decision makers.

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THE ROLE OF SOCIAL MEDIA IN SOCIETAL TRANSFORMATION: A STUDY OF THE #METOO CAMPAIGN IN INDIA

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ABSTRACT: *Social media has been used as a vehicle to spread awareness, disseminate information and even to garner support for causes. Many campaigns on social issues have been launched and run successfully on social media having gathered enormous support from its user base. Social media has either created or lent support to many successful campaigns like the Arab Spring, Jallikattu, and many more. It has changed the way people think about these issues. It has a great impact on young people as they are the ones who use and access social media the most. The support social media campaigns have got is huge and has created a change in people's perspective and opinions toward the problem/ issue.*

The #MeToo movement is a movement against sexual harassment and misconduct in which women who have been victims of abuse name and shame from their perpetrators. The campaign aims to underscore the fact that sexual harassment of women is all pervasive and that every woman will have such a story to narrate.

The aim of the study is to analyse and find out the reach social media campaigns have on young people and the impact it creates. Through these social media platforms how campaigns, such as MeToo have gained more light and support and how people have changed the way they think will be explored in the study.

Keywords: *Gender Issues, Social Media, Women, Social Campaigns, Societal Transformation*

In today's world staying connected through social media websites has become the norm. Though the young are more connected than the older generation, social media has in its thrall people of all age groups. Social media is a collection of online platforms like Facebook, Twitter, Instagram and others that people use to share content, opinions, insights and perspectives on important issues. It has a great impact on the audience, especially the young as they have a strong presence on the social media platforms. The fact that it is instantaneous is a great draw for the users. Messages on social media can reach a large number of people and become viral in minutes. Its far-reaching impact is such that it can shape opinions, define perspectives and effect ways of thinking.

Without social media, social, ethical, environmental and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses. [Social media](#) has revolutionized the way we view ourselves, the way we see others and the way we interact with the world around us. Social media has many positive implications, including promoting awareness of specific causes, advertising businesses and helping foster friendships between individuals.

In an ever-powerful realm of media which has far-reaching influences, social media has emerged as the frontrunner today empowering the audiences to react, respond and put their perspectives forward. Media informs, persuades, entertains and even sells. It can provide companionship and shape perception. Media, therefore, becomes fundamental to an informed and educated audience. The growing use of the Internet reflects many factors such as instantaneous delivery of information, highly interactive and allows immediate feedback. In this context, it would be significant to study the aspects of this paper within framework of the Media Dependency Theory.

The Media Dependency Theory, invented by Sandra Ball-Rokeach and Melvin DeFleur in the year 1976, is a systematic approach to the study of the effects of mass media on individuals and the interactions between media, audiences, and social systems. It regards audience as an active part in the communication process. There is an internal link between media, audience and large social system. The audience learning from the real life is limited, so they use media to get more information to fulfil their needs. An extensive use of media generates dependent relation in audience. Media can also create dependence relationship with target audiences to achieve their goals by using its media power. Dependency theory conceives of dependency as a relationship in which the fulfilment of one's needs and goals is reliant on the resources of another source.

The aim of the theory is to know the relationship between media and audience. In today's, information-based world, individuals tend to develop a dependency on the media to satisfy a variety of their needs, which can range from a need for information on politics, business, news, entertainment and relaxation, the extent of the media's influence is related to the degree of dependence of individuals and social systems on the media. The greater the number of social functions performed for an audience by multiple medium the greater the individual's dependency on that medium. The Internet has indeed become integrated as an important source of information and entertainment in the world. The Internet is a larger media system that expands the reach of understanding, orientation, and play goals that individuals, groups, and organizations may attain through media dependency relations.

The degree of dependence is directly proportional to:

Individual: The media has the ability to satisfy the audience needs. An individual will become more dependent on media, if the medium satisfies his/her needs.

Social Stability: The audience reconsider their beliefs, practice and behaviours when strong social change, conflicts, riot or election which will force to re-evaluate and make new decisions. During this period media dependency is dramatically increased, because there is a strong need for information, support and advice

Active audience: In this communication process, the active audience chooses the media dependence on their individual needs and other factors such as economic conditions, society and culture.

As the media dependency theory states, media does have a great impact on the lives of the people in terms of what they identify with, their belief systems, the changes they want to see in the society and the world around them. Internet and social media have only enhanced this process to a greater extent which this paper aims to study.

Societal transformation is a fundamental and persisting change at the level of societies. It is the change in people' mind, behaviour, thoughts and opinions, perceptions about issues relating to social, economic, political etc. Through social media platforms and the information that has been put and discussed has created a huge impact on people and transformation in the society.

Social issues and movements have gained visibility through social media platforms over the years. Campaigns like Save our Tigers and Section 377 have become successful campaigns and subsequently created a change in the society through social media in the past few years. Save our tigers was started by NDTV and Aircel in the year 2010 to create awareness about the decreasing population of Tigers and the crisis they were in the country and how it can be conserved. Though it was a primarily televised campaign, social media platforms provided support to it. Various initiatives to create awareness through social media were carried out such as conducting contests on Facebook and twitter, the #saveourtiger become one of the ways of creating awareness and gaining support. Even during the twelve-hour telethon which was organised by NDTV to promote and raise funds for the campaign, social media was actively used for creating awareness, conducting discussions and providing viewers a forum for participating in the campaign. This campaign has been phenomenally successful in raising awareness and mobilising funds for conservation of tigers. Since the launch of the campaign in the year 2010 when the number of tigers was only 1706, the tiger population has increased drastically to 2226 tigers in India as of today. That's a significant increase in the numbers of the tigers in the country. Social media has really given the campaign the push and support that was needed for it to be successful. It can be said that there has definitely been a change in the people's minds about the species and its importance in the country

On September 6, 2018, the Indian Supreme Court abolished the section 377 of the Indian Constitution that held that same-sex relationships were criminal. The long struggle of the LGBTQ community in India for an identity of their own and the right to a dignified life took on a positive turn with the Supreme Court ruling. There were sustained efforts by the LGBTQ community and its supporters to garner support for a ban on section 377 on social media. It all started with the #. People on Social media started using the #PRIDE #SEC377 to show their support and create awareness about the community. The Supreme Court began hearing petitions against the ban in July, beginning an emotional debate over the right to freedom and privacy. While hearing the case, the judges have made observations that have largely given hope to the gay community. Through social media platforms the amount of support the community had go, the struggle of people, their stories had given the push it needed to change the law for the betterment of the country to make India a place where people can live without it been a criminal offense. The support from various brands, organizations, celebrities with the #PRIDE #LOVEISLOVE #SEC377 was flowing all over social media showing support for the community. The # on twitter and other social media platforms is also a way of gaining support for the community. Through social media platforms the LGBTQ have gained their identity and the freedom to have the same rights as any other ordinary citizen of the country.

Social media has given various issues a platform to gather support from people, change their perceptions and opinions about an issue and there have been cases where it has resulted in policy changes.

Objectives of the study:

- (i) To understand and analyse the impact of the #MeToo campaign on social media and its various platforms.
- (ii) To understand how the youth, believe that a social media campaign like #MeToo has the ability to influence minds and change perceptions and opinions on important issues.
- (iii) To ascertain the reach of the campaign between the age group 18-40.

In this context, it is important to consider how social media has been used as a vehicle to spread awareness, disseminate information and even to gather support for causes. In essence, campaigns on social issues have been launched and run successfully on social media which has gathered enormous support from its user base. Social media has either created or lent support to many successful campaigns like the Arab Spring, Jallikattu, the #MeToo movement and many more. It has changed the way people think about these issues. It has a great impact on young people as they are the ones who use and access social media the most. The support social media campaigns have got is huge and has created a change in people's perspective and opinions toward the problem/ issue.

There are countless exciting improvements in technology and social media have greatly increased communication across cultures and positively brought attention to events around the world. As the popularity of social media grows, networks such as Twitter, Facebook, and Instagram continue to evolve. Social media can be used as a platform to bring awareness about cause/issues and spread positive news that traditional media often doesn't cover. Social media also allows for self-expression and can serve as a creative outlet for individuals to express themselves, share their artwork and their voice on specific topics/issues.

Social media has given a platform to the marginalized and oppressed groups in the society to voice their opinions and tell their stories. For instance, the LGBT community has gained more acceptance because of social media as they are able to communicate freely on these platforms and thereby sensitise people. In that sense, social media is breaking the stereotypes and creating a new and inclusive society.

The #MeToo movement is movement against sexual harassment and misconduct in which women who have been victims of abuse name and shame the perpetrators. The campaign aims to underscore the fact that sexual harassment of women is all pervasive and that every woman will have such a story to narrate. The MeToo movement was started in the year 2006 by Tarana Burke, an African-American civil rights activist. The MeToo campaign began as a # on twitter in 2017. In October 2017, it started to gain more popularity when Alyssa Milano an American actress posted a tweet asking the victim and survivors to come out and tell their stories. It all started in America where the noted Hollywood producer Harvey Weinstein was accused of sexual harassment by over 70 women.

With the launch of the movement, within 24 hours, #MeToo was retweeted more than 500,000 times on Twitter and over 12 million times on Facebook. Facebook reported that within the USA, where the movement started, over 45% of people know at least one person that used the hashtag. Tweets about the issue have been in many languages as well." The hashtag has snowballed. Since October 2017, #MeToo has been used an average of 55,319 times a day on Twitter, in at least 85 countries.

It is just over a year since the expose about sexual harassment and abuse in Hollywood that sparked the #MeToo movement, through which millions of women around the world have shared their experiences. Similar hash tags have emerged exposing one scandal after another such as the #YoTambien in Spain and Latin America, #BalanceTonPorc in France, #quellavoltache in Italy. In China, where the hashtag faced censorship on social media, people developed the alternative #RiceBunny, which in Mandarin mimics the sound of "Me Too".

When the #MeToo movement reached East Africa, it sparked conversations on Twitter and in the other media. But social stigma, and a normalization of violence against women and girls means that few men have been held accountable as a result of the movement. Many African women still face the issues of an overly patriarchal, religious, and traditional setting. Cases have been reported in several East African nations suggest that #MeToo is having some impact. In Uganda in March, women demanded the resignation of politician Onesimus Twinamasiko, after he encouraged men to beat their wives to "discipline" them. Twinamasiko did not resign but was forced to apologize. In Kenya, protestors called for a criminal investigation into alleged abuse at Kenyatta National Hospital. In Ethiopia in November 2017, nine middle-

school girls came forward to report abuse from a teacher at their school. The girls referred to the #MeToo movement as inspiration for speaking out. The teacher was fired, and the case was handed over to police.

In Latin America, social media is a powerful tool for change when it comes to women's rights, the #MeToo movement opened up a new window for debate. In 2015, #NiUnaMenos (not one less) a campaign that started out in Argentina, brought to light an issue that plagues the region of the killing of women because of their sex. In 2016, #MiPrimerAcoso (my first harassment), where women on Twitter and Facebook shared their harrowing testimonies of sexual harassment. #MeToo has been widely covered by news outlets across the region and on social media platforms as well, making many people aware of the magnitude of sexual harassment. Many of the celebrities who came forward are well-known in these countries. Latin America's celebrities such as Calu Rivero, an Argentinian actress have gone public about sexual harassment in the workplace since #MeToo went viral. #BabaeAko which is a similar version of the #MeToo which was launched in Philippines this year is a platform for women to post and talk their experiences of sexual assault or harassment on social media channels.

Over the past year, #MeToo has brought another issue to the table, sexual harassment in schools, educational institutions and in the workplaces as well.

It was in 2018 when the Indian actress Tanushree Dutta, came out and spoke about the harassment she faced at the hands of her co-star, the renowned actor, Nana Patekar, the #MeToo movement had truly come to India. She just provided an ignition after which several women have bravely come out with stories about sexual harassment and sexual abuse at workplace. The hash tag **#MeToo** has become a way of exposing sexual harassment and abuse that women encounter in their lives. The movement gained more visibility in India when well-known personalities like MJ Akbar, Minister of External Affairs had been accused by Pallavi Gogoi, Priya Ramani and 20 other journalists. Alok Nath a veteran actor was accused of sexual harassment by notable TV producer Vinita Nanda. Varun Grover, award-winning lyricist, Vikas Bahl Director, Chetan Bhagat Writer, Rahul Johri BCCI CEO, Sajid Khan Director/Actor and Former AIB comedian Utsav Chakraborty were among the many accused of sexual harassment by women. While Twitter and Facebook offered a safe space for women to narrate their stories, the naming and shaming have also been the loudest on social media. On September 30, 2018, the #MeToo hashtag was used more than 19 million times on Twitter.

On October 4, Mahima Kukreja, a young Indian woman and comedian from Mumbai, posted her #MeToo story on Twitter, alleging that a fellow comedian Utsav Chakraborty had sexually harassed her by sending her disturbing photos. Other women came forward with similar stories about Utsav Chakraborty. After comedian Utsav Chakraborty was accused of sexually harassing multiple women, including minors and the comedy world strongly condemned the behaviour. Utsav Chakraborty apologised for his actions. Allegations of sexual harassment were also made against AIB's Gursimran Khamba and the brand subsequently issued a statement saying that he had stepped down from the organisation.

Hotstar cancelled AIB's new show and removed old episodes of 'Better Life Foundation' which starred Utsav Chakraborty in it. In a statement, Hotstar said they "will not stand by anything that compromises the respect or safety of women." Mumbai Academy of Moving Image (MAMI) has dropped one of AIB's films from their film festival.

Former DNA and TOI editor-in-chief, Gautam Adhikari, has quit the US think-tank Centre for American Progress (CAP) after he was accused of kissing at least three women in office without their consent. "I do not recall any of these incidents which are being alleged from so many years ago". Mr Adhikari has resigned from the organization after the allegations against him. K.R. Sreenivas, resident editor (Hyderabad) of Times of India resigned after journalist Sandhya Menon and six other women sent a petition to Bennett Coleman and Co. Ltd. detailing accounts of harassment by him.

Besides the media and film industry, there were several other cases that have come out in broad light, with the help of social media from the fields of Performing Arts, Education and Sports. The #MeToo movement has also been of help for working women in various corporate organizations, resulting in the review of their policies regarding safety of women. Companies like Pepsico, Aditya Birla Group, Google and ITC stating that they have Zero Tolerance towards sexual harassment of women and that handling complaints will be their top priority (Times of India, 2018).

The National Commission for Women set up an email address to receive complaints related to sexual harassment at workplaces. It has also set up an electronic complaint box; once a complaint is submitted to 'She-box' it is forwarded to the relevant authority. Maneka Gandhi has asked this initiative to take every #MeToo complaint from workplaces for expeditious disposal as and when complainants approach

them. The Delhi Commission for Women (DCW) chief Swati Maliwal wrote to the Prime Minister urging him to set up an investigation committee at the earliest to initiate probes against the people who have been accused of sexual misconduct. The DCW also set up a separate email id and a helpline service for lodging the complaints under the #MeToo movement.

The hash tag (#) had given women a chance to tell their stories of sexual harassment. From all around the world people had started using the # to say their story on social media platforms. The #MeToo movement had created awareness among women about their rights and men, about the consequences they can face. Men who were revered and respected in various fields were exposed as sexual predators. It brought out the truth of many famous personalities and empowered women as a community and to help each other. The #MeToo movement has been a success around the world where people have spoken about their stories of sexual harassment and actions against those men has been taken. It has created a platform for women to express their story.

A very positive outcome of the #MeToo campaign was that it made people aware of the rampant sexual harassment that is going on in numerous workplaces and other situations, not only in India but also around the world. The campaign made issues such as violence against women and gender equality important and significant to the extent that these issues were widely discussed in various forums including television, print and social media, apart from it being topics for debates among the student community. These discussions can only mean that people are willing to open their minds to issues that women face and to try and understand how we can create a society in which women are not victims but equal participants in the progress of the country. The MeToo campaign has begun the process of creating a change in perception about sexual harassment of women and a possible course correction.

As stated in the objective of this study, a survey was conducted with 100 respondents from the age group of 18-40 both female and male who have access to social media and internet. A set of twenty questions were asked relating to social media covering topics such as their usage of social media platforms, their consumption level, the reach of social media, the impact it has and knowledge about the MeToo campaign. The survey had brought out important facts regarding the percentage of people who are aware of the campaign and their knowledge about various issues trending on social media. The survey has also revealed what kind of impact the MeToo campaign has created on the audience, what their perceptions, opinions and ideas are about the issue.

When asked whether they think social media is effective in disseminating information, 88% of the respondents said 'yes' and 12% said 'no'. The respondents were asked if the #MeToo movement had created awareness about the rampant sexual harassment of women, to which 84% of the respondents said 'yes' and 16% said 'no'. 81% of the respondents believed that social media provided the right platform for women to tell their experiences of sexual harassment which was not available to them earlier. When the respondents were asked whether the #MeToo movement served its purpose, 54% of them replied positively.

The survey only reinforces the idea that social media has a wide reach among young people and those with access to internet. They identify themselves with many of the issues trending on social media by reading about them, following them and forwarding them to others. The visibility of campaigns such as the MeToo has made people take note of it and support it as many others are also doing the same. For whatever reason, these campaigns get wide publicity and support. In the process, people are sensitised about these important issues, their perceptions and opinions regarding the lives of women and the challenges they face. It can be concluded that the #MeToo movement can help create a better society that believes in gender equality.

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A CRITICAL ANALYSIS OF SURROGATE ADVERTISING AND THE INDIAN SOCIETY

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ABSTRACT: *The researcher aims to understand the contrary effects of surrogate advertising, which has already been existing in Indian society. Surrogate advertisements are the key elements to find the banned products such as cigarettes, alcohol and gutka (a sweetened mixture of chewing tobacco). It is used to promote the banned product in the means of surrogate kind of advertisements. Further, the primary producers come with their another product of a reasonably close category such as soda, mineral water instead of alcohol or products of an entirely different type (for, eg, music CD's or playing cards) to hammer the brand name into the society. The banned product indirectly projected to consumers but masked under another product under the same brand name. Hence, people could have been associated with the brand name whenever the surrogate advertisements have appeared anywhere in society. It makes the society to remind the brand of alcohol, cigarette and tobacco. In this study, the researcher reviewed the different cases of surrogate advertising and summarized the effects.*

Keywords: *Surrogate advertising, Banned products in India, Alcohol advertisements, Gutka banned in India, Effects of Surrogate advertisements.*

INTRODUCTION

Advertising is a strategy to create awareness of new products and also to promote the existing product and increase the sales of a product or service. Advertisers are the key factors to reach masses through different mediums and to inform the product attributes. This effective communication process is significant when a product or service needs to address society with massive exposure to the target consumer. Several appeals used to associate with consumers spread over the world. Media creates the decision making process of consumers through advertisements. The advertisements are appearing between serials, sports events, news programs and movie times which results to reach the target consumers to the profit-seeking producers. The Cable Television Networks Regulation Amendment bill-2011 is vital to understand that after its implementation the new advertising appeal used by many liquor companies that they had been using the surrogate advertising strategy. Notable criticism and analyses have been taking place regarding the surrogate concept with over many issues whether it is needed to the society or not. Albeit Information and Broadcasting Ministry of India instructed the broadcaster that seducing viewers indirectly or directly in the means of advertisements which promotes alcohol; tobacco is strictly not permitted in India. Though the banned products have stopped the ads, they have come with creative and disguised way. The marketing strategy persists new innovative ideas shelving the law which impact the consumers even the liquor company ads for other products. It reveals that they are trading their brand securely and their intention remains to succeed. In India, Liquor Company's brand name highlighted through the advertisements such as Juices, Mineral water, Soda, Music Apps, Events, Sports team sponsorship and more.¹

REVIEW OF LITERATURE

Surrogate advertisings have ethical problems in India because of the groundbreaking marketing strategy of the corporates. It reveals through their legal promotions on banned products in the way of duplicating the brand image of a particular product generally and promoting another product in the same brand. Consumers could have easily associated the banned products from these advertisements. With the intention of such products have been advertised indirectly and influenced people behaviour. Hindustan Unilever Limited (HUL) had appealed brand extension strategy later adopted by the marketers and promoted banned products including tobacco, cigarettes and alcohol. Surrogate advertising took places on all kind of media include billboard, hoardings and also celebrity advertisements.²

According to Manas (2015) observation that surrogate advertisements might be emerged at first in Britain. It was noted from the report that married women had started protesting against liquor advertisements owing to which aggravates millions of husbands for drinking. The great feedback of this protest resulted in a ban on liquor advertisements. Tobacco and liquor products are taking more places on surrogate advertisements in India. Approximately 250 million people consume liquor and tobacco in India. And also it is increased day by day.² Owing to the constant effort and creating awareness, India had banned broadcasters from promoting liquor and tobacco advertisements in 1995, which regulated by the Act of Cable Television Network (Regulation) Act.² it results the way for surrogate concept and the companies were, targeted the audience. The industry had come up with new products with the same brand as surrogate products such as McDowells water & soda, Pan masala, Gutka. Wills Indian Cricket Team, Gold Flake Tournament for Tennis Games. Significantly, the people have well known the brand name of Wills and Gold Flake as Cigarette and McDowells as Liquor.²

Punit K et al. (2017) noted that duplicating the brand image in the purpose to promote banned products means it is called surrogate advertisements. Corporates knew the consumer perception and hammered their brand on people' mind through surrogate advertisement in an ethical way. Surrogate advertisements constantly recall the brand amongst the people and make them use the product³. Significantly there was a question that why do not directly advertise alcohol product when a government permitted to sale. According to Advertisement Law (2012) in India, alcohol and tobacco causes serious illness, cancers and health issues to the people, hence it should be prohibited and restricted in common public life by the way the Law had implemented³. Promoting and sponsoring sports events and cultural meets are the important key factors that the alcohol and tobacco industry's marketing strategy to reach the target consumers. An empirical study revealed that many consumers agreed that they never knew about the surrogate concept and they are well known the brand of the liquor and tobacco when it's come-up different products. Further, the usage of tobacco and alcohol addiction has increased enormously in the last two decades in India and causes major diseases which affected the younger society.³

Shivesh R, Amrita N (2015) observed that a study revealed the positive dimensions of surrogate advertisements which stated that faded brand value through surrogate even though the objectives are clear that brand positioning. Further, Pan masala advertisements are significantly increased the tobacco sale for the reason that it is coming with tobacco and without tobacco. Hence, advertising the same product is more natural and lawful⁴. The emergence of surrogate advertisements by the government had to tackle the issue of cons of the banned products. Well, the industry had used various methods when direct advertisements are banned for liquor and tobacco products⁴. Media also included the role of surrogate advertisements' impact on society cause it has appeared through various media such as newspaper, magazines, television commercials, even radio advertisements, hoardings, outdoor advertisements, emails, websites, social media and mobile phone advertisements through messages and application pop-us⁴. Importantly well-established and well-known companies have the perfect brand positioning techniques to rule the industry. And it had the brand value on the consumers' subliminal mind. Unfortunately, it is quite difficult for newly established companies. Hence, it's boon for the government activities⁴.

Soumya D, Saswati G (2015) reported that the surrogate concept is an essential problem around the world. Liquor and tobacco brands are highlighted in the appearance of sports events, soda products, ice cream advertisements and cinema celebrities are appointed as brand promoters through advertising banned products. Celebrity advertisements are helped the industry to convey the messages to the consumers easily⁵. Albeit many of the television programs are co-sponsored by many surrogate products such as Rajinigandha and Pan Parag are advertised without differentiating their gutka (tobacco) product and non-tobacco (aromatic betel nut with sweet). Hence, people could have easily recalled the tobacco product and persisting with this product usage. Notable, the government failed to control liquor and tobacco product in surrogate format cause it has been advertised over the name of Mineral water, Soda, Cool drinks, CD & Cassette, Sports events, Award and Fashion shows, Calendar shows and mainly sponsorships. Groundbreaking thoughts of marketing people and such products like merchandise promoted through celebrities which means the liquor and tobacco industry's success survival over the decades⁵.

Several companies had experienced the ban of their products and refurbished with the concept of so-called surrogate advertising. Duplicating the brand name with the caption of 'new wine,' 'new bottle,' 'soft-drink' are the different ways which had approached by the companies and got huge profits through sponsorships⁶. Besides, a question that surrogate advertisings are being made any sense of change in the consumer mindset and any material impact that increase the sale of alcohol and tobacco products. Kent and Alyse's observation noted by Dhrity (2015) which states that surrogate advertisements are not making any sense of new

knowledge in the society. And even with or without advertising the products selling ratio significantly high across the world and ban amassed demand for tobacco and alcohol products. Further, their research exposed that partial ban had never impacted the consumption of such products; the society needs complete ban unless it would be aggravating gradually.⁶

Brands are the trademark, and it is registered legitimately, and other competitors cannot use it in any manner⁷. Hence the brand name and symbol (logo) define the product for which it is established even the slogan indicates the same. History reveals that a brand is built to create a bond between the company and consumers in a tenacity of long-term. More alternative products support surrogate and trigger the brand image for continuously. It is helped the company to sell their banned products effortlessly⁷. Further, TV programs, series and co-sponsorships have promoted their brand image, value and brand loyalty among the consumers. According to the successful branding, execution of brand extension may possible⁷. HarinadhKarimikonda (2018) noted that surrogate advertisements are influencing mainly in the age group of eighteen to twenty-five. The researcher observed that the surrogate concept needs to understand by the public with the reverence of Indian Law and ethical environments. Importantly, surrogate products are being forcefully manufactured for the purpose to promote their primary products such as liquor and whisky and more. Even though people have not been giving significance to the advertised product instead of their mind hammered with main alcohol products. Further, the surrogate advertisements are legal, and an effective approach for marketing banned products like liquor, whisky and cigarette.⁸

LAW AGAINST THE SURROGATE ADVERTISEMENT

Surrogate advertising indirectly increases the attentiveness and uphold the harmful product brand in India. In 2001, liquor and tobacco products' advertisements had banned on broadcasting through Cable TV Network Regulation Act. Then, the liquor industry had come up with new products in the same brand name purposefully. Thus, the Indian broadcasting ministry had banned few advertisements against the law in 2002. Further, Rule 7(2) (vii) (a) states under the Cable Television Network Regulation Act, 1995 that advertisements should not promote the consumption of liquor, alcohol, wine, cigarettes, tobacco and other intoxicants directly or indirectly. The Advertising Standard Council of India had acted to control the media advertisements and protect the common people interest as per clause 6 of the code which defines the product prohibition. In 2005, the Framework Convention on Tobacco Control protected the common people from the ill impact of tobacco and concerned the people health and socio-economic setting.²

BRAND IMAGE AND SURROGATE ADVERTISING

Surrogate advertisements exist when liquor and tobacco products are banned from a well-known high profile company which has a brand value a long time in history. Duplication of brand image and brand extensions are vital factors for surrogate advertisements. It helped the other products of the same brand to promote the banned product indirectly and could have supported the market extension. Surrogate ads are reaching the people through Print Media, Digital Media and New Media forums and applications. Outdoor advertisements and sponsoring the event, program and activities also effective marketing technique in this case factor.

METHODOLOGY AND DATA

The researcher has made content analysis and observed the effectiveness of surrogate advertisements from previous studies. The studies were collected internationally and recapitulated the impact of surrogate concept. Further, the researcher has found some critical surrogate advertisements which have still been appearing on TV in India, which are figured out and listed here.

Figure 1

BRAND & PRODUCT	SURROGATE CATEGORY
 Alcohol	 IPL Cricket Team: Royal Challengers

The royal challenge is an Alcoholic product. A brand of Indian Whisky manufactured by USL and the product launched in the 1980s. The brand has been promoted through various events, in particular, a cricket team of Indian Premier League namely Royal Challengers Bangalore.

BRAND & PRODUCT	SURROGATE CATEGORY
	
Alcohol	IPL Sponsorship & Soft drink product

Figure 2

Kingfisher is an Indian beer made by United Breweries Group, and it was started in 1978. The company marketing strategy is well-known by the concept of surrogate advertisements which takes more place on Television advertisements during the IPL festival in India. Team sponsorship is one of its key factors.

BRAND & PRODUCT	SURROGATE CATEGORY
	
Alcohol -Whisky	Music CDs & Music Events

Figure 3

Royal Stag an Indian brand of whisky also known by Seagram’s Royal Stag, it was launched in 1995 and exports many countries across the world. The product had banned from the direct advertisement as per Indian regulations and appeals through music events and music CDs in India which has been promoted through all media.

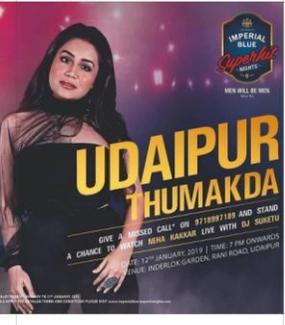
BRAND & PRODUCT	SURROGATE CATEGORY
	
Alcohol -Whisky	Music CDs, Cassettes & Music Events

Figure 4

Imperial Blue a brand of Indian whisky launched in 1997 owned by PernodRicard. The company has promoted its brand and liquor products through the surrogate concept in India such as music events and cassettes. Besides, the people are well-known the brand image of liquor products.

BRAND & PRODUCT	SURROGATE CATEGORY
	
Alcohol	Mineral Water & SODA

Figure 5

McDowell's No.1 and Indian brand of spirits owned and manufactured by United Spirits Limited, and the company have the main products of whiskey, rum and brandy, the USL's flagship brand promoted and advertised by their secondary products soda and bottled water in India.

BRAND & PRODUCT	SURROGATE CATEGORY
	
Alcohol	Universal Music Group & Music Events

Figure 6

Bacardi Limited is the largest private spirit company in the world which is manufactured in the flagship of Bacardi, initially known by its eponymous Bacardi white rum. Universal Music Group and organizing and sponsoring music events are their surrogate concept of advertisements.

BRAND & PRODUCT	SURROGATE CATEGORY
	
Tobacco	Pan Masala (Breath Refreshener)

Figure 7

Manikchand Group of Industries in India which is initially produced chewable tobaccos called Gutka, after the ban of tobacco products in India Gutka had become Pan Masala. But, people still aware of RMD Brand and they are sponsoring FILMFARE awards for many years in India. ManikchandGutka is the leading Gutka producer at the present scenario in India.

BRAND & PRODUCT	SURROGATE CATEGORY
	
Tobacco	Pan Masala (Breath Refresher)

Figure 8

Pan Parag also a chewing tobacco product and it was launched in 1973 by late Shri.M.M.Kothari. Later the product became No tobacco Pan Parag (Pan masala), the company advertised that it is a combination of betel nuts, cardamom, lime, catechu and natural perfumes. But, still, the brand name sounds the tobacco product.

BRAND & PRODUCT	SURROGATE CATEGORY
	
Cigarette	Wills's Lifestyle & Fashion Week

Figure 9

The variety of cigarettes has produced by the Bristol Company of W.D. & H.O. Wills since 1901, the company part of imperial tobacco. Originally, Gold Flake cigarettes made by bright, rich golden tobacco and it was manufactured and marketed by ITC Limited in India. After the tobacco ban in India all the way the company has promoted its brand through other productions, the WILLS LIFESTYLE is fashionable among other inventions of WILLS.

FINDINGS AND CONCLUSION

In marketing study 4Ps (Product, Price, Promotion and Place) and STP (Segmentation, Targeting and Positioning) are crucial factors which can decide the company growth among the public and hammer the brand image on their minds. The past studies have revealed that surrogate advertisements have

significantly used the strategy of marketing mix and STP that holistically worked out in sale and brand positioning. Such products will be long-lasting forever in society. Typically the brand names such as Royal challenge, Kingfisher, Bacardi, Wills, Panparag, Manikchand are more familiar among the youths that are liquor, cigarette and tobacco products even the company advertised their harmless products. Hence, it is a serious issue which a health and social concern of the public. A study observed that younger generations are more addictive of using alcohol, tobacco and cigarette products which is a ban for the future generation. Indian Law has fair guidelines for broadcasting advertisements which never allows anti-healthy products like alcohol and tobacco, but surrogate advertisements have been bypassing the Indian law. Hence, the Government of India must frame the strict law measures contrary to surrogate advertisements for the harmful products and public service announcements needed to encourage in a higher rate. Greater awareness is to be created to save the younger people because the surrogate advertisements are being made with the concept of classy lifestyle with their products that has a significant impact on more adolescent society.

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REPRESENTATION OF ODIYAN COMMUNITY IN THE MALAYALAM FILM, 'ODIYAN'.

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ABSTRACT: *Odiyan is a community which was popularly seen in the Valluvanadan areas in Kerala like Palakkad, Ottappalam, Shornur and Pattambi. This community used black magic and the Odiyan seva as a tool against the upper class to quit the torture against them. Later the people who were involved in this ritual, took contracts from Janmi's (landlords) to attack their enemies. It is believed that the ritual is still used but the practitioners of the community are hesitant to open about it as they fear about isolation. A kind of culture was developed because of 'Odiyans' in Kerala, where the 'Janmis' developed a fear to enslave the people who belonged to the lower caste at the time. A Malayalam movie named Odiyan was released in December, 2018 setting 'Odiyans' as the theme of the film. The whole movie portrays the life of Manikyan, an Odiyan who lived in Thenkurissy in Palakkad. The present study tries to identify how Odiyan community culture is represented in the movie regarding their dressing, language slang and rituals of the community. People in other parts of Kerala other than the Valluvanad region are not aware of the Odiyans. An enthusiasm was created among people to know more about Odiyans and their supernatural powers. The present study adopts qualitative methodology in which interviews were done with people who had experiences of Odiyan seva and of those who belong to the community.*

Keywords: *Odiyan, Odiyan seva, Parayan, Myth, Community, Janmi.*

INTRODUCTION

Kerala is a synthesis of the Dravidian and the Aryan culture, in which the cultural diversity differs from districts and even areas. This shows that the state is enriched with many traditions. Majority of the inhabitants follow Hinduism but there are other religions like Christianity, Islam, Buddhism, Jainism and Judaism which is spread over different parts of Kerala. While discussing about the religious structure of Kerala, it is important to look on to the other aspects such as arts, festivals, myths and mythology. After the Dravidians came to Kerala from the north, many sub groups were formed such as Nairs, Vellalas, Kammalas, Ezhavas, Pulayas and the Parayas (Indian Mirror, n.d.). There already existed the Brahmins who were considered the upper class among the others and caste differences existed during the time. People who comes after the Nair group were considered as the working class. They worked in the paddy fields of the Janmis and helped the women helped in the household works. The Cheruman, which was considered as another lower caste were bound to stand 30 feet away from a man who belonged to the lowercaste(Rao& Reddy,2009). They were not allowed to prohibit this rule and should also stay away from the temples, if the rule was violated the temples were purified with certain rituals.

Among the other lower caste people, the Pulayas and the Parayas enjoyed certain privileges. One of them is the 'Parappetti'. This is a sanction given by the land lords to the Parayans on a special day, i.e., the 28th day of Makaram which is a moth according to the Malayalam calendar. On this day, none of the acts of the Parayas will be questioned by the landlords (Rao& Reddy, 2009). They are free to roam around the village without the boundaries of rules. On this day, the women who belong to the upper caste are not allowed to go out of their homes, as it was against the rule. If any Parayan see a woman accidentally, he is allowed to carry the women and treat as his property. Such women are considered as lost by her parents. This custom mainly existed in Kuttanadu, which is a place in Alappuzha where paddy cultivation was the main source of income. But now the scenario changed a lot, other than the other communities they get reservation which they deserved. This is the result of the struggle that they lead throughout years.

In the present study, the movie Odiyan is analysed to know whether the actual elements are portrayed or not. Odiyans belonged to the Parayan caste. As per recorded in the North Arcot Manual, the name Parayans was the name given to the impure Valluvans. According to the 2001 census, there exist over 2 million

Parayans including the people from Tamil Nadu. The Paraya community do not only exist in Kerala, rather they are spread over Tamil Nadu and Karnataka. The name Parayan was coined from the term, Para or a drum, as the Parayans were drummers in festivals and other functions (BhagirathArtofStory, 2018). Other than playing drums, their main occupation was making baskets and mats with bamboo and grass and umbrellas with leaves of the Palm trees. Skinning the animals and selling their hides too was another favourite occupation. There were times when the Parayas were the private property of the landlords. They were attached to the soil to do all the work. The landlords can sell these people to any other person according to his wish. There was no one to question this at that time. In a note of the Parayas, Sonnerat, writing in the eighteenth century, says that “they were prohibited from drawing water from wells of other castes; but have particular wells of their own near their inhabitations (Thurston, 2001).

The Parayas in Kochi and Malabar are famous for their abilities in black magic. They were consulted in case of theft, demoniacal influences and murders. The rewards that the Parayan magician gets from his acts are offered before their favourite deity “Parakutty”, which is represented as a stone and is placed before the Parayan magician’s hut. The Odi cult or the Odiyan Seva is a kind of black magic practiced by the Parayans, but those who are proficient in this form of act can render themselves to any form that they wish to. That can be any animal, or any other thing. The commonly used forms by the Odiyan are dog, bull, cat and witch gate. A special oil is made by the Odiyans to the witchcraft, for this a fluid is collected from the foetus of a pregnant woman. They entice pregnant women at the dead of the night from their homes and take out the foetus from the womb and collect the fluid. They put the foetus back in to the womb and sends the woman back to their home. But in the morning the women will be dead. This fluid is mixed with some other elements and this is being put behind the ear of the Parayan who is ready for the Odi seva. By pasting this fluid only, the Odiyan can transform in to any form that he wishes for. Someone who is trustable should be waiting for the Odiyan to come back, so as to wash out the fluid from the ear. After washing out the fluid only, the Odiyan can get back to his original form. There are stories that there existed Odiyans who lived their whole life as animal because they were cheated by the companions. The Parayan who is interested to follow the Odiyan seva have to go to a guru to practice this and should fall on his feet pleading him to teach the mysteries of this art.

Mystery behind the oil

The illusionary power of the Odiyans comes from the oil that they apply behind their ear. This oil is obtained from the amniotic fluid that is taken from the foetus of a pregnant woman. The targets were women during their first pregnancy (Thomas, 2017). The Parayas worked for the upper class people like other backward community like Pulayas and Panans. They trace the pregnant women while working at their homes and at the dead of the night the Odiyans using his spells would make the women walk unconsciously during sleep and make her reach a pre- determined spot. Then the foetus is taken out from the lady’s’ womb and make the lady go back to her home and will be lead to death by bleeding blood. The fluid collected from the foetus is mixed with other oils and is preserved. The oil will be only a few drops, but will serve for a lot of Odi tricks.

REVIEW OF LITERATURE

Cinemas which is considered to be the part of popular culture have always made up attempts to bring out something new to its consumers. Every film will carry a social message which may or may not be directly said in the movie. This lies in the hands of the viewer who can interpret the text in the film in different ways according to his/her experiences of the world. Films always help out a social issue or a particular message reach out to the public in a random way, as film is a medium widely popular.

In the movie *Odiyan*, the director Sreekumar Menon takes up the story of a particular community in Valluvanad areas which is in the Southern Malabar area in Kerala. the movie is a combination of action and fiction where the protagonist belongs to an Odiyan community. The film mainly focuses on the issues faced by the hero where he is being isolated for the reason that he belongs to the particular community.

In a study conducted by Soumya Dechamma C C (Dechamma, 2012) about the presentation of minority community, Kodava, in Kannada movies she takes a way to look in to the perspective of caste difference portrayed in the movies. While taking caste as a parameter to study the presentation of Odiyan community in the movie, the main character is insulted by the higher caste in many of the scenes. The study by Dechamma can be taken as a reference to this study where the portrayal of minority is the common theme in both of the films. There is situation in the film where the main protagonist, Manikyan, is isolated because he belongs to a lower caste. In the movie, the director also shows up how the people who belong to the upper caste used the minority to hide the crimes that they did. In the movie, the villain Ravunni commits a

crime by killing a person and accuses Manikyan for the murder. Such elements conveyed through the film shows the existence of caste difference existed during the time.

Not much studies are done in this area as the stories about Odiyan were not much famous in the places other than the Valluvanad. It is believed that Odiyans existed decades before, and by the invent of electricity Odiyans were not able to perform their art as darkness was their main tool to attack the enemies. In the movie, the villagers bring street lamps and electricity to Thenkurissy to get rid from the acts of the Odiyan. Other than Odiyans, there existed many other forms of ghosts in the names, Madan, Marutha, Yakshi, and Rekshas. But it is through the movie that the Odiyan community began to gain popularity in other parts of Kerala. Malayali film lovers were eagerly waiting for the movie from the time it's poster was released.

The documentary created by Safari channel about the Valluvanad region, discusses about the Odiyan community. Lal Jose, a Malayalam movie director belongs to Ottappalam, which is a place in Palakkad, discusses about the stories that he has heard about the Odiyan community and how the locals scared the Odiyans (Safari, 2018). But is hard to justify the reality of the particular community as they exist no more. The data collected and published by various people are the stories that they have heard from the inhabitants of Valluvanad. Even though the practice of Odi cult still exist, the practitioners will be hesitant to open up as these rituals are considered to be illegal. The new generation of people who live in the Valluvanad won't believe these stories and this same situation is showed up in the movie. When Manikyan comes back to Thenkurissy after so many years, the young generation of the village tease him and insult him. These scenes depict it is hard for the educated people to believe these stories without any evidence.

Waft world is a YouTube channel about the various places in Valluvanad region (Waft World, 2018). In this video, the locals in Palakkad, Ottappalam and Pattambi share the stories of Odiyan which they have experienced and those they have heard from their parents. But they don't have any evidences to prove that the stories are true as they believe that Odiyans no more exist in Valluvanad. They also share the scary stories that ruined their sleep in most of the days. One of the person in the video says that, they were not scared with the ghosts rather the Odiyan stories scared them the most.

One of the person who had experiences about the Odiyan shared that, Odiyan attacked her by taking the shape of a cat which do not had one eye. They say that Odiyans can be easily identified by looking on to the irregularities they have on their body. Any of the body part will be missing and this can be taken as an identification mark. They also added that there are Odiyans who are permanently taken the shape of animals because they were cheated by the person who was responsible for washing out the fluid from their ear. As the data is very limited, it will be harder for the researcher to conduct study and analyse the data. So the researcher is conducting an analytical study to compare the stories heard about Odiyans and the story portrayed in the movie. This comparison helps the researcher to analyse the data and understand, to what extent the movie justifies the particular community.

OBJECTIVES

1. To analyse the portrayal of the *Odiyan* community in the film.
2. To analyse the dress code and language slang of the community used in the film.
3. To understand whether the culture and the rituals of the community are portrayed in the movie is real or not.

RESEARCH QUESTIONS

1. What elements are used in the film to justify the characteristics of the community?
2. Whether the culture and the rituals of the particular community portrayed in the film is for the commercial purpose?
3. Was the portrayal of the Odiyan culture justified with the actuality?

RESEARCH METHODOLOGY

The methodology applied in the study is multi-method where qualitative content analysis and interview method is used for the purpose of data collection.

The Odiyan community is a sub community from the Parayas which was considered to be a minority community, in case of caste, in Kerala. It is believed that Odiyans existed in the Valluvanadan areas like Palakkad, Ottapalam and after electricity came up to the region, Odiyans began to vanish as they used darkness as the major tool to frighten people. So when the film named Odiyan came up after so many years, people in Kerala where enthusiastic to know the actual story of the particular community and how they used black magic against people. Still there are people in Palakkad who had experiences of the Odiyan

vidhya. Data was collected from those people to analyse the attire of the Odiyans and compare this with the portrayal of the community in the movie *Odiyan*.

Qualitative content analysis was done to analyse the dressing, language slang and the ritual used in the film. This helps the researcher to identify whether the film has justified the community and their customs through the portrayal.

ANALYSIS AND INTERPRETATION

Odiyans are a group of people who belong to the Paraya community which is most popularly seen in Kerala and Tamil Nadu. When caste system existed this community was considered as minority as they belong to the lower caste according to the religious norms that existed in South India, especially in Kerala. The Parayans worked as labours in the households and paddy fields of the bourgeoisie or the Janmis who belonged to the upper caste like Brahmins and Kshthethriya. This community highly believed in super natural powers and thus had the powers of black magic. They were consulted by people from other caste to do black magic against enemies. Odi Vidhya is a similar kind of black magic which was most popular in the Valluvanadan areas like Palakkad, Ottapalam and Pattambi. This is considered to be the most dangerous kind of act among the people in these areas. The people from the Parayan community gets the power to transform themselves in to any animal that they wish for and can attack the enemies. They used this power not only for their personal needs, rather they got contracts from Janmis and people from other caste to attack their enemies. By doing so, the Odiyans got rewards as money, food, dress, alcohol and so.

The movie *Odiyan*, directed by Sreekumar Menon, tells the story of an Odiyan named Manikyan, who lived in Thenkurissy, a village in Palakkad. The character is fictional, but the traditions and customs followed by Odiyans are clearly presented in the movie. The main character is played by the Malayalam film actor Mohanlal. The movie looks in to taking up the old believes that existed in Kerala centuries before and to test whether those believes are true or not. People in Kerala other than the Valluvanad areas, are not even aware of the believes that those people have in their region. The researcher would like to quote her personal experience about this when she was doing her Post Graduation in Kerala. We had discussions in class about the perspective of every student about the religion that they believe in. One of my friend was from Pattambi, Palakkad, which is one of the Valluvanad area. She shared about the stories that she had heard from her parents and relatives about the Odiyans. But at that time it was hard for me to believe that Odiyans existed. In this era of technology and inventions it will be a bit hardtop swallow the stories about such a community. So everyone defended it by saying they won't believe these kind of stories. This was the first time I heard about the Odiyans and their black magic tricks. I live in a village area and I had heard stories about ghosts, in which variety of names are there. Madan, Marutha, Yakshi, Rekshas and so on are the other category of ghosts that are most famous in Kerala. But the fact is that Odiyans were famous only in the parts of Valluvanad, i.e., the Southern Malabar regions in Kerala.

The movie is analysed in terms of dressing, language slang and the rituals followed by the community. Odiyans lived when the Janmi system existed where the people from lower class were considered as slaves and worked for the upper class people. The common belief is that the Parayan community started practising the Odi seva, when they felt that they are been oppressed to be work under the upper class and used the black magic against these people to gain respect. But in the movie, the character Manikyan is popularly known as Odiyan Manikyan where it is visibly known that the character is an Odiyan. He gets contracts from Tamil Nadu and other nearby areas.

DRESSING STYLE

Taking dressing style as a parameter, the director had given huge significance to the attire. The costumes of both upper class and lower class people had differences. Mundu, which is worn at the ankle level and Rouka, which is a kind of shirt that were used by old people in Kerala is the style given to the character in the movie. Kadukkan, or a stud is given to the character, as the community had such ornaments to wear at the time. Other than stud, a black neck chain made of thread is given to the character to depict that he belongs to a lower caste. The Mundu, given to the character is not pure white, this also gives an indication to the viewers that Manikyan belongs to working class. While the other characters in the movie who belong to the upper class is given white Mundu with golden border which is expensive. These minute elements are used in the movie to indicate the differences of class and caste which existed during that time. A woollen blanket is used by Odiyan at the time he becomes Odiyan. The blanket is sacred as it is venerated and worshipped before their deity, Muthappan. The skills gained by the Odiyan is a result of the continuous practice and black magic done before their god. Another addition to the dressing of Odiyan is a small cloth which is used both as a head cap and sometimes its hanged on his shoulders. This is also a characteristic possessed by the

working class people who often use this cloth either for cleaning themselves, wiping out sweat and as a covering from the sun while working in the fields. Manikyan is a permanent worker in an affluent family named as Kelakam, where two ladies are being taking care of Manikyan. The villain of the movie, Ravunni, who is a family member of the Kelakam tharavadu is interested in Prabha, who is one of the ladies in the tharavadu. Because of Manikyan, the villain is scared to cross his limits and marry Prabha.

LANGUAGE SLANG

The whole Thenkurrissy knows that Manikyan is an Odiyan and people are scared to talk to him unnecessarily. Another main thing portrayed in the movie is that, Odiyans won't kill anyone, rather they scare people. The dialogue delivered in the movie by Manikyan gives us this idea. The language slang in Palakkad area have a slight difference when compared to other parts of Kerala. Certain words used in the area possess differences. For e.g., *Njan* is the Malayalam word for me and when it comes to Palakkad it is pronounced as *Njanga*. All the Malabar areas share a commonality in their pronunciation. The slang of Palakkad is a mixture of Tamil and Malayalam as it is located very close to Tamil Nadu border and Tamil Brahmins are visible mostly in Palakkad. An influence of Malappuram slang which is a mixture of Arabic and Malayalam can be also seen in Palakkad. The movie did not take up the language slang in its pure form. The characters speak the regular slang, which is not much seen in Palakkad. In case of the language slang, the movie couldn't justify the slang and this can be considered as a flaw were the director failed to justify all the characteristics of the particular village and the area. But the terms used by the working class people to address the upper class is being used in the movie. The words like *Ombra*, *Moothar*, *Thambratti* etc. were the terms used by the lower class people. Palakkad is really diverse while taking the language slangs that they possess. We can see Ravuthars, who are the Tamil Muslims who are settled in Palakkad, there Malayalam is a mixture of Tamil too and it will take time for others to get in to their track. Jains, Moothons, Tamil Brahmins and Christians who have migrated from Thrissur are the main settlers in Palakkad. So the language slang depends on the culture and the traditions each group belong. So this district can be considered as people who speak bilingual slangs.

TRADITIONS AND CUSTOMS

The Parayas, to which the Odiyans belong are known as the remarkable exponents of black magic. The deity that gives them super natural powers is named as 'Parakutty'. The traditions of the Odiyans are entirely different from other groups. They practice under expert Odiyans to learn the Odi Vidhya, and it takes years to gain up the skills that an Odiyan should have. So during childhood itself, people practice this. In the movie, Manikyan's parents leave him with his grandfather, who is an Odiyan, from him Manikyan learns Odi Vidhya. Other than the works in Kelakam Tharavadu, Manikyan finds this as an earning. He gets contracts from various parts of Kerala and Tamil Nadu. As reward, money and alcohol is given to Odiyans from the people who gives the contracts. Odiyans consider the Odi Vidhya as an art other than scaring people and they find it the most sacred talent that they have achieved throughout the years. In a documentary by Valluvanadan times, a YouTube travelogue channel, they made a documentary about the Odiyans who lived in Palakkad and collected the experiences of the inhabitants of the area. From the stories that they have heard from their parents, Odiyans used the fluid from the foetus of a pregnant women and made some oil from it for the Odi seva. This gave them power and by applying this oil to the back side of the ear, they could transform in to the form of any animal that they wish to. This belief that all the locals have is not been portrayed in the movie. This may be because the director wanted to depict the protagonist in a positive manner or to avoid the portrayal of any kind of violence in the movie. But in actual this is the story that is widely believed by people in the Valluvanad. Another fact is that, while transforming to any animal or form that the Odiyans wish for, there will be any kind of irregularities in any of the body parts, for e.g., if it's a bull, then there won't be a tail or a leg, or if it's a cat, then there won't be an eye. This is also a common belief about Odiyans. Odiyans can even turn to a witch gate and make people freak out. The oil that they apply behind the ear should be washed out after the Odi seva so that they could regain their actual figure. According to the stories that are been heard, the most trustable person should wait for the Odiyan to come back from Odi seva, so as to wash out the oil from the ear and regain his actual figure.

Another strange fact is that, after transforming to an Odiyan, even a thread of cloth should not be there on his body as this may result in the failure of the Odi seva and the Odiyan will change in to human. It is believed that Odiyans can't perform the Odi seva when light falls on them and this is why the Odiyans don't exist now. In the movie, the villagers take up initiatives to bring in electricity to the village to avoid the acts of Manikyan in the village. And Manikyan tries to destroy the street lamps to continue his acts.

The portrayal of the caste difference is seriously portrayed in the movie. A direct impact is not created in the viewers, rather the director uses up techniques to depict that class difference existed during the time. The

movies tell the 30 years of the life of Manikyan. Two phases of life are showed in the movie, the Odiyan life of Manikyan and the spiritual life that he leads in Varanasi. After the comeback of Manikyan after so many years to his village, he can feel the difference in the attitude of people as they shift their beliefs from superstition and began to think more practical in life. Another major transition that the director used in the movie is the differences based on caste. When Manikyan left Thenkurissy, there existed caste differences and how education helped people in thinking beyond the caste and race variances. This also brings up a good moral through the movie.

ODIYAN APPEARANCE

The major observation in the movie is that, according to the people, Odiyan completely changes his appearance and transforms to an animal. But in the movie, the character dresses up like any animal do the Odi Vidhya. Manikyan has the super natural powers like climbing tree like an animal, run in four limbs and to attack people like animals do. He draws his face according to the animal that he takes up and gets a mask of the animal. For e.g., in the movie, Manikyan takes up the form of a bull, where he paints his face similarly, wears a mask which is in the shape of the bull and four legs of the bulls which is made out of wood. And in another scene he takes a witch gate and hides behind it and runs behind a man to scare him. This scene also shows that he is not transforming to an animal, rather takes up the attire and scare people. This cannot be differentiated as this portrayal is not satisfying the actual beliefs of the people. This can be considered as the directors trick of giving the movie a commercial aspect. By depicting the character doing the stunts, other than creating graphics of animals, people will be convinced about the acts of the character which can gain more expense to the movie. As the movie is a commercial one, the director had modified many factors from the its actuality.

The movie also discusses about the advantages taken up by the upper class to do things that are illegal with the tagline of Odiyan. In the movie by taking up the name of the Odiyan, the villain of the movie Ravunni murders a person to fulfil his wish to marry Prabha and accuses Manikyan for doing the crime. He convinces the villagers by taking up the outfit of a bull to make people believe that Manikyan did the crime. This results in the isolation of Manikyan and finally he elopes from Thenkurissy taking darkness as a shade to cover himself from others and moves to Varanasi to lead to a spiritual life. Various scenes in the movie shows that, Manikyan finds his existence of Odiyan as a burden and tries to get relief from that. This makes him move to Varanasi, staying away from everyone to forget about his past. But his past always haunted him and Thenkurissy always called him back to the village, but he was not able to go back. But after realising that Prabha was in trouble Manikyan decides to go back and save Prabha and her sister.

Malayali movie lovers were waiting for months from the time the poster of the film was released. But the movie didn't get many positive responses as expected. Viewers expected much from the movie, in case of fights and the plot. But the movie couldn't satisfy its viewers. The movie failed to exhibit the background story of the Odiyan community and for the reason viewers couldn't get an actual idea about who Odiyans are and do they exist now. Another aspect is that the movie portrays the life of a single Odiyan, who lives in Thenkurissy and the whole movie revolves around Manikyan. It would have been better, if the director could tell viewers about other Odiyans who lived in Valluvanad. The film could have incorporated any other Odiyan character in the movie so as to justify the actual existence of Odiyans in the olden times. The character, Manikyan is also a fictional character, so that it will be helpful for the viewers to get more clarity about the community.

As per the beliefs, the Odiyan community do not exist anymore as electricity came up and it was difficult of the Odiyans to perform their act. And as the caste difference do not exist much in Kerala now, the need of doing the Odiyan seva is not there. But there are people who still do different kinds of black magic around Kerala. even in temples special rituals are done against enemies which is named as Shathru Samhara Puja. The belief is that by doing this puja our enemies will get any kind of bad effect. There are witches who do similar kind of deeds and they take up contracts from people against their enemies. This practice is not brought up in to public as it is completely based on religion. The main concern in Kerala is that, every person's life is related highly with their religious belief. So they will move to highest extent to protect it and the best example for this can be the Sabarimala issue, where people were ready to give their life in the name of religion and the rituals. At the same time, they are not ready to accept the fact that the basic right of an Indian citizen, no matter is if it is a male or a female, is denied there. The world will be the same, even though we get education, try to escape from the superstitions that they lead us. Don't ever give space to any belief to invade your life which will result in disaster. The movie also tries to show up such a message.

CONCLUSION

Odiyan is a Malayalam movie that was released in 2018, which discusses about the life of an Odiyan who lived in the village Thenkurissy in Palakkad. Odiyans are a particular community of people who belong to the Parayan caste. It is believed that Parayans were the main exponents of black magic and were consulted by people from Kerala and Tamil Nadu for doing witch crafts. Odiyans are most famous for their ability to transform in to any form that they wish for. Animals were the main forms that they took which included the shapes of bull, cat, dog etc., and other than this witch gate was another shape that they took. It is believed that Odiyans do not exist anymore in Kerala after the invent of electricity.

The movie Odiyan, tries to illustrate the Odiyan community that existed before and for that a fictional character, Manikyan, was created. For the analysis, dressing style, language slang, traditions of the community and caste difference were selected. This helped the researcher in analysing, to what extent the movie and the elements portrayed through the movie justified the actuality of the Odiyan culture. The methodology applied in the study was mixed methodology, where qualitative content analysis and interview method was used for data collection. The main observations by the researcher using the parameters selected were, taking the case of dressing style, the costumes given to the character Manikyan is similar to the dressing of the working class who belonged in that era. According to the information that were collected from the inhabitants in Palakkad, the outfits of Parayan community is justified in the movie. The second parameter was the language slang. Thenkurissy is a village in Palakkad and it is obvious that the slang will be the Palakkadan slang which is a mixture of Tamil and Malayalam. But the slang used in the movie is normal Malayalam without any similarity with the Palakkadan slang. The words used by the working class to address the upper class is used clearly in the movie. But the language slang is not justified in the movie. The third parameter was the customs and the traditions followed by the Odiyans. The movie shows the favourite deity, Parakutty, of the Odiyans through the movie. The only difference portrayed through the movie is that, the people in Palakkad still say that Odiyans can completely transform in to any animal after doing all the rituals. But in the movie the character Manikyan is not fully transforming in to an animal rather he takes up the outfit of any animal and behaves according to that. But they have super natural powers to get up in to a tree and fly from one to another. Another fact is that, the actual story of Odiyans discussed in books are that they transform themselves with the help of a fluid that they make from the foetus of a pregnant woman. No such acts are depicted in the movie.

The director cleverly portrays the differences that caste make in a man's life and the how time healed the traits the caste differences. The story runs through 30 years of life of Manikyan and how the differences of caste had completely vanished out from the village throughout years. Audience had expected a lot when the poster of the film was released at first, as it is really a new concept for people other than Valluvanad to hear the stories of Odiyan. This created an enthusiasm in the audience to watch the movie and know more about the Odiyan community. But as per the responses of the audience, the movie didn't meet the expectations of the audience as the actual story of the audience was not discussed with clarity in the movie. The life of a single Odiyan was discussed through the movie, it would have been better if more Odiyans were depicted to get more precision about the community.

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THE ROLE AND IMPACT OF SOCIAL MEDIA IN ANTI STERLITE PEOPLE'S MOVEMENT

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ABSTRACT: *The main aim of this research article is study the impact of social media on Sterlite issue. Also, this research work discusses the case studies related to social media on various social issues. The phenomenal growth of social media has created a pathway for social movement through internet. New communication networks provided by these developments allow people to get more information or knowledge. People can get first-hand information directly without using any sources. Social media tells the usage of mobile communication effectively on internet. Movements and political parties are opting social media for new way of connecting with people. Social media has drastically changed the approach of communication. These possibilities provide social media to play an important role in social issues. These case study examples proves that social media has gained an importance in determining politics and social movements. In this case study, impacts and importance of social media on "Anti Sterlite Movement" will be taken for the research. The research outcome shows that social media is not the results of "Anti Sterlite Movement", but actually it has turned into a vehicle, which made huge contributions to these social movements to keep up the momentum push.*

Keywords: *Social Media, Social Movement, Anti Sterlite movement, Social Networks*

1. Introduction

Today's context, everyone wants to be in the platform of social media. Every individual communicates others through social media for regular communication. Latest survey reports of social marketing agency stated that "We are social", India has 242 million of people using social media Apps like Twitter, Facebook and other mobile apps like Hike, WhatsApp, Line etc. For a purposeful communication every individual think social media has become a best possible way to reach in a simple manner.

The power of social media is used by the social movements for their campaigns can lead successfully? Meeting each and every individual in person is not possible for all. But it is necessary for them to get connected themselves directly to other people, at that time, social media provides a way. Social media has grown vigorously and recognized widely for various purposes. The use of social media in social movements and during their campaign has become an important role for every movements and people. Since social media or social networking sites are pulling more attention and traffic than a public or official campaign websites, it has become valuable and critical for them to get connected. Social media which not only allows the people to seek information but also it let them to interact with other and express them online through posting on social networking sites and blogs concerning politics, attitudes and commentary (Kushin and Yamamoto, 2008). On the other hand, it also helps the users to politically express their views by encouraging friends to express their opinions, making online donations, status updates and posting graphics etc.

Present study designed from the literature review, the political and social developments in Tamil Nadu will be discussed; social movements will be conceptually defined; the role of media in the social movements will be theoretically introduced. After those theoretical discussions, in accordance with the basic objectives of the study, the role and importance of the social networking sites in the Anti killer Sterlite People's Movement will be presented.

2. Review of Literature

Social media has appear an essential part of our lives as a important tool of different kinds of communication which is equipped with the ability to share ideas, views, create opinion, connecting individuals and society as one. Social media refers to suggests that of interactions through net based technology among folks during which they create and exchange information, ideas and opinions in virtual communities and networks (Ahlqvist, &Halonen, 2008). Andreas Kaplan and Michael Haenlein outline social media as a cluster of Internet-based applications that are built on the designed philosophical and

technological foundations of Web 2.0, and that permit the creation and exchange of user generated content (Kaplan, &Haenlein, 2010). An addition the availability of social media on mobile phones and improved wi-fi technologies gave an easy access to a interactive platforms through which individuals and communities share, discuss, co-create and modify user-generated content. Social Media introduces significant and extensive changes to communication between organizations, communities and individuals (Kietzmann, &Hermkens, 2011)

Social Media has replaced direct connections with its virtual world to a great extent that people not only share their personal information but also freely discuss different sensitive issues through social media. Tamil Nadu youth spends a quality amount of energy and time on social media and are getting addicted to it due to its simple accessibility through android cell phones. The youth finds social media or comparatively the social networking sites a good means of conversing with their friends, family or strangers and also an attractive mode of creating their individual space in the social realities.

Growth of Social media

The explosive growth of the Internet over the net past decade virtually definitely modified the profile of the “computer addict” (Brenner, 1997; Young, 1996b). The World Wide Web, the Internet opened new interactive spheres like several social networking sites for effecting convenient communication options. It is relevant to ask the question, why the Indian economy, which is considered to be a developing one, experiencing tremendous growth in this sector? And also rise the question why the social media users are continuously increasing in India. The following reasons are:

1. Accessibility : The availability of social networking sites through mobile apps has led to a tremendous growth in the use of social media which has not only facilitated in accessing social networks but has also encouraged the users to share significant information continuously through it. The instant messaging option helps in quick exchange of ideas and opinions literally as well as audio-visually.
2. User generated content: Social networking’s information space created tools were mainly user generated. The social media content extended from pictures, music, video, contacts, locations information, chat transcripts and other information.
3. Less expensive media: Technically advanced social networking sites helped the internet uses where one can instantly share messages, ideas, opinions and information in economic mode. AC Nielson’s report on The Social Media 2012 assesses that More people are using smart phones and tablets to get social mediaWith more connectivity, people have more freedom to use social media any time any place they want
4. Commonality: Social media allows people to choose the individuals who have matching likes and dislikes and thus connecting with them to share views, ideas and common interests through virtual platform and creating or joining common interests groups. These virtual sites open a wide platform for not only knowledgeable users sharing ideas but also motivating individuals to frame their opinions and share their views and beliefs of common interests.
5. Global connectivity: Social networks offer the fastest way to connect to people across the globe.

3. A Theoretical Perspective: Social Movements

Social movements appear in the form of a definite organization as a result of encountering a system containing innumerable contradictions in the principle. From the point of organization, every movement causes the political intervention that aims to save the system. Basic need of all the social movements is to reach a more democratic and more equal perfect of the world (Işık, 2012: 6-7).

Interactions among the individuals is one of the most significant characteristics of social movements is their foundation. Actually the quality and maintenance of the interaction construct the social movements more effective. The necessary requirement of contributing this success lies in the conclusion they reached as a result of interaction through reuniting the knowledge, savings, expectations and hopes of the individuals in the interaction and jointly embrace the given production. (Uyar, 2003: 137). The interaction of the organizers of the movement and the use of various social networks play a significant role in the emerging of a movement beside the political system covering it. (Çetinkaya (2008: 26)

At this juncture, public opinion has always been an instrument since the objective of social movements is to influence the decision mechanism as much as possible through innumerable activities. For the above factor, the social movements show the tendency of continuously pulling the individuals in the decision making process on political and administrative fields to a definite practices through the public support. To execute it, it may develop a sense of coordination through often interacting with other social groups (Kılıç, 2009: 155).

The social movements which progress through dynamism produced by coordination are collectively resisting to the demand of the system which they have been opposing through conflicts. At this point, social movement members are formed through a “*collective interaction*” as a form of collective action (Işık, 2013: 14). In fact, the quality and continuation of the interaction make the social movements more effective. “The necessity of contributing this success lies in the conclusion they reached as a result of interaction through reuniting the knowledge, savings, expectations and hopes of the individuals in the interaction and jointly embrace the obtained production”. (Uyar, 2003: 137). “Social movements have the potential of being significant instruments of political participation other than political interests or the expression of the political opponents”. (Dirlik, 2008: 69).

In short time the problems related to the social relations existing in a society may break and turn into a pulling force of a process of change. These problems normally affect the social groups like nations, classes, racial, ethnic and social groups, religious and political groups and others. The process may begin when some members are internally question and reject some factors of status quo. The exercise will gain a social identity when people know that the others also had similar experiences, point out same questions, and show the impulse of raising same oppositions (Işık, 2013: 19).

3.1 Social Movement: The “Anti Sterlite People’s Movement”

Tens of thousands of people flooded the streets of south Indian coastal town Thoothukudi on March 24, 2018, rising their voice to immediate closure of Vedanta Sterlite’s copper factory. The evening public meeting was arranged- slogan shouting school children, energetic youth and public were gathered. People staged a day-long agitation in Thoothukudi town demanding that the government close the plant, since the plant has meagre respect for people’s livelihoods and the environment”. Predictably, the environmental concerns have put the industry’s expansion plans in jeopardy.

The opposition wave and the intensity of the sentiment was not merely against Sterlite, but also against the agents of the state – the district administration, police and the Tamil Nadu Pollution control Board, who have done the Vedanta Company was set up since in 1998.

The anti-Sterlite agitation has to be studied in two phases from 1994 to 1999 and from March 23, 2013, when a gas leak hit the town, to the present people’s movement. Fearing that it would pollute the environment heavily, a team of environmentalists, academics, traders, fishermen, political leaders and non-profit organisations came together under the Anti Sterlite Movement in 1994.

Its agitations were coordinated by a team of local people, including M. Appadurai, district secretary of the Communist Party of India, Tamilmandan, and later Anton Gomez of Punnakayal fishing village, who was also State convener of the National Forum for Environmental Protection. Representatives from all sections of society were included on the committee.

In fact, a sustained campaign by leaders such as George Fernandes, Medha Patkar, Rashmi Mayur and fishermen’s leader Thomas Kocherry bolstered the people’s movement against the company and the pollution it was allegedly causing. Political leaders like Vaiko, Dr K. Krishnaswamy and others, too, lent their support initially, as did non-profitable organisations such as Poovulagin Nanbargal, People’s Watch and the Tamil Nadu Environmental Association.

The people of Thoothukudi realised that Sterlite had been on the run from Goa to Gujarat to Maharashtra following people’s agitations against it before it pitched its tent in Tamil Nadu. In Ratnagiri in Maharashtra, Sterlite had spent nearly Rs.300 crore on construction in a year when local residents and farmers, led by activists such as the environmentalist Rashmi Mayur, opposed the project. The Sharad Pawar-headed Maharashtra government in the 1990s asked the company to fold up and leave.

The plant in Thoothukudi uses the Isa smelt process and holds a 36 per cent market share in the country’s copper industry. It has a custom smelter, a refinery, a phosphoric acid plant, a sulphuric acid plant and a copper rod plant, besides three captive power plants. In financial year 2017, the smelter registered a record production of 402,000 tonnes of copper cathodes. Its operations, said M. Esakkiappan, head (PR Department), Sterlite Copper, began in January 1997 with the setting up of the 391 tonnes per day smelter and phosphoric acid plant. Subsequently, production was enhanced to 1,200 tpd, which is the current production capacity. The plant is currently India’s largest and the world’s seventh largest copper producer. It is also the fifth largest company in Tamil Nadu. We contribute 3.3 per cent of Tamil Nadu’s GSDP [gross State domestic product] and our contribution to the State exchequer in FY 2017 was about Rs.1,900 crore. We have invested \$80 million in multiple environmental measures.

But it was another record of the plant that was worrisome, said activists. In the last nearly 24 years of its existence, it has had to close down several times on the orders of the Tamil Nadu Pollution Control Board (TNPCB) and the courts. The plant has faced investigations following accidents, some of them serious, and

has been the subject of several studies by environmental and other agencies. It is still fighting many of these cases before various judicial forums. It was even fined Rs.100 crore by the Supreme Court, which ordered the amount to be deposited to “compensate its victims, if there are any, and to carry out ecological restoration work”.

The protesters, mainly fishermen, prevented Sterlite from laying an eight-kilometre-long pipeline cutting through the town to discharge effluents into the sea. Farmers in rural areas, too, staged agitations when the State government, in its order of February 28, 1995, allocated water to Sterlite Industries (2.50 million gallons a day) from its 20 mgd water supply scheme from the Tamiraparani river. The ayacutdars and other stakeholders were annoyed over the supply of water to industries in the SIPCOT complex at the cost of agriculture and drinking water needs.

Fishermen, however, remained strong at the centre of the struggle and adopted novel methods of protest. Fishermen, however, remained strong at the centre of the struggle and adopted novel methods of protest. March 1996, fisher folk staged a sea blockade to stop a ship that had a consignment of copper ore meant for the Sterlite plant. The raw material ship was forced to return from Tuticorin port. After two months back, the raw materials were transported through road from Kochi port, Anton Gomez said. October 1996, on the request of the protesters, port workers, led by their leader and the slain Dalit leader C. Pasupathipandian, refused to handle the cargo on a ship, forcing the ship to return to the sea, he added.

3.2. Health hazards and other Issues

One of the important issues that revived the agitation is people’s concerns over the health hazards posed by environmental pollution. These included breathlessness and other respiratory problems, burning sensation in the eyes and nose, and an increase in the number of cancer cases, all this especially among those living in the vicinity of the plant.

There have been many casualties among workers in the plant. The first major mishap within the plant was reported on May 3, 1997, when a labourer was charred to death as a pipeline carrying sulphuric acid broke and the acid spilled over him. In April 1998, six workers were burnt to death on the plant’s premises. Fatal and serious accidents have become a routine affair though the management has either maintained a stoic silence or distanced itself from them said M. Krishnamurthi, who has been active in the anti-Sterlite struggle since the late 1990s.

Two major incidents relating to environmental pollution took place in 1997. On July 5 that year, about 160 women workers of a dry flower export unit located adjacent to the smelter plant swooned because, as it was later found, of a high concentration of sulphur dioxide (SO₂) in the air. About 45 of them were rushed to hospital and discharged after five days. On August 20, workers of the Tamil Nadu Electricity Board’s substation near the plant complained of nausea and vomiting. These incidents created panic among the people in Thoothukudi. Former Central Minister George Fernandes came to the town and led a protest against the plant.

Sterlite denied all the charges of pollution. The Thoothukudi district administration, fearing reprisal from the public, ordered the plant’s closure after the gas leak. Though government records on the gas leak are not available, which led to many conflicting claims, some environmentalists, quoting independent studies, said the SO₂ trend graph of ambient air quality in the plant indicated that the emission value had shot up suddenly from 20 micrograms per cubic metre (µg/m³) to 62 µg/m³. Another study claimed that the air over Thoothukudi town in the wee hours of March 23 carried a load of SO₂ ranging between 803.5 parts per million (ppm) and 1,023.6 ppm while the prescribed standard is said to be 477.53 ppm at the tip of the industry’s stack.

Things went on like this. In the mobilization against the polluting unit became easier with the social media and networking through social media. The mechanics of the outreach was central to the mobilization. Thoothukudi Merchants Association’s call to all their members to shut down their shutters for a day was the trigger point. Fishermen, rickshaw drivers, small Salt pan manufacturers, the Tuticorin Chamber of Commerce, auto rickshaw unions, mini bus drivers and tea stall & small vendors quickly joined the call and stayed off work. They could easily join a group through social media.

If so many people turned up, it was because the organizers were able to effectively mobilize the simmering public anger. They joined as a movement and shared their views, ideas and the ill effects of the factory through social media. Growth of internet facilities and low cost of mobile data and less expensive of Android mobile phones gave the platform to mobilize the people effectively.

In other words Social media was also part of the movement. They put messages, pictures, video on. The hazards of the Sterlite copper factory. The supporters of Ban Sterlite movement and opinion makers

addressed the people, and also converted videos and shared the public through social media to create awareness about the movement.

While some people considered the Anti Sterite people's movement cyber-activism; while a few others claim that the effect of social media was exaggerated, the important thing in those movements was the structural change and it had internal dynamics. Social formation can be evaluated out of socio-cultural structure of the geography where it developed and current situations, which include globalization. Thus, while evaluating the social activism in the Anti Sterite people's movement, socio-cultural factors which treat it on the background of "rebellion policy" and the revolutionary transformation, which the instruments brought by "information age" experienced in the world dimension in making a new type of society (Kök & Tekerek, 2012: 60).

A continuous interaction between the members of the movement and society is needed from the point of emerging and spreading of social movements. Therefore the process of exchanging ideas on social field begins. But communication is not enough to create a social movement. For the above factor, the most important aspect of communication is its help in exhibit common values for both participants of the movement and those who are out of the movement. The efforts of social groups who live in a political and social world in place their identity to society, it is important to inform the individuals and groups through media (Işık, 2013: 4).

4. Case Studies related to Social media and its contributions

List out the contributions of media to social movements are as follows (Raschke, 1987: 21; cited by; Kılıç, 2009: 159-160):

1. First of all, social media has a significant position in order to provide members to social movement. Media mediates large masses through influence them in accordance with the
2. goals of movement. On the other hand, the media persons also contribute to the enlargement and strengthening of social activities.
3. Media facilitates the formation of a common identity for a social movement and strengthens we-feeling.
4. The success of a social movement generally depends on numerous factors. A extensive communication network is needed besides the instruments such the formation of joint cooperation, provision of monetary sources, utilization of the experiences, the success of management and fame. Obviously, it is necessary to be open to the out of the group in order to carry out this. Media helps the social movement both in holding inside a unity and opening outwards. The unity established between social movements and media is supported with other collective participants (associations, party, non-governmental organizations) and wins the power to affect the politics in higher levels.

Media, mediates the people who are dominant in the political structure realize social movements and forces them to behave in accordance with the objectives of the movement. Therefore an earlier mentioned problem begins to secure a political character.

The above four contributions of social media took place in Anti Sterlite People's movement.

Gamson and Wolfsfeld (1993) stated that media influence the spectrum of social movements also claimed that they were considerably dependent to media in order to provide help those movements are supported and have their status approved; they researched how media influenced results through analysing the relation between social movements and media. The results of the above study, the characteristics of a social movement influence the framing style and sympathy of media. The authors emphasized the importance of organization, professionalism and strategy planning and determined that entertainment visual values of the movement created effect (cited by; Şen, 2012: 146).

Truly, the protests only grew bigger more and more as websites or social media were shut down and the Internet was turned off as in southern districts of Tamil Nadu (Tirunelveli, Thoothukudi and Nagercoil districts). There are several Face book groups, many YouTube videos and hundreds of Twitter posts about everything, It shares the actual news to the people and shows the real situation to the public.

At this juncture, it is necessary to consider social movements and virtual activities as two ideas which mutually coordinate each other not externalize each other. However classical movements include the types of activities such as strike, demonstrations and marching, hence, such activities have the potential of virtually materializing. Many examples of organization on the networking sites and classical social movement activities are seen to occur today. Even, virtual actions implemented on the internet organize and gain the potential of maintenance. The aboce factors, the members of social movements even establish internet sites in order to be organized and spread the movement (Işık, 2013: 67).

In the social media environments which is based on dual conversations and discussions, which traditional media couldn't provide due to its structure; opponent and alternative expressions, which are not seen in the traditional media may freely find travel ranges. Even, the spoken and discussed topics may find place in traditional media thanks to the power of audience and supporters with the emerging effect (Erbay, 2012: 150-151).

5. People Participation in Social Movements

With the explosive use of social networks, digital activism has entered into a new age, gradually emerging its practices in accordance to the evolving demands of the growing users. The advent of Web 2.0 has significantly geared up the gradual trends of Web 1.0 that included e-mails, blogs, chat messenger and other discussion forums. The prominent factor which determine the rapid use of internet by users in general and especially the conflicting voices appeared to be the differences between the internet generations. The significant features that demarcates the Web 2.0 generation from its predecessors are as follows; instantaneous feedback, user generated content, faster approach, self- sharing and collaborative roles with a new participatory platforms culminating alternative views shaping mass opinions and social views as a whole.

Social media provides the opportunity for lateral communication without any influence of the hierarchical system, which informs mainstream media about social movements thus intensifying the influences and contributing more towards the continuity of campaigns during and after the movements. The absolute potential of modern communication technologies which intentional the current social movements across the globe, such as "Arab Spring" , "Occupy Wall Street", "People Movement Against Nuclear Energy " and the "Anti Sterlite People's Movement".

Social media not only reshapes the forms of social movements and oppositions, but also introduces resistance culture. As mentioned above, the instant sharing feature of social networking sites helps people communicate, understand prospective views and organize within social circles drawing individual views as comments to certain wall posts or topics of discussions. The collective actions resolves to creates events and advertise the virtual protests to a global platforms without time and space constraints, further forming social movements with or without political identities, thus creating alternative dimensions in social realities. Some researchers stated, social media are the basic driving force behind the social movements which were started against authoritarianism and oppressive regimes in Northern Africa and Middle East (Webster, 2011; Cohen, 2011). Some others state that the role of social media in the street demonstrations has been exaggerated. The authors in this group consider the key factors in the expansion of revolution as the failures of the brutal and authoritarian states in resolving the problems such as unemployment, backwardness, financial problems, illegality, and illegitimacy (Allagui & Kuebler, 2011; Tüfekci & Wilson, 2012).

As Tüfekci and Wilson'un (2012: 365) viewed, forms of social media only a part of the political communication system which emerges in the Arabic Geography. The authors stated new political communication system has three structures which are connected to each other and interpenetrated. The first one is the television channels such as Pudhiya Thalaimurai which broadcast on satellite and provide contributions to the formation of a new generation in the People movement against Nuclear Energy. The second is the lowering cost of the mobile phones and their dimension from the point of sharing materials such as video and photograph. The third one is the rapid proliferation of the internet and social networking understood that new communication technologies and mobile phones form a significant information infrastructure for political discussion.

When the findings of the study which Darmoni and Poell (2011) analyzed 100 thousand tweets related to the use of social media in the Arab Spring; similar evaluations may be made. According to the authors, the effects of social networking sites can't be understood without recognizing the political, economic and social atmosphere in the Middle East Besides, it seems

hard to resolve without defining which folk use the social networking sites, the topics the users write about and which language they have been using (Benkirane, 2012: 2). Additionally, putting the blame only on social media related to goings-on in Arab countries such as Egypt and

Tunisia has no effect other than disguise the real powers to blame. Mass communicative instruments, especially the effects of social networking sites, have occurred only at the level of negotiation. (Güngör, 2011: 312; Lim, 2012: 234). The same way we have to analyse the content from various social networking sites. It will give understanding of the effects to social media contribution to social movements and give the valid feedback for people participation.

Additionally it is necessary to express that there is need for longitudinal researches under the light of upcoming expansions and experiences in order to reach to final destination related to the functions of social media in action. Socio-economic factors in the countries where the protest wave takes place, the geopolitical atmosphere which occur in the countries, the rates of using internet and social media, the demography of the users, their choices and goals of use, duration and density of those courses will be resolved through future analyses (Erbay, 2012: 150).

6. Conclusion

The use of social networking sites is rapidly increasing and this enables people freely share their ideas on the internet, establish rapid and mutual communication and be easily organized. Mostly, people can easily express their views and their appeal on democratic polity due to the problem of censoring on the social media. In this sense, social networking sites consider as a powerful tool in politic area.

In the revolutions in India; social networking sites have been used as tools in the extent of connections, solidarity and linkage between various groups and individuals. The members of the social network sites produced revolutionist messages and distributing the messages to other members through mobile phones and digital media.

The desire for democratic change in Tamil Nadu which gather the common values the people having similar thoughts and anxieties was transferred to global public through social media.

The basic causes of social movements in Tamil Nadu, as has been stated previously, the failure of the oppressive governments in sorting out problems related to unemployment, backwardness, economic problems, lawlessness, unlawful people and human rights. Whether social media are considered as the reason or emerge of social movements, the main reason will be obscured. Social networking sites has functioned as a tool not an objective for Tamil people in realizing that they have similar anxieties, speak up their democratic demands louder or becoming organized.

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DYADIC PICTURES IN FACEBOOK AND RELATIONSHIP SATISFACTION OF MARRIED COUPLE

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ABSTRACT: *Romantic relationships are often judged by the love expressed by and between the couple. Couple tend to express their love and affection in offline and online environments in order to create an impression with their romantic life. Individuals disclose their personal information in Facebook deliberately or unintentionally, might have an impact on their social as well as personal life. Studies had found out that individuals with low self-esteem and less satisfaction in romantic relationships post more dyadic information to get increased likability from the peer group, lack of psychological support from spouse or romantic partner increases Facebook usage and disclosure of intimate information to online friends. The present study analysis the relationship between posting dyadic pictures in Facebook (Profile picture and Picture posts) and satisfaction in marital life. 270 Facebook profile pages were collected and coded for dyadic details. The coding was constrained to the past 30 days. The profile owners were asked to participate in an online survey to collect relationship satisfaction details. Relationship satisfaction is analysed by Relationship Assessment Scale (Hendrick, 1988) and Relationship Satisfaction Scale (Burns, David D. 1993). The findings illumine the connotation of posting dyadic pictures and depth of the marital satisfaction of individuals.*

Keywords: Facebook, profile picture, romance, satisfaction, Disclosure

INTRODUCTION

Indian marriages have a greater impact on every men and women's life. Indian marriages were mostly arranged, i.e. a grown-up man and a grown-up woman made to meet for couple of hours and they were made to decide on spending rest of their life together. Majority of the marriages in India were fixed by parents or mutual relatives or a person who is in a profession of arranging marriage between strangers. The partners get very less time to communicate before their marriage. Self-disclosure is an inevitable part in any communication, either in face to face or through mediated communication. As the largest populated country India serves to be one of the biggest markets for technology and its updates. Social media or Social networking sites enabled better communication among humans with texts, pictures, emoticons, gifts etc. The communication pattern continued to a more interactive as well as interesting than face to face communication. Facebook has the largest population than most of the countries in the world, with nearly 1.6 billion monthly users. Every day billions of contents (Posts, photos, videos, URLs) are updated and uploaded on Facebook. Individuals post their personal information through texts and photos, to protect the privacy of users in Facebook, Mark Zuckerberg and his team introduced Privacy Settings page in July 2010. The user can choose whom to view their personal information, the options was Everyone/Public, Friends of Friends, Friends only and customized settings. Disclosing in Facebook had become a prime belief and practice of technology addicted individuals.

Initially, Facebook had been introduced as a friend finder, a platform which is opted for college going teens and young adults. Later it is transformed into a package of everything a human need with regard to communication. They disclose anything and everything using online social networking sites. Men and women use Facebook to make connections and to get in touch with family and friends while men use to gather information and build influence (IrisVermeren, 2015). There are so many contradictions in gender differences in Facebook usage. Studies had argued that self-disclosure is more on online environment than offline environment. People disclose personal things to online environment in order to initiate a talk or to reveal what's there in their minds.

DISCLOSING PICTURES AS COUPLE

Dyad is defined as two things of similar kind or nature having lasting after-effect on each other, intensive duration or deeper impact. Dyadic interactions refer to interactions between two persons. Dyadic pictures refer to two people in a picture who can be friends, romantic partners, spouse etc. Laura et al

(2012) says that the partners who updated or posted dyadic profile picture has more satisfaction towards the relationship than the partners who doesn't have dyadic pictures.

Karney & Bradbury (1995) says that emotional loneliness of a married couple evaluates the functioning and the quality of the marital relationship. To contrast with Laura et al., (2012) findings Wilson et al., (2012) found that people who are less satisfied in relationship post couple pictures or dyadic pictures as profile photo in order to present themselves as a happy couple before the society. Facebook usage and its self-presentation behaviours had created a positive impact on the users (Gwendolyn Seidman, 2012).
 Research Question: Does marital satisfaction among couples increase dyadic picture sharing in Facebook?

METHOD

PROCEDURE AND PARTICIPANTS

Unrestricted self-selected survey method was used to collect data from the sample, which is a kind of convenience sampling drawing out samples from a large online population. This method was widely used in researches involving online surveys (Berson et.al, 2002; Coomber, 1997). The online questionnaire was posted in few Facebook groups (Closed and Public) with the consent of the group administer including a short description. The willing candidates came forward to participate in the study, giving an approval of providing access to view their profile picture and other pictures they posted in Facebook for the past 30 days. The participants were married couple from Tamilnadu and Tamil origin residing outside the state (N= 270, Women 48.9% and Men 51.1%, Age M= 39.8).

MEASURES

The participants were asked to answer a questionnaire which included Relationship Assessment Scale (RAS), 5-point Likert responses ranging very poor (1) to very well (5) and Relationship Satisfaction Scale (RES) 7-point Likert responses ranging Very dissatisfied (5) to Very much Satisfied (7) (David D, 1993). The Facebook page of the participants were coded manually. The coding was based on dyadic nature of the profile picture, pictures posted and timeline picture. The total no. of pictures posted were calculated for the past 30 days.

RESULTS

The Relationship assessment and Relationship satisfaction scale had been analysed using Mann Whitney test. The results of the both scales were given in Table 1, Many researchers had supported that link between an individual's psychological wellbeing and the quality of marriage life. The results indicate that there is no significant relationship between gender and relationship satisfaction and assessment. The statements How well does my partner meet my needs (0.910), how good is your relationship compared to most (0.20), To what extent has your relationship met original expectations (0.279), How much do you love your partner (0.539) outlines Relationship Assessment of the Respondents. The M value of the statement how often do you wish you hadn't gotten in this relationship (2.78) and how many problems are there in your relationship (2.54).

Table 1: Relationship Assessment and Relationship Satisfaction

	Gender	Mean Rank	Mann Whitney U	Z	Sig.	Mean	SD
How well does my partner meet my needs	Female	136.02	9040.000	-.113	0.910	3.84	0.96
	Male	135.01					
How satisfied with my relationship	Female	129.81	8356.500	-	0.217	3.74	1.11
	Male	140.95					
How good is your relationship compared to most	Female	141.35	8336.000	-	0.200	3.85	1.05
	Male	129.91					
How often do you wish you hadn't gotten in this relationship	Female	146.75	7622.500	-	0.018	2.78	1.45
	Male	124.74					
To what extent has your relationship met original expectations	Female	140.56	8440.500	-	0.279	3.58	1.11
	Male	130.66					
How much do you love your partner	Female	133.08	8789.000	-.610	0.542	4.48	0.98
	Male	137.81					
How many problems are there in your relationship	Female	132.60	8725.500	-.615	0.539	2.54	1.45
	Male	138.27					
Communication and openness between you and your partner	Female	138.72	8682.500	-.685	0.494	4.99	2.16
	Male	132.42					

Affection and caring between you and your partner	Female	135.76	9070.000	-0.57	0.944	5.72	1.74
	Male	135.25					
Intimacy and closeness between you and your partner	Female	138.93	8655.500	-0.737	0.461	5.34	1.91
	Male	132.22					
Level of satisfaction with your role	Female	137.69	8819.000	-0.466	0.641	5.44	1.76
	Male	133.41					
Overall satisfaction with your marriage	Female	140.04	8508.500	-0.970	0.332	5.18	1.98
	Male	131.17					

Communication and openness between you and your partner (0.494), Affection and caring between you and your partner (0.944), Intimacy and closeness between you and your partner (0.461), Level of satisfaction with your role (0.641), Overall satisfaction with your marriage (0.332).

Table 2: Dyadic Pictures

Statement	Gender	M	Sig
Dyadic profile picture	Female	2.0	1.48
	Male	1.0	0.50
No.of pictures posted	Female	3.7	5.0**
	Male	5.3	0.00
No.of Dyadic pictures	Female	2.1	2.0**
	Male	1.0	0.00
Dyadic Timeline picture	Female	0.0	1.7
	Male	1.0	0.45

**Median

The participant's pages were coded for total no. of pictures posted in a month. The pictures including dyadic and non-dyadic(M=5) and dyadic pictures (M=1) posted in individual's timeline. The pictures posted in timeline varied from maximum 72 to minimum 1 picture in 30 days. of time frame. The dyadic profile pictures (M 1.48) and timeline pictures (M 1.70) indicates majority of the respondents post non-dyadic pictures as profile and timeline pictures. The average no. of pictures posted in Facebook per month Male 5.3, Female 3.7 and the dyadic pictures in those were Male 1.0 and Female 2.1.

DISCUSSIONS

Social media acts as a public notice board for users who constantly update their life happenings. The usage of the medium has been compared with various theories like self-exhibition, Self-disclosure, self-esteem. Individuals exhibit their better self in Facebook and other social media to show them happy among their family, friends, acquaintances and strangers. Every relationship especially, romantic relationships involve display of affection either physical or psychological, in private or public. Bogle (2008) says that western society accepts couple's display of affection those are in form of sending roses, hugging, holding hands, kissing etc. anything which is appropriate in public. But Indian society is entirely against public display of Affection, hugging, kissing in public is seem to be offensive in many cultures of India, though the couple are legally married.

Uploading dyadic pictures in Facebook is considered to be exhibiting an emotional bond in the relationship, allows individuals to display their affection in public but not in the real "public". Individuals feel happy when they see them with their spouse, when the picture shared by their spouse they feel as they get into the sweetest part of the memories about the pictures. This increases mutual love among the couple by making their day happy. Pictures of couple hugging, silhouettes of couple kissing were posted as dyadic pictures, to exhibit their happy married life. Researchers say that Public display of affection either in online or in real life is often seen as an irritating incident. People easily get irritated by seeing pictures of couple expressing PDA in online (Bowe.G, 2010).

Facebook is majorly used by individuals to create self-impression and exhibit a better self among their friends, family and acquaintances. Pictures act as a psychological relational between couple, when they are shared in social media, they share an intense meaning (Zhao.X, Sosik.V&Cosley, 2012). Pictures reflect positive emotions and psychological wellbeing of individuals, and they are used for self-expression. Studies found out that individuals who are less satisfied with their relationship also post pictures with their spouse in order to exhibit themselves as a happily married. Researchers found out that individuals have

“relationship-contingent self-esteem”, defining it as the nature of their relationship has potential to affect their self-esteem. Individuals want to project their marriage as a successful one among their social ties.

CONCLUSION

Disclosing too much information can be a threat, while many individuals treat Facebook and other social media as a tool for impression management. Satisfaction in marriage can be explained through various modes, intimacy, support, care, mutual understanding etc. Dyadic coping and other parameters of dyadic, differ from individuals, culture, socio-economic backgrounds and personality traits. Apart from satisfaction culture plays an important role in expressing the mutual care and love among couple either in public or in online. It is important to analyse the technology involvement in articulating and maintaining relationships of individuals especially married couple as it can cope with marital satisfaction and well-being.

LIMITATIONS AND FUTURE RESEARCH

The study focussed on the profile pictures posted in Facebook page and satisfaction of the couple. the data collected through online methods and the pages were coded manually. The socio-economic aspects, years of marital relationship of the sample are not taken in to this research. The sample are married individuals. Future researches can be done on a large sample of married couple to study the level of marital satisfaction and sharing dyadic pictures in Facebook.

A STUDY ON FUTURE OF PRINTED NEWSPAPER READERSHIP IN THE DIGITAL AGE

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ABSTRACT: *Newspaper faces a very tough competition from other media and news sources like Radio, television and most competitively from the giant store of digital information we know as the web. Instead of reading hardcopy of newspapers, people prefer to read news in the web or watch television news channel or get them as mobile alerts as well.*

With the advancements in technological devices like the introduction of iPods, Tablet, PCs etc. We see them replacing our traditional newspapers. But still they can't replace the worth of the hard copy. But this has reduced the original news consumption now a day.

They have their own essence and they are friendly to the eyes. They have more rural and urban penetration in India. No online newspaper could give anyone as much deep knowledge and analysis of events happening locally as much as newspapers provide. The posts written in newspapers are by experts and experienced journalists who have a deep knowledge with strong vocabulary to indulge the reader into the news which is clearly lacking in its counterparts.

Keywords: *Newspapers, News Consumption, Reading Habits, Digital information.*

INTRODUCTION:

A Newspaper is the one of best communication media which usually contains informative articles about sports, art, advertisement and politics. This is the one great thing where an individual can make himself/herself perfect, by developing their own communication. Here is the small article about the newspapers. Reading is one of the oldest habits of human culture and possibly the one of a very worthy substitute.

Reading has been passion of the greatest personalities of all times. Humans have been reading since ages and thus words of knowledge have been passed on through generations. This study analyses the newspaper reading habits of the youths in Chennai. Reading newspaper regularly is considered as an essential activity in our day to day life. The reading habits of newspaper will be useful for all especially youth and children in order to improve the language skills and also to know about the current affairs of the world. The newspaper remains an excellent medium giving consumer with news sources from all over the world.³ By 2007, there were 6580 newspapers in the world selling 395 million copies a day. The worldwide recession of 2008, combined with rapid growth of web-based alternatives, caused a serious decline in advertising and circulation, as many papers closed, or sharply retrenched operation. The future of newspapers has been widely debated as the industry has faced down soaring newsprint prices, slumping and sales, the loss of much classified advertising and precipitous drops in circulation. In recent years the number of newspapers slated for closure has risen, where the industry has shed the fifth of its journalists since 2001. Indian readership survey- World's largest survey of its kinds has substantial proof to support this decline.

"There will be no media consumption left in ten years that is not delivered over an IP network. There will be no newspapers that are delivered in paper form. Everything gets delivered in an electronic form". This was said by Microsoft CEO "Steve Ballmer".

EVOLUTION OF NEWS PAPER:

Newspaper began to circulate in 17th century, the first real newspaper in England was printed in 1665 the first American newspaper was printed in 1690. The first newspaper in India – the Bengal Gazette, popularly called Hicky's Gazette – was published in 1780. It was a two-pager in foolscap size. From then on, newspapers grew rapidly in number. In the year 1861, there were around Eight Hindi and Eleven Urdu newspapers.

The evolution of new media has expanded the horizons for news and information gatherers, the focus of this study is on identification of habits and preferences of Newspaper readers.¹ They mushroomed in the Bombay Presidency, North West Province, Oudh and Central Provinces and the Madras Presidency. Their total readership was not perhaps more than 150,000.

There were Around 1,500 to 3,000 copies of each and every paper were printed, and the readers are the English people who were working for the East Indian Company and a few well-off Indian families. The campaign for freedom was carried out through them. People do a variety of things with the help of Internet.² The ability to read has long been recognized as essential to personal fulfilment and there is now growing acceptance of the premise that country's social and economic progress depends in large measure on its people having access to the indispensable knowledge conveyed by the printed word. Newspapers are facing continuous and increased competition from new media forms.⁴ Newspaper Publishers were also started to produce regional editions and newspapers in their own language, which resulted in the growth of literacy which has improved the level of readership. And that difference lies mainly in providing perspective to readers. An indication of downturn in print newspapers is surfaced in this recent years.⁵ As a result, print media personalities and also the corporate experts became confident about the continual growth of Newspapers in India. Nowadays, reading through the newspaper with small font size aggravates the problem of stress and strain on eyes as well as posture.⁶ Newspaper is something which tells a huge number of people about a truth or incident which is happening at any place in the world. Internet has changed the way people communicate and it has changed the way people look for information⁷. The newspaper remains an excellent medium giving consumer with news sources from all over the world. For every citizen Newspaper reading is a good activity and a good habit. History stands witness to all the mass movements that were highly motivated and supported by the print media. The Internet has come to forefront that changes the traditional reading habits of the readers.⁸ Newspapers are facing continuous and increased competition from new media forms. The decrease in print newspaper circulation has accelerated in the last few years.

REVIEW OF LITERATURE:

1. *A study of newspaper readership patterns among urban population of Punjab by KanwalGurleen Singh; Rajneesh Arya, International Journal of Management, IT and Engineering, June 2012:*

Newspapers have been a source of information to one and all from various years. This study has been conducted to identify the Newspaper readership patterns among urban population of Punjab. The study also identifies the Language preferences and time spent on reading newspaper by urban population of Punjab. Further, the study attempts to gain insight of the various reasons that motivates urban population to read the newspaper. This Research has used Quantitative method in which Convenience sampling method has been used. The survey was carried out on 300 respondents, out of which 50 were neglected due to incorrect answers.

Through this study paper the researcher has taken few things for the research. The researcher has taken the objectives like language preferences, time spent on reading newspapers, and others. This paper has been helpful for the research as it has many things related to the topic of research.

It is clearly understood because of the development of new technologies and electronic medium with the help of internet people getting used to that development mostly. They do things in an easy way and they need things to happen easily. Likewise the habit of reading from print to online has also developed. People are feeling it easy to read at any desirable places and time according to their comfort. They can access any Newspaper through online simultaneously. There is no need to carry bulk of Newspapers along with them. This researcher resulted in getting valuable points with which we can analyze their habit of reading News through online medium in various aspects such as 'how much time they spend to read?' 'The level of understanding the language and its content which is the trustful News medium and sites.'

2. *The habits of online newspaper readers in India by PradeepTewariJournal Socialomics, 2015:*

The study has been conducted to identify the Habits of online newspaper readers in India. Thus the specific objectives of the study are as follows: Do people have subscription of online newspapers?; Will people read online newspaper with paid subscription?; Do people write comments on news?; Why people like online newspapers? So to analyze the result The online survey method was adopted to assess the habits of the readers in India. It is a systematic gathering of data from the audience by sending emails to them or posting questionnaires on social media and web pages. Respondents complete the questionnaire and mail it back. The respondents for this survey were those who have the habit of reading news online and aged 15 years and above.

As per the findings of this research, most of the online readers expect continuous updates. They expect online news outlets to provide 24-hour updates of all kinds of news. To attract more online news readers, traditional media should publish maximum news from different part of the world. As a lot of readers get news and information from the social media, websites of traditional media can excerpt the content available

on social media along with their links. The study reveals that the majority of Indian readers are not interested in paid subscription. As paid subscription is a chief source of revenues for online media. It is a big challenge for Indian online media. The online media segment in India is still largely unexplored. Since only 50% respondents subscribe to online news

By going through this paper, the researcher has got an outline of how people of these centuries has been changed to the modern trends. That is the people have changed their reading patterns from print to online through various gadgets. So, by this the life of print newspaper has been shined. So this paper supports the research by giving sources related to online media consumptions.

3. *An analysis of newspaper reading patterns among the youth by Dr.JehangirBharucha, Senior Vice Principal, H R College, Mumbai, International Journal of English and Education, Volume:6, Issue:1, January 2017:*

Newspaper is something which tells a huge number of people about a truth or incident which is happening at any place in the world. The major objectives of the study are as follows: The times of the day students prefer to read newspapers; Frequency of reading newspapers; preferred newspaper; Time spent on reading newspapers per day. A structured questionnaire was prepared having both close and open- ended questions and distributed. Random sampling method has been adopted. 150 students. Usable responses were received from 120 students

There has been an increase in the interest of teenagers in politics and them like reading political news in the newspaper. Findings of the study shows that the youngsters in Mumbai do not read newspapers much .Times of India is the newspapers the Mumbai youths mostly read. Global affairs are the major sections they read.

Through this study paper the researcher has taken few things for the research. The researcher has taken the objectives like time spent on reading newspapers, frequency of reading, preferred newspapers and others. This paper has been helpful for the research as it has many things related to the topic of research.

4. *The Newspaper Timeline: A study of the newspapers past and its present by VasundaraPriya ; Ravi, Academic Research International Vol. 7(1), January 2016:*

A newspaper has been considered as one of the oldest forms of media that have been had important influences in preparing public, when the nation is needed their support. Printers, Publishers and Editors of newspapers across the world have been very influential and revolutionary personalities in using the power of the pen to communicate their ideologies and Knowledge for a better educated and informed society. History stands witness to all the mass movements that were highly motivated and supported by the print media. Today the traditions of newspaper publishing are facing perhaps the most serious rethinking, there are clear signs of concern, particularly in the worlds mature media markets. Newspapers are facing continuous and increased competition from new media forms. The decrease in print newspaper circulation has accelerated in the last few years. This study is made To analyze the changes the Print medium has undergone over the years to sustain in the news market; To find out how these changes have impacted the print media industry; To examine how this would impact the future of print media.

The method of analysis used for this particular study is The Content Analysis Method, where content of various websites,

This paper gave the researcher a broader sense of understanding of newspapers past and present. This gave an overview of the change - over of newspapers till date. So this made the researcher think in that way, so that the research could shape to many broader solutions.

5. *Print Newspaper versus Online News Media: A Quantitative Study on Young Generation Preference by LiewChee Kit University Kuala Lumpur (IUKL); Selangor DarulEhsan, Malaysia; Gan Wei Teng , University Kuala Lumpur, Malaysia:*

An indication of downturn in print newspapers is surfaced in these recent years. Due to the creativity the technology has influenced more in the reading habit of newspapers that could cause it to change from print newspapers to online news. A quantitative research method has been conducted in the study in order to examine the preferences among print and online newspapers among the young generations. The present study was aided by the uses and gratification approach concluding that audiences are actively seeking for the interactive media in order to obtain gratification. The main objective of the research is to find out the preferences between online news and the print newspaper among the younger generation: To determine the relationship between the usage pattern of print newspaper and uses of print newspaper; To examine the relationship between the uses of print newspaper and gratifications of print newspaper; To examine the relationship between the uses of online news and gratifications of online news; To examine the differences between the gratifications of online news and gratification of print newspapers. The survey was conducted

by using quantitative research survey in order to find out the current situation regarding the preferences between online news media and print newspapers among the young generation. The results has also shown a significantly percentage of people who still read on print newspapers. Only because of this the print industry in this generation is still be able to survive as it is constantly improving. It is probably due to the reader's interest since there are plenty of readers are still interested in reading the print newspapers and it has already become part of their daily routine. Through this, the researcher came to know that the people have changed their reading patterns from print to online through various gadgets. So, by this the life of print newspaper has been shrined. So this paper supports the research by giving sources related to online media consumptions. The study has been done in an interesting way. They have been questioned about both online and print media and thereby they have found out solutions for that. From undergoing this research process, the researcher had witnessed a very valuable sources and data to study about the reach of consumption or habit of reading print Newspapers and online News among the younger generation. Both medium has received their own and appropriate answers from the respondents while researching. Analyzing the data and the information's collected, the researcher came to a conclusion that because of the development of technologies and most among the people changed their News reading pattern from print to online. This result will surely add up critical points in the researcher's topic and may help to get a better result in the end of the research.

OBJECTIVE OF THE STUDY:

The study has been conducted in Chennai to examine the readership of newspaper in the digital age.

1. To explore the possibilities of readership of newspapers.
2. To find out the survival of printed newspapers.

RESEARCH METHODOLOGY:

I have taken Questionnaire and Interview, which comes under Survey Method in Quantitative

Research Method

1. Questionnaire was conducted among 100 people above 20 years.
2. Interview was taken to two Newspaper Dealers, two Reporters, one Journalism Professor, one Research student.

DATA ANALYSIS:

QUESTION AND ANSWERS:

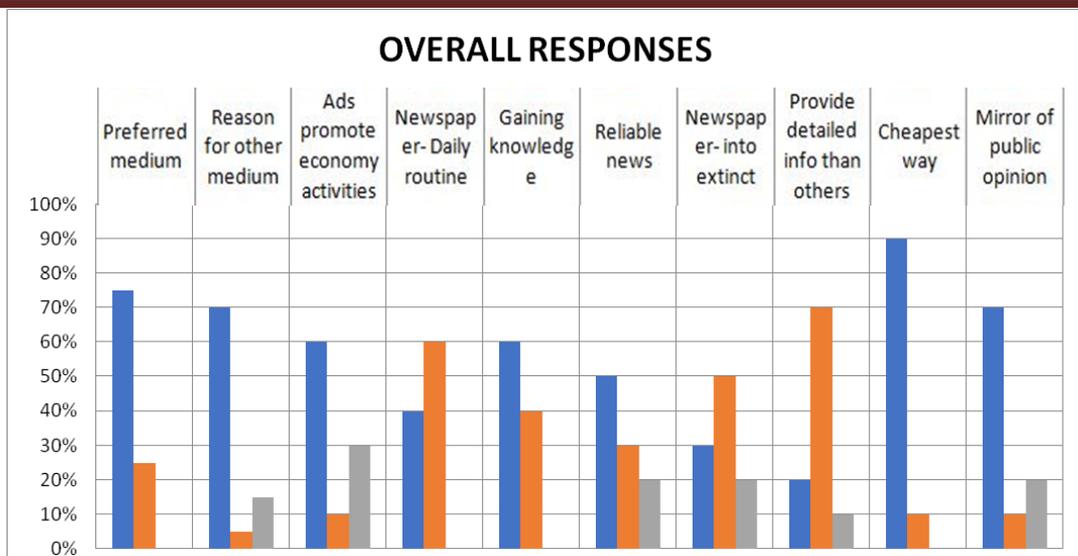
Table: Responses

S.NO	QUESTIONS	NEWSPAPER	OTHER MEDIUM
01	Which one do you prefer to know information?	75%	25%

S.NO	QUESTIONS	LESS TIME CONSUMING	UNACCESSIBLE	MORE UPDATED
02	If other medium ,why do you prefer them?	70%	05%	15%

S.NO	QUESTIONS	YES	NO	MAY BE
03	Do newspapers promote economy activity through ads?	60%	10%	30%
04	Is reading newspapers a part of your daily routine?	40%	60%	-
05	Do you gain knowledge from newspaper reading?	60%	40%	-
06	Newspapers provide reliable news	50%	30%	20%
07	Do you feel newspapers are going to extinction?	30%	20%	50%

S.NO	QUESTIONS	TRUE	FALSE	MAY BE
08	Newspapers provide detailed information than other media	20%	70%	10%
09	Newspaper is the cheapest way to gain knowledge	90%	10%	-
10	Newspapers acts as a mirror of public opinion?	70%	10%	20%



INTERVIEW SUMMARY:

DEALERS:

1)VELMURUGAN.S, (V.K.Agencies).

Number of people buying newspapers is comparatively decreased from earlier times. People prefer both English and regional language. Buyers prefer Opportunities, Classifieds, Children Magazine, Exam Supplementary etc. I used to read regional language newspaper every morning and evening. My day will not go without reading newspaper. I like to know all the news happen around the world and I am also interested in reading entertainment news.

2)PRASAD REDDY, (Sri Vari News mart)

I am a new comer to this field, so I feel it is increased comparatively from before. Buyers prefer to buy regional language newspapers. Additional editions they prefer are classifieds, Question paper book, exam suplimentary etc. Whenever time permits and when I get bored. I used to read entertainment and sports news.

REPORTERS:

1)SHAM SUNDAR.M

News Today

Most of the times ,the news are reaching in correct sense. For some rare cases it may not be. Nowadays people prefer to read sports and entertainment than other news. I used to cover sports happening in Chennai. Obviously , newspapers job is to portrait true fact, so it does its work all the time. There may be decrease in number, but a large number group is still having reading habit as part of their routine. So extinction will not happen in near future.

2)BALASUNDARAM.S

Anna Nagar Times

News in newspaper has to reach the readers in the correct sense, that is how every news article has to be structured has perthe rules. People prefer to read what all happened around the and also entertainment news. I used to cover local area news in one week since I work for a weekly newspaper. May not be all the times, but to the most newspaper portraits true fact only. It has become that only senior citizens read news from newspaper and not others because they can know news in other means. So when it comes to their period , there may be extinction of newspaper reading itself.

JOURNALISM PROFESSOR:

NANDHINI . C,

ASSISTANT PROFESSOR (JOURNALISM)

ETHIRAJ COLLEGE FOR WOMEN.

According to India, it is still influential and reliable. But when we say about foreign countries it is not and this will not last for a longer time as well. Definitely, it is because now people are using smart phones and also they are very lazy to go and get physical medium of news. So in this stage, social mediums are directly giving it to audience which will be a death knell for print medium. Right now they do read newspapers, but

this will be changed to digital medium in the future say around or after five years for sure. Extinction of newspaper reading is really bad because it was the one medium through which we can develop our vocabulary skills etc. We have to actually regret for it. It is not that reading habit is going but newspaper reading is going in which we used to read the full news article not like in digital medium where we just look a glance. We can't do anything for bringing it back because people are getting advanced to one technology to another. So this is the next change where people started to get adopted to it. To which we have to accept it, there will be some changes over a period of time we have to go with it.

JOURNALISM RESEARCHER:

VIKHEESH.CS.

BHARATIYAR UNIVERSITY

The influence as well as reliability of the news in newspapers nowadays is getting decreased. So the new media is over taking print media. This can be one of thereason. And the number of people reading newspapers is slowly decreasing because of reasons like already said. Nowadays people can know information all around the world in fraction of seconds through net etc. But through newspapers it may get late to reach the public.so this lead to extinction of newspaper reading. Some necessary steps like showing and telling the advantages of the newspapers and stating to bring back our tradition ,we can bring back the masses.

LIMITATIONS:

1. The survey was restricted only to the urban people.
2. It was conducted among the adults in Chennai due to time and finance constraints.
3. Some youngster might not have disclosed the right information.

CONCLUSION:

This can affect many aspects of both the newspaper industry itself, and the lives of the people who have been faithful to their newspapers throughout the years.

One disadvantage of newspapers going digital is that the lack of consumer papers are receiving, is making it hard for the businesses to stay in the game. Newspapers that have been around for years are going out of business because their customers are getting their news from the Internet and not having to pay for the physical paper. They have to shut down the entire print processes due to a lack in funding. But in some way or the other the circulation of newspaper continues without any reduction in printing so far. In spite of the online news available in this digital era. Printed newspapers are always trustworthy and fake news are circulated mostly through this online media.

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EXAMINING THE 'NARCOTIZING DYSFUNCTIONAL APPROACH' IN THE DIGITAL ERA

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ABSTRACT: *The advent of internet has changed the way we do just about everything. The internet medium has made a transformation in how and even when we communicate. Everyday there is new information, awareness, opportunity. We mostly look up to this new media, as a panacea for all most everything, say, health awareness, social development, rural development, literacy, and name whatever.*

In this information millennia, information is wealth and yet, keeping all the happenings of the world in fingertip, make us all empowered, rich, happy? Answer the question is Narcotizing Dysfunctional theory.

Narcotizing dysfunction is a theory that states mass media inundates people on a particular issue; they become apathetic to it, substituting knowledge for action. People are all exposed to vast amount of media rhetoric in the forms of pictures and videos, all the online platform allows to share, like and comment. But action stops right there. Be it any bill in the parliament, discrimination, child abuse, murder, rape. Exposure to flood of information may serve to narcotize rather than to energize the average viewer.

On the contrary, there are many incidents both locally like Jallikattu protest, Chennai floods and internationally like Arab Spring, which say otherwise. Hence, to understand, the role of social media for the social action, in the age of Clicktivism.

The purpose of this quantitative research paper is to examine the Narcotizing Dysfunctional theory in the digital age and thereby to, understand the influence of social media among the people to act for a cause. In this paper, the focus is also on, understanding the satiation or 'feel good' perception of the people for online like and commends, rather than actually getting in action. Does increasing dosages of mass communications transform the energies of the receivers from 'active participation' into 'passive knowledge'?

Keywords: *Narcotizing Dysfunctional, Social Media, Social Action, Clicktivism.*

INTRODUCTION

The Internet provides an unparalleled environment for communication and information distribution. As such, it allows individuals to pursue political and social issues autonomously, on their own terms.

'Social Media' according to Lon Safko, the first part of the terminology, 'social', "refers to the instinctual needs we humans have to connect with other humans" and the second part of the term, 'media', "refers to the media, we use with which we make those connections with other humans"(Safko, 2010: 4). In general, it is possible to define the social media as an "umbrella term"(Boyd, 2007) which "employs mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss, and modify user-generated content" (Kietzmann et al, 2011: 241). Therefore social media can typically be defined as a tool that allows users to participate in online exchanges, contribute to content, and join in online communities and political debates.

SOCIAL MEDIA AND DEMOCRACY

Social media is a form of media, and media has a crucial role in shaping a healthy democracy, reinforcing freedom of speech and promoting political participation. According to techno-optimistic approaches, "new media are opening new channels of communication for all, creating unprecedented opportunities for participation in traditional and new ways, and promoting the competition of ideas. Democracy is fundamentally about these matters. Ergo, democracy is being enhanced by digital media" (Wilson, 2009).

According to Unwin (2012: 3) new communication technologies provide three types of liberty to the individuals. These are, 'space-time liberty', 'information sharing liberty', 'information access liberty'. For him, new communication technologies enabled people to communicate between any parts of the world at any time, which he calls space-time liberty, these communication technologies also changed 'top down' the dissemination of information by media corporation to co-creation of information which caused 'sharing liberty' and finally new communication technologies made information easily accessible to public in terms of its costs and speed. For Unwin, these 'liberties' have had "dramatic impacts on political processes, both enabling governments and politicians to spread their messages directly to individuals, as with texts sent to

mobile phones to encourage people to vote in particular ways, but also for individuals to share graphic images and accounts of things happening to others anywhere in the world, thus raising global awareness of political actions by regimes with which they disagree” (2012: 3).

Social media is seen as an alternative press and creator of public awareness or a panacea for all most all of our social and political issues. What is not highlighted is there can be some unpredictable, unintentional and negative effects of new communication technologies especially during the times of social unrests; therefore instead of only hailing the positive sides of these communication channels the other side of the medium should be examined. To have a better informed decision making process.

NARCOTISING DYSFUNCTION APPROACH

Robert K. Merton and Paul F. Lazarsfeld states:

“Exposure to this flood of information may serve to narcotize rather than to energize the average reader or listener. As increasing mead of time is devoted to reading and listening, a decreasing share is available for organized action. The individual reads accounts of issues and problems and may even discuss alternative lines of action. But this rather intellectualized, rather remote connection with organized social action is not activated. The interested and informed citizen can congratulate himself on his lofty state of interest and information and neglect to see that he has abstained from decision and action.... He comes to mistake knowing about problems of the day for doing something about them. His social conscience remains spotlessly clean. He is concerned. He is informed. And he has all sorts of ideas as to what should be done. But, after he has gotten through his dinner and after he has listened to his favored radio programs and after he has read his second newspaper of the day, it is really time for bed” (1957: 464).

As stated above, according to narcotising dysfunction approach the receivers know what needs to be done, they are aware of everything because they read, watched and listened all the news about the problem. Their conscience is clear and they feel comfortable inside since they are not unconcerned about the issue, they think that they have done something to remediate the issue by reading, writing and thinking. However, being informed and concerned is not a replacement for action. Lazarsfeld and Merton wrote their article in 1948, during that time internet and social media were not invented yet. So their approach needs to be revisited in the era of new communication technologies.

Though the above stated approach was for radio and newspaper, now this approach is more relevant than ever with social media in the scene. Social media as a recent avatar of media, the narcotising dysfunction approach of the medium needs to be studied. Because on social media, the users participate in the political and social arguments; they express their ideas, opinions, feelings and displeasure about issues or events. They feel proud by doing so and self-boast their effort to click a button in their comfort zone.

SOCIAL MEDIA DURING THE CHENNAI CYCLONE AND FLOOD

The floods in December 2015 and Cyclone Vardah 2016 in Chennai were the recent natural disaster in which the role of social media information dissemination was much discussed.

With no power supply and water logging, watching news on TV or getting newspapers was not possible for the first few days. Also with radio signals being poor, yes, social media accessed through mobile phones became the most popular means of staying in touch with what was happening in the city. Along with it power shutdown and limited signal connectivity was a barrier to reach the vast.

It is found Social Media reached out in the following ways,

1. Youngsters came together with the support of their social media network and contributed to the needy in time.
2. Social media platform- Facebook, started its “Safety check” option for all those in south India who may get affected due to this natural disaster. This feature is activated by the company during natural or man-made disasters to quickly determine whether people in the affected geographical area are safe.
3. There was not just forecast updates on social media, and also how to commute from one point to another based on which roads the water had receded.

JALIKKATTU PRO TEST

The protest against the ban on Jallikattu, a traditional bull taming sport from 8th to 23rd of January, 2017 in Marina beach, Chennai, Tamil Nadu was another exhibit of social media potentials. All most every second of the protest was documented by Twitter, Facebook, Instagram and WhatsApp. Also the regional news channels went for full live coverage so was the coverage in other regional media. #I Support Jallikattu, #We do Jallikattu,

#Amend PCA, #Justice for Jallikattuhastag started trending the in online platforms.

More important, people considered this ban a threat to their culture and identity, and shared this concern. Soon enough, hashtag ‘saving our jallikattu culture’ began trending all over Facebook. The members of this pro-jallikattu movement strategically identified their audience and acted collectively to achieve a certain social change. During the protests, protesters were heard saying “I am proud of being a Tamilzhan. I am proud of being an Indian, but not at the cost of my Tamil identity”. This narrative ties into the preservation of their social identity that goes back to 1960s and 70s when the central government declared Hindi language as the language, resulting in a major backlash from Tamil people. Tamil people considered it to be Hindu propaganda and a threat to their strong sense of identification as Tamilians. It is interesting to observe how people came together onto the streets to fight for their social identity (Prakash, 2018). The political instability of the state after the demise of the ruling political leader and time taken for the government to react can also not be dismissed.

ANALYSIS OF JALLIKATTU PRO PROTEST, CHENNAI CYCLONE AND FLOOD

The social media is a tool that played a vital role in information dissemination and initial gathering the crowd in both the cases. But the emotional, instigative video’s validity of the claims appear in social media are again debatable. The polar claims of an issue and overconsumption of information will lead to a noarcotic state and transform into apathetic.

Although new media can be a useful tool for helping users to get organized, communicate, generate contents and spread these contents out to their peers, there can be other ‘unexpected’ and unwanted outcomes of these technologies. For instance, during the times of social unrests and riots increasing dosages of mass communication may transform the energies of citizens from active participation to passive knowledge. In other words, spending a lot of time for reading and writing posts, tweets, blogs etc. and overconsumption of these information may serve to narcotizing people rather than energizing them (Eşitti, Şakir, 2016).

Therefore need to evaluate the effects of the internet and social media to the political and social movements of our country is imperative now.

METHODOLOGY

The quantitative data was collected through survey among the social media users within the age group of 15-50 years with special focus to 15 – 35 years to understand the social media’s dynamics among people to act for a political campaigns and/or social cause. For this, questionnaire was used as a tool and was filled by 121 respondents out of 200. Google and Microsoft aid was taken in conducting survey and compiling facts and condensing the information into statistical data.

RESULTS

The data collected from the survey has been graphically represented below.

Majority 90% of the social media users come across post, message related to social or political issue on a daily basis. 47 % of the samples feel it did create awareness of the cause and 33% are not sure about whether it created any awareness.

On seeing a political campaign on social media has encouraged for 44.5% samples to support the party and did not for 40% of the sample. There is no big difference in influence this is also because there is overloading of political messages, post from almost all the main parties.

When asked about how often they participated in real activism after following in the social media. Only 6% of the samples are ready for getting out of their comfort cushions always, 32.8% may sometimes do participate, 36% of the sample rarely, 25% never will participate in person on the streets.

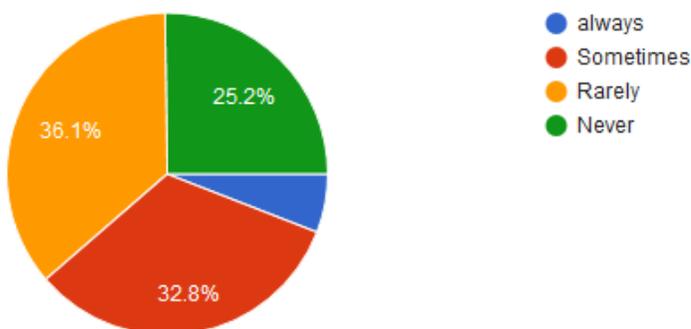


Fig1: Participation in Real Activism

39% of the sample says they never made a financial contribution to a social or political campaign because of content from a social networking site. 33% sometimes and 24% would rarely.

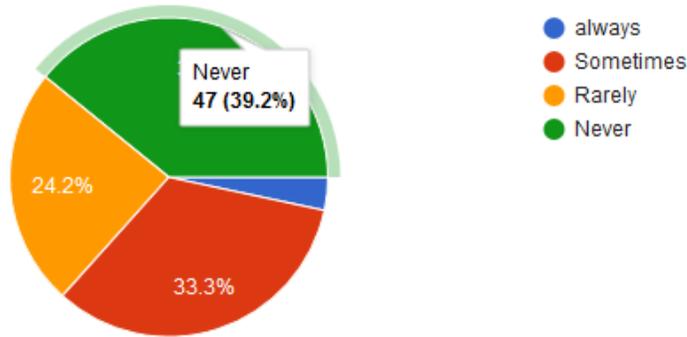


Fig2: Financial Contribution to a Social or Political Campaign

Except 13.4% of the social media users other all “like”, “favorite” social and/or political posts on social networking sites. 16.8% always “likes”, 43.7% mostly “like” any post on the social media is correlated with majority of them never willing to make financial contributions, 26% at least rarely comments.

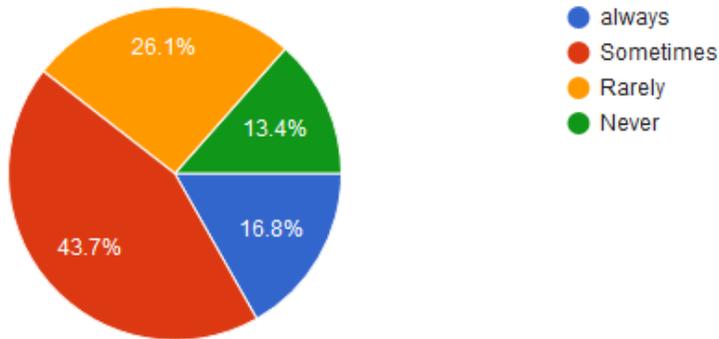


Fig3: Comments for Social and Political Posts

During the Jallikattuprotest 55.4% consider social media updates gave clarity and helpful, 21.5% too many post, 15.7% felt confusing and 7.4% insufficient. This is in parallel with the other two events considered, that is majority of the sample (55%) consider social media updates gave clarity and helpful, for 29% it was too many post, 13% felt confusing and 3% insufficient.

45.3% of the samples consider social media activism is easy, 40% says its serves the purpose, and for 42% its time saving. This reflects plight of the social media activism and the laziness the medium is inducing.

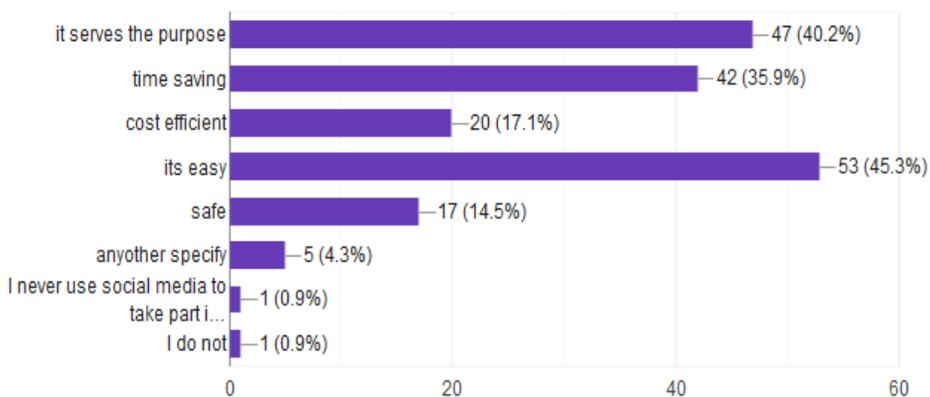


Fig4: Why Social Media Activism

Social media activism is creating “feel good” emotion for 27.4% of the sample and a sense of “satisfaction” for 18.8%. Maximum number of samples are contented with online expression of support is fulfilment.

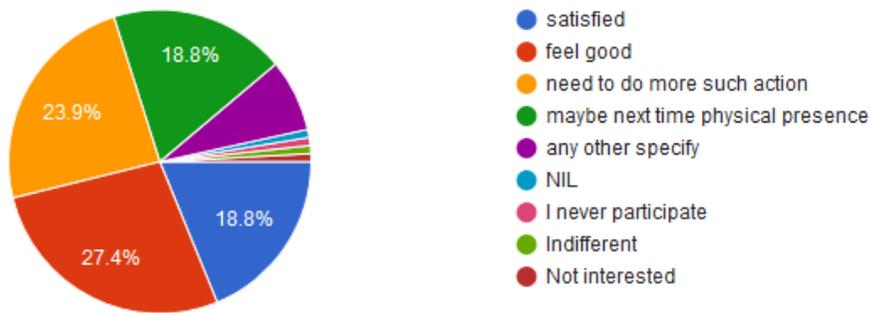


Fig5: Satisfaction and Social Media Activism

CONCLUSION

The sample size of the research being 121 limits the stability of findings, as the wide differences have been brought into view. The limitation also leads to various results which may/ may not correlate with one another and may lack diversity due to limited sampling.

There is an unrealistic expectation on social media to be an alternative press and creator of public awareness during the times of social unrests. Those are the social media platforms that severely lack online authenticity. It is proved in this research that online activism creates ‘a feel good’ and ‘satisfied’ sense although in real life it has little impact on social movements and political participations. That in turn proves that the online activism is merely a ‘slacktivism’.

The main aim of this study is to offer a different perspective on social media activism by reference to the perspective of Lazarsfeld and Merton’s Narcotising Dysfunction concept. This concept is a mostly overlooked concept within media studies. According to this approach social media creates apathy among people to take real and physical action. Media provides information about the events and the receivers demonstrate some superficial concern while importance of real action is neglected. Consequently, the receivers are drugged into the inactivity like they are under the influence of narcotic. The main assumption of this approach is that, increasing dosages of mass communications do sometimes ‘unpredictably’ transform the energies of the receivers from ‘active participation’ into ‘passive knowledge’ (Eşitti, Şakir 2016).

The social media plays vital role disseminating information in mobilizing large number of people. It renders instant and constant social and political messages and information, the content goes viral, however increasing dosages of information on these communication tools overwhelm people about issues and they become apathetic to take action. Since there is overwhelming information on the social media on various causes the users are narcotised. Main problem here is that the increasing social media usage causes exposure of information overconsumption to its users. The maximum the users’ express their concern is by “like” and “sharing”. Because acquiring millions of likes might energise the advertisers but not without politico legislative action, social change is possible.

The activism has adapted many medium from “therukoodthu” beginning to digital activism with internet as tool, understanding the positives of the medium allows using the medium better. Understanding the negatives allows using the medium best.

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TELEVISION REALITY SHOWS: AUDIENCE PARTICIPATION AND DEMOCRATISATION OF MEDIA

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ABSTRACT: *The term participatory and interactive media finds new dimensions in the context of digital and social media. Participation and interaction so long have been attributed as the domain of alternative communication or community media. The term traditionally implied the involvement of the people in the entire process of communication such as identifying the issue, developing communication strategy to combat the problem, participation in the dissemination, monitoring and assessing the effectiveness of the campaign and so on. There was a limited scope of participation of people in the Mass media and therefore was called as one way communication. Participation was only a tokenism in terms of viewer's role as readers and viewers in the mass media. Revolution in communication technology has created a need for audience interaction and participation in mass media especially in Television media. Advent of internet, social media and the availability of gadgets like smart phones, tabs have made it convenient for the Television media especially Reality Television to make it interactive and participatory. Now every Reality Television channel opens up an opportunity to involve people as participants or content generators of the program. Reality shows have opened the gates for people of all walks of life in various forms. They have made the audience believe that any one can fancy a chance of participating in the reality shows especially in the talent hunt programs. People get opportunity to participate as studio audience who are highlighted as part of the program. Now the participation is taken beyond the studio wherein every aspirer is provided a platform to participate in different forms like sharing feedbacks, expressing their strong views about the program and contestants. or encouraged to create a platform for himself or herself, build their community of viewers or followers of the programs. The audience feels elated that they get chances to watch the shoot, express their views, vote and promote their favorite participant. They think that their criticisms are heard and the approach to program is modified based on their feedback. This paper attempts to investigate whether this interaction and participation make the Television media more participatory. The paper analyses how interaction and participation are used as a strategy of wooing the audience and making the program successful. The paper also suggests ways of making the Television programs truly participatory. The paper is based on the observational data collected through following reality shows like Super singer (Junior and Senior), sun singer, Sa Re Ga Ma Pa of Zee Tamil, Vijay TV, Sun and Jeya TV and the interactions of audience in You Tube. This paper is also based on the secondary sources collected through review of literatures on the researchers done in similar line. The paper limits itself to the reality shows and the Tamil audience.*

Keywords:

INTRODUCTION:

Television media is moving towards interactivity and participation, thus trying to project itself as participatory and democratic medium. This trend has come thanks to the access to internet, proliferation of digital technology and advent of reality shows. Till two decades ago there was a limited scope of participation of people in Television programs and therefore it was called as one way or vertical media. Participation was practiced only as a tokenism. Television today, uses the participation tag in order to reach more audience. Television Reality shows comes handy in using participation as a strategy to involve audience at various levels. The channels give an impression that by participation viewers can shape up the course of the programs. Reality shows facilitate the possibility of participation unlike other programs which follow rigidity in their structure.

The term participatory and interactive media finds new dimensions in the context of digital and social media. Participation and interaction so long have been considered as the domain of alternative communication or community media. The term traditionally implied the involvement of the people in the entire process of communication such as identifying the issue, developing communication strategy to combat the problem, participation in the dissemination, monitoring and assessing the effectiveness of the campaign and so on. Thomas Tuft, Paolo Mefalopulos in a world bank report (2009) define Participatory communication as “an approach based on dialogue, which allows the sharing of information, perceptions and opinions among the various stakeholders and thereby facilitates their empowerment”. If we go by this

definition of World Bank Report then the type of participation television channels claim will be put in to question. Then the question arises whether true participation is possible in television media?

Television was brought to India in 1959, with the original objective of exploring how Television media could support development in rural areas with the participation of people. Slowly, commercial interests cropped up and shifted this medium from rural areas to urban areas and from its original objectives too. In 1990's due to the liberalization policy of the Government, private televisions came and naturally the Television became a commercialized media totally deviating from its original intention of inception. Indian television, like its counterparts in other countries, is in the control of private owners. Doordharshan is an exception as it has been owned and controlled by the Government of India. Today India has totally 904 permitted private satellite channels (Ministry of Information and Broad casting, 2018) in various languages including English, Hindi and regional languages of India. The content includes, news, entertainment through serials dramas, debates, demonstration based programs, crime based programs and reality shows. Reality shows which were innovated by western countries long back have come to India in 1990s thanks to liberalization. Researchers say reality shows have so much attraction for two reasons; its projection of realness and concept of participation.

Revolution in communication technology has created a need for audience interaction and participation in mass media especially in Television media. Advent of internet, social media and the availability of gadgets like smart phones, tabs have made it convenient for the Television media especially in the new genres like Reality Television to make it interactive and participatory. Now almost every Television channel wants to open up an opportunity to involve people as participants or content generators of the program. There is a need to study the participatory nature of reality shows. Hence, this study is done with the following objectives

OBJECTIVE

1. To study how the Television Reality Shows use the concept of participation to attract the audience
2. To investigate whether the strategies followed by reality shows take the audience for true participation
3. To suggest the scope of practicing democracy and real participation of the audience in television programs?

METHODOLOGY

This paper is a result of years of observation of reality shows, following social media, interactions with the reality television viewers. Observatory method includes data collected through following reality shows like Super singer (Junior and Senior) in Vijay TV, Sun singer in Sun TV, Sa Re Ga Ma Pa of Zee Tamil et., This paper is also based on the secondary sources collected through review of literatures on the researches done in similar line. The paper limits itself to the reality shows and the Tamil audience.

REALITY SHOWS AND AUDIENCE PARTICIPATION

One of the reasons the reality shows preferred is for its interactive nature. The television channels proclaim, announce and advertise for the participation of the people. Channels declare that any viewer stands a chance to participate in the talent competition based, fun games, quiz or debate based show. The viewer fancies his or her chances to participate and win the prize. Papparachissi and Mendelson (2007) state that the Reality shows provide all the viewers of becoming the possible entertainers.

Reality shows have opened the gates for people of all walks of life in various forms. First the channels made the audience believe that any one can contemplate a chance of participating in the reality shows especially in the talent hunt programs. The participants are selected through various filtering process. The name, fame, glamour and celebrity value, attractive prizes entice them consider the effort worth taking. Hence the viewers take strenuous efforts to prepare, participate and aspire to win the prizes. Some of the events are one time participation some others go as long as a year or more. Reality Television in India uses regionalism, religion, language, class cultural ethos to spread its net of the audience reach. It starts in its selection of contestants carefully crafted and promoted till the finals giving opportunity to the audience a sense of belonging and identifying themselves with the particular contestant who is seen as a symbolic representation of their community.

Second, people get opportunity to participate as studio audience who are highlighted as part of the program. Here, although they have minimum role to play clapping, dancing to the music from their place, occasionally share their views, there is a desire in many to participate in the program either as a matter of pride or out of curiosity.

Third form of participation is that the audiences get involved in writing comments, expressing likes and dislikes, voting and promoting their favorite contestant/participant or the program. There is emotional involvement and sense of feeling power in deciding who should be the winner. They form fan clubs voluntarily and go to the extent of forming 'armies'. There are large numbers of viewers who follow reality television in order to participate in these social media communities. Those who missed these shows also are pulled to watch due to peer pressure and the need for socialization. For example the college students express that they watch reality show in order to participate in sharing the memes which is quiet common among the viewers.

Fourth form of participation is that the audience is encouraged to be the co-producers creating content related to the reality shows. The channels use the strategy of crowd sourcing of content thus making audience feel part of the channels. The reality show empowers the audience 'by allowing them to participate directly from home and influence them creation of the content (Dauncey, 1996; Wong 2001).

Having gone through these experiences Reality show audiences assume that they have the power in deciding the scope and course of the program. The channels give an illusion of participation and gives an impression that channel is democratic. True, reality show has created interest in the audience due to its interactive nature. However, this illusion of participation is done with an agenda. Television cannot become a democratic media as long as it is in the hands of media conglomerates.

On the other hand the researchers apprehend that participation or interaction is the weapon used to woo the audience. As Jean Mc Bride puts it "reality competition have taken advantage of the new social media capabilities by integrating fan voting, audience poling and the show topic hash tags in to programming". Andrejevic and other researchers argue that this potential participation can reinforce the co modification of audience who not only buy the reality show product but become the reality show product themselves. (Andrejevic,2002; Kilborn,1994;Wong,2001)

Benedict says "The social media platform allows fans to directly help promote and encourage the growth of the audience base" (Benedict, 2013, p.2). Benedict says that our subscriptions, Television ratings, viewership details and all other data provide a lot of insights to take decisions. According to Benedict (2013), "broadcasters have gained much information from social media data, including: responses to promotional campaign events, viewership behavior; social sentiment based on demographics, trends, events, and emergencies, precision viewership predictions; weekly or by s eason, driven by the social buzz that precedes the airing of the program, and much more".

All these views of the researchers raise a question that if television operates with an agenda of selling the audience as commodity to the corporate how can we expect a true participation, coproduction and democracy in the current corporate owned media.

At the outset it may look that digitalisation has freed people to consume what they want. People have unlimited choices, unlimited usage of bites but these unlimited choices are culminated in the profit of the conglomerates. For example A few years back in reality shows people voted with the analogue phone. They could vote one or two in favour of their favourite contestant. Today the smart phones not only facilitate the voting but provides the social media platforms in engage in various activities like creating, sending, using messages and sharing memes related to reality shows. Television encourages such engagement with digital technology because its results in multiplication of responses. There is a nexus between growing digital technology and the production of programs like reality shows and the market agenda. This need to participate in the socialisation process of sharing and exchanging views about the reality shows pushes the people for the need of smart phones. Kinsley annual report confirms this and states, "We estimate that for the applications we have sized, the mobile Internet could generate annual economic impact of \$3.7 trillion to \$10.8 trillion globally by 2025. The prospect of up to three billion more consumers joining the digital economy could represent an unprecedented growth opportunity".

Eastman et al (2006) say that in recent years, radio and television moved from the concept of branding to "cross-media promotion," which involves promoting a particular medium on other types of media. In recent times we can see that Television medium is promoted by social media like whatsapp, facebook, instagram in return the television telecasts whatsapp, twitter and other platforms as part of its content. Twitter is often pointed to "as the World's second most important social media

platform”(Bruns, 2011,p. 2). It has allowed audience to become citizen journalists and citizen critics as well. Twitter is a “broad, asynchronous, lightweight, and always-on” system that enable “citizens to maintain a mental model of news and events around them” (Hermida, 2010b, p. 297).

The audience follow their favourite television celebrity or contestant in the social media especially twitters though it is one sided. They communicate to their favourite celebrity contestant or participant but find no response. Still they assume that they have reached their favourite person. This has been monitored and encouraged by the television medium. Television has already moved to measure its reach by monitoring social media and may no longer depend on TRP, BARC. Network Analysis have examined what exactly draws audiences into television. Quintas-Froufe and Gonzalez-Neira say (2014). “the combination of social networks, second Screens and TV has given rise to a new relationship between viewers and their Televisions, and the traditional roles in the communication paradigm have been altered Irrevocably”

There is yet another argument that the present commercial Television is more counterproductive by appropriating our personal information through various forms in the name of participation or through our interaction through social media. Andrejevic argues that “Freedom from self-disclosure is no longer possible without massive disengagement from established patterns of social life. Additionally, the promise that self-disclosure will lead to greater fulfilment of one's desires is the ideological lure that legitimates the ongoing process exploitative data extraction. Although Andrejevic acknowledges that there may be some satisfaction available to consumers via self-disclosure, consumer representation masks the basically manipulative motives of powerful institutions.

IS DEMOCRATISATION OF TELEVISION POSSIBLE?

History and previous experience in India and outside has proved that it is possible for Television medium to be Participatory and democratic. Current TV in US was started with viewer's participation in production in 15 minutes blocks from centers. Al Gore an environmentalist started this channel along with Joel Hyat. It was an experimental channel and looked as a model of participatory channel. However, it did not last long. Counterculture zines of the sixties, first peoples television network in Canada which was renamed as Aboriginal television network were other initiatives in realising participatory televisions possible

In India an experimental television was started 1959 which was transmitted from Delhi. It was started with a “make shift studio with a low power transmitter and only 21 community television sets.... In 1975-76 the Satellite Instructional Television Experiment brought television programmes for people in 2400 villages in the most inaccessible of the least developed areas through a satellite lent to India for one year and the content provided were more, literacy, maternal health, agriculture related issues. Khedar project which was started almost in the same time proved to be successful participatory television. Improper technical support and monitoring let it find a slow death otherwise a very productive experiment. There are many more independent attempts with cable television, to make television t a participatory and democratic medium. Many did not sustain as there was lack of personnel, monetary and technical resources.

CONCLUSION

Television is going through a lot of transition and hence the channels are pushed to go for newer ways of production and transmission. This changes the consumption pattern of the audience too. Sooner or later television will get disintegrated from the concentrated ownership and get decentralized. There will be more small owners and any individual will be in a position to produce and share it in the television. Digital revolution has made the possibilities of producing content with good quality though cell phones. This will enable people's productions and transmissions possible.

While we may expect such change in the production process, the viewers also have to be responsible in using Television programs. At present though people choose and use the channels as what Stuart Hall calls it as dominant or hegemonic line. If people can be more media literate and start doing the critical reading of the text we can expect the active participation of the people as viewers, users and even as producers.

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ENGAGING WOMEN IN LOCAL GOVERNANCE AND DEVELOPMENT: ISSUES AND CHALLENGES

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ABSTRACT: India is the world's largest democratic nation yet the ideals of democracy are far from destination especially for women in India. Women are the foundation of every society. In India Rural women constitute one-fourth of the population. Still Gender inequality exists through-out the country. One of the most significant social changes over the past 30 years in Tamil Nadu is the entry of women into the local political bodies at the village and village union levels through the 33% reservation system.

So to think of democratic nation without the participation of women in local political bodies, and to empower them socially, economically and politically is impossible. Moreover the demands and aspirations of Women cannot be expressed by Men. The issues of the people in any country such as, education, employment, health and nutrition besides the country's foreign policy, relationships with other countries, issues of war and peace, science and technology, protection of the environment do need a women's Perspective because they will affect women too, in a particular manner.

This study tries to focuses on the increase rate women's participation in local governance bodies such as councillors and in village panchayats to enhance the involvement of women and women groups in decision-making, requiring accountability and accessing support from local governments. It also presents interventions promoted through local governments to reduce poverty and promote socio-economic development targeted at women.

Keywords: Political Participation, Gender inequality, Village Panchayats.

INTRODUCTION

Politics is a multifaceted word refers to a set of activities associated with the governance of a country, or an Area. It consists of social relations involving authority or power, and refers to the regulation of a political unit, and to the tactics used to formulate and apply policy (<http://en.wikipedia.org/wiki/Politics>). Though these units consist of both men and women, men have always dominated the field. It is very difficult to make up the mind of a woman to enter politics, entire family should support her to overcome all the obstacles such as, male aspirants, gossips etc., Women's involvement in politics of any country gives a message universally not only in terms of equality and freedom of liberty but also in the space provided for women in the democratic politics.

Among the democratic nations India has the strongest law with 33% reservation for women that provide women a life with full honour and dignity. But the traditional values, patriarchal set ups and societal norms have always treated women as subordinate to men, they taught to be submissive always. Because of the inequality, women do not share equal resources such as education, economic, material or human. In American politics Women's representation gave important concerns regarding democratic legitimacy and different approaches in policy decision making,

Political participation means which allows for political agendas to be developed by women 'taking part in politics' through a range of activities such as discussion and debate, lobbying and activism in formal and informal ways. The societal structure forces women to realise that they are incapable of political participation and representation. And, so they should be restricted inside the four walls to perform household jobs. Some of the aspects of patriarchy that play major role are (a) the division between the public and private (b) lack of family support (c) the fundamental belief that politics is only for man (d) political parties also believe that women cannot bring success to their parties.

The local level representative bodies in India have given the much needed political platform and space to women, thereby enabling them to take part in planning and development at the grassroots level. These grassroots level democracy have laid a strong base for women's participation in decision making processes in India. It is considered important to bring women to positions of power, it is equally necessary to make the

people in power, whether men or women, adequately gender-sensitive. The reservation has to be translated into effective activities in this realm. Though women able to participate in local governance they face too many challenges right from house hold activities to political violence which affect their valuable contributions for the development of their society.

LITERATURE REVIEW:

Researcher Randall (1987) , Matland and Taylor (1997) , Rule (1981) discovered many factors such as women participation in politics is due to their domestic obligations, lack of socialization for politics, their lower social capital and weaker asset base than men owing to discrimination in schools and in the public places, their under representation in the jobs that favor political careers, their marginalization within male-dominated parties, their inability to overcome male and incumbent bias in certain types of electoral systems.

Study done by Browne and Barret (1991) found that there is a strong association between female education and socio-economic development at both the individual and societal level. Another study done by Oduol (2008) found access to education and lack of quality education still remains a barrier for many women. This shows education also doesn't equip women with leadership skills.

Some of the researcher including Kellerman & Rhode (2007), and Kiamba (2008) found gender stereotype was one of the important barriers for women leadership, which explains women face a 'double edged sword' endorsed to gender role stereotypes, as there is a long-standing and widespread belief that male traits are consistent with leadership. Also the study of Kunovich, Paxton and Hughes (2007) explained that cultural ideas about women can affect women's levels of representation throughout the political process, from an individual woman's decision to enter politics, to party selection of candidates, to the decisions made by voters on Election Day.

In a study of Bari, (2005), expressed that some of the important factors which hinder the women political participation are Ideological factors, political factors, socio-cultural factors, economic factors. Besides these lack of capital and strategy for women political participation are also in the same regard. Bano, (2009) conducted a study to observe the situation of women in Parliament of Pakistan. The focus of this research is on the role of Pakistani women in the political arena. The study notes, how this numerical strength in parliament has contributed to the empowerment of women. The study concluded that in relative terms, the status of women has improved in contemporary society with the passage of time, but the ideal of women's empowerment is still a distant dream.

McCarthy and Sultana, (2004) conducted a study to explore the possible hindrance in the women political participation. Domestic violence and other forms of violence are flourishing in families, society and also in the state as a means of controlling women. Their subordinate social and legal status and domination by men in the family, society and state obstruct their participation in public life. Hence the patriarchal mind-set is considered to be a key issue in limiting the women political participation.

National Commission on the Status of Women (NCSW, 2010) in its report proposed that women are not much active despite coming into the field of politics. Although women are brought into political institutions, no effort is made to transform the patriarchal nature and culture of institutions. MoWA (2006) indicates that the number of elected women representatives is still low; More and more women are engaged in formal employment, but are underrepresented in middle and higher management positions; The number of women leaders and decision makers at the various level of the decentralized government structure is still very low.

OBJECTIVES OF THE STUDY

To explore the above issue, the following objectives were formed:

- 1) To examine the participation of women in village Panchayat of Tamil Nadu.
- 2) To analyze the empowerment of women through decision making process.
- 3) To find out the challenges and issues faced by women entering into the Local Governance.

METHODOLOGY

Research Design: The study used Descriptive research design.

Study Area: The research was conducted in Villupuram District, which includes 2 revenue divisions, 3 Talukas (Gingee, Tindivanam, and Villupuram), 2 Municipalities and 1 Town.

Sample Size: The total number of respondents is in Gingee-25, Tindivanam- 27, and in Villupuram-35. In which the number of women councilors are 11 in Villupuram, 10 in Tindivanam and 9 in Gingee. Hence the sample size is 30.

Research Tool: Structured interview schedule have been adopted for the collection of data. Interview schedule consists of socio- economic back ground, family size, official profile , political profile, the level of awareness of women councilors about their roles and responsibilities in local bodies, their leadership qualities, the challenges faced by women councilors in decision making, the factors that hinders the participation of women councilors in local bodies and the achievements of the respondents in local bodies for the sustainable development.

Sources of Data Collection: Primary data has been collected through structured interview schedule directly from the respondents. Secondary data include documents, records available in Inter Parliamentary Union, books, research publication, surveys, Journals and historical information of both past and present.

Data Management and Analysis: Collected data has been subjected to Microsoft excel and classified according to variables and represented in tables, diagrams and charts. Each table was analyzed and interpreted according to the objectives of the study.

Limitations of the Study: The response of elected women councilors was controlled due to the presence and interference of their husband. Therefore ample time was spent by the researcher to stimulate original response from the elected women councilors for the study.

MAJOR FINDINGS:

1. Almost 78% of female councillors came from politically active families; it means that they had close relatives in active politics.
2. 65% of women councillors entered into politics to help the people in their society. Thus, it shows that the choice of entry into politics of women councillors is mainly to attend the people's need.
3. The results reveal that 77% of the respondents were fully aware about their roles and responsibilities for their village development.
4. 30% of the respondents said that the executions of government schemes for the welfare of the society is the roles and responsibilities of ward councillors.
5. 69% of the respondents respond that they need more fund for their development of their ward.
6. The study suggests majority of the problems (84%) brought to the notice of women councilors.
7. From this result we can conclude that the perception that women serving in the local Governance focus on women and children's issues rather than the other general issues at the grass roots level.
8. 73% of the women councillors' participation is high in Local Body meeting in decision making process. They express their views, ideas and opinion to the problems that put forth during the meeting and also develop strategy for their ward (village) development.
9. This study shows that 37% of the respondents revealed that there are various reasons for their low participation of women in local governance, they are due to lack of support from family, lack of understanding they do not know about their basic and political rights, uneven distribution of household work between men and women, lack of openness in political decision-making and the Societal and cultural norms imposed on women.
10. 68% of respondents said that gender equality in all phases of life is measured as Women Empowerment.
11. 30% of the respondent stated that women had not empowered socially, economically & legally. Thus, the study infer women are still lacking behind and more policies have to be redesign for the empowerment of women

CONCLUSION

The study reveals that there should be equal participation of women in mainstream politics. Developing countries like India need to deconstruct the stereotype of women as limited to household work only. The establishment of 33% reservation for women helped in recognizing the role of women in local governance, but in vice-versa it Shows that reservations do not lead to the effective participation of women for sustainable development. Overall for effective participation of women in local governance political parties' should create space for them in the party. It is also important for the family and society to respond to women's specific needs such as bridging gaps in education, sharing resources, gender inequality and addressing biased approaches.

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EXAMINING THE ANTI-CASTE PERSPECTIVE OF PARIYERUM PERUMAL - A SEMIOTIC ANALYSIS

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ABSTRACT: Tamil cinema also known as Kollywood industry is the second largest cinema industry in India next to Hindi cinema. It also acts as a cultural vehicle to portray people and their livelihood of diverse landscapes. Tamil Nadu and Tamil Cinema are omnipresent in many ways. . Tamil cinema from its evolution plays a subsequent role in promoting and developing the socio-political structure as the starting stages where just the mythological stories and folklore then with melodramas and experimentation lead to new wave cinema which travelled along with the Bollywood (Hindi Cinema). In several discourses Dravidian Identity and politics were also developed. Tamil cinema is associated with commercial and caste formula films which glorified certain caste and oppressed dalit caste and showed Murder, mayhem and eulogize "aruval" and showed caste pride and Caste honour. Films explicitly or implicitly show the caste dominance on one caste over the other. This is a kind of portrayal of reality too. Therefore it is the need of the hour to analyze the movies in the new wave Tamil cinema to study the shift in the glorification of portrayal of caste pride and how Dalit people are represented. Therefore based on qualitative research methodology, the movie "Pariyerum Perumal" is took as purposive sample and semiotic analysis was done to analyze the treatment of characters based on caste in the film and to analyze the construction of protagonist in the film with reference to subaltern society in the hegemonic caste structure.

Keywords: Dalit Oppression, Semiotic analysis, Tamil Cinema, Protagonist construction, Caste pride

INTRODUCTION

Tamil cinema colloquially known as kollywood is the second largest cinema industry in India next to Bollywood. Tamil Nadu and Tamil Cinema are Omnipresent and unified in many ways and many times Tamil cinema acts as a cultural vehicle to portray the people and their livelihood. Tamil audiences were also influenced by their actors sometimes "superheroes" and their glory which lays a conventional basis for Tamil cinema since the dawn. The image of the hero created on screen is not only restricted within screen, but also off screen by audience. But In the past decade Tamil audience in Tamil Cinema have witnessed a significant shift in which the film has structural changes taking place in the industry as well. New wave in Tamil Cinema is happening in contrast to Conventional films the so called "masala films" "formula films" (Arun, 2010) were we can witness a visible layer of difference between the rural and urban identity and new perspectives in the age old Tamil cinema. The shift to new wave focused on many perspectives one such is portrayal of caste.

REVIEW OF LITERATURE

Tamil Cinema from the silent era showed a significant role in growth and witnessed Raise and falls of artists and technicians in decades. After the first Indian Film Rajah Harischandra (1913) the first south Indian made film Keechakavaatham(1916) was rerealed by Nataraja Mudaliyar. Initial Films were based on Hindu Mythology. Kalidas(1931) was the first talkie film which came with 50 songs shows the period of the time and gave emphasis to dialogues on the following films. Pandian(1996) observes Tamil cinema in Three stages where the period 1931 to 1950 the films were released with mythological and folklore subject. And Melodrama type of stories were on screen between 1951 to 1975 and the partly realistic and anti sentimental stories took place between the period 1976 to 1990. Prasad (1998) Conventional cinema was closely connected with politics. The shift to conventional cinema helped the film makers to carve on realism and moved to new wave.

Karthikeyan, D (2011) The importance of film in Tamil society is undeniable. Theodore Baskaran (1996) added Tamil cinema is the most imperious influence in the political and cultural life of Tamil Nadu. (Hardgrave 1973; Pandian 1992) The evolution of Tamil cinema plays a subsequent role in promoting and nurturing a Dravidian identity and politics in several discourses. That history here is not focus of study here but we refer here for the aforementioned texts of analysis.

NEED FOR STUDY

Caste is one of the outstanding oppressive structures in the world and in India; it is widely associated with Hinduism. In Tamil Cinema there are many formula films associated with caste which shows Murder, Mayhem and Madurai, were the glorification of 'aruval' which corresponds the myth of caste pride and caste honour. Films explicitly or implicitly show the caste dominance or one caste over the other. This is a kind of portrayal of reality too.

But the new wave Tamil cinema showed the same caste Oppression in the other ways were the directors accumulated the social reality with the situation of the film an characters. Pa.Ranjith in recent times directed caste based political movies Madras (2014), Kabali (2016) and Kaala (2018) which showed the signs of a particular low caste people and their livelihood struggle, Oppression, were violence was glorified. Pariyerum Perumal is totally of a different genre which shows a youth who maintains his civility. So this paper will deeply and critically analyze the anti caste perspective the movie has portrayed.

OBJECTIVE OF THE STUDY

- To analyze the overall semiotic elements in portrayal and treatment of the characters based on caste in the Film Pariyerum Perumal.
- To analyze the construction of the Protagonist Pariyan and to study the civility of the character and portrayal of subaltern people.

METHODOLOGY

To analyze the movies in the new wave Tamil cinema to study the shift in the glorification of portrayal of caste pride and how Dalit people are represented qualitative research methodology was adopted, the movie "Pariyerum Perumal" is took as purposive sample and semiotic analysis was done to analyze the treatment of characters based on caste in the film and to analyze the construction of protagonist in the film with reference to subaltern society in the hegemonic caste structure.

Semiotics can be defined as investigation with signs and symbols and how meanings are interpreted and communicated. Semiotics is a key tool to ensure that the intended meanings are understood unambiguously by the receiver. Ferdinand de Saussure and Charles Sanders Peirce were the key founders who popularized the term and made audience to unconsciously interpret with the signs. Semiotic analysis was done to the film Pariyerum Perumal was signs were studied on how the caste based humiliation and oppression occurs. Roman Jakobson described that the interpretation of texts depends with the existence of codes. As Sign depends on Codes within which it is put. Codes set as a framework within signs to make sense. Codes are set of conventional rules used to convey meaning. So here in the paper along with analyzing the sign, analogical codes (mental comparison), metonymic codes (associations & assumptions), commodity codes (vehicles and gadgets) and behavioral codes (rituals, how a person behave) of the film have been discussed.

ANALYSIS AND INTERPRETATION

Plot

The film portrays the life of a oppressed youth from a small village pulliankulam in Thirunelveli were how he faces and struggles with caste based humiliation and struggles and how he overcome it.

The Film opens with dog Karuppi were it is killed by a set of high caste youth there the film starts and tells about what the film is all about. Then the Protagonist Pariyan joins Law College where he is facing caste based humiliation in each and every means with the co-students and later his closeness with his classmate Jothi Mahalakshmi puts him into serious troubles as her family suspects their relationship and not accepting it.

The film shows an old mason who is involved in honour killing telling it's a sacrifice to god. Finally gets assignment to kill Pariyan. Here movie will move forward on how Pariyan overcomes and how he manages to live his life and continue to study is all about the movie Pariyerum perumal.

ANALYZING THE SIGNS IN THE MOVIE

Signifier: Dog Karuppi

Signified: Oppressed Caste

The Dog Karuppi here signifies the oppressed class people on the whole, though the dog has its screen presence not more than five minutes. It plays significant role in the film where it is brutally killed in a railway track by high caste youths reminding us the news on honour killing about Illavarasan. And on many instances in the film Pariyan himself as dog Karuppi which is again signified as untouchable. In the song 'Naan Yaar' the Dog Karuppi turns into blue showing the signs of revolution.

Signifier: Urinating on face/ Urinating on Pond

Signified: Signs of Humiliation

In the first scene where pariyan and his friends were bathing the dogs on a pond in the middle of a dry land by seeing the high caste youths to avoid the hostile reaction from them pariyan insists his gang to leave the place. As they left the other set of youths started to urinate in the pond as a sign to shame them and in few minutes later they brutally killed dog Karuppi as a sign of opposition to untouchables. In the Later college scenes to humiliate Pariyan he has been pushed to Ladies Toilet to shame him.

In the mid of the movie where Pariyan went to attend Jo's sister marriage again Jo's family to insult Pariyan for his caste and to avoid him to be friend with their Daughter they become hostile and attack pariyan, again as a sign of humiliation one man from the gang urinated on pariyan face.

Signifier: College scenes

Signified: Space of Discrimination

In many instances pariyan faced discrimination for his caste. The introduction scene of where the fresher's were ragged, and particularly for Pariyan while hearing village name Puliyankulam the seniors of the college started to be "Pulliyankulathula yaar irupanganu theriyatha" mentioning the certain places certain caste people will live. And while he tries to sit in the front bench the high caste students are not allowing to sit.

Signifier: Puliyankulam Selvaraj

Signified: Gender identity and caste based discrimination

Pariyan avoids to bring his father to college when he was called by principal, and tells a fake identity about him and brings another person in name of his father later after a complaint raised again he is introducing his father were the audience is left to interpret the gender identity of Pariyan's father, Puliyankulam Selvaraj. As most would have perceived him as transwoman and on a basic thumb rule it is depicted not to assume a gender based on identity. And as a unwritten rule in Kollywood most transwomen are ill-treated with abusive terms. Here being a father of a discriminated law student Puliyankulam Selvaraj faces humiliation for his gender identity as well as faces caste based discrimination where he is sent extreme to run half naked.

Signifier: The Old Mason

Signified: Honour Killing

Initially in the movie a old mason appears and Kills a young boy who helped him bus pretending to be a actual accident. And the following scene reveals it the old man is hired to save the caste pride to prevent the cross caste relationships. In the later scenes he is portrayed as an expert in honour killing who makes the murders look like accident which reminds us some of the shocking honour killing incidents in TamilNadu. The signs here are "seval arukanum" yaar veetu kozhi" all refers to the male and female of cross caste relationship. At a point when a person offers money he rejects it telling it's a sacrifice to God.

Signifier: Colour blue in song "Naan Yaar"

Signified : Ambedkarism

The colour Blue in the movie is depicted in the song 'Naan Yaar' and with the face of Pariyan and Dog Karuppi in blue colour to show their anger and oppression towards caste. Though Generally Blue Colour is the warmest colour and relates to trust and loyalty. But here the colour Blue signifies "Ambedkarism" which is an organized struggle for Justice against social discrimination for Oppressed People.

In the verses from song 'Naan yaar', "Maritha pinbu Udalengum Neelam paravum Naan Yaar.. Puthaitha pinbu neela kadalil neendum naan yaar" again the colour blue is signified in term of colour association itself where Blue is definite attainable colour in life. The pragmatic statement here means when a person dies the poison spread in the colour of Blue and when a death person is put in blue sea (here it means any water body) the body will again float in the blue water.

Signifier: Visualizaion of Song 'Naan Yaar'

Signified: Mental agony of Pariyan seeking his identity

The complete song can be a symbolic representation on the complete plot of the film. Where it reflects the trauma and mental agony of Pariyan after deep humiliation he faced based on his caste based identity in also portrays the prevailing social prejudices. In quick shot cuts the song reminds us the humiliation of News about Rohit Vemula, Ilavarasan Death, Tamirabarani massacre and double tumbler system and the spatial discrimination and separate habitation of the oppressed people. With the splash of colour blue they symbolized Ambedkarism and also mark the death of martyrdom, so spreading the revolution path towards social equality and justice.

Signifier: Two different glasses served in tea shop**Signified: Double Tumbler system**

It is still prevailed in most of the interior districts in Tamil Nadu following the Double tumbler System which means two different tumblers will be used to serve in common places to show the difference between two class people. In the song 'naan yaar' the double tumbler system will be shown to show the difference and the film ends the two tumblers are shown again where this time it is of both glass tumbler but with a leftover milk tea glass and black tea glass which was juxtaposed with a jasmine flower which signifies though the tea tumblers are changing it symbolized the caste discrimination with his dialogue "Neenga neengala irukaravarikum naa naaiya than irukanumnu neenga yethir parkara varaikum enga yethuvume marathu" mentioning the longstanding caste discrimination in the state.

Sign: Principal's Table**Signified: Ideology of the Principal**

In the Movie two principals are shown where in the initial scene of Pariyan's admission to law college a Principal is there and Pariyan says he want Become like Dr.Ambedkar and the principal notes in the application form were they show Mahathma Gandhi Photo in the table showing he is following Gandhian Ideology. Whereas the second principal who calls Pariyan warns him, advices and motivates him telling he himself from a oppressed caste and struggled a lot to reach a high position. And the table now has Dr.B.R.Ambedkar photo in it who struggles for dalit people. The Photo in the table clearly depicts the ideology of the principal.

INTERPRETATION OF CODES**Analogical Code**

Analogical Codes are group of signs that make mental comparison.

Patriarchal Structure of Pariyan and Jo family

In the movie Pariyerum Perumal while comparing the Patriarchal structure through Pariyan and Jo Family, Jo is very enthusiastic and proud in introducing and telling about her father and his occupation to everyone and while Pariyan is obscured in showing his father's identity and showing a fake occupation and cheats the principals by impersonating another person as his father. The role of female in the film is limited to the term "Devathai" for Jo as she is not aware of Pariyan's caste discrimination and the humiliation he faces in college and due to her family she acts innocent and less dominant.

Metonymic Code

Metonymic Codes are collection of Signs that make the audience or views to interpret and make associations and assumptions with the given text or image.

Pariyan's Mental Agony shifting to Firm Character

From the first scene of the film, Pariyan the protagonist faces humiliation and discrimination. At the first scene where he tries to avoid conflict with the high caste youth and leaves the place and where he is been continuously humiliated by college students and Jo's family he is seeking his identity and question for the discrimination he faces in the song "Naan Yaar" later he builds and sturdy character and asks Jo's father " Yethulaya naanga unnavida keezha poitom, Yer Pidicha Kaila naanum Vaal Pidichavan than,, Naan inga than irupen, Naan aasai patatha than padipen, ungala mudinjatha pathukonga, ponga.." where he transformed to a firm character to face the society where he faced the humiliation and discrimination.

CONCLUSION

Pariyerum Perumal is a Challenge to the idioms of the cinema and the conventional sign systems that have been constructed Tamil cinema for long. This film can be a voice of the subaltern social life, marked by hierarchical nature of caste system, where they need equal space, without humiliation. And to no surprise this movie concentrated on oppression on a single oppressed caste Dalit Youth and also showcases how the TamilNadu Campuses are demarcated based on caste system among the student population. The film missed to portray the sufferings and oppression faced by Dalit women and no role is given to them where the gender equality is missing. Pariyerum Perumal on this basis is more like a lesson talking to the complete class people to be strong and raise their voice against discrimination and to literate them with higher education with what they wish as Dalit literates and mirrors the realities of Dalit situation which can lead to liberatory, revolutionary and transformative. As the film has the power to change societies with the visible fact from the history of fandom the cinema stars enjoy in India and the history of Political Milieu of Tamil Nadu. Though the characterizations are as per director's prerogative way to portray, the rise of empowered and complex characterization with marginalized prism could pave the way to break the hegemonic structure of caste.

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AUTONOMOUS SENSORY MERIDIAN RESPONSE (ASMR) AND ITS SIGNIFICANCE IN THE ADVERTISING INDUSTRY

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ABSTRACT: *The media industry plays a very important role in the lives of people especially in the 21st century. The field of advertisement is considered to be the bloodline for the survival of different brands that are promoted to the target audience. Autonomous Sensory Meridian Response (ASMR) is a tool that uses consumer related behavior to get an emotional connect with the audience. Media conglomerates are now realizing the need and potential for ASMR related advertising. Prospective consumers are exposed to various ASMR techniques to further the company's market goals. ASMR carries with it different dimensions which deal with sensorial experience of consumers in buying a particular product. It also uses sound and visuals to generate autonomous responses which are related to one's psychological temperament. Most of the brands that hit the consumer market are now using ASMR to make an impact than just buying advertising space for their products. Responses both internal and external are studied to find out the reach of a particular product among the targeted consumers. Top most advertising agencies also have shifted to ASMR based models to sell various products across continents and different forms of consumer bases. Multi National companies, the world over, have also moved on from traditional forms of advertising to smart ways of selling their products with minimum spending on advertisements alone. From the consumer's perspective, ASMR helps them to have a personal connection in selecting their products. The trustworthiness of a particular brand is also enhanced by the ASMR form of marketing and advertisement. Use of social media such as YouTube and Instagram also plays a major role in influencing consumers on selecting a particular brand. Various applications in the field of advertising and consumer branding are also designed with ASMR techniques and related consumer trends. Theories have also evolved wherein studies have proved that ASMR helps in reducing anxiety among its consumers. Various stimuli that are associated with ASMR are used extensively to create a large consumer base.*

Keywords: *Autonomous Sensory Meridian Response (ASMR), Advertisement, Consumers, Marketing, Social media, psychology*

INTRODUCTION

The advertising industry in today's context is a multi-billion dollar industry across countries. It cuts into the economic growth of nation for it brings a lot of investments. Companies that provide revenue across the globe are successful in bringing advertisements to garner the support of the consumers. In this context the next revolution that is happening around the world is the use of ASMR based advertisements. This new form of finding customers to buy a particular product is gaining importance world over. The medium that is used to showcase these advertisements are mostly social media like YouTube and other media based services found over the internet. Interest in ASMR by region shows much importance given in the American sub-continent and Australia (Google trends, worldwide).

ASMR stand for Autonomous Sensory Meridian Response (ASMR). It is a sensory phenomenon. It contains individual experiences related to affecting the various senses that we find in our body. The body reacts to various stimuli. Some of the stimuli can be visual in nature and some can be auditory. The stimuli can be tactile, auditory, visual, olfactory, or just anything that is related to your senses. The experience itself takes an individual to a state of trance. The sensations that one feels on one's body is tremendous given the extent to which the senses are stimulated. There are various triggers which sets the individuals experience of ASMR into motion. The triggers can be audio or visual or both at the same time. ASMR is immensely pleasurable as well.

ASMR leads an individual to experience a tingling sensation starting from their head and moving on to their spine. It promotes a sense of relaxation. A feeling of comfort is also possible when one undergoes an ASMR experience. The stimuli that are associated with ASMR are social in nature. The stimuli can bring about a

ASMR experience that can modify the person's behavior and produce a calm and positive emotional state. Such an emotional state can last from a few seconds to several minutes.

The stimuli can be of different forms. It can be related to natural phenomena or it can be an artificially created one. So, the audio or visual stimuli trigger a response from the individual who undergoes such an experience. Triggers are very important aspects of ASMR experiences. When we talk about natural triggers it can mean whispering, slow movements, sounds from nature such as rain, waterfall, the sounds from a burning fire, and the like. The ASMR experience continues till that particular trigger lasts. Some call this experience as 'head orgasms' or 'brain tingles'.

ASMR IN MOVIES

From the early days when movies were made, the concept of ASMR was used but unintentionally especially during intimate scenes. Movies like *The Pelican Brief* (1993), *Entrapment* (1999), *Perfume* (2006), *Skyfall* (2012) to name a few have used ASMR techniques to bring more vivid watching experience. These movies create a sense of emotional connection with the character giving minute details of sounds like sniffing, breathing and other auditory sensations.

ASMR IN TELEVISION

Television is one of the best inventions of modern times. ASMR is also known as slow TV. Some of the shows that were telecasted on Television also had an ASMR dimension to it. People were able to experience an ASMR related sensation when they watched these TV shows. One of the finest examples of ASMR shows is the instructional television show hosted by painter Bob Ross which ran from 1983 to 1994. There were nearly 403 episodes which spanned 31 seasons. He is considered to be the 'Godfather of ASMR'. It also got three Emmy awards as well. The show had a peculiar or unique audio recording technique. The program shows how the sounds made by Bob Ross and the accompanying sounds of his drawing palette, brushes and knives are recorded so as to create an ASMR experience on people who watch these programs.

ASMR IN SOCIAL MEDIA

Social media has become a very important platform for individuals and groups. The contribution of social media to marketing, public relations and advertising is very great and massive in its impact. The changes in technology over time has brought about a new phenomenon on social media. Social media platforms like YouTube, Facebook, Twitter, Instagram to name a few have influenced more number of people in a short span of time. It can also be seen as an internet-based relaxation trend.

YouTube is a video streaming platform and is now owned by Google Inc. It has got over 5.2 million ASMR videos to its credit. The videos on YouTube have been uploaded from the year 2010. ASMR videos allow their viewers to have a tingling sensation or an ASMR experience through carefully selected visuals. There are success stories of individuals who have millions of followers on YouTube. Taylor Darling is one such person who has a channel named ASMR Darling that specializes on ASMR videos on personal grooming. The videos that are produced and uploaded on YouTube have become longer in duration and these videos promote products and services.

There are thousands of homemade ASMR videos that feature various lifestyle moments and these videos have millions of channel views. ASMR on Facebook came into existence in 2010 through the posts that were uploaded by Ms. Jennifer Allen. In 2013, there was a documentary called Braingasm which eventually evolved into a Facebook page.

ASMR IN ADVERTISING

The art of persuasion in buying products has changed over the years. It has influenced the minds of people from time immemorial through different forms of appeals. The appeals are different in nature. Some of them are personal, social, fear, sexual, etc. The field of advertisement is considered to be the bloodline for the survival of different brands that are promoted to the target audience. The makers of advertisements are looking for new technologies and techniques for creating an innovative approach to sell products. The mode of selling products have now become more online than ever before. The competition has forced advertisers to zero in on potential buyers by using the best tool available in current scenario.

Multi National Companies (MNCs) have moved from traditional modes of advertising to online platforms to market their products and narrow down on the consumers. Advertising agencies have moved on from just buying advertising space to promoting their products through ASMR videos and tools. Agencies are using soft sounds to sell products and make a huge business out of it.

ASMR has been used in commercials and advertisement which are related to food and beverage, automobile industry, TV & Film industry and other spheres too. Big brands like Sony, Toyota, Pepsi, KFC, etc. have moved on to utilizing ASMR videos to market their products. IKEA, Unilever and other companies are part of this bandwagon.

Advertisements featuring celebrities performing unusual actions like whispering into microphones, tapping on glass, scratching paper or cutting soap are different ways of producing ASMR videos.

There are various success stories to advertising and selling different products through ASMR videos. One of the finest examples in the automobile industry is the sale of electric cars manufactured by Renault. The video shows different ASMR techniques applied in the commercial which has made the sale of electric cars a big hit.

Kentucky Fried Chicken (KFC) is one of the major companies that has embraced ASMR technology in producing commercial advertisements. Other companies that have their business in different countries have also used ASMR techniques to advertise their products globally. Some of the companies are Dove Chocolate, Applebee's restaurants, McDonald's restaurants, Pepsi, Ritz crackers to name a few.

Even trendsetters in music and television industry such as MTV have now moved on to use ASMR promos. It needs to be noted that the world renowned Universal Studios Hollywood is using ASMR based advertising models to promote their new movies and productions.

ASMR INFLUENCER MARKETING

The concept of influencer marketing has been around in the advertising world for quite some time now. It has grown into unimaginable proportions in the past few years. The rise of social media influencer has created a world of possibilities. Companies around the world have realized the power of partnering with influencers who already have a significant following of their own. Within a short span of 5 years this type of marketing industry has grown from \$5 to \$10 billion.

In this model of marketing, social media is used to gauge the reach or influence of a particular person over a particular time period. A social influencer marketing firm then can contact these influencers to showcase their products in their social media platform or communities in which they are members.

CONCLUSION

The field of ASMR advertising and marketing is a growing phenomenon. It will be one of the most sought after and widely used practices in the field of consumer industry. It is still in the infant stages but still it has proved to be an efficient and a powerful tool to market products and enhance the reach of customers.

ASMR is also closely linked to hypnosis and this area of research is still on. In the next 5-10 years there will be so many studies which will dwell deep into the psychology of man selecting a particular product for his daily use.

Another field that will be very much benefited by ASMR would be the concept of Virtual Reality (VR). Many trends that we find in industries like gaming and film use ASMR to complement VR experiences. The wave of VR will open avenues to more people-centered products.

We are now moving from a product-centric advertising to consumer-centric advertising. In this context ASMR will be a path breaking initiative to bring in ideas that have not been exploited to the fullest extent.

Many scientific studies need to be under taken to study the ASMR phenomenon. It will lead to a better understanding of the human brain and its ability to grasp an idea about a product and how to buy that particular product. Being a new technology, it will take a few more decades to fully exploit its merits and demerits.

It is to be noted that this model of advertising will be the next wave of technology which will drive the future of advertising and the concept of marketing products. Companies that will embrace this technology will be able to withstand other companies and compete with them better.

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A STUDY ON IMPACT OF COMPETITION BASED TELEVISION REALITY SHOWS ON TEENAGERS: WITH AN EXCLUSIVE FOCUS ON TAMILNADU

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ABSTRACT: *In today's scene of television viewing, Reality Shows seem to top the ratings at every level and it is evidently constant. All over India, almost every entertainment television channel has at least two or more reality shows in their programme chart which has become mandatory.*

In general, the reality shows depict positive impact and as well carry negative aspects that reflect directly or indirectly on the society and the basic culture. Surprisingly, almost all the channels carry on with the concept of telecasting reality shows in a similar genre that comprises music, dance, game, debate and so on.

The basic aim is to analyze and find the cultural and psychological impact the shows make on teenagers and the effects of the participants who participate in these competitive television reality shows. In addition to that, a sincere effort is taken to know the views of the people of different walks and different categories. Audiences in general choose to watch the reality shows in addition to the other entertainment based programmes that are telecast.

Keywords: *Television channel, reality show, ratings, impact, society, teenagers, viewership.*

INTRODUCTION

It's the period of time that takes the prime place in making this study get in the line of what it is meant to express and conclude.

Not before, and not after the end of last millennium that the spark emerged. Then, the people were so attracted to the programmes what were branded as having 'entertainment' value.

As the time passed, the reality shows came into existence and grew to attract the people's attention as an alternative to the routine stream. So, as the change occurs in everything that happens, the change occurred in this sphere too. Reality shows started flooding the channels in different genres.

An analysis based on personal views and opinions from the participants of competitive reality show, mainly teenagers, and also the viewers and the general public who may or not have been aware of the sensation that these shows have created or at the very least, the existence of such shows!

This is rather an effort to bring out certain personal views and opinions from the people of different walks of life on the impact the Reality Television shows make on teens, of course, to a possible extent. These kinds of TV shows turn out to be dishonest and exaggerated when the competition between them becomes tough.

While looking at the history of TV Reality shows. The television channels telecast from U.S.A. were the first to bring Reality Television shows in the agenda of their shows.

RESEARCH QUESTIONS

1. How to explore the level of insight that the teenagers hold on a television reality shows in the present day environment?
2. What do the television reality shows mean in true sense when it come to analyse the mindset of the teenagers?

OBJECTIVES OF THE STUDY

1. To analyse how the competition based reality programmes have culturally influenced the teenagers.
2. To find how the competition based reality programmes have a psychological impact on parents and teenagers.
3. To find the effects of competition based reality programmes from the participants' view.

REVIEW OF LITERATURE

Pegu and Kumar(2013) The results of their study suggests that social groups, direct experience and direct marketing efforts are some other important indicators in determining teenagers' attitude towards consumption of fashion products.

Ravi and Devadas(2012) The result shows the duration of TV viewing varies from more than eight hours a day to 3-8 hours and less than three hours a day. The television viewing has minor effect in people's social engagements; TV viewing has an impact on women's lifestyles as well as majority of women believes that TV viewing will improve their social contacts.

Amin and Matoo(2012) suggest that heavy TV viewers plan their studies on time and adjust their time according to their own needs. The data has further been analyzed by way of computing values between Heavy viewers on the basis of gender in each of the eight areas on study habits. Ahmed, Pawanteh, Rahim Young people's view on the portrayal of sexual images on television influences their attitudes towards sexuality. Mass media, especially the television, to get information on intimate human relations concerning sexual information as sexual education at schools was minimal.

Singh and Ram(2011) view that the result shows a significant difference on the basis of education, significant difference has been found in relation to variables named TV Reality shows try to make people try things with an urge to expose themselves.

Gurleen and Sukhmani(2011) The major objective of the study was to identify the frequency and time spent on watching television by young population of India. In recent years, youngsters are even named as "active media users". The study was conducted to make note of various television viewing habits among youngsters of Northern India and to identify the factors, which encourage television viewer ship among youngsters. – 2011

METHODOLOGY

The way of approach to the question will have a profound effect upon the way to construct dissertation, so this section discusses the types of research you might undertake for a dissertation. The use of literature and case studies is considered and the merits of primary research are debated and advice is given on the use of existing research data. One may not be fond of statistics, but the potential relevance of a quantitative approach should be considered and similarly, the idea of qualitative analysis and conducting a research may yield valuable data. The possibilities of using quantitative and qualitative data are also discussed.

SURVEY METHOD

Television has a brisk audience throughout the world. The accessibility of television has enabled viewers to update information about entire world; this paper explores how television as a medium plays an important role in the lives of urban Chennai women. A study was designed to compare the viewing habits of workingwomen and homemakers to analyze the respective role played by this important medium in these two groups. An effort was taken by the researcher to determine which sect of the women are heavy television viewers and what sort of television programs they give importance too. This study population included of the 350 respondents belonging to the urban Chennai, which included Pallavaram, Madipakkam, KK Nagar, Guindy, Mylapore and Porur. The data was collected through a structured questionnaire. The plan of research was to categorize the urban women into two categories; namely, workingwomen and homemakers. The results of this preliminary study gave an insight into the role television played in influencing and improving life and practices among the Chennai urban women. This study also provides the basic input as to how television programs create social awareness in the lives and minds of Chennai audience.

Out of a number of data analysis conducted a few that were necessary to expose the essence of the topic were taken as examples.

ANALYSIS

1. Most of the parents, that is 36.5% do not watch reality shows
2. Larger part of them i.e., 38.5% criticise their children for not possessing talent
3. 17.3% of the parents compare their children with the participants and their talents
4. 4.7% of the parents compel their children to participate and others do not react in any way

1. Most of the teenagers i.e., 50% say that the reality shows are run for the sake of TRP
2. 30% of them perceive the reality shows of pure entertainment value
3. Just 20% of the teenagers agree that talent level plays an important role

1. 52.7% of the teenagers say they feel relaxed after watching reality shows
2. 23.6% of them get motivated by watching the shows
3. 12.7% of them have no opinion on this

4. 6% say that they feel inferior that they are not a part of the show
5. 5% feel anxious to participate in the show

1. Participants' talent in the reality shows plays the main role in inspiring 85.4% of the teenagers
2. Costumes comes next with 6.3%
3. Rest of the 4% get inspired by the behaviour of the participants
4. Remaining 4% are inspired by various other aspects

1. It is evident that the teenagers are interested in watching but not voting for these shows. 68.3% of them do not vote at all.
2. These shows attract votes of 23.3% teenagers
3. The other 8.3% have voted only once

1. The foremost aspect is the entertainment value as the 51.7% of the teenagers observe
2. Talent level of the participants comes next with 41.7%
3. A few with 6.6% value richness as the aspect to watch the shows

1. Way of presentation gains the first place with 48.3% watching the shows
2. 23.3% of the viewers say they don't see any difference between the reality shows and other shows
3. 21.7% of them say that the reality shows are somewhat practical comparing to other shows
4. The other set of audience of 6.7% have no opinions to share

FOCUS GROUP DISCUSSION

The views shared by the participants of Reality Shows

1. When met the participants of the super singer show telecast on Vijay tv, they shared their views on their participation:
 1. A few of them took interest in participating in the show because their parents wanted them to participate.
 2. A few of them realized and believed that they are good at singing so they took interest in participating in the show.
 3. A few of them were motivated by their classmates and teachers of their inborn talent and so they took interest and participated.
 4. Before participation, I didn't expect that I would be able to succeed in the initial tests. After I was informed that I have been selected, I became confident of myself.
 5. It was like attending an examination. I didn't even dream of becoming on among the top 20.
 6. I could not attend the school regularly. I felt that my studies were getting disrupted.
 7. Realized that the neighbours and known people were not the same. Some of them admired and others envied.
 8. I was so talkative before participating in the show. The sessions and rehearsals made me feel so engaged and I became somewhat composed and reserved.
 9. I felt like a celebrity or rather a person of importance because of the popularity and fame that I have earned due to my participation in the show.
2. Not all. Only the talent of the participant counts. All other things change as he show go on.
3. Apart from the real talent and skill, there are favouritism and biased attitudes of the judges and the organizers.
4. The programme producers and directors insist on the judges to be harsh on the participants while commenting on their performance just for the sake of rating which is known as TRP.
5. It is also true that sometimes, participants too are insisted on acting out of the way for the sake of trp – like weeping, bursting out in tears, getting depressed while facing elimination.

Rehearsals

1. Usually, we practice ourselves all the seven days of a week.
2. Before the show is scheduled for the shoot, we will be called to display our performance in front of the judges and trainers.
3. They shall give tips and guidance for us to perform well.
4. The rehearsal will go on for two to four times before the commencement of the shooting schedule.

Costumes and Makeup

1. The shooting will be held as scheduled by the organizers once in a while.
2. Every shooting schedule will be based on a theme as desired by the organizers.
3. The costumes will be designed as required to suit with the theme.
4. We will be insisted on wearing the costumes given by the organizers on the day of shooting schedule.
5. The costumes that we wear at the time of shooting should be returned back as a normal procedure. But if we choose to own the costume that we used, they will quote a price which will be Rs. 10,000 and above.

Participants' personal experience

1. It is about the timing of shooting schedule.
2. We will be asked to come in the afternoon for the shoot at about 2 p.m. or so.
3. But the shooting will not be held as scheduled. It is very normal.
4. It may drag even up to late night or the early morning of the next day.
5. So, while called for the shooting, we are simply forced to forget our commitments of any kind.
6. We are bound to stick with the schedule because of the agreement that we and our parents have signed before the commencement of the shoot.
7. The advantage that we get out of our participation in these shows is also to be mentioned. Quite often, the schools and colleges around the state invite us to participate and perform in the events held by them on occasions. In addition to that we will also be invited to participate and perform in wedding receptions, cultural events and to perform in movies too. Needless to say, we are well paid due to this.

INTERPRETATION AND ANALYSIS

1. The overall view on the whole presentation gives the opinion that the competitive reality shows evidently manage to make an impact on the society.
2. It may be perceived that the impact is direct in a few and indirect in many among the audiences that vary from youngsters to the common viewership.
3. The made to look like sequences are common in various reality shows. For instance, recently it is portrayed in a Tamil movie. A boy who refuses to cry is made to cry by the programme producer who slaps the boy for no reason. This is an evidence to show that they go to any extent to raise the TRP.
4. The participants do not seem to care about the made to look like sequences.
5. Most of them are keen only about gaining prominence and getting placed among the top 10.
6. Those who are aware of what is happening behind the screen do not dare to share it with others – in fact those who have shared their views about these facts have requested anonymity.
7. Most of the people are well aware of the telecast of Reality Shows on various television channels.
8. Generic Reality Shows based on Music and Dance is watched by families in general.
9. The people who are glued to news channels are less aware of these Reality Shows and they seldom watch.
10. Viewers between the age group of 18 - 30 are more among the category who watch Reality Shows often.
11. Those who watch occasionally belong to the working class and office goers' category.
12. Most of the people who are habitual watchers of news channel say that they never watch Reality shows.
13. Surprisingly, homemakers belong to the middle age group and senior citizens are among the viewers who watch these Reality Shows regularly, that is every day.
14. Music shows dominate the scene and the rating among the Reality Shows in every channel.
15. It's because of the youth, the dance shows manage to get the equal mileage.
16. Game shows have mixed viewership of various categories.
17. Although the shows like adventure and debates have regular viewership, the rating is lesser than that of the music and dance shows.
18. The mania for music shows increased feverishly with Super Singer show on a channel and the relevant shows in other languages on various channels in the northern states.

19. Jodi No.1 has created a platform for the dancers to showcase their talents and gained prominence because of the way of presentation and participation of celebrities.
20. Although the theme is so unique, Connexion, the Reality Show manages to attract moderate viewership.
21. Even as 'Sun Singer' was observed as the replica of 'Super Singer', the show is gaining popularity of late due to the unique way of presentation.
22. Late evening is the select time for most of the viewers to watch Reality Shows.
23. The shows telecast during the morning and afternoon hours are the re-telecast (repeat) of the shows that were telecast during the prime time either in the precious evening or before.
24. There are people who watch these shows irrespective of the timings.
25. Since Reality Shows belong to non-fiction category, people watch it for the sake of fun and entertainment.
26. It is the way of presentation and skill display that gathers attention from most of the viewers.
27. The entertainment value isn't restricted to a stipulated category of participants.
28. They come from various walks of life to showcase their talents.
29. The viewers see them as one among them.
30. Almost all the shows are presented in a rich background and enriched format which are few of the reasons for the popularity of these shows.
31. Only few of the shows stay evergreen among the viewers.
32. If a new show begins to attract people and gain popularity, the previously telecast shows are gradually forgotten.
33. Jodi No.1 is an exception. Larger part of the audience remembers its value and popularity.
34. The awareness among the viewers is so evident that they don't absolutely believe what they see.
35. In spite of the 'fixing' and 'pre-arranged' format, the shows gain popularity due to the entertainment value.
36. It is so surprising to know that the larger part of the audience never bothers to vote.
37. The fact is that they are interested in watching and knowing the data and statistics of the votes obtained by the participants.
38. It is just like the heroes and heroines of a feature film.
39. The level of performance and how they appear on screen attracts a part of viewers and obviously, they get inspired by the participants.
40. The glittering costumes can be displayed only on screen and not in the real life. This is a vital factor for the people to get inspired.
41. Body language and performance are also observed as one of the few main factors.
42. It is quite natural that these shows are just an entertainment for a larger part of viewership. They sit back, watch and forget it, and get ready to watch the next episode the next day.
43. Those who possess the trace of relevant skills and talents get motivated. Those who come up with full efforts shine up.
44. More than parents, it is those who possess talents and skill realize their inherent capacity.
45. So, parents have less to say these days and remain indifferent.
46. Even though youngsters are aware of the ratings to some extent, they observe these shows as mere entertainment.
47. Most of them judge the talent level of the participants like the judges who participate in these shows do.

FINDINGS

Through the group discussions had with the participants, it is noticeable that 90% of these reality shows are fake or in other words a drama in itself.

Most of the audiences prefer dance and music based competitive reality shows than the other shows such as game show and adventure shows.

Observably, these competitive shows are more fictitious than that of the shows that are meant and pictured to be fictitious.

It was shared by a few of the participants that there are incidents that the participants who got positioned among the top 25 have made their way by paying money to the organizers.

The participants were told by the organizers not to reveal such monetary transactions.

Although the other channels get inspired by Star Vijay and SUN TV programmes and try to make similar type of programmes in their channels, the top four shows such as Super Singer, Jodi No.1, Connexions and Sun Singer stay as the top 4 programmes continuously as per the survey.

CONCLUSION

If we stop feeding our brains and souls with the false and disturbing images on reality TV and instead, take in something more intellectually and spiritually nourishing, we'll have the opportunity to become engaged citizens with the power to make significant changes in our own lives and in the society.

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7. www.college.usatoday.com › ... › Campus Life › The real effects of reality TV The Real Effects of Reality TV - Micki Fahner is a sophomore at [Syracuse University](http://www.syracuse.edu). She is double majoring in broadcast and digital journalism and English and textual studies, with a minor in political science. On campus, Micki writes for the Daily Orange, works at Orange Television Network, and blogs for Zipped Magazine.
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A STUDY ON MEDIA COVERAGE AND TRIBALS

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ABSTRACT: *Communication become part of the life of mankind and a day passes without it. Through communication people can establish social relationship get knowledge and improve their living conditions. It is one of the means for development and change. The media brings the people together and helping for the globalization process in the modern scientific era. All of the problems of the world are communication problems and all the problems in this world can be solved by more and better communication. Similarly most of the tribal problems can be solved with appropriate and effective mode of communication. Transport communication and mass media brings the isolated tribal communities into the limelight and integrates them into the main stream.*

Keywords: *Mass Media, Tribal People.*

INTRODUCTION:

The mass media is playing a major role in bringing changes in lifestyles of the people in any society. In the process of communication the people know about the things happening around them. It is needful to the human society to improve knowledge and for knowing the new innovation and modern technology. Traditional media was discovered several years ago in India as a means of development and educational communication. It has remained a significant tool in the process of motivating people in the desired direction. It is the most appropriate medium for bringing about changes in attitude as it is informal and unscripted in nature. This in turn helps the rural masses to accept social changes. For example, use of traditional media can help to create awareness about the need for cleanliness in your neighborhood. Traditional media can be the most effective in rural areas, tribal areas and among illiterates as they may not understand the language of modern communication. In fact, traditional media is nothing but the tool of communication having special characteristics to express socio-cultural, religious, moral and emotional needs of the people of society to which they belong. Traditional media is also used for educational purposes and as a tool to reform society. It helps to convey educational messages through entertainment, color, costume, music and dance. As these elements constitute an integral part of their culture, the audience will be able to identify easily with the experience provided by traditional media [2].

NATURE OF THE STUDY:

This study is about the media coverage among the tribal people in Karadi Madai and Attapadi. The tribal's are developed through the usage of the media in their life. Tribal's get help from government through the media for their development.

TRIBALS OF INDIA - AN OVER VIEW:

Indian tribal people, locally known as the Adivasi, are the aboriginal people of the nation and constitute a larger part of population of the country. Each tribe has their own identity and culture which varies greatly from each other. Indian tribal people play a key role in constituting the cultural heritage of India. They occupy a major part in the history of India as they are considered as the true habitants of India. According to Article 342 of the Constitution of India, at present, there are 697 tribes as counted by the Central Government. These Indian tribal groups of people have been notified to occupy more than one State. More than half of the Indian tribal population is constructed in the States of Madhya Pradesh, Chhattisgarh, Maharashtra, Orissa, Jharkhand and Gujarat, whereas in Haryana, Punjab, Delhi, Pondicherry and Chandigarh no community has been notified as a specific tribal group. Other Indian tribal societies are found in Rajasthan, Bihar, Andhra Pradesh, Kerala, Andaman and Nicobar Islands, West Bengal, Mizoram and other states in northeastern India [5].

Tribals of South India

The numbers of South India tribes are perhaps unlimited with their miscellaneous existence, which has now gained popularity throughout the country. The tribes of Tamil Nadu comprise significant number of

population ranging from dwindling to massive. Tribes in Karnataka are astoundingly enormous in number, with the count exceeding a bare minimum. Tribes of Kerala are perhaps the most unique among all the south Indian tribes discussed. Residing basically in the mountainous terrains of the state, they have been striving to uphold their indigenous traditions and customs from any foreign influence.

The interesting and novel mode of lifestyle that such Indian tribal people lead, accounts for a vast section of Indian travelogue. Various styles of eating, drinking, working, singing, dancing, clothing, accessorizing, or religious customs are followed by the Indian tribal people and they lead a life of their own [1].

Tribal's of Tamil Nadu

The total scheduled tribe population (6,77,58,380) only 0.8 percent of the scheduled tribes (5,74,194) are living in Tamil Nadu. Most of the tribes (5,05,208) ie: 87.99 percent are living in the rural areas or hill areas of Tamil Nadu.

Nearly 36 tribal communities are living in Tamil Nadu. The total scheduled tribes population, was 5,74,194 and scheduled caste population was 91,96,318[4].

TRIBALS OF KERALA - AN OVER VIEW:

Tribal's in Kerala (Adivasis of Kerala) are the indigenous population found in the southern Indian province of Kerala. Most of the tribal people of Kerala live on the forests and mountains of Western Ghats, bordering Karnataka and Tamil Nadu. Paniya are the biggest tribe among the major 36 tribes. he "scheduled tribes" of Kerala, and all of India, constitute a rich, unique, varied, and critical element of Indian tradition. The scheduled tribes can be found in every state of India. Many tribes have, or have had, their own language or dialect, their own traditions, customs, myths and ritual practices, deities, arts and performances, etc. Many of these have been changed, developed, or even deteriorated over time, and being highly influenced by their surroundings. However, many of the fundamental and essential elements of their culture and traditions have remained and have been equally influential. Many of India's tribes are believed to have been the original inhabitants of India. They are described throughout literature as "aborigines" or "indigenous". Although this is often debated, it has been established that many of these tribe's existed before any dominant cultures developed in India.

Many tribes more or less have escaped absorption and were able to maintain their own independent existence, while others were often completely assimilated. These people have often been confused as constituting one group, but are in fact very diverse communities and can be found all over the subcontinent. However, much of their history and modern situations have taken similar paths.

In Kerala, the situation of the tribal populations has been varied. Many tribes had previously lived in isolated forests, jungles, or hills, and therefore lived relatively independent. Other tribes were forced by encroachers to inhabit these same previously uninhabited regions. Many believe that some of these tribes were in ancient times rulers and even kings of the land till they were defeated by invaders and either escaped or were sent to live in the forests.

TRIBAL DEVELOPMENT (TD):

The tribal population in India is 84.51 million, which constitutes 8.14% of tribal population. There are about 449 tribes and sub tribes in different parts of India. Half of India's tribal people live in the forests and forest fringes and their economy is linked with the forests. There are 36 tribes and sub tribes in Tamil Nadu. Literacy rate of the population is 27.9%. Most of the tribal's in Tamil Nadu are cultivators, agriculture labourers or dependent on forests for their livelihood. There are six primitive tribes in Tamil Nadu. The tribal groups in Tamil Nadu are distributed in almost all the districts and they have contributed significantly in the management of the forests.

The need of the hour for Tribal Development is to reduce the gap between the Tribal and non-tribal population with respect to economic, educational and social status, the objective is to integrate the Tribal's into the main stream of economic and social development. Out of the 36 Scheduled Tribe communities in the state, 6 Tribal Communities (ie) Toda, Kota, Kurumbas, Irulur, Paniyan and Kattunayakan have been identified as Primitive Tribal. The area where the population of Scheduled Tribes exceeds 50% of the total population is declared as Integrated Tribal Development Program area

The tribal communities live inside the Reserved Forests, in the vicinity in fringes and outside and are also called 'forest dwellers'. Their socio-cultural life is centered on nature. Degradation of forests has reduced the resource availability and the employment opportunities for tribal's and has also affected the food availability, livelihood options and the quality of life of the tribal's. In this State, the Forest Department has taken many initiatives through programs like ITDP, HADP, WGDP, and TAP for tribal development and has been, a department closely associated in tribal welfare activities. There is need to understand in greater

detail the present relationship and dependency of tribal's with forests and their change in life styles due to ecological disturbances and generates more information [6].

TRIBAL DEVELOPMENT EFFORTS AFTER INDEPENDENCE

Funding of Tribal Development Programs

The sources of funds made available are

1. State Plan
2. Special Central Assistance
3. Sectoral Programs of Central Ministries/Departments
4. Institutional Finance.

The State Governments are required to quantify the funds from State Plan for tribal area development in proportion to percentage of tribal population in the states [3].

REVIEW OF LITERATURE

V. Subramanyam and K.R. Rama Mohan, (2006) Communication become part of the life of mankind and a day passes without it. Through communication people can establish social relationship get knowledge and improve their living conditions. It is one of the means for development and change. The media brings the people together and helping for the globalization process in the modern scientific era. All of the problems of the world are communication problems and all the problems in this world can be solved by more and better communication. Similarly most of the tribal problems can be solved with appropriate and effective mode of communication. Transport communication and mass media brings the isolated tribal communities into the limelight and integrates them into the main stream. The present paper presents the cultural background of tribes; communication system in tribal habitats, tribal's problems and their exposure to mass media in five tribal settlements of Visakha agency area. It highlights the role of mass media in tribal development and change. The mass media is playing a major role in bringing changes in the life styles of the people in any society. In the process of communication the people know about the things happening around them. It is needful to the human society to improve knowledge and for knowing the new innovations and modern technology. The aim of the paper is to discuss the role of mass media on tribal life of Visakha agency area of Andhra Pradesh. The study was conducted in the tribal villages like Vanthala Chintala, Dumbriguda and Balluguda of Dumbrigudamandal, Lakshmi puramin Anantha girimandal and Vamugedd Kothuru in Chintapallemandal of Visakhapatnam district.

Jagannath Pati, (2004) Communication through various media including radio and can be effective for tribal development only if the communicators identify themselves with the tribal poor and the unprivileged. The objective should be to create a new awakening among those for whom development plans and intended. The present study is based on some of the dominant tribes of Chotanagpur but there are about two lakhs of primitive tribes in the state who are, who can say, the most deprived mass. This study was the social relevance of broadcasting service as viewed by the tribal listeners. To study the opinion of tribal people towards radio programming as educational, information, entertainment and sub-system. Tribal development poses a challenge to the policy makers, administrators and social workers. Even after five decades of planned development, due to the inaccessibility of the tribal areas, hilly and tough topography as well as extreme variations in the climate conditions, the tribal's have not been able share the gains of development equally with the non-tribal's and as a result, they have remained backward and poor. Communication in the new phase requires continuous adjustment to the requirement of mass oriented development strategy. This means having a keen perception of local specificities and peculiarities of problem, which vary from area to area, group to group and community to community. Rural broadcasting has demonstrated the linkage between the radio and social change. Since the vast majority of the people are illiterate, the only mass media that could reach them are the radio and the TV. Rural programmes generally consist of talks; dialogues and discussions on agriculture, rural health and other problems.

Kumar C and Pandey KN, (2000) The purpose of study was to discover the source, frequency, space allotted and importance given to the tribal news in the selected newspapers and magazines. The study was an attempt to understand the extent of coverage of tribal and tribal related issues by different newspapers and magazines. The relative emphasis placed on items related to tribal by newspapers and magazines. Apart from this the study looked into the different images of tribal as projected by mass media. The study was conducted by selecting all the issues of sampled national and regional newspapers and magazines issued in the time period of 1st January 2000 to 30th March 2000. The total sample size was 180 issues of newspapers and 6 issues of magazines. The specific objectives of study were to study the coverage of tribal

related news in the national and regional dailies & magazines and to assess the specific area covered by tribal items in the selected newspapers & magazines. The study revealed that tribal related items were framed more in the national daily in comparison to regional daily. Major portion of total space provided to tribal news was occupied by news stories 70.54% in The Times of India and 69.23% in Dainik Jagaran. News stories were followed by features having coverage of about 24.64 % and 21.58% in English and Hindi daily respectively. The magazines covered maximum on topic related to tribal social development and rural finance with aggregate spacing of 251 c.m. square and 183.3 c.m. square for the welfare and development of tribal there must be some special column at least one day in a week for tribal news in the newspapers. Press should stabilize its priorities and identify its role in bringing about change and development of tribal's.

Dubolia S R, Dwivedi R K and Mukharjee S C, (2009) Today in our country the agriculture research and technical knowledge have developed much, but its extension to farmer's level is very less. For this purpose communication media is important. Keeping this fact in view in 1998-99 a study was conducted in four blocks of Surguja District on 120 farmers by Agriculture Research Centre Ambikapur. Among different sources of Agricultural Technology Media-Rural Agricultural Extension officers 2.25, progressive farmer's 2.09, Family members 2.05 and Radio 2.20 etc. Where in more contact of farmers. In addition to it, other sources – Government Officers, Agricultural Development officers, Fertilizer agents, Neighbors, friends, Agricultural Demonstrations, field visit and Krishak Sangosthi etc. Farmers were contacted for agriculture technology information but in this average contact intensity was less than 2. This was found significantly ineffective. The Indian government is set to expand the reach of national broadcasters, All India Radio and Doordarshan, in tribal areas in the next few years. Most of these areas, affected by Maoist insurgency, will now be served by special programs in tribal languages like Halbi, Gondi, Munda and Sargujia. The step has been initiated in an effort to reach out to the local population of the backward tribal regions of the country in their mother tongue. It is understood that the Ministry of Information and Broadcasting has initiated this step to ensure better impact of national broadcasters amongst the local population. Sources stated that a similar step is also being initiated by the Ministry for the northeastern states, which have been affected by wide spread violence and extremism in the last decade.

Dr. Ramesh Menaria, (2010) Tribals are the original sons of mother earth. Though almost all over the world tribal's are found, India is a hub of different tribal groups, bigger and smaller. They have a typical life style; live in hilly/ mountainous or difficult geographical terrain. It is unfortunate that they could not get the benefits of development and advancement and could not be assimilated in the mainstream of national life. Though, in our country, the government has formulated and implemented many programs for tribal welfare and development, yet they lag far behind in the process. In present times, when we talk about mass communication revolution in India, we generally mean that TV, mobile, internet and its associated tools of information have exerted a considerable impact on social, cultural, political and economic aspects of the society and soon, as a modern society, we are going to cope up with advanced countries. "Tribal's are the original inhabitants of a particular locality. Though almost all over the world tribal's are found, India is a hub of different tribal groups, bigger and smaller. Due to characteristic life style, hilly/ mountainous or difficult geographical terrain as their abode, they could not get the fruits of development and advancement and could not be assimilated in the mainstream of national life. Though, in case of India, the govt. has formulated and implemented many programs for tribal welfare and development, yet they lag far behind in the process. A rapid glance over the data mentioned in the box will reveal that any claims of impacts of mass communication revolution in tribal region at par with advanced countries would be an exaggeration only or rather a premature talk. It appears, more or less, like propaganda; an academia, industry and media - generated hype about what new communications technologies have done in tribal society so far. While considering communication systems, one has to remember that we are not dealing with a homogeneous single individual but with the people of diverse languages, cultures and social structures. This fact should be noted before introducing any new communication technology. It is suggested that the technology used in tribal areas, particularly in formal and non-formal educational programs, be linked with traditional methods, which are already known by the local masses.

M. Soundarapandian, (2001) Tribal development is a high priority area in the development strategies of the union and the state governments. Many studies on tribals in south India-Andhra Pradesh, Kerala, Karnataka and Tamil Nadu have been highlighted in this book. A research study is conducted in the so far, neglected paliyan tribal areas in Tamil Nadu. It deals with the understanding of the socio economic functioning of families, life cycle stage, ethnic, religious backgrounds, present occupation and income status, major problems faced by the tribal's for their survival and evaluated tribal development programs especially for the paliyan tribe of Tamil Nadu. The salient features of this study are the critical evaluation of

the development programs and the policy implications for the development of paliyantribal's in the study districts-Kamarajar and Tirunneveli Kittabomman districts of Tamil Nadu. Tribes were thus defined as those that practiced animism. Of course those in charge of the census operations were not satisfied with this basis of demarcation of the tribes. They were of the view that there were difficulties in distinguishing the religion of the tribes from that of the lower strata of Hindu society.

OBJECTIVES OF THE STUDY:

1. To find out if the media coverage in tribal areas in Coimbatore is thorough.
2. To find out whether the tribal people find the media coverage useful.
3. To find out the common mode of communication prevailing among the tribal settlement.
4. To find out if the tribal's get benefit from events conducted in their area by media or other organisation.

NEED FOR THE STUDY:

The study will help to identify mainly to know the usefulness of media coverage in the tribal areas. It analyses the common mode of communication prevailing among the tribal settlement. It also helps to find out whether the tribal's are getting benefits from various events being conducted in their area by media or other organizations. This research is very useful to tribal people to improve the usage of media and which helps in increasing their literacy and solve their problems happening in their daily life.

RESEARCH METHODOLOGY:

The research is defined as a systematized effort to gain new knowledge. It comprises redefining problems, formulating hypothesis, or suggested solutions, collecting, organizing and evaluating data, and reaching conclusion and a last carefully testing the conclusion to determine whether they fit the formulating hypothesis. The type of research was descriptive research, this study is an attempt to obtain a complete, and accurate description of a situation. The intensive interview method is used for this study. Intensive interviews or in-depth interviews are essentially a hybrid of the one-on-one personal interview. It provides very detailed information about the reasons why the respondents give specific answers. Elaborate data concerning respondents, opinions, values, motivations, recollections, experiences, and feelings are obtained. In statistics, survey methodology is the field that studies the sampling of individuals from a population with a view towards making statistical inferences about the population using the sample. Research is rather information in the form of self-reports from a large probability sample of subjects by using a questionnaire that consist of a fixed set of questions arranged in a fixed order is called survey. The population of the tribal people taken for the study is 250. From Attapadi 125 samples and for the Karadi Madai the population is taken as same. The Attapadi tribal's are from Kerala and the Tamil Nadu (border) and the Karadi Madai tribal's are from Tamil Nadu. It is the plan for obtaining a sample from given population. It refers to procedures or techniques, the research would adopt in selecting items for the same in the study. For this method, cluster sampling method was used; Tribes were directly interviewed to gather information. Each question was explained and translated clearly into Tamil and Malayalam languages for the respondent's better understanding. This survey was conducted in two areas of Kerala and Tamil Nadu states. The study was done in the period of three months. For data collection researcher used survey and intensive interview method. Tribals don't know to write and read in English language because of that is the reason the researcher take this method in the study. Primary and secondary data are used for the study. Primary source have been used to collect data regarding tribal and media coverage to that particular area using Questionnaire as an instrument of data collection. Secondary data have been used to collect data regarding tribal and media coverage to that particular area using review of literature as an instrument of data collection. The percentage analyzed with bar diagram. The statistical tools for data collected are coded and analyzed using Microsoft Excel.

ANALYSIS AND INTERPRETATION OF DATA

TABLE 1.1

FREQUENCY TABLE SHOWING THE ISSUES COVERED BY THE MEDIA

SL NO	ISSUES COVERED BY THE MEDIA	NO. OF RESPONDENTS	PERCENTAGE
1	Development/education	146	58.4
2	Festivals	41	16.4
3	Health/medicine	33	13.2
4	General	30	12.0

TOTAL	250	100.0
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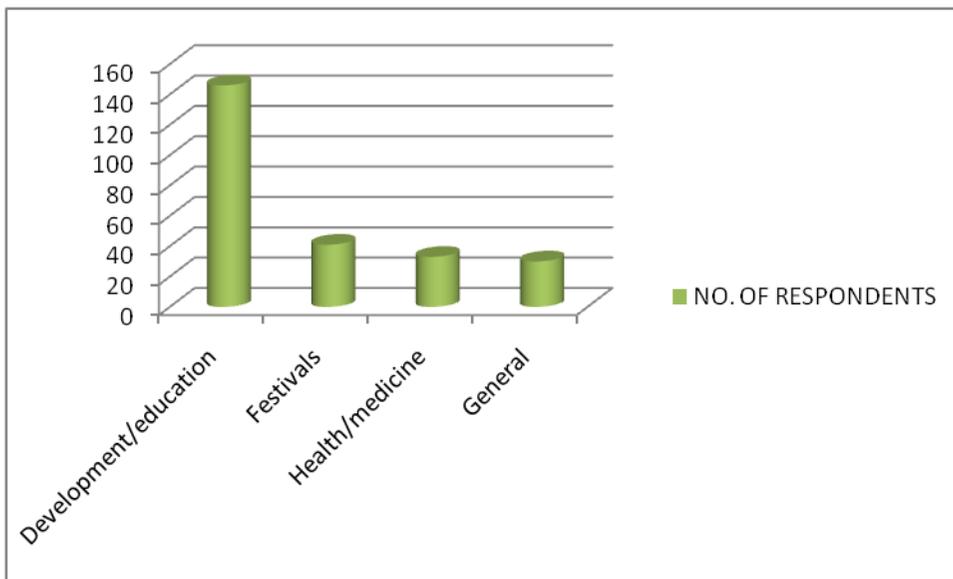


Fig 1.1.1 ISSUES COVERED BY THE MEDIA

A frequency test was done to know the whether the media people covered their issues of the respondents taken for the study. 58.40% of the media people covered more about the developmental or educational programs. About 12% of the media people cover general issues. From this frequency test it is clear that the media people visit their area and cover their issues or other festivals happening in their daily life and the media people give the information about the tribal’s to the people and the govt.

TABLE 1.2

FREQUENCY TABLE SHOWING RESPONDENTS OPINION WHETHER MEDIA IS USEFUL

SL NO	MEDIA IS USEFUL	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	250	100.0
2	No	0	0
TOTAL		250	100.0

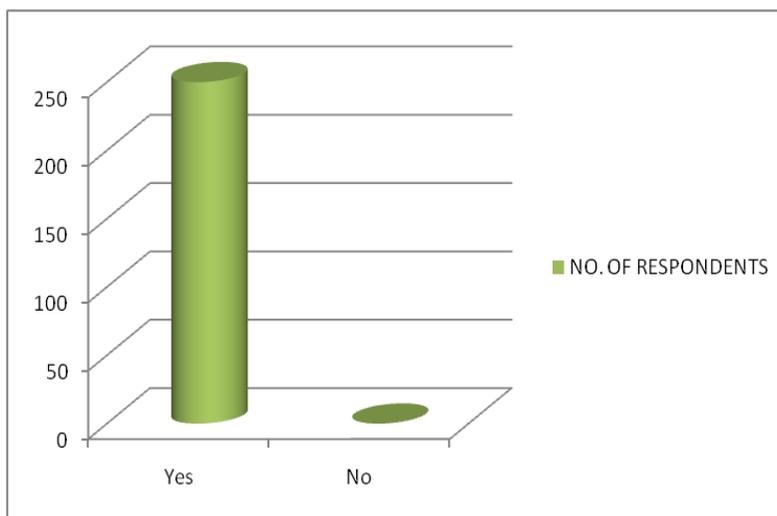


Fig 1.2.1 RESPONDENTS OPINION WHETHER MEDIA IS USEFUL

Though the research was on media is useful to the tribal people. We would like to know whether the media is useful or not. Cent percent of the area chosen media is useful for the tribal’s because they get the knowledge through media. This makes literacy to the tribal people.

TABLE 1.3

DISTRIBUTION OF RESPONDENTS OF PROGRAMMES THEY WATCH OR LISTEN

SL NO	TYPE OF PROGRAMS LISTEN OR WATCH	NO. OF RESPONDENTS	PERCENTAGE
1	Entertainment	168	67.2
2	Agriculture	22	8.8
3	Education	17	6.8
4	Development	43	17.2
TOTAL		250	100.0

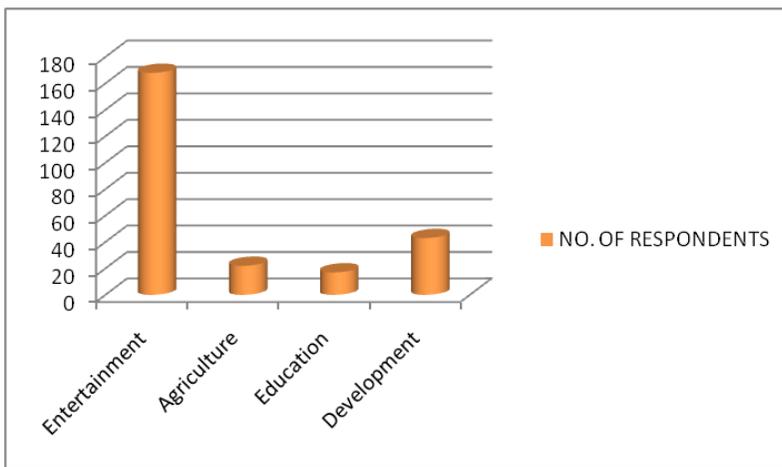


Fig 1.3.1 PROGRAMMES THEY WATCH OR LISTEN

Though the research was on which programs or channels the respondents listen or watch more. Maximum percent of the respondents of the area chosen has attained to listen entertainment programs. About 6.8% respondents listen only educational programs and here the respondents are mainly for students.

TABLE 1.4

FREQUENCY TABLE SHOWING WHETHER SCHEM/ALLOWANCE PROVIDED TO THE TRIBALS

SL NO	SCHEME OR ALLOWANCE	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	219	87.6
2	No	31	12.4
TOTAL		250	100.0

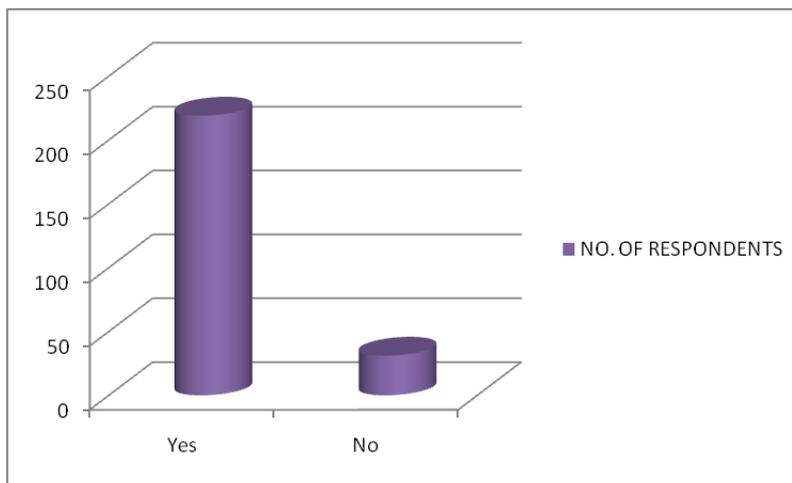


Fig 1.4.1 SCHEME/ ALLOWANCE PROVIDED TO THE TRIBALS

A frequency test was done to know the whether the govt. officials provide scheme or allowance to the respondents taken for the study. 87.60% of the govt. officials provide scheme or allowance for the tribal

people. From this frequency test it is clear that the govt. officials provide scheme mainly for free medical assistance, social awareness camps, financial assistance for individual housing, financial assistance for agricultural tools for agricultural laborers etc.

FINDINGS AND DISCUSSIONS

1. The data collected for the study “**MEDIA COVERAGE AND TRIBALS**” come up with the following findings:
2. Collected data from the tribal people used the media. The tribal people use the radio more to get information and current issues happening in our world. Maximum percent of the respondents of the area chosen has not attained to use the cell phone. Here we can clear that the tribal people are developed more for the usage of media and improve their literacy rate. The majority of the responderates are time for the media used. The tribal people spend two hours for using media to get information. Here it is clear that they use the media more. The majority of the response rate is cent percent of the area chosen has no community radio for the tribal's they have only the programs through community radio.
3. The response rate is the tribal people listen entertainment programmes. About 6.8% respondents listen only educational programs and here the respondents are mainly for students. The majority of the response is media is useful for the tribal's because they get the knowledge through media. This makes literacy to the tribal people. The response rate of college students came for awareness programmes. The maximum number is not attained to the college students came for awareness programs. The rust of the people only hears the awareness programs. Here we can say that the tribal people are more developed and literate and they use the media to get more information and knowledge
4. The majority of the response was about the tribal people spoken with the media person. Here we can clear that few people share their problems and they give respondents to the media people because the media is helpful in their life. The response rates were about the media people visit their area. From this frequency test it is clear that the media people visit their area and the media people give the information about the tribal's to the people and the govt.
5. The majority of response is the media people cover the tribal's issues. From this frequency test it is clear that the media people visit their area and cover their issues or other festivals happening in their daily life. Maximum number of response for the media coverage is developmental or educational programmes. The response rate was the government official's visit. Here it is clear that the government people visit the tribal area to know the problems or issues happening in their life.
6. The majority of the response rate was listen problems or issues of the tribal's. It is clear that the government understand their problems through media to solve their problems. The response rate were the govt. officials provide scheme or allowance From this frequency test it is clear that the govt. officials provide scheme mainly for free medical assistance, social awareness camps, financial assistance for individual housing, financial assistance for agricultural tools for agricultural labourers etc.
7. The majority of the response rate is the govt. follows the promises. 54.80 % of the response is govt. not follows the promises and it is clear that the rust of the problems is still happening in the tribal life.

CONCLUSION:

The most significant finding of my study was the tribal get help through the media but government follow few promises of the tribal's. Tribal areas are more developed only through the usage of media. The need of the hour for Tribal Development is to reduce the gap between the Tribal and non-tribal population with respect to economic, educational and social status, the objective is to integrate the Tribal into the main stream of economic and social development. Transport facilities and mass media bring the isolated tribal communities into the limelight and integrate them into the main stream. There is need to understand in greater detail the present relationship and dependency of tribal with forests and their change in life styles due to ecological disturbances and generate more information.

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A STUDY ON TIKTOK - REAL IMPACT GOING FORWARD ON CHENNAI TEENAGER GIRLS

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ABSTRACT: *TikTok is relatively new form of entertainment and mobile app allows users to create a short video of them, which often feature music in the background, can be speed up, slowed down or edited with a filter. It has seen rapid growth in the number of users as well as uploads since it was launched in September 2016. In spite of the fact, that it is the most popular app among teenagers in worldwide. In this paper, first we illustrate the current situation of social media in terms of facts before we deepen selected aspects of new forms of virtual entertainment TikTok. With a specific focus on recent social media app research findings the following main research question is to be answered: How the new form of recent app TikTok is moving forward among girls that too particularly in Chennai and it also explains and gives a view on real positive and negative impact among teenagers girls. We applied survey and focus group discussion method and based on that, we identify the different types of active users on TikTok. Our results reveal about TikTok, that include: 1) Motivation of using TikTok - teenagers, 2) Need of attraction plays a major role, 3) TikTok is used as stress buster to control emotion.*

Keywords: *social media, short video, attraction, popularity, emotion, stress buster.*

INTRODUCTION

TikTok have become so popular today among every teenagers. They love to spend most time on looking at videos and uploading their own videos. Most of the teenagers don't realize the negative impacts of TikTok on their life but they are focusing on positive side of it. And, the main reason is because they are already addicted to it. And, this leads to several negative and positive developments. The main purpose of this paper is to bring out the impact of TikTok among teenagers – girls, analyzing the ideology of teen girls and to show the positive and negative effects of sharing their own video content in social media.

TikTok, also known as Douyin in China, is an iOS and Android media app for creating and sharing short videos. The application allows users to create short music videos of 3 to 15 seconds and short looping videos of 3 to 60 seconds. It is a leading short video platform in Asia, United States, and other parts of the world. The app was launched as Douyin in China in September 2016. In July 2018, the app had more than 500 million users globally. On 9 November 2017, TikTok's parent company, ByteDance, spent up to \$1 billion to purchase musical.ly, a startup based in Shanghai with an office in Santa Monica, California, owning a popular social media platform targeting the US teenager market.

- TikTok merged with musical.ly on 2 August 2018 to create a larger video community, with existing accounts and data consolidated into one app, keeping the title TikTok. It surpassed Facebook and Instagram to become the world's most downloaded IOS app for that time period. The app's "react" feature allows users to film their reaction to a specific video, over which it is placed in a small window. Its "duet" feature allows users to film a video aside another video. The app allows users to set their accounts as "private". Such accounts' content remains visible to TikTok, but is blocked from TikTok users who the account holder has not authorized to view their content. Users can choose whether any other user, or only their "friends", may interact with them through the app via comments, messages, or "react" or "duet" videos. There are a variety of trends within TikTok, including memes, lip-synced songs, and comedies. Duets, a feature that allows users to add their own video to an existing video with the original content's audio, have led to most of these trends. Trends are showed on the explore page on TikTok, or the page with the search logo. The page enlists the trending hash tags and challenges among the app. Some include #posechallenge, #makeeverysecondcount, #wannalisten, #pillowchallenge, #furrywar, #hitormiss, and more.
- On 3 July 2018, TikTok was banned in Indonesia, after the Indonesian government accused it of promulgating "pornography". Shortly afterwards, TikTok pledged to task 20 staff with censoring TikTok content in Indonesia, and the ban was lifted on 11 July 2018. In November 2018, the

Bangladeshi government blocked the TikTok app's internet access. In January 2019, the Chinese government said that - 100 types of content that the Chinese government would censor. In February 2019, several Indian politicians called for TikTok to be banned or more tightly regulated, after concerns emerged about sexually explicit content. On 3 April 2019, the Madras High Court while hearing a PIL had asked the Government of India to ban the app, citing that it "encourages pornography". The court also noted that children using the app were at risk of being targeted by sexual predators. The court further asked broadcast media not to telecast any of those videos from the app. On 17 April, both Google and Apple removed TikTok from Google Play and the App Store. As the court refused to reconsider the ban, the company stated that they were confident about the existing users being able to use the platform even as downloads were blocked. They also claimed that they had removed over 6 million videos that violated their content policy and guidelines. On 25 April 2019, the ban was lifted after a court in Tamil Nadu reversed its order of prohibiting downloads of the app from the App Store and Google Play.

- Social media plays a major role on teenagers, also apps like TikTok, Whatsapp, Instagram and other communication methods flows in different ways. Those kind of systems helps to receive both positive and negative information for social media users. The ideology of people may reflect into other level by looking at same kind of information and visuals. Addiction plays a major role in human life, which may change the pattern of life into another form. This particular research is based on analyzing the view of teen girls about their mind set on uploading videos and content through their account in social media.

OBJECTIVES

1. To find the ideology of teen girls.
2. To find out the Usage of TikTok app.
3. To explore their own motivation and goal in social media platform.

RESEARCH QUESTIONS

1. Is there any purpose for uploading short video in TikTok?
2. Did the teenagers girls looking at negative impact?
3. What kind of content attracts the viewers?

REVIEW OF LITERATURE

SOCIAL MEDIA AND ITS EFFECTS ON INDIVIDUALS AND SOCIAL SYSTEMS (2014)

Ute Tat

In this paper the researcher analyzed the possible effects of social media on both, individuals and the society as a whole. First the researcher illustrated the current situation of social media in terms of facts and selected aspects of new forms of virtual interaction. The researcher also discussed about, how does our brain deal with these new forms of information technologies and what are the possible consequences for our social behavior? Through examining several advantages and disadvantages the researcher highlighted the circumstances for responsible handling of social media. This particular research paper helps in providing information about how the social media and its effects with new form of visual interaction.

SOCIAL MEDIA AND ELDERLY PEOPLE (2017)

Mayelo Coto

Researcher brings out how older adult people get helped by social media. He also states that,

- Population aging is now a global reality and interaction with social media as well. Social networks have been seen as an important ally to support older people.
- Important to know how the elderly population interacts with social media and the potential benefits and dangers in this interaction.
- This paper reports the results of a systematic literature review in the field of social media and the elderly.
- The research papers focused on their research approach, methods of data collection, research domains, objectives and results.

WHAT WE INSTAGRAM: A FIRST ANALYSIS OF INSTAGRAM PHOTO CONTENT AND USER TYPES

Yuheng Hu, Lydia Manikonda Subbarao, Kambhampati

Researcher explained how the image data was handled and analyzed to answer three fundamental research questions on Instagram. His analysis shows that there are largely 8 different types of photo categories on

Instagram. Based on the content posted by users, this analysis derives 5 different types of users. Researcher also showed that there is no direct relationship between the number of followers and the type of users characterized in terms of their shared photos, through statistical significance tests. Research explains about the usage of social media and the content how it's getting popular and about the user ideology. This result and findings helps in future research about other social media apps such as musically and about their users.

METHODOLOGY

The methodology is the strategy that outlines the way in which research is to be undertaken. These methods, define the means or modes of data collection or, sometimes, how a specific result is to be calculated. This helps the researcher to achieve the objectives of the research. The researcher here is going to be using survey method.

SURVEY METHOD

A survey is made of at least a sample, a method of data collection and individual questions or items that become data that can be analyzed statistically. Survey research is almost always based on a sample of the population. The success of the research is dependent on the representativeness of the sample with respect to a target population of interest to the researcher. Girls were mainly focused for this study to find out the objectives of the research and it was considered to be the area of the study. Probability sampling technique was used in the survey method. This study population included around 400 respondents belonging to the Chennai. A data was collected through a structured questionnaire. Based on this survey method and questionnaire this study provides the information about the ideology of TikTok among girls.

DATA COLLECTION

Data collection was done through the process of survey method with a questionnaire.

01. 80 % of girls were interested in watching TikTok, 20 % states that TikTok is entirely waste of time.
02. 68 % of teenagers downloaded the TikTok app, 12 % were watching through other social media and 20 % were not interested in downloading the app.
03. 60 % of girls were doing TikTok from their own account, 13 % of girls were doing TikTok through their friends account and 14 % of girls were just having account, 13 % were not interested in doing TikTok.
04. 89 % were reported that through TikTok many gets positive familiar, 11 % reported that chances of going negative popularity.
05. 91 % reported that through the popularity in TikTok may get into TV & serial and films, 9 % reported that we can't enter.
06. 70 % says that it works as a good stress buster, 25 % says that it creates new kind of stress, 5 % says that it won't create anything.
07. 59 % reported that it creates a problem in chatting with new friends in TikTok, 32 % says that creating friends circle through TikTok is helpful, 09 % reported that it depends on how we access.
08. 91 % says that girls won't involve in any kind of religion or caste based issues in TikTok, 09 % will support.
09. 58 % were ready to accept challenges in TikTok, 22 % reported that it's unwanted, 20 % said that it leads to dangerous.
10. 97 % reported that videos uploaded with filter available in TikTok, 3 % reports that videos uploaded without filter.
11. 51 % of girls were interested to do videos for songs, 49 % use popular dialogues.
12. 84 % reported that sharing their own videos in other social media may disturb the original use, 16 % use other social media to promote their videos.
13. 47 % reported that they were interested in doing duet with boys, 32 % were reported not interested in duet and 21 % were interested in doing duet with familiar girls.
14. 88 % of girls reported that, they must be more careful in TikTok during selection of videos, 12 % reported that they can do whatever they want.
15. 77 % says that, girls spends more time and upload more videos on TikTok, 14 % says that boys upload more videos than girls and 9 % says that both boys and girls.
16. 65 % reported that negative popularity works well in TikTok, only 35 % works well in positive way.
17. 83 % says that small children are getting spoiled by watching TikTok, 10 % says that parents should not encourage, 7 % says that children's are not affected.
18. 66 % reported that more likes for their own contents satisfies the user, 22 % reported that more followers satisfies them and 12 % reported that more shares satisfies.

19. 23 % reported that girls are selecting vulgarity content and 77 % reported that they are doing well.
20. 44% reported that girls shoot more videos when they well dressed, 32% reports that they do more videos during friends meet and 24 % reports they do more videos when they found good location.
21. 56% reports that TikTok providing good platform to explore their talent and 31% this is not platform to explore and 13% reports that TikTok may be good platform to explore.
22. 60 % of girls ignoring unwanted comment, 12% reply for negative comments and 28% ready to block comment section.

DATA ANALYSIS

The overall view of this survey gives a clear idea about TikTok among young girls. Majority of the girls were interested in exploring their talent in social media, because many of them get influenced by other people in TikTok who got popularity and shining in Television shows. This data clarifies many questions which were asked to particular set of people. Firstly it clears that majority of the young girls were interested in spending time on TikTok and it was seen by them as a stress buster. Even though if they are uploading huge amount of content in social media, but majority of girls so clear in selecting content. Most of the girls prefer TikTok only to satisfy them and through that they were looking for some kind of appreciation. Social media is such kind of platform which was considered as one of the mass communication, TikTok is one of the apps which are more popular in India and also in some countries, notably it was also used to communicate but sometimes it was working in a negative communication. It is so surprising to know that some of the TikTok users never upload their video but they save in their album. This shows that negative flow of TikTok reminds those kinds of users not to upload or the user has not satisfied on their content to upload. The fact is that some of users in TikTok were interested in watching and knowing about others but they keep silent to upload video. The level of performance and how they appear on screen in short video makes the viewers to follow them. Re creating the content in TikTok goes viral due to their unique way of acting and performance. Body language was considered one of main factor. In Chennai many young girls were well attached to TikTok, they were particularly inspired from other celebrity users. Most of girls in TikTok started using account to get fame. They gets more satisfaction in re creating the steps and action through that they also makes a challenge to other users. Accepting challenges and giving challenge may leads to negative result to.

FINDINGS

- Data analysis reports that TikTok was used a stress buster.
- Majority of the girls were looking for appreciation and self satisfaction.
- By uploading and sharing of video, users were looking for popularity.
- 40 %of girls were use account only for viewing videos and to follow other users.
- Majority of young girls were ready to do TikTok at any time.
- 60 % of girls ready to ignore unwanted comment.
- Watching TikTok gives more satisfaction than watching television.

CONCLUSION

Now a days, social media is seen as an important platform for communication scholars to find something and do research in it. It is not mainly because of the communication technology development, but because of the usage of social media and its impact on the society that is increasing in day to day life. Social media allows individuals to play a lot of role to be played when an individual is connected via smart phone or his desktop. Nowadays, Girls are more interested in exploring their talent in social medium. But they must be more careful in selection of medium that they wanted to explore. Sometimes the attention may leads to negative popularity and thoughts that turns the life into critical situation. TikTok users must be more careful in selecting content because the app is accessed by all kind of peoples and also TikTok can be used as good information app other than uploading videos.

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EFFICIENCY OF SOCIAL MEDIA CAMPAIGNS IN POLITICAL INDUSTRY IN CHENNAI

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ABSTRACT: Political industry has faced huge changes in the past few years because of active users of social media in India. It has played a huge role in everyday lives and even have the power to alter the views about political parties not only in India but also in Tamil Nadu. The objective of the study was to find out the association between social media users and social media campaigns in Tamil Nadu. From the study, it was observed that more number of social media users and hence politicians in Tamil Nadu relied more on social media campaigns and hence efficiency accelerated in political industry in Tamil Nadu

Keywords: Efficiency, social media campaigns, social media users

INTRODUCTION

In India, politics has faced transformation over a certain period of time because of penetration of internet in India. There has been significant progression in India and at the end of the December it has 481 million users in India in which 295 million users accessing internet in rural India whereas 186 million users in urban India. (Ayyar, 2018). According to the recent statistics of stat counter global stat Jan 2019, 90.45% in Facebook followed by 2.95% in pin interest and then 2.53% in YouTube, 1.77% in Instagram, 1.75% in twitter and 0.18% choice is on Google. It has been clearly presented that social media has played a significant role in everyone lives and they communicated about up-to-date information to the entire world. Thus, a huge number of public has become an active user in Social media and hence politicians capture those users primarily for promoting their own parties through campaigns, sharing their views and so on. Even they stimulate their supporters to have their votes or to protest against parties in India. Narendra Modi was quickly gained through social media campaigns likewise in Tamil Nadu, biggest political parties had their campaigns in social media for the past 2016 elections. Parties like DMK relied on own website, Twitter and Facebook while AIADMK on Whatsapp campaign followed by PMK on Facebook and so on. Hence, the researcher had conducted study on whether campaigns have efficiency in political industry and how this influences the general public in Tamil Nadu.

OBJECTIVES

1. To find out the association between social media users and social media campaigns in Tamil Nadu
2. To study the relationship between use of social media channels and efficiency of campaigns in Tamil Nadu
3. To identify the efficiency of social media campaigns in Tamil Nadu

RESEARCH QUESTIONS

1. Is there any association between social media users and campaigns which is conducted in Tamil Nadu?
2. What is the efficiency of social media campaigns in Tamil Nadu?

REVIEW OF LITERATURE

Kaur & Kaur, (2013) has made a study on how social media has influenced the political industry in India. Since 1990, internet penetration has acquired more number of users especially for social media and hence social media became a necessity one for everyone lives right from famous personalities to normal general public. This revolution has been real and has progression in near future. Considered the importance of social media, many politicians have started utilizing social media channels to acquired general public views directly. Every politician wanted to utilize social media like how USA politicians utilized to get votes from them. Finally, there has been significant transformation since from the past few years which will be necessary to create awareness with regard to political industry for India.

Dr. Singh, (2016) has represented that social networking sites has looked to be a primary communication tools for the last two years. Sites like facebook followed by twitter and youtube has gained popularity in the recent years. Nowadays, politicians has made an advertisements in social media to enrich the general public to had their views on the above stated channels. Hence, it created a postive impact among youth to had raised political issues very boldly. Consequently, social media platform necessary for every politicians for assistance followed by encouraged to participate in political activities and so on. Thereofre, social media channels provided a prospects to recognise the political issues and to make them to had a touch in it.

Mangold & Faulds (2009) Social media such as Twitter, Facebook, YouTube and the like are “highly interactive, mobile and web-based platforms” where individuals “share, co-create, discuss and modify user-generated content” such as audio, video, images and texts. Social media platforms paved the way for one individual can directly and personally interact/communicate with “thousands of other people” at any given time.

Shaw, (2016) has represented in the article that comprehend the concept of social media and its role in progressive social change in the context of the uprisings at Shahbag square in Bangladesh and Hakkolorob movement in Jadavpur in India, which will provide a new insight in understanding new social movements. In the last decade the country has witnessed a series of development in communication technologies influencing the generations especially the youth. Presently the country was riding high on new social media which has led to a new array of opportunities and with its enormous potentiality, it tried to bridge the gap created by the traditional media. The transformations of social movements with respect to trends in communication involving the user generated content voluntarily within social circles.

METHODOLOGY:

The unit samples taken for the study are the general public in Chennai who are from different age groups, gender, education and designation. A questionnaire was distributed for the purpose of data collection, and purposive sampling is used. The sampling technique used in the study is purposive sampling. The sample was chosen as active social media users in Chennai on the basis of demographic factors like age, gender and education. This particular sample is chosen because of the prevalence of social media has influence the entire political industry in Tamil Nadu and makes it the logical decision. The questionnaires were distributed to various social media users who are active in Chennai becoming the population for the research. The questionnaire was distributed to approximately 150 youth out of which 103 were successfully filled providing the research with a successful response rate of 68.66

DATA COLLECTION:

The data collection method in primary in nature, a comprehensive questionnaire is prepared and is distributed via electronic mail in the form of Google Forms to various youth in Chennai who are active at social media channels. The statistical tools that will be looked at for the purpose of this study are Correlation, regression and independent sample t test using Statistical Package for Social Sciences Software (v20).

DATA ANALYSIS:

Reliability statistics

<i>Reliability Statistics</i>	
<u>Cronbach's Alpha</u>	
.855	26

Source: Primary Data

Statistical Interpretation:

As can be inferred, the data highlights that all the scales are reliable and coherent. The data collected from all valid questionnaires have been analysed through SPSS and results of data analysis are presented. All 26 items in the questionnaire were included to understand the reliability of the data and questionnaire circulated. The demographic factors were not taken into consideration, however all independent variables being social media channels was taken into consideration along with the dependent variable of efficiency of political campaigns in Tamil Nadu. The Cronbach’s alpha test was performed, and it resulted in an overall score of 0.826 indicating high and satisfactory internal consistency of the items. Thus, the conclusion is that the measures used are reliable.

Percentage method:

<i>Age</i>		Frequency	PercentValid	PercentCumulative	Percent
Below 30 years	15	14.6	14.6	14.6	
30-35 years	45	43.7	43.7	58.3	
Valid35-40 years	35	34.0	34.0	92.2	
Above 40 years	8	7.8	7.8	100.0	
Total	103	100.0	100.0		

Source: Primary Data

Table depicts the age of the respondents. It can be observed from the table that the highest number of respondents were between the age of 30-35 years. 345 of the respondents fell in the category of 35-40 years. Fifteen responses were received from the persons who aged below 30 years and the remaining eight responses were received from above the age of 40.

<i>Gender</i>		Frequency	PercentValid	PercentCumulative	Percent
Male	57	55.3	55.3	55.3	
ValidFemale	46	44.7	44.7	100.0	
Total	103	100.0	100.0		

Source: Primary Data

Table depicts the gender of the respondents. As can be observed from the table, the percentage of male respondents is 55.3% as compared to the female respondents consisting of 44.7% of the respondents.

<i>Level of Education</i>		Frequency	PercentValid	PercentCumulative	Percent
Bachelor’s Degree	38	36.9	36.9	36.9	
Master’s degree	37	35.9	35.9	72.8	
ValidHigh school diploma	15	14.6	14.6	87.4	
Doctorate Degree	10	9.7	9.7	97.1	
Others	3	2.9	2.9	100.0	
Total	103	100.0	100.0		

Source: Primary Data

Statistical Interpretation:

Table depicts the extent of education of the respondents. As can be observed, 36.9% of the respondents had a bachelor’s degree and 35.9% possessed a master’s degree. 10 respondents out of a total of 103 even possessed a doctorate degree. This indicates a high level of education in the majority of the respondents. 14.6% of the employees were only High School Diploma Holders and 3% fell in the category of others.

Chi-square

HYPOTHESIS	VALUE		DESCRIPTION
	VALUE	SIG	
H ₀ : Age is not associated with social media campaigns in Tamil Nadu H ₁ : Age is associated with social media campaigns in Tamil Nadu	42.008	0.000	Supported
H ₀ : Gender is not associated with social media campaigns in Tamil Nadu H ₁ : Gender is associated with social media campaigns in Tamil Nadu	87.687	0.000	supported
H ₀ : Education is not associated with social media campaigns in Tamil Nadu H ₁ : Education is associated with social media campaigns in Tamil Nadu	59.508	0.000	Supported
H ₀ : Residence is not associated with social media campaigns in Tamil Nadu H ₁ : Residence is associated with social media campaigns in Tamil Nadu	98.687	0.000	Supported

According to Chi-square test , it revealed that

For age: p value is 0.000 which is lesser than 0.005, there exists a significant association of age with social media campaigns in Tamil Nadu

For gender: P value is 0.046 which is lesser than 0.005 there exists a significant liaison between gender and social media campaigns in Tamil Nadu. Male respondents highly participated than female respondents.

For Education: P value is 0.000 which is lesser than 0.005 there exists a significant liaison between education and social media campaigns in Tamil Nadu.

For Residence: P value is 0.000 which is lesser than 0.05 there exists a significant relationship between residence and social media campaigns in Tamil Nadu.

Pearson's Correlations test among social media users and social media campaigns in Tamil Nadu

		Social media users	Social media campaigns
Social media users	Pearson Correlation	1	.694**
	Sig. (2-tailed)		.000
Social media campaigns	Pearson Correlation	.694**	1
	Sig. (2-tailed)	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data

Statistical Inference: The above table shows that a significant relationship exists between the social media users and the social media campaigns in Tamil Nadu. There exists a substantial positive correlation between the two variables at 0.694. Thus, as the use of social media user's changes, the social media campaigns changes directly.

Linear regression amongst social media users and efficiency of political campaigns in Tamil Nadu

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526 ^a	.276	.269	.29912

a. Predictors: (Constant), Social media channels

b. Dependent Variable: Efficiency of political campaigns

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.452	1	3.452	38.584	.070 ^b
	Residual	9.037	101	.089		
	Total	12.489	102			

a. Dependent Variable: Efficiency

b. Predictors: (Constant), Social media Channels

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficientst	Sig.
		B	Std. ErrorBeta		
1	(Constant)	1.443	.275		.000
	SOCIAL USERS	.542	.087	.526	.000

a. Dependent Variable: Efficiency

R Square is just the square of the multiple correlation which is listed under R in the Linear Regression table of 4.6.2a. R square depicts the extent of variance accounted for in Efficiency of political campaigns (dependent variable) by Social Media channels (predictor). The R value, basically depicting the correlation coefficient is .526 and the R square is .276. On multiplying by 100, it can be seen that the predictor factor of social media users explains a 27,6% variance in the Efficiency of political campaigns.

Further the tables show the ANOVA (Analysis of Variance) outcome. The F statistic is 38.584 and the observed significance level is .070 which is lesser than level of significance. Hence, null hypothesis rejected and alternate hypothesis accepted. Hence, there exist linear relationship between social media channels and the efficiency of political campaigns, because they are the backbone for the success of political campaigns in Tamil Nadu.

As can be observed, the standardized beta coefficient is positive and it is significant at the 0.01 level (Beta=.526, p=.000). Thus, it can be understood that the more the usage of social media channels, the higher is the chance of an increase in the efficiency of the political campaigns in Tamil Nadu. Since there is only one predictor variable, the multiple R coefficient as well as the standardized beta coefficients' value is same. The equation for the production can be seen as:

Efficiency of political campaigns = 1.443+0.542(Social media channels)

Independent sample T test to know the efficiency of political campaigns in social networking sites

Group Statistics				
Political campaigns in Social network sites	Efficiency	Mean	Std. Deviation	Std. Error Mean
	low Efficiency	1.5833	.79296	.22891
	high Efficiency	2.9459	.66441	.10923

From the above table it makes clear that mean value of political campaigns in social network sites with low efficiency is 1.5833 with standard deviation of 0.79 and for high efficiency is 2.94 with 0.66

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Political campaigns in social network sites	Equal variances assumed	2.800	.101	- 5.888	47	.000	-1.36261	.23142	-1.82818	-.89705
	Equal variances not assumed			- 5.372	16.321	.000	-1.36261	.25363	-1.89943	-.82579

From the above table it makes clear that t value is -5.88 for 47 degrees of freedom which has significant value to be 0.000 which is lesser than 0.05 and hence alternate hypothesis accepted. Political campaigns in social network sites had high efficiency highly preferred than low efficiency campaigns.

FINDINGS:

1. It can be observed that the highest number of respondents were between the age of 30-35 years. 345 of the respondents fell in the category of 35-40 years. Fifteen responses were received from the persons who aged below 30 years and the remaining eight responses were received from above the age of 40.
2. It is observed that the percentage of male respondents is 55.3% as compared to the female respondents consisting of 44.7% of the respondents.
3. It makes clear that 36.9% of the respondents had a bachelor's degree and 35.9% possessed a master's degree. 10 respondents out of a total of 103 even possessed a doctorate degree. This indicates a high level of education in the majority of the respondents. 14.6% of the employees were only High School Diploma Holders and 3% fell in the category of others.
4. According to Chi-square test , it revealed that
5. For age: p value is 0.000 which is lesser than 0.005, there exists a significant association of age with social media campaigns in Tamil Nadu
6. For gender: P value is 0.046 which is lesser than 0.005 there exists a significant liaison between gender and social media campaigns in Tamil Nadu. Male respondents highly participated than female respondents.
7. For Education: P value is 0.000 which is lesser than 0.005 there exists a significant liaison between education and social media campaigns in Tamil Nadu.
8. For Residence: P value is 0.000 which is lesser than 0.05 there exists a significant relationship between residence and social media campaigns in Tamil Nadu.

From the correlation test it identified that there exists a substantial positive correlation between the two variables at 0.694. Thus, as the use of social media user's changes, the social media campaigns changes directly.

From the linear regression table it identified that The F statistic is 38.584 and the observed significance level is .070 which is lesser than level of significance. Hence, null hypothesis rejected and alternate hypothesis accepted. Hence, there exist linear relationship between social media channels and the efficiency of political campaigns.

It makes clear that t value is -5.88 for 47 degrees of freedom which has significant value to be 0.000 which is lesser than 0.05 and hence alternate hypothesis accepted. Political campaigns in social network sites had high efficiency highly preferred than low efficiency campaigns.

CONCLUSION:

From the study, it was observed that more number of social media users and hence politicians in Tamil Nadu relied more on social media campaigns and hence efficiency accelerated which was proved in 2016 elections. AIADMK had appointed separate several officers for monitored WhatsApp campaign and hence it influenced the transformation among 10 to 12lakh people eachg and every day during the campaign period. Further, the study observed that continuous usage of social media influences the efficiency of political campaigns in Tamil Nadu. This paved the way for the party to achieve a huge success in Tamil Nadu. Understanding the influence of social media, election commission has appointed several celebrities to create awareness and encouraged them to claim votes under the slogan "Vote podu". Hence, social media channels has influence the politicians plus political industry in Tamil Nadu.

The limitations and Future scope

1. Sample has been restricted to Tamil Nadu which doesn't represent whole population
2. The study can extend to all over India which assist to know how it influence social media campaign in India

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THE ROLE OF NEW MEDIA ON POLITICAL CAMPAIGN: A STUDY OF SOCIAL MEDIA CAMPAIGN IN KARNATAKA

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ABSTRACT: *Democracy is the best form of governance. We have tried other forms and concluded that, there may be some flaws but compared to the rest, democracy triumphs. Political process is part and parcel of democracy. Political parties compete with one another through ideology and vision for the people and the country. People evaluate the parties and their programmes and vote for the candidate they think will deliver good governance to them. Whenever their hopes are dashed, they wait to change the government through the ballot. In all of this, media plays a vital role. It not only informs but provides a forum for debate and discussion for the masses on important issues. Media has been credited with the power to influence enough people to bring about change in government. Today, new media or digital media has revolutionized the way we communicate. User-generated content in the form of text, photos, videos and podcast has put the power in the hands of ordinary people. Social media is a ubiquitous means of sharing content by many to many. Political parties are now using Facebook and Twitter to reach and influence voters. Voters on the other hand are not passive but use the social media to inform, comment and forward messages that has the potential to reach millions. The 2015 Presidential elections in the US saw the campaign shift substantially to new media. The perception war was finally won by Donald Trump, who has mastered the art of using twitter to his advantage. The campaign for the April-May 2019 Indian Parliamentary elections will see an increase in the use of social media tools like Facebook, WhatsApp and Twitter. Social media cells of major political parties are gearing up for social media war that will decide the fate of many urban seats in the General Elections. This study examines the social media campaign of the three major political parties in the Karnataka context. BJP has an edge due to the early start, but both Congress and JD(S) are catching up. BJP is on the back foot as it is the ruling party and Congress for a change has the advantage to win the perception battle. The airstrikes on Pakistan following the Pulwama incident provides the BJP with enough ammunition to change the narrative for the run-up to the elections.*

Keywords: *New Media, Facebook, Twitter, political parties, General Elections.*

INTRODUCTION

Elections in India happen every year, is not an exaggeration. Indian democracy is vibrant due to the prospect of change every five years. This year we are gearing up for the general elections. All political parties, big and small, regional or national, are plunging into campaign mode as the stakes are high. Every means of reaching the public from mass rallies, press conferences, interviews to news channels to new media will be used. Traditional media has some limitations and political parties are now taking to social media in a big way. New media offers direct contact with the voters very much like the one-to-one communication and an opportunity to tell your story in the way you want to (Gurevitch, Coleman & Blumler, 2009). All this is aimed at influencing the prospective voter to make up his/her mind.

Facebook, Twitter and WhatsApp are the main tools available to political parties. Twitter is considered to be the most sought after media for political communication (Ahmed, Jaidka & Cho, 2016). There are an estimated 40 million twitter users in the country (according to twitter.com); even though it looks like a small number, they can make a big difference in the outcome of the elections in urban areas. All major parties have a social media cell to coordinate the communication through and by social media. Social media is monitored, content is generated, content is liked and forwarded, and individuals are trolled. Hundreds are either employed or volunteer for the party media cell. As the stakes are high in the coming Parliamentary elections of April-May 2019, political parties are busy formulating their media strategies, which include the social media. Social media, it is said, can win elections if consciously planned and judiciously utilized by a political party (Cameron, Barrett & Stewardson, 2016).

Aam Aadmi Party (AAP) showed the way in the Delhi Assembly elections of 2015 when it came to power on the back of a concerted social media campaign (Diwakar, 2016). The sheer use of social media by AAP was five times that of BJP and many times higher than Congress. The results of the elections showed that social media in addition to direct contact with the electorate can win elections. Today, because of this impression, the major political parties are trying to outdo each other on social media. The social media offers an

opportunity to say what you want, in the way you want and target the same to the people you want. The mediated communication had a lot of drawbacks for the politician. The media decided what is important and how it should be worded and the interpretation it should have. Social media provides a direct, immediate and powerful means of engaging with the potential voters in a more interactive manner (Xenos, Vromen & Loader, 2014).

In the US context, President Trump uses twitter to talk to his supporters directly as he blames the mainstream media of distorting his messages (Ott, 2017). Media now picks up these tweets and they go on to become stories. Politicians like PM Modi in India are trying to connect directly without potential voters through both traditional media like radio and new media in the form of Facebook and twitter (Arulchelvan, 2014). The success of BJP in the 2014 elections was attributed to some extent to the twitter use by the political party to influence voters to bring in Modi (Sardesai, 2015). The 2019 General election will see a greater use and reliance on new media, especially twitter to engage and convince the voters. What strategies will be used to target the audience may go a long way to impact the voters and the results of the elections.

REVIEW OF LITERATURE

Ever since electronic mass media were available to large segments of the population, political leaders, political parties, politicians and candidates have increasingly used mass media to inform, communicate with and connect to citizens. Notable examples are F. D. Roosevelt's fireside chats aired on radio in the 1930s and 1940s, Dutch Queen Wilhelmina's broadcasts on Radio Orange from the UK addressing citizens in the occupied Netherlands during World War II, and the televised debates between Nixon and Kennedy in 1960. Even though these examples are from the distant past, the UK, with its longstanding history of democracy, had to wait until 2010 before the first televised election debate between party leaders took place (Chadwick, 2011). This is not to say that television is old-fashioned, but since the mid-1990s the Internet has become an important additional means of political campaigning, and was first used extensively in the United States. Notable examples of Internet campaigns are those by Roh in South Korea in 2002, and Obama in the United States in 2008.

Web 2.0 allows political parties and candidates to produce and increase online visibility and interactivity. It also allows parties and politicians to directly inform citizens, bypassing the Fourth Estate – the press who used to be the agency to mediate, critique and interpret on behalf of the public (Weaver et al., 2009). The Pew Research Center (2011) shows that – even in the Internet era – TV is still the most important source of campaign news. The Internet is gaining in popularity, but not at the cost of television's popularity as a news source. So far there is no convincing evidence that voter turnout is on the rise.

"In western terms, although seldom recognised by politicians, the problem of getting elected is essentially a marketing one. Political parties must determine the scope and the most effective way of communicating its benefits to a target audience." (Reid 1988). "Democracy is a competitive political system in which competing leaders and organizations define the alternatives of public policy in such a way that the public can participate in the decision-making process" (Schattschneider, 1960).

Adopting the maxim of Schumpeter (1943) that democracy is primarily concerned with parties' "competitive struggle for (the) people's vote", Gamble contends that: "The main components of the modern political market are three; the existence of a mass electorate; competition between two or more parties for the votes of this electorate; and a set of rules governing this competition." (Gamble, 1974) Within the political market the key relationship is based around a concept central to marketing theory, namely that of exchange between buyer and seller. Thus citizens give their votes to politicians who, when elected, purport to govern in the public interest (Scott, 1970).

The Internet has become a powerful force in political campaigns. There is little doubt that its importance will continue to grow. Anecdotal evidence suggests that young people are especially prominent in online campaigns. They are often conspicuous participants in "blogs," chat rooms, and meetings organized via the Internet (Levine & Lopez, 2004).

Habermas derived the notion of public spheres from a study of English salons, French cafes, and German table corners in Western Europe and with an explicit focus on print media. In a Habermasian public sphere, communicative action based on equality in the communication process is a prerequisite. This prerequisite of equality depends on the participation and representation of multiple interests and perspectives in public discourses in egalitarian and multicultural societies (Vatrapu, Robertson and Dissanayake, 2008). This point comes into sharp relief when we consider civic participation and democratic deliberation in the Internet age. Digital divide and digital literacy are significant factors in determining access to and engagement in online public spheres and discussion forums.

The Internet has clearly taken a significant new position in politics after the 2008 U.S. election. All U.S. Presidential candidates, virtually all candidates for national offices, and most candidates for state-level offices used the Internet extensively as part of their campaigns. The Presidential candidates were not alone in their use of SNS. Almost one third of U.S. Senate candidates and one in ten U.S. House candidates in 2006 updated their Facebook pages (Williams and Gulati, 2008). Candidates were more likely to update their Facebook profiles when they were in competitive races, and interestingly, their Facebook support was correlated with their final vote share.

It was seen that when the twitter use among the candidates in the 2010 elections and the results were compared it was revealed that the twitter uses significantly increased the chances of the candidates winning in the elections (LaMarre& Suzuki-Lambrecht, 2013). Those who used twitter more had better chances of winning the elections than those who used less or did not use twitter for campaigning. Twitter use by the rival candidates Obama and Romney in the 2012 Presidential elections in the US revealed that some strategies work and others don't (Highfield, 2016). Twitter was extensively used by both the candidates but the strategy of Obama to engage the support based worked better than Romney's strategy to take the fight to the rival camp. Reinforcement was seen to be working better than the strategy aimed at converting the voters of the rivals to vote for Romney. In the 2012 elections to the Congress, a study (Evans, Cordova & Sipole, 2016) was undertaken to see the style of the twitter campaign among the candidates. A content analysis of every tweet from each candidate for the House in the last two months of the campaigning revealed differing styles- women, democrats and incumbents twitted differently than men, Republicans and rivals.

A study using traditional method of content analysis in Poland (Koc-Michalska et al., 2014) of the online campaigning by the political parties showed a strategy by main political parties to target supporters rather than covert browsers. The newer parties sought to aim at the browsers to get more support for their candidates. It was found that being online matters for all political parties and it does translate into votes when they personalize the content and update it frequently. The content characteristics of twitter during the Dutch election campaign of 2010 (Kruikemeier, 2014) were analysed to see the connection between campaign technique and electoral support for those candidates. Those candidates who used twitter got more votes than those who did not, and use of twitter in an interactive way had a positive impact as well.

Election campaigns by political parties and coverage of the same by news media are interconnected and influence each other (Baumann, Zheng & McCombs). The agenda-setting effects of the political campaign and media was studied in the Indian context during the general elections of 2014. It was found through content analysis and Ganger's Causality test of newspaper coverage and party campaign messages that the agenda-setting effect does occur but it is bi-directional. Political campaigns had an effect on media coverage and media coverage in turn seems to affect the party campaign.

As the Web continues to move from a unidirectional, read-only environment to one which supports greater interactivity, global public participation, and more diverse forms of content creation and distribution (O'Reilly, 2009), it is debatable whether these new technologies can inspire greater democracy and heightened civic participation.

Other authors place similar hope in the Internet. Hagen (2000) noted that digital democracy could solve the crisis in political participation and the dysfunctional role of traditional media in the political process. According to Kling, Lee, Teich, and Frankel (1999), the Internet provides a more effective democratic tool when compared to any of the prior information technologies because it is affordable, provides many-to-many forms of communication, has low barriers to entry, and is capable of supporting decentralized organizing because it frees communication from the barriers of time and space. Some scholars advocate direct democracy as a viable alternative to governance as opposed to representative government (Barber, 1984; Budge, 1996; Grossman, 1995).

As a result of blogging, there is a new wave of excitement surrounding the Internet's democratic potential due to participatory technologies like blogs. Ito (2003) believes these participatory tools can further democracy by allowing for the growth of a "functional, more direct democratic system which can effectively manage complex issues." Using a concept called 'emergence' to describe the growth of a complex system through the collective actions of simple parts of the system, Ito sees the promise of technology in its ability to enable citizens to develop a more grassroots democracy through their ability to better "self organize, to deliberate on, and to address complex issues democratically without one citizen required to comprehend and know the whole."

Election campaigns are perceived as a liminal stage in democracies (Herzog, 1987) because they challenge agendas and policies which are usually taken for granted. During such periods of intensive public struggles

for power, politicians, as Alexander (2010) notes, 'are compelled to enmesh themselves in a devilishly complex and unpredictable process of symbolic representation ... [and consequently] the struggle for power becomes theatrical'. In this process of becoming a collective representation, the mass media are not only salient in co-constructing and transmitting this representation but also in several further respects: in agenda-setting; in the organization of political debates and interviews; in politicians' use of (new) media for their front-stage activities; and also in, for example, the staging of election campaigns as 'media spectacles' (Kellner, 2003). As Cashmore (2009) rightly claims, such spectacles have a long history: 'We live in the age of social networking rather than mass media, but there is historical continuity: the media was integral to Obama's success and, in this sense, we are still in the era that started in 1960 with the televised debates between presidential candidates: the John F. Kennedy and Richard M. Nixon debate.'

OBJECTIVES

1. To study the extent to which the main political parties use Twitter for campaigning purpose.
2. To study the strategies used by the political parties for the coming General Elections 2019.
3. To understand the implications of Twitter as an effective social media for political campaigning.

METHODOLOGY

A content analysis of the twitter posts of the three main political parties in Karnataka will be undertaken with the aim of trying to understand the main strategies of the parties for the General elections 2019. Twitter is a very useful tool for communicating the stand of the party on important issues and the general information about the credibility of its leader/s and the political party in question. The official twitter handles of the political parties will provide an insight into the way the party wants to approach the elections and in the process influence the masses.

Two types of content analysis are usually attempted to study the twitter posts; one is the sentimental analysis to check what the people feel about a particular issue or person and the other pertains to quantitative analysis that provides data about the number and frequency of the tweets, forwards, likes and reactions to the tweets. The sheer number of tweets gives an indication to the importance attached by the political party to the specific social media in the on-going election campaigning. Similarly, engagement from the voters is important to judge the impact of the tweets.

DATA ANALYSIS

Twitter activity of the three main political parties in Karnataka was analysed to find pattern and make sense of the strategies adopted by the political parties in the runup to the General Elections 2019.

Indian National Congress (INC) (Official Twitter account)- Tweets in February 2019

1. Party plan and Policy – 108 tweets

General	7
#VachanKiPakkiCongress	13
#NewCGBudget	1
#NayiUmeedNayaDesh	2
#JharkhandBachao	1
#CongressForTribalRights	26
#YoungIndiaRising	45
#MeraSamvidhanMeraSwabhiman	13

Congress party through their tweets shows more involvement with the youth of India. About 45 tweets talks about party and the party's President Rahul Gandhi connecting with the young generation of the country. Education, job, business, banking, technology, infrastructure are the main issues discussed here. Another plan that has been emphasized more in the month of February 2019 is Tribal Rights in Chhattisgarh also maybe targeting the young voters with the commitment of Congress for the tribal and other marginalised groups.

These were the positive assertions of the party that could be seen as a way of positioning the Congress as an alternative and Rahul Gandhi as a capable and inclusive leader.

2. Attacking BJP Government – 151 tweets

Attack using specific data/news reports (Swatch Bharat, blackmoney, unemployment, farmers, Rafale, demonetization, budget, fake news, fake data etc.)	13
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Attacking with general statements (Fake news, controlling media, Doklam crisis, defence budget, Rafaleetc)	26
Attack using hashtag :	
#ModiSeNaHoPayega	4
#DarpokModi	7
#RafaleCAGReport	6
#PakdaGayaModi	18
#ChowkidarChorHai	30
#ChowkidarChorHai + #PakdaGayaModi	
#NayiUmeedNayaDesh + #ChowkidarChorHai	4
#DaroMat (Citizenship Amendment Bill)	
#Azadi	2
#ModiDestroysNorthEast	
#GoBackModi	1
#AntiNationalModi	1
#ModiFailsNationalSecurity	1
	1
	18
	14
Troll + Sarcasm (via cartoon)	
#JanKiBaat	5

BJP Governemnt was mostly attacked for Rafale deal with hashtag #PakdaGayaModi and #ChowkidarChorHai. Other attacks were on unemployment, farmer’s loan, national security, data manipulation, etc. INC through these attacks tried to showcase Modi as a failure.

3. *Congress party connecting with people (Rallies, campaigns and talks)*
 – 92 tweets

General	31
Campaigns :	
#MeraSamvidhanMeraSwabhiman	1
#DharmaPorataDeeksha	2
#SevadalAdhiveshan	17
#GujaratJanAakroshRally	16
#NorthEastIndiaWelcomesRahul	22
Talks :	
#ApniBaatRahulKeSaath	3

Mostly information pertaining to the people connectprogrammes of the Congress party.

4. *Responding to BJP’s attack – 4 tweets*

#LiarRahul (Rafale)	4
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Congress responded to BJP’s attack through news reports, unedited video clips, counter attack and general statements.

5. *Terror Attack – 32 tweets*

Terror attack, defence, Indian Army, Airforce, Martyrs, Condolences, Initiatives etc.	28
#Pulwama	1
#MeraJawanSabseMajboot	2
Supporting Govt.	1

There were more condolences and support for the martyr’s family and low criticisms. INC offered support to government for whatever action needs to be taken.

However #MeraJawanSabseMajboot is a counter to BJP’s #MeraBoothSabseMajboot tagline for PM’S video conference with millions of party workers ahead of the national election. This hashtag by Congress quickly

speeded and was used by those supporting the government's decision to launch air strikes on terror camps in Pakistan as well as others not in favour of war. By this Congress also meant that without jawans a country cannot be safer and stronger. The party emphasis is more on safety, protection and development of the jawans which will further lead to safety of the country unlike BJP emphasizing on more votes for winning elections.

BJP (Official Twitter account)- Tweets in February 2019

1. Party plan and Policy – 279 tweets

General	87
#BJP4BetterAndhra	24
#MiddleClassWithModi	31
#BudgetForNewIndia	6
#ModiStopsChitFundScams	3
#Modi4NewIndia	29
#ForTheFirstTime	44
#ModiUnstoppable	34
#EmpoweringNariShakti	1
#TransformingIndia	3
#TripalTalaq	1
#BJPKamalljyoti	7
NamumkinAbMumkinHai!	9

Though tweets with hashtags #ForTheFirstTime and #ModiUnstoppable is maximum all hashtags talked about the similar plan and policies. Party's agenda remained same but with time hashtags changed. Policies on electrification, housing, banking, farmer's loan, women empowerment, etc., were repeated multiple times in a single day. Announcements were more on what they have achieved without any valid data, statistics or report. Tweets mostly targeted middle class people by promising maximum facilities and relaxation on loans, taxes, etc.

2. Attacking opposition – 122 tweets

Attacking Congress : Comparing present and previous govt	60
#LiarRahulGandhi	1
#LiarRahul	16
#SillyBoy	1
#CongressiLogic	1
Sarcasm	7
Attacking TMC #MamataFreeBengal The Kleptocrat's Club	12
Attacking South India: Karnataka	4
Tamil Nadu	10
Kerala	7
Attacking AAP : #KejriwalMakingFakeCalls	1
Attacking BSP (Mayawati)	1
Attacking J&K Govt.	1

Congress party was attacked more by BJP through their tweets. Comparison is drawn between previous and the current government for each topic. It appeared that the government is trying to divert people's attention to the opposing party's faults.

States with non-BJP government like TMC, Tamil Nadu and Kerala and coalition government like Karnataka are also attacked by the party.

3. *BJP meeting people (Rallies, Campaigns and Talks) – 495 tweets*

General	52
Campaigns and Rallies	
#NamoInJK	23
#BJP4BetterAndhra	24
#CGWithNamo	16
#BoothShaktiBJP	20
#Modi4SonarBangla	26
#NorthEastForModi	45
#MeraParivarBhajpaParivar	15
#AmitShahInPune	12
#SouthIndiaForNamo	68
#DeshKaLeaderModi	15
#JharkhandWithModi	7
#NDAToWin45InIndia	1
#BadalRahiHaiKashi	30
#ModiOnceMore	6
#MeraBoothSabseMajboot	42
#VijaySankalpWithModi	12
#BJPForSamridhKisan	17
#PMKisan	19
Talks	
#BharatKeMannKiBaat	18
#MannKiBaat	27

More and more tweets are on party's initiative for South India. Winning elections in South India is seen to be a big challenge for BJP. Second most challenging region is Northeast India because of the recent protests against BJP bringing in the Citizenship Amendment Bill. Third is Bengal under TMC. Other campaigns emphasized on re-electing Narendra Modi.

4. *Responding opposition's attack – 11 tweets*

General	4
#HereAreTheJobs	7

Allegations on Modi government failing to create jobs by the opposition, is answered under #HereAreTheJobs. There were also general responses made by party leaders.

5. *Terror Attack – 95 tweets*

Terror attack, defence, Indian Army, Airforce, Martyrs, Condolences, Initiatives etc.	63
#LabhartiSamparkAbhiyan	13
#NationalWarMemorial	19

Tweets on condemning Pulwama attack, condolences and support for martyr's family is more. Promises for making country's defence stronger, budget for defence, counter attack on Pakistan, future initiatives etc. are also tweeted by the party. Criticisms on no action taken by previous government, BJP government's intolerance policy, free hand to Indian Armed Force, war revenge, etc., are put forward through #LabhartiSamparkAbhiyan and #NationalWarMemorial.

6. *Self Praising – 22 tweets*

Party tweets dialogues/ statements by Modi and Amit Shah self praising their work in public meetings.

7. *Praising public – 15 tweets*

There were tweets admiring common people, citizens/voters for supporting the party and their decisions. Attempts to emotionally influence public or warning about upcoming threats were also evident.

8. *Advertising App and Merchandise (NaMo mask, cap, t-shirt etc.) – 6 tweets*

NaMo merchandise as a means of marketing NaMo Again.

Janata Dal (Secular) (Official Twitter account)- Tweets in February 2019

1. *Party Plan and Policy – 2 tweets*
Budget – 1
Create Jobs #CompeteWithChina -1
2. *Attacking Opposition – 0 tweets*
3. *Campaigns – 0 tweets*
4. *Responding to opposition and media attack – 2 tweets*
5. *Terror attack in India – 3 tweets*
Pulwama – 1
#IndiaStrikesBack + #indianairforce - 1

Janata Dal (S) is not much active on Twitter. Party plans and agendas are barely shared through tweets. Announcing the budget for the state it is ruling, creating jobs for unemployed youth are the only agenda revealed by the party before elections in the month of February 2019. Tweets of this political party were mostly about problems within the state such as Bandipur forest fire. The party did not involve in attacking any of the political parties nor was promotion of campaigns done. In response to attacks on them the party warns *Times Now* and demands an apology from the news channel for misinterpreting H D Kumaraswamy's one of the statements in Kannada. In response to terror attack in India the party shows deepest condolences on loss of Indian soldiers, forwarded support for the martyr's family and applauded Wing Commander Abhinandan and Indian Air Force for the air strike.

CONCLUSION

An election is a time for political parties to put everything at stake. Campaigning is an integral part of the election process. Different means and tools are available and are being used to reach the would-be voter with the message. The effectiveness of the campaigning will be known on the day of the results. But, one can get an idea of what would be effective and what would not be effective by studying the process of election campaigning. Twitter is part of the tools available for reaching out to a specific segment of the population. The effectiveness of twitter will depend on the ability to reach the voters directly with messages that carry credible information and views.

Twitter gives the political parties direct access to the twitterati. There is no mediation and effective content can be aimed at segments of the population to have maximum impact. Parties which are open and frank with their assessment of the situation will find the going easy. A political party that is always negative and given to attacking the rival party loses credibility soon. Partisan supporters of the political parties on twitter also have to be targeted from time to time and this can be seen in the personalization of the messages put out with references to the top leaders of the party; pictures, videos and quotes.

Criticism of the rival political party on twitter is considered to be a negative approach in contrast to the positive approach of providing alternative solutions and ideas from the rivals. All parties give more importance to putting down the rival/s and concentrate less on establishing their credentials as the former is easy than the latter to achieve. It is said that even though a small segment of the population is on Twitter, those who are active users are seen to be influencers and that is the true power of social media. The chances of winning in the General Elections 2019 will therefore rest on the ability to reach out to these influencers, both through social media and grassroots campaigning and convince them. They in turn will then be able to individually influence dozens to vote for the party that they endorse.

Twitter seems to have come of age in the Indian context. Political parties have reluctantly embraced social media today. The virtual campaigning is as important as addressing rallies and meeting people. As increasing number of Indians are missing the real action on the ground, they are therefore being targeted online. The results of an election cannot be determined by any one factor, twitter included. But, each element may add up to working together in the right proportion in securing a political party or a combination victory in the General Election 2019.

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IDENTITY OF TRANSGENDER: FEAR, SUSPICION AND RIDICULE

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Keywords: identity, gender, transgender, democracy and human rights.

INTRODUCTION

Numero Nine. Let me begin with the lyrics from “the Backstreet Boys” of 1996, Florida Vocal group: I don’t care who you are, where you’re from, what you did as long as you love me. Who are you? what are you? and where are you from?, all these answers to the questions depends on the way we relate to others. Who are my significant ‘others’? Jean Paul Sartre’s philosophy of human person sums up human person as, hell is the other that invites us to formulate our response and relations towards transgender.

Fear, suspicion and ridicule are basic human emotional vendettas or reactions that a majority projects onto numerical minority who are called ‘third gender’ or transgender and our ‘significant other’. Our society has dominantly learned to look at things as binaries. It is not uncommon to see people talk, act and think in terms of sexual binaries: male and female. Interestingly, today we have come of age to see numerous colour gradients between maleness and femaleness. It is this spectrum of shade between maleness and femaleness that makes the transgender equal and one among us.

This paper sets out to identify elements that enhance or dehumanise the community of transgender. Fear, suspicion and ridicule are the three common emotional expressions which tell us who transgender actually are not - from these we can navigate who they are what they are made of. This paper is an outcome of radio Loyola FM 107.4, a known programme “anbudanthozhi” for transgender and produced by transgender, most of whom reside at Nungambakkam. This radio programme is a transgender narrative, an experience of their livelihood, reality and survival. Our focal point is a critical observation of what really empowers their identity as transgender. Hence, this study.

METHODOLOGY

Case study. An audio profiling of 15 transgender and their success stories of livelihood are a source and base of study. It embarks on numerous questions and stereotypes of transgender and how this could be seen through the prism of democracy and rights. How democracy and rights mediate meaning for transgender through vulnerabilities. Listening to these audio narratives of transgender and analysing them in today’s context of democracy and rights, we come to understand their aspirations, desires, injustices and denial of democratic rights as human persons.

FEAR, SUSPICION AND RIDICULE

It sums up vulnerability. In all the 15 radio episodes of livelihood by Transgender, “anbudanthozhi”, there is an overwhelming aspiration and desire to be treated human. There is a strong sense of fear, suspicion and ridicule at play in various people, events and situations. The inability to see them as whole personality themselves and by those out in the society is a challenge. There is a mutual fear, suspicion and ridicule from both sides. Obviously it looks like a mirror effect, each imitating the other. Fear is an emotion. It is likely to be painful, harmful and dangerous. Suspicion is an emotional state. It is a feeling or thought that something is wrong or true without proof. Ridicule, on the same note, is a subjection of someone or something that is being laughed at.

How do we construct an identity within our democratic context today? How do we reorient our thinking and action in not making this ‘third gender’ cantankerous? How do we make gender of transgender tenable or unflawed? How do media today enhance this identity evocative for their rights? Of course, media constructs reality. With technology on our side, every given moment we mediate meaning in thoughts,

words and actions. A coordinated attempt to mediate an identity is a need by reading and rereading transgender vulnerabilities: fear, suspicion and ridicule.

In an attempt to hermeneutically construe an identity of transgender, if there is one or if there should be one, a mature reading René Girard is a must. He proposes scapegoating and mimetic desire. It inspires, fascinates and challenges us to read and look through prism of Girardian thought¹. In every society or group, there emerges a need to constantly scapegoat people. In our Tamil society too, in the name of culture, tradition and democracy, we continue to scapegoat transgender ruthlessly. The key words **fear, suspicion and ridicule** are expressions of scapegoating. In the past, women in general were scapegoated but in the recent past, it is the transgender community.

A ritual scapegoating of Aravan at Koovagam². An 18-day aravanigal³ festival reminds Kurukshetra war that ends with a ritual of scapegoating of Aravan in Koovagameach year. Lord Krishna takes the form of Mohini and marries Aravan and gives him an opportunity to experience love by marrying before his self-sacrifice. Celebrating this nuptial bliss of Krishna and Mohini, everyaravanirritually marries the Koothandavar namely Aravan according to the epic Mahabharata. Mohini, the widow who mourns after her husband Aravan's death. Sacrifice is scapegoating for Girard. This ritual includes beating of breasts, breaking of bangles, crying and venting of emotional loss, in addition wearing white saris and cutting off 'thali' forms the part of a ritual closure for every aravani. Aravanigal who gather in Koovagam garner this ritual into legitimate rights.

With our given context, superimposing René Girard's scape goating seamlessly stitches this narrative to the problem of transgender identity. It bestows a sense of fear that is desire; behaviour of make-belief that something is not true that is suspicion; and a situation of multiple alternatives that are equally negative bring up ridicule. In their struggles as transgender what emerge from undercurrent are fear, suspicion and ridicule. In this battle of fear, suspicion and ridicule, their real struggle for equality, human dignity and rights gets lost. This is the core crisis. It is summed up as true reality of blurred boundaries between sex and gender in a spectrum of million shades.

Thirunangai, Ali, Aanali, Idapi, Kilibam, Alli, Annagan, Gosha, Sandagam, Pandagan, Pedi, Pedu, Pethai, Pennali, Pedar, Orinam, Vali, Kanchana, IruUnarvugal, IruMugan, AvalNangai and numerous other familiar words fall sour into our ears. A well-known Tibetan proverb 'a hundred male and a hundred female qualities make a perfect human being' challenges our understanding seeing things as binaries.

René Girard states that human being is a creature who does not know what to desire. Ironically, we turn to others in order to make up our minds in every given moment or situation. We desire what others desire because we imitate their desires - that is imitation. There is nothing spontaneous, original and natural about human desires. This imitation is a fundamental mechanism of human behaviour. Hence desire is imitative. Oh happy fault, the fault-line for René Girard is that we do not fight over our differences but we fight because we are the same, and we want the same things (material, physical and socio-psychological needs). This is 'mimetic desire' for Girard that represents: desire, jealousy, rivalry, deceit, scape goating and violence. Scape goating includes a strong sense of fear, suspicion and ridicule. Transgender are no different from us that we need to ostracize but celebrate. This is a certainty that we can conclude that we are one.

An aravani is someone who is feminine but not a woman, masculine but not a man, a person beyond the boxes of man and woman. The person follows the rules and regulations of the community, has a guru, lives in feminine attire, may or may not be castrated⁴. What does an aravani desire and how does an aravani imitate? Exactly like the rest of humanity. By virtue of this biological and gender gradation, their gestures, articulations, needs, habits through words, deeds and thought patters are imitative. Sex is what one is born with, gender is what one recognizes and sexuality is what one discovers⁵. A transgender person desires the same that we all need. They fall short of adequate expressions in an attempt to bring their act to completion.

In every language and culture the meaning of derogatory slur on transgender persons assert all intent and purpose from the so-called 'fixated' gender binary: Male and Female. Genesis, the first book of the

¹*Mimesis, Desire, and the Novel: Rene Girard and Literary Criticism*, Michigan State University Press, 2010.

²A village in Vilupuram district, a temple of Koothandavar hosts annual festival for Transgender

³Transgender in Tamil

⁴ S. Mohan, "More than a woman no less than a man", Aids Buzz, New Delhi: Resource Centre for Sexual Health and HIV/AIDS, June 2007, p. 2.

⁵ A. Chettiar, "The status of hijras in civil society: a study of the hijras in greater Mumbai," Ph.D. Dissertation, College of Social Work Nirmala Niketan, Mumbai, 2009.

Bible, God created man and woman in his own image and likeness⁶. How can a transgender read this at ease? It makes them vulnerable and broken. God has intended and ordained that we, common humanity move farther away with our brokenness and vulnerability. These vulnerable transgender persons are not deviant but normal. There are queer questions of this sexual binary, as opposed to what Walt Whitman says, 'I contain multitudes' -a fluidity of identity.

It is true that men are from Mars women are from Venus. Men with their own innate domination, shameless are profiteering, insecure and fearful as opposed to women whose portrayal of lamentable victims, juggling power and beauty with strong will leaves the humanity vulnerable of blurred boundaries between maleness and femaleness. It pushes us to think beyond the prescribed binary and integration of body, mind and sense of self. What exactly is that thin layer of aspiration, untold emotion and unexpressed sentiment of biological bigotry to gender non-confirmatory?

Media is power. It connects, memes and relates. Media constructs reality every second. The challenge today is if our media doing enough for transgender. The answer to this is yes but not adequate. Media portrays events, lives and success stories of transgender in a positive light. However, what concerns here is lack of depth in going to the issues, identity and narrative. Media is too distracted to flash controversies and sensational things rather than entering in intellectual depth of transgender lives. Within our context in Tamil Nadu, many a human and divine portrayals do not remain as identity of transgender. It mars them and makes them vulnerable. Should we construct an identity within our cultural context today to enhance this identity evocative without attempting to pigeonhole, categorise and judge?

In contrast, Berné Brown unearths the depth of meaning for vulnerability when she says 'both women and men could benefit from allowing themselves to be vulnerable'. She thinks that vulnerability and shame are deeply human emotions but the expectations that drive shame are organised by gender. There is this moment of grace or elation when one recognizes this vulnerable moment with utmost honesty.

The immense scare of breaking the normative structure exists among them. Those who are associated with them are also under threat. It is difficult for them to survive because even educated individuals do not consider it important to stand up for their rights. We need to exchange civilities with gratitude in sharing due credits and listening attentively and listening attentively and humbly asking question acknowledging. After all, they help us construe our identity as humane and compassionate. We accommodate and make their working environment really productive, creative, happy, helpful and healthy. Let us be mindful of our presence in their vicinity. In every given moment and given minute, transgender person is mediating identity with themselves, others and to the society at large. It is just like a reflection on a mirror, who we really are, actually gets reflected from them. Our evil attitude gets reflected as evil.

CONCLUSION

In the on-going integration of male and female roles and domains, how far have we progressed along the road towards universal citizenship? In order to define where we want to go, we first need to know where we come from. Let me fall forward, in resonating with a Tibetan proverb that 'a hundred male and a hundred female qualities make a perfect human being'. Sex and gender identities are best understood as interconnected, andsex and gender variations observed in our species, all around the world.

The synergy propels this community to move from a sense longing to belonging, from distortion to connection and from fluidity to wholeness. Hence, it is not maleness or femaleness but wholeness, wellness towards a humane and compassionate world. This is why constructing identity is relational. The future is shaped by asking ourselves, who do we want to become? It is the self-sacrifice or ritual scapegoating of Aravan, the 'significant other' who scripts a new meaning and direction for Krishan-Mohini-Aravani who continue to celebrate life, and life in abundance.

Number Nine is auspicious. In the Indian cultures and traditions most attributes and auspicious things echoes number nine. Examples like: mother who carries the baby for nine months, nine metals, nine offertories, nine planets, nine festivals, nine lentils, nine beats, nine qualities of human person and many more. With the very first word as NINE in this paper, it is important to positively embrace transgender and their lives matter.

In my final analysis, 'anbudan thozhi' is a voice of Tamil transgender for an empowerment of all transgender in Indian polity, governance, democracy, respect as person, safety and security and finally an affirmation of happy co-existence. Gender equality and democracy are reminders that the many unanswered questions such as: have we arrived at gender equality or have we achieved gender justice?, which continue

⁶Genesis 1:27

to haunt us. The aspiration and longing of many a transgender still echoes in our souls that we as one nation-state are still working towards them and have not achieved it. Therefore, construing a genuine transgender identity is not elusive but evocative of already and not yet.

Understanding the Motifs and Motives of New Media Applications: Mobile Phone Application as Pervasive Communication Tool

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ABSTRACT: *The emergence of New Media and applications can be perceived as the revolutionary consequence of the inclusion of the convergence and technological advancement in the field of communication. In the social sense, the possibility of the New Media is that can offer 'many to many' patterns of communication. In a way, we can say that New Media offers possibilities of participation and interactivity for people from the varied level. Media users are widely engage New Media application for communication needs including academic and research. In Indian context, New Media Literacy is a need but inadequately addressed area. New Media Literacy necessarily should discuss, critiquing the method and process of New Media and its applications, understanding the content creation and dissemination, audiences' engagement with New Media and responsibility and identification of New Media in cultural milieu. Furthermore in this discourse, understanding the expanse and extend of some of the application used for communication purposes can be helpful in comprehending the potential of the media and its attributes.*

Keywords: *New Media, New Media Applications, Mobile Phone Applications, Interactivity, Micro-Connectedness*

Communication is being redefined by the prowess of technology and invocation. According to the recent market research in India, 566 million people have adopted mobile phone technology (PTI, 2019). The report explicates that among the 566 million Indians, 493 million people are active internet users with 293 million and 200 million users living in urban and rural areas respectively. Furthermore, the primary usage of the internet is ascribed to communication and entertainment needs. It is evident that the internet and its application are reformulating the process and method of communication. The influence of internet technology in communication media has attributed to the emergence to New Media (Martin Lister, Jon Dovey, Seth Giddings, Iain Grant, Kieran Kelly, 2009). It is to be noted that emergence of New Media and applications can be perceived as the revolutionary consequence of the inclusion of the convergence and technological advancement in the field of communication. In the social sense, the possibility of the New Media is that can offer 'many to many' patterns of communication. In a way, we can say that New Media offers possibilities of participation and interactivity for people from the varied level. Media users are widely engage New Media application for communication needs including academic and research. But New Media users seldom are aware of the method and process of communication. Critically understanding the New Media is crucial which would further the validity and credibility of the Media (Ingersoll). The critiqued understanding New Media and its messages can be termed as 'New Media Literacy'. In Indian context, New Media Literacy is a need but inadequately addressed area. New Media Literacy necessarily should discuss, critiquing the method and process of New Media and its applications, understanding the content creation and dissemination, audiences' engagement with New Media and responsibility and identification of New Media in cultural milieu. Furthermore in this discourse, understanding the expanse and extend of some of the application used for communication purposes can be helpful in comprehending the potential of the media and its attributes.

This paper enquires the emergence and evolution of New Media Communication applications that help the users primarily as tool of communication and its varied manifestation. The paper is developed from literature review and literary resources related to the theme.

Convergence of Communication Technologies

Human Development is complemented by the growth of technology that promotes flexibility, comfort and seemingly nonchalant. Technology is continuing to aid human beings in their mobility, food, clothing, communication and so on. Technology in Communication is continuing to make the process of

communication accessible,affordable and interactive (Brown, 2006). In recent times, digital communication redefining the communication process and the platform through characteristic attributes like clarity, rapidity and versatility. Digital communication era is denoted by the active inclusion of the Internet technology and allied resources.(Bell, 2001). Another noteworthy aspect of the DigitalCommunication Technology is the reality of media-convergence. The concept of Convergence in Media includes integration, combination, synchronising and synergising varied technological application(Appelgren). The apparent optimism in digital communication technology is encouraging people’s participation in the communication process and making media accessible even to the people without much technological orientation. The convergence of communication technology has catalysed the emergence of innovative mobile application and appliances. The advantage of mobility and versatility in communication technology has increased participation of the people.

Emergence of Interactive Communication Technology

Interactive Communication Technology explains the attribute of interactivity embedded in the communication medium. It is suggested by many scholars that emergence of interactive technology has redefined the paradigm of traditional communication(McQuail, 2010). Communication scholar Jens F. Jenson has systematically defines the concept of ‘Interactivity’ in Communication Technology as feature that allows the users communicate with the content through mediation(Jensen, 1998). It should be noted that the Interactivity is not just a feature that allows the audience for interaction; interactivity signifies the quantum of information embedded in the system, assumed trajectory of the process and associated knowledge related to the communication process. Kiouis has extensively researched on the concept of interactivity opines that the concept of Interactivity can be understood from three vantage point viz., (1) Structure of the Technology (2) Context of the Communication (3) Perception of the User(Kiouis, 2002). However, the concept of interactivity is significantly influence the process of communication. Interactivity is being offered as a feature in New Media Communication. Also, Levels of Interaction is being defined with technology and types of audience embarking on communication media. Among the various medium that employs the feature of interactivity in process of communication, mobile phone are popularly and significantly employs the feature.

Emergence of Mobile Phone Applications

Mobile Phone are communication appliances that has radically shifted the paradigm of technology oriented communication. Apart from attributed as personalised communication device, mobile phone are perceived as cultural and economic statement. Rummaging through the pages of history, we can understand that the development of hand held communication devices like the mobile phone are processes of continuing inventions and innovations that tend to refine and define technology(Agar, 2013). In recent times, convergence of media and quest for personalisation are seemingly adding dexterity to the mobile phone technology and communication. Apps as denoted in popular parlance, mobile phone Applications primarily serves as specific communication resource point. Any technology is primarily aimed increasing level of comfort by enabling ease of accessibility. The ease of accessibility in the mobile phone is secured by augmenting interactivity, hypermedia capabilities complemented by rapidity powered by technology(Clarke). The history of development mobile phone application can be traced back to later part of the twentieth century. It suggested by many observers that, convergence of media is crux for the emergence of Mobile Phone Applications(Clarke). It is estimated that the economics in the mobile application business is close \$189 billion. The economics dimension in the course of the article is to understand the enormous market and the expanse of the subscribers.

Mobile Phone Appliances as Communication Tool

In line with the core subject of the article, mobile phone application can be understood primarily as tool of communication working on the principle of interactivity and participation. Scholars term this dependence on mobile phone and its application as ‘micro-connectedness’(Campbell, 24). Mobile phone applications are designed with the specific objective of connecting the users with set of information; the aspect of connecting can be understood as communication. The design of any mobile phone application takes into consideration the set of information to be interacted with the users and then, the pattern of interaction. This design of interaction is manifested in the User Interface (UI) or Graphical User Interface (GUI) of the mobile phone application. The set of information that is to be transacted or exchanged between the user and the application can be understood as the ‘Motive’ of the application. Whereas, the assumed or perceived pattern of interaction fixed in the application can be understood as the ‘Motif’ of the application.

Mobile phone applications have motifs and motives that are meant to communicate with the user of application. In understanding the different nuances of New Media and its application, comprehending the different types of mobile phone application according its motif and motive will promote critical understand to decipher the veracity of the communication process thus validating the motif and motive of the process.

Understanding the Motifs and Motives of Mobile Phone Appliace

As mentioned earlier, the mobile phone applications are designed for the purpose taking into the consideration the accessibility and optimised process. In this article, an attempt has been made to broadly classify the mobile phone application and briefly explicating the aspects of motif and motives involved in the application. The motive of the application can mean the interest of the application provider. Also, the motif of the application can mean the intention of the design. This is an pilot attempt and further researchers in this trajectory would continue to critically and holistically understand the communication process.

Sl. No	Classification of Mobile Phone Application	Motive of the Application	Motif of the Application	Area of Implementation
1	E-Governance Application	Governance and related service to the users (citizens)	User interactive without much commercial interest.	Government and Allied institutions
2	Service Application	Providing Service to the users as per their interest and demands.	Interactive and mostly commercial	Any Service Sector organisation
3	Service Request Application	Facilitating or coordinating Services for users as per their demands	Commercial	Commercial Organisation
4	Utility Application	Providing and Facilitating Utility services like payment of taxes, bills for the users	Commercial	Government, Non-Governmental organisations, Commercial Organisations
5	Information Application	Facilitating Information Services to the Users	Non-Commercial	Government and Commercial Organisations
6	Entertainment Application	Providing entertainment related products, packages and information to the users	Commercial	Media and Publishing Houses
7	Gaming Application	Providing Gaming and allied activities to the users	Commercial	Gaming Industry
8	Communication Application	Facilitate communication services like email etc to the users	Commercial	Mail service providers
9	Socialising Application	Provide socialising and social media platforms to the users	Commercial	Social Network Companies
10	News Application	Provide News and Information to the users as per their demands and request.	Commercial	Media Organisations

Conclusion

Understanding is crucial yet critical component in the pursuit of research and development. Understanding the New Media and its application is significant due to the evolving technological discourses. It is irrefutable fact that New Media has significant place in our everyday living. We inevitably depend on New Media appliances and application for our communication, entertainment, information and survival. In certain cases, we tend to overtly depend on New Media tools which lead to several problems. According to noted Supreme Court lawyer Pavan Duggal New Media platform continues to significantly but there are no mechanism to regulate the medium or the message (IANS 2019). In this context, mediating New Media and its ecosystem will help to explicate the roles, responsibility and necessity to understand the process and the participant of New Media and its ecosystem.

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The Personality Of Hero: How Popular Indian Cinema Portrays the Image? Content Analysis

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Introduction

Cinema is one of the most effective methods of conveying ideas. The power of the film medium has been utilized to entertain, to educate, and even to influence the life pattern of the people. Whether it is for a product of a company, a service by a public institution or a socially relevant idea, film is widely used to reach the people, to persuade them and to get their acceptance. With its ability to compartmentalize – to expand it reduce it, the film has become the most dynamic medium for mass communication yet devised. As a carrier of culture and a changing mirror of the changing times, the film is unexcelled.

The film combines sight, sound, and motion, drama, and message with an impact, only short of direct experience. Colour adds realism and is useful in creating varied moods. Films can hold the attention of the audience in a format over which the producer has complete control on emphasis, the order of presentation, continuity, dramatic effects, and timing. Sitting in a darkened room, the viewers can also concentrate and give constant attention to the film for a far more extended period than to most other media.

In such a situation, the film usually becomes an unusually strong type of communication process because the viewer is willing, even eager; to receive what the communicator has to offer, generally under ideal conditions. Complete control over emphasis and continuity the use of magical special effects to heighten the dramatic elements, the magic of editing, the ability to incorporate sound and music – all are designed for the maximum purposeful impact on the audience. Much of the continued power of the movies as a social institution derives from the remarkably resilient status of movie stars in our entertainments firmament. The movie star is still a position of considerable status in our society. (Roster 1941, 12-16) The movie, in many ways, epitomized and parallel the developer of a consumer society in the twentieth century and an eager public reading and enthusiastically embraced the movie star as a symbol of both fantasy and success. (May / Lary 1980) .In this scenario, this study aims to look at the image of the hero portrayed in the mainstream Indian (Language-Tamil) films released in the year 2000 to 2004.

Methodology

Semiotics can describe the probable sources of meaning in general, but it cannot predict what meaning will be conveyed in a specific context by a specific sign for a specific individual. An understanding of the semiotic sources and possibilities of meaning based upon a semiotic, typological analysis can be of value to the filmmaker and the film viewer, critic, and theorist.

Discourse analysis is concerned with the investigation of 'language in use' and attention is focused on the analysis of 'talk and text in context' In this view discourse analysis is rather narrowly construed and focuses primarily on the rules governing connected sets of sentences in speech.

The cinema is a composite language at the very level of is a matter of expression. Cinema, on the contrary, is a one-way communication, a means of expression rather than a means of communication. Meaning here is merely a feeling (Metz 1971). So, the study uses semiotics and discourse as tools to identify the image of the hero portrayed in Indian cinema by content analysis. Commercially successful films of concerned years were shortlisted, two films per year were selected for the study. Few scenes in each movie taken and the dialogues which express about the personality of the hero were interpreted.

List of Movies selected for analysis

S.No	Year	Movies	Director	Hero
1	2000	Alaipayuthey	Manirathnam	R Madhavan
		Kushi	S J Suryah	Vijay
2	2001	Chocolate	Venkatesh	Prashant

		Badri	Arun Prasad	Vijay
3	2002	April Maadhathil	S. S. Stanley	Srikanth
		Run	Lingusamy	R Madhavan
4	2003	Thiruda Thirudi	Subramanian Siva	Dhanush
		Boys	Shankar	Siddarth
5	2004	Ayutha Ezhuthu,	Manirathnam	Surya
		Ghilli	Dharani	Vijay

Findings and Analysis

Alaipayuthey

Karthick, (Madhavan), the hero, is the son of a successful and wealthy advocate, Varadharajan (Pyramid Natrajan). He is a computer engineer, who roams with his friends trying to start a computer business of his own. One day when he enters the home, his father comments about Karthick's smoking habit and accuses him of burning his money, and advises to waste money when he earns on his own. Karthick argues that smoking at his age was not a sin, and turns to his mother, for money, and she gets him money from his father.

He happens to meet a girl – Sakthi (Shalini), in a wedding ceremony and again sees her in the railway station. He tells his friends about this and they wonder about how they can find her out of the 3.5 million populations girls in the city, they calculate that 10% of them are of the age group between 18 to 25 years thus they narrow down to 3.5 lakhs further they assume that 1% of them are medical college students and out of these 3500 girls, they believe that only 2% of them travel from Tambaram and further narrow down to the girls and realize that finding this girl out of to girls is not a big task. He often meets her (Sakthi) in the railway station and talks to her, the makes his brothers daughter (a small child) to call up shop in Sakthi neighborhood, talks to her and asks her to come home for a function at his place. Sakthi goes to Karthick place with her elder sister Poorani; he introduces Sakthi as the girl he intends to marry.

Both of their parents start talking about their marriage but end in a dispute over the issue of status and financial positions. The two feel that their marriage was a distant dream, and will not be possible and hence decide to separate. Sakthi being a medical student, leaves for Kerala on a medical camp. Unable to bear the separation, Karthick goes in search of Sakthi, after borrowing some money from his mother. They both tie the wedlock without their parents' knowledge or consent. Meanwhile, Shakti's parents decide to give her hand away in marriage to the brother of the bridegroom for whom they finalize her elder sister, Poorani. Shakti unleashes the truth that she is already married and thus ends up being thrown out of her house. The two find their own home, with the help of their friends.

As day's roll by, Sakthi meets her mother and learns of her father's bad health conditions. She comes back and tells Karthick about her father and says that they should visit him in the hospital. Karthick, keeping in mind that her father had slapped him, refuses to visit him. Later, he changes his mind, and when they are on their way, they hear the news that Shakti's father was passed away. Karthick is guilty, and the two don't even talk to each other for the next few days. Karthick arranges for the re-union of Poorani and her fiancé's family. Sakthi comes to know of this, and when she is about to see him, she meets with an accident. Karthick searches all over the city for her and finds her in the hospital, and they re-unite again, understanding that love and life are all about sharing and caring.

Interpretation

The script portrays the hero, as the boy-next-door, who is handsome, unemployed, but educated youth who has entrepreneurial skills, and believes in himself. Though the hero, smokes, disobeys his father's words, close to his mother, and family-oriented, gives importance for friends of both the genders, he is also seen with a sense of maturity in handling his family affairs after getting married.

Kushi

Vijay, the only son of a rich man, settled in Calcutta and Jyothika, born in distant Tamil Nadu, meet as toddlers in a textile shop in Chennai and happen to clasp hands. The director uses this as the starting point for demonstrating that destiny itself is at work in uniting the duo. And in case you missed the point he uses voiceover to convince us of the same. This irony plays throughout the film. Due to a small accident, Shiva (Vijay) who was to study in Canada joins Madras Christian College in Chennai. Jennifer (Jyothika) whose marriage is stopped abruptly also lands up in the same college to pursue her post-graduation. They happen to meet in a temple while attempting to keep the lamp burning, lit by a physically challenged girl that was

about to be put off by the wind. Both of them make a simple statement saying that it seemed as if they had known each other for almost 20 years, and thus friendship develops among the two, which is kindled by the love-affair between two of their friends.

In an attempt to deliver a love-letter from his friend Babu to Jennifer's friend Shanti, Jennifer misunderstands, Shiva. Finally, both Shiva and Jennifer help their friends in their affair. Once while driving back to the hostel, Shiva, in his attempt to talk to Jennifer pretends that his car breaks-down. Both of them talk as they walk back to their hostel. Jennifer, who knew the fact of Shiva pretentious act secretly admires him.

Similarly in yet another sequence, while preparing for exams, Jennifer accuses Shiva of having looked at her unpleasantly. Their argument ends as ego-clash between the two. Shiva says that if he were to marry an egoistic person like Jennifer, he would run away. They part, at this juncture where Jennifer is emotionally hurt.

In an attempt to help an older man (Vijayakumar), Shiva offers him a lift. In the conversation, the older person enquires about a particular hostel (Rani Meyyamai hostel). An excited Shiva says that he cannot forget that hostel since he knows a highly egoistic girl who thinks that she is the ultimate and that as a boy, his ego does not accept it. The older person agrees with Shiva views. At a later stage, Shiva comes to know that Jennifer is the daughter of none other than the older man he had offered a lift in his car.

On the other hand, Shiva who stayed away from Anita (Junior) who likes him pretends to move close with her before Jennifer, to kindle her emotions and ego. Interestingly, in both their hostel rooms, each other posters adore their room walls'. But the two never say the 3-magic-words to express their love for each other. Meanwhile, Shiva and Jennifer, help Babu and Shanty to get married, even as Shanthi's father arranges for his daughter's wedding. Shiva not only gives the newly-wed couple his car but also gets Babu a job through his father.

In an earlier scene, Shanti's father goes in search of Shiva, as he had helped Babu to visit his daughter. This ends up in a fight sequence inside the campus. Jennifer, who witnesses it, attempts to save Shiva from being staged, holds the weapon and hurts herself. After they complete their course, they leave for their native without even seeing each other in the station, in-spite of their longing to do so. Shiva, who receives Jennifer's letter, from one of the train-mates flies, 's to her native even before she could reach and arranges for their marriage.

Interpretation

The hero, played by Vijay, is shown as a rich youth who has a helping mind. Though at some sequences there have been instances of being a larger-than-life image being portrayed, like the one during his friend's marriage when he appears on TV screens claiming that his image cannot be destroyed, has got wider ramifications apart from the one inside the cinema, which the dialogue is meant, literally. The director has taken the view that if something has to happen by sheer destiny, it will happen at any cost, but at the same time, brings out chauvinism, which belies in every male, deep inside.

Chocolate

Arvind (Prashant) is a student of VOC College, who is always found in the company of friends from Bharathi College. Arvind fights to save one of his friends' during a Ganesh Chaturthi procession, during which he happens to see the reflection of Anjali (Jaya Ray), in a broken glass-piece. He starts wondering if love, at first sight, would ever be possible. Later, Arvind expresses love for Anjali, with his friends, even before he could find her identity. However, much to audiences' surprise, he finds out that Anjali is a student of Bharathi College. He proposes, but Anjali refuses his love. Then they come to an understanding that they would remain as friends for about a week and she could then decide whether they would be in love or not. However, Nimi (Mumtaz), another student of Bharathi College also falls in love with Arvind.

On the other hand, Assistant commissioner Jeyachandran (Livingston) is close to some of Arvind's friends, to the extent of sharing his family problems, while sharing a drink with them. Jeyachandran also happens to be the father of Anjali, who is separated from his wife, on personal grounds. Jeyachandran, due to own problems drinks and creates a scene before his wife Sarada's (Suhasini) home. Arvind who happens to pass that way slaps him and takes away from the place.

In a situation, students of Bharathi college and VOC college part ways, due to a problem created by Nimi, because of which in an inter-college competition, Bharathi college students burn the cassette, which contains the song for which VOC college students were to dance. But Arvind sings a Gana song, ex-tempo, and bags the first prize, for his college. While returning from the competition, Arvind sees that the Bharathi College Bus being waylaid by some hooligans. Forgetting all past incidents, Arvind saves Bharathi college students from being burnt alive in the bus. The students of the two colleges re-unite once again.

Meanwhile, due to a promise to Saradha, Madam Arvind decides to give up his love for Anjali. He involves and takes care of marriage arrangements between Anjali and boy from London. Arvind happens to drink the milk which contains sleeping tablets Saradha gives him and meets with an accident. He is taken to the hospital and even to the mortuary hearing a procession of Lord Ganesha (the one which he had heard while meeting Anjali for the first time) he wakes up and hurries to the marriage hall and ties the wedding knot with Anjali.

Interpretation

Arvind, the hero, is shown as a youth of today, who happens to have friends with another college. He is portrayed as an all-rounder, who can sing, as well as the physique to fight the villains even in a cool manner. The hero is a responsible youth who goes to the extent of sacrificing his love-life for the sake of his separated friend's family reunion. He is a reflection of today's youth.

BADRI

In the introductory scene Badrinathamurthy (Vijay), a Government College student is portrayed as a boy who indulges in malpractice while writing exams. Badri and his friends feel bad that Modern College girls do not respond to them. Modern college boxing hero Rohit and his friends insult Badri and his friends. In return, Badri wants to take revenge, and hence he voluntarily falls in love with Mammathi (Monal) a student of Modern College and about Rohit to her. Just to impress Mammathi, Badri drives different cars, which he takes from his friend Janu's (Bhoomika) Auto-Garage. He also asks Mammathi to be cautious with Rohit as he is not that trustworthy.

Badri and friends take a photograph in hired convocation robes. On seeing this, Badri's uncle enquires and Badri's friend that one of their friends was to get married and that his parents had to hide to the brides' house and that they would not get the degree. Meanwhile, Janu falls in love with Badri. But Badri does not realize her love toward him and is happy with Mammathi. Rohit is alarmed to see Badri and Mammathi enter the restaurant. Badri looks at him and says that girls will not be impressed just by wearing torn gloves and not merely by claiming to be a boxer, but a guy needs some talent and face cut like him to impress a girl. There we hear a chorus saying, "Ilaya Thalabadih."

Janu, who comes to know about the affair between Badri and Mammathi, decides to leaves for Coimbatore Janu's father who comes to know about Badri borrowing Rs.10, 000 from Janu, complains about Badri to his father. Both their fathers come and scold Badri. Mammathi and Rohit arrive there, and Mammathi scolds Badri and his father, as she comes to know that Badri was not rich. Badri's father chases him out of their home. Janu support Badri at such a situation. Badri happens to read Janu's diary and comes to know her love towards him Badri's brother has been practicing hard to win boxing championship is hit by Rohit's men. Badri replaces his brother Vetri (Riyaz Khan) and succeeds in the championship. Thus, Badri gains his father liking and also wins Janu's love, and thus a happy ending.

Interpretation

The hero, Vijay, is weak in studies and a roadside Romeo. His highest ambition was to go around with girls. The hero poses himself as a rich guy, as many a youth of today do. On the contrary, his brother is a kick-boxer, who is injured, which turns the hero as a confident one who excels in the game in a matter of few days due to his commitment and settles scores. The hero is always seen along with his set of friends, as one may witness in today's world. The director proves a point that there is still a girl next door waiting for even youth of this kind in every house.

Run

Siva (Madhavan), a boy from Srirangam, Tiruchi gets to attend an interview for higher studies in a college in Chennai. His mother asks him to stay in his sisters' place for study, but he refuses. Siva expresses his desire to stay in a hostel and study, his mother calls up his father to complain about his decision, even before she hangs up the call, Siva agrees to stay in his sister's place and study. He comes across a girl, the very first day he lands in Chennai. He is impressed with her beauty, the moment he sees her. She gets at the same times in which he is traveling. He gets down from the bus at his stopping turn at books at her and kinds that the too books at him. He gets onto the bus again. She smiles the gets down the same stop as the hero the following her asking for her name. She says her name to be 'Stella' and Siva immediately crosses-signs as Christians do after prayer.

Siva follows her, wherever he sees her – in the temple, book stall, and railway station. One day he gives Priya a love letter and her brother's men beat him up the next day, with plasters on his forehead he meets Priya again in a subway with a Pepsi hoarding at the background Siva corners Priya's brother's men and hits them back. Priya fears of her brother, who is a don, asks Siva to leave the town, but he refuses to leave for her

brother's sake. Priya brother sends his men to Siva's sister's place to threaten them. By then, Siva goes to Priya's place and threatens her brother, with a knife at his son's neck. Thus he reveals the other side of him. The duo, who often meet in public places once watch the movie in Mayajaal. It is during this time that Siva showing three fingers asks Priya whether theirs would be a love marriage or arranged marriage or a runaway marriage he asks her to touch the corresponding finger. She gets worried and says that she wanted to be with him, no matter what kind of wedding they have Siva holds her hand and says that he would not leave her until he uses dead this reveals him to be a caring, responsible lover.

It seems like Siva realizes the 'hero' in him only after falling in love, he challenges Priya's brother to take her out of her house at a particular time her home-mates are restless till then. Siva suddenly tells them that he had taken out and takes Priya at the specified time everyone out and takes Priya at the specified time on the way Siva is attacked by Priya's brother's men Priya says that if Siva would succeed her brother in a one - to fight, she would go with him Siva succeeds and they live happily ever after.

Interpretation

The hero is portrayed as a youth who falls in love at first sight. Though he migrates to Chennai for higher studies, the director has brought in a subtle vein that love can move mountains. The hero, though close to his mother, is seen as more obeying for his father's words, a trait found in most of today's youth. While the script has been acclaimed by the director as his own real story in reels, the story also proves a point that today's youth are not only physically strong but also mentally confident on the work they do - that applies to love too. Love, at first sight, is perceived as something which happens in the day-to-day life of any youth, and maybe that could have paved the way for the cinema's success, with the identification theory at work, or so it seems.

April Maadhathil

The hero, Kadhira (Srikanth), hails from a lower-middle class family from rural Tamil Nadu. He migrates to Chennai for higher education and approaches a Women's College for funds. The girls who refuse to give funds for their library and labs offer him help. Kadhira, in turn, gives them back the excess money as funds for their library. Student secretary Nimmy whom he had already met while traveling in bus asks him to love her in return for the favor. Kadhira joins college, and as usual, is ragged by his seniors. On the contrary, his seniors' comment that he was only a book-worm, Kadhira, proves that he is an all-rounder, by singing a gana song which brings out the activities of students in college (other than academics). While all students, predominantly male, wait for the arrival of the campus beauty Swetha, Kadhira is an exception. He feels that he is less privileged and at the same time does not deserve a girl like her.

In yet another situation, Kadhira, who is also a hockey player, fights back with an opponent team member for misbehaving with Swetha, who convinced his friends to get back to the hostel in spite of their failure in the hockey competition. Friendship evolves between the two, who share their likes and dislikes under a college tree, which plays a vital role in the script. Swetha buys Kadhira a cigarette saying that she cannot buy his other favorites especially his Dhanalakshmi teacher, apart from his high school girl friend; for his part, Kadhira is seen rushing in-between heavy traffic to gain an autograph of singer S P Balasubramanian (S.P.B.), as he happens to be Swetha's favorite.

During the study holidays before the course ends, all the friends decide to visit each other's native. At this juncture, Kadhira shares his crush for Swetha with one of his friends. He accepts the fact that his emotions were kindled when she went to his place but holds back for fear of losing a relationship. Moreover, Swetha's father asks him to convince her for marriage, and he does so. Hence the marriage arrangements are made, but Kadhira is unable to hide his feelings for Swetha, and he runs to the tree where both of them have learned their names as their autograph. In the end, we see that even Swetha does the same.

Interpretation

The hero is portrayed as a soft-spoken, yet assertive. Though he hails from a lower-middle class family, the director, through his script has proved a point that today's youth are more career oriented and even give-up their likes and dislikes for the sake of family sentiments, and also in fear of losing relationships. The hero is seen as an all-rounder, a character which is established by the director, through the song the hero sings while being ragged by his seniors. Moreover, he is also shown as a sportsman, and at the same time smokes, a habit which the hero picks up from his father.

Boys

The movie begins with the director introducing five young boys as those who can be found in any street corner of the city, bus stands and especially near girls colleges. The hero Munna (Siddharth) is a student of Computer Science, at Nandanam Arts College. He has the habit of writing poems. He belongs to a typical middle-class family, and his father is a supervisor at Vasantha Bhavan, and his parents' marriage is a love marriage. The

other main character namely Munna's friends are Babu Kalyan who renamed himself a Bob Gally who is an economics student in New College, Kumar a history student of Nandanam college and Juju a drummer and a degree student of Loyola college.

The five of them share a bottle of drinks, and in the conversation, they claim Harini (Heroine) to be familiar or all until she becomes one of their Girlfriend. This is where they meet Mangalam (Vivek) who is their wellwisher. The boys, due to their sexual urge bring in Kalyani, (Bhuvanewari) a call girl, to Munna's place and try to boast among themselves. All five of them rescue Harini from street Romeo's, and they go for a treat. All five of them try to propose to her. Munna asks one of Harini friends to help him in his affair with Harini. She says that Harini had asked him to run nude in Mount road and he does so.

Harini starts liking Munna. Both of them get caught at Home, and they are restricted to meet each other. She writes her name and his name together in Munna's palm, and he takes a photocopy of it. Amidst all chaos opposition, with the help of Mangalam, Harini and Munna get married at Tirupati. Along with Harini and Munna, their friends join them and they come out of their house saying that they will prosper in love and life. Harini works in a Petrol Bunk, and Munna works in Domino's Pizza.

With all their capacities, they release an Iyyappan Devotional cassette which turns out to be successful. All knowingly Munna accepts to write a song for Militants as he had to pay his college fees. They are arrested under POTA act. The boys' team captures' 'SONY'S attentions during a cricket-match break; this paves the way for their fame and success. The friends' celebrate it with a booze party their success they drink, and they told about Kalyani. Harini on hearing this about Munna gets back to her parents and applies for divorce. Kumar is in the process of helping to unite Munna and Harini, loses his life while trying to track Kalyani on a moving bus. The boys' team receives MTV awards for the best band. When their case is to be heard in the court, Munna argues with a whole lot of fans, especially girls who through to he is mistress at least. Hearing this Harini's possessiveness comes to the fore, she realizes her mistake and re-unites with Munna.

Interpretation

The story revolves around six youth, five boys and a girl, who have their own best talents within them. Though the director portrays them as good for nothing, with characteristic traits of that age, which is evident in the sequences of the boys bringing a call-girl home and rallying behind girls being their only ambition in life. These characters could be found in any street corner, with a road-side Romeo attitude, whereby one among them runs nude in the busy Mount Road for the sake of love for a girl. But the hard realities of life change the course they live. The director, at this juncture, stresses on a fact, that everyone needs to have a guide and support who would understand them, a role played by Vivek, as Mangalam sir, to bring out their latent talents and make them believe that they could achieve great things in life. Though the director had scripted dialogues in a more realistic manner along with his writer – Sujatha, there are situations where it is more fictitious, and of a commercial nature. Again, the youth of today are portrayed as one who is dependent on their friends, more than that of their family members.

Thiruda Thirudi

Vasu (Dhanush) is a youth who roams haywire with his friends in Tiruchi. At one point of time, he is Adam-teased by a girl Viji (Chaya Singh). In a tit-for-tat act, Vasu follows and insults her right on the face. The movie takes a turn with such sequences of the two fightings at any given point of time. At one instance, Vasu's father asks him to take a Demand Draft on a Saturday, on behalf of his brother. On his way to the bank, Vasu happens to see Viji in the traffic signal and decides to follow her, presuming that there was still time for taking the DD. In the melee, Viji meets with an accident, and Vasu is forced to admit her in the hospital for treatment, with the money his father had given for the DD. He faces dire consequences back home due to his act of spending the given money, which does not hurt him a lot.

Meanwhile, he calls Viji in the hospital and asks his money back. However, Viji claims that it was he who has to pay her for the damages. Both decide to meet at a common place and settle scores. While Vasu sends his brother, Krishna, Viji sends her friend instead of her, with the intention of Vasu getting arrested by the police. Finally, Krishna is apprehended by the police. Vasu, on knowing the developments, rushes to Viji's house and threatens her to rescue his brother in an hour. Vasu's father isolates him due to his act, and he later leaves for Chennai in search of a job, to earn a good name from his father. Here, Pooja (second heroine) falls in love with him. He impresses his boss, gets a job (?), and offers sweets to everyone in the bus-stop, thus sharing his happiness. Viji also turns-up to Chennai for work. Both Viji and Vasu come under a single person's shelter, and their argument continues.

Pooja and Viji fight in the middle of the road for Vasu. Vasu being a Chennaiite turns to be positive and earns his father's trust, tells his father about his love for Viji who had proposed to him earlier. Only after getting his

consent Vasu accepts his love to Viji, in the end, Vasu rescues Viji from the hands of gangsters and unites with her.

Interpretation

The hero, Vasu, played by Dhanush, is portrayed as a youth belonging to a middle-class family that lives in Tiruchi. More or less a wastrel, who lags academically, he spends most of his time with fellows of his ilk, compared to that of his elder brother Ganesh, who is made of better stuff. Though fun-loving like his brother, he is responsible and studious. Vasu's chance meeting with Viji leads him into such a mess that he decides to move away to Chennai. But his whole life changes in Chennai, compared to his nomadic life in Tiruchi. He turns out to be more career-oriented and more responsible, which is reflected by his act of asking his father's permission to take the heroine as his life-partner. The hero has a positive attitude towards smoking and drinking of alcohol, as any youth of today believe that it is not a sin to do so. There are also instances that looks do not make a big difference, as there are some sequences whereby some larger-than-life image is created for commercial reasons, or so it may be perceived. While one cannot miss the sense of romanticism through the blockbuster song Manmadha Rasa that is the same case when the hero uses nun-chak in a fight sequence. The irony is that the fight sequence later positioned the hero as the look-alike of Bruce Lee in Tamil cinema, which is unique for fans from this part of the world.

Ayutha Ezhuthu

Inba (Madhavan) is a person who does anything for money, and works for Minister Selvanayagam (Bharathiraja) threatens and beats the university students who oppose the minister. Inba is beyond the assumption of whether he is a kind-hearted as an arrogant person. Late he sends his wife Sasi (Meera Jasmine) but of town and desires to be one among the big shorts. Michael Vasanth (Surya) is an intellect who believes that everything is in science and that every activity of a human is because of the DNA in them. His father is no more, and he is a very affectionate son as well as a brother. While his mother opposes him against his battle on injustice, his sister supports him and also asks their mother to be proud of him.

Michael takes his girlfriend (Isha Deol) from her French class where she teaches to a village called 'Neikkarapathi' instead of a crowd-less cinema theatre or to Pondicherry. Michael beats-up Inba's brother after wounding university students and surrenders to the police where he talks about physics formula. When they are released, Michael takes the cigarette from the inspectors' pocket. Due to his activities, the university administration decides to send Michael out. Along with him, all the other students also decide to go. Michael does not believe in the existence of love or marriage. Michael asks his girlfriend to come and stay with him, forbidding the norms for society. Michael who was shot by Inba recovers and returned home when the minister greets him on his recovery. Michael friends hesitate to enter politics but he motivates them, and four of them stand for the by-elections. Opposing the minister and they win in all the four constituencies.

Arjun (Siddharth) is a highly ambitious person who wants to fly to the US. He is a modern boy who hangs around in discotheques. He rescues Michael, who was shot by Inba and through Michael's motivation, enters into politics.

Interpretation

This film perfectly suits the center-point of the research as the director has meticulously analyzed various versions of today's youth in the three characters he has portrayed in the scrip, namely – Michael (Surya), Inba (Madhavan), and Arjun (Siddharth). The film has displayed the positive attributes of youth, justified by the actions and reactions of the three characters. Taking an instance would be Michael taking his girlfriend to Neikkarapathi; fighting injustice and at the same time surrendering in the police station, for his act. That being the case, the lighter character Arjun, whose aim in life is to fly to the US, expresses his wish for a peaceful and traditional life in India. The three heroes have just reflected the various strata of society, the aims and ambitions, and the status and situations, but at the same time with a unified intention to serve the country.

Ghilli

The Hero's, Velu (Vijay), is a Kabaddi player, who is surrounded by his opponent team members, during his jogging session in the opening shot itself. Velu, says that in any area, be it any direction, he has people to support and as he says so, his friends surround them up seeing them; his opponent team captain and his men get back. Group of girls who pass by then advise Velu for this and one of the opposition team behind. Velu being the hero, notices this through the reflection on the glasses of the girl, to whom he is talking to and catches the bottle. This establishes the heroism of Velu at the beginning itself.

Muthupandi (Prakash Raj), the villain, forces the girl whom he intends to marry, to get into his jeep in the streets of Madurai. Velu, who comes jogging that way fights with the villain and saves the girl

(Dhanalakshmi) and flees in the same jeep; this scene takes place before Madurai Meenakshi Amman temple, one of the famous places in Madurai there, the hero is projected to the audience as a man who fights injustice or torture to a girl or as a man who helped a girl who is in trouble. In a scene, the heroine, Dhanalakshmi and the hero Velu are hiding amidst a bush in a forest area. The heroine is worried about him says that trying to help her, he would end up putting himself in trouble and asks him to leave. But Velu says that he doesn't leave any task unfinished and that he would accomplish in any task he takes up.

Velu's friends on hearing his encounter with the villain who is a very influential and powerful person, warn him about the dangers he would face because of helping Dhanalakshmi. This friend Otteri Nari' says that if he were still willing to help-her, he would leave for his grandmother's place and that he wouldn't return for the next ten years. 'Aadhivaasi' another friend says that he would migrate to his Uncles place in Yercaud. Velu is firm about helping Dhanalakshmi there the hero is projected by one who is not undeterred by any threats.

As Velu is fleeing the village, they cross a check post, claims to the police that he was Muthupandi's man. The police there comment on Velu saying that if he were sent to Karnataka, he would bring Cauvery to Tamil Nadu. There is a situation where Velu is playing Kabadi and his opponent cheats by having a blade and hurts Velu's team members. Velu says that the very thought of cheating will make him lose the game. He also says that if he trusted his talents rather than placing his trust on a blade, he would win. Velu's views on the game he is involved in is projected here.

Velu's attempt to help save Dhanalakshmi becomes a turning point in his life, is established that Velu would have helped any girl out of such a situation (even if it was not Dhanalakshmi). Moreover, despite dire situations where Velu had chances of misbehaving with Dhanalakshmi, he did not behave so. Thus, the hero is projected as a perfect gentleman.

But according to his parents, Velu is a "good for nothing" character, who does not obey them. It is also shown that the hero uses an opening in his roof to enter and leave his house. His father being the Assistant Commissioner of Police, prefers his son to be famous as Sachin in cricket rather than a star in a game like Kabadi. The hero is scared of his father or pretends to be scared of his father. His mother loves him. His school-going sister, Bhuvana, often quarrels with him. But at the same time, loves him and supports him at every instance. Though the hero is a bad student with arrears in 4 subjects, not completing his degree, the hero as a whole is projected as a man who fights injustice; takes up challenges and accomplishes in all talks.

Interpretation

The hero, Vijay, in this blockbuster movie of 2004, is portrayed as good for nothing in his own family, but one who depends in toto over his friend's support. He is shown as an expert Kabadi player, who has clarity of thought in all his actions. At the same time, the director has subtly brought out the fact that today's youth would be disturbed by love-life, which is evident in the hero seen disturbed while he is about to play the national-level championship just before the climax after he leaves the heroine in the airport. Here again, the hero keeps his crush for the girl within himself for the reason of the girl having immense confidence over him, and also as she had been engaged to someone else, abroad. Though he has a lot of opportunities to misbehave with the girl, the director has brought out the attitude in today's youth that they are more gentle these days, and responsibility comes first, in whatever situation they are.

Summary

All the ten films released through 2000-2004 have been analyzed here concerning several variables which govern the image of the hero in Tamil cinema. It is interesting to note how these factors fall in singular brackets and how some others are deviated to suit different scenarios. Family is a ruling background for the hero. The towering or good-natured father is mostly depicted as being well positioned like an established advocate like in Alaipayuthe or Assistant Commissioner such as Gilli. Whereas mothers almost don the role of housewives except in Ayuda Ezhuthu where Surya's mother is a nurse, a minor yet significant change since the hero's father is deceased.

Apart from April Madhathil, where the hero belongs to a poor family, all other heroes are shown to belong to well to do backgrounds ranging from the upper middle class to middle class. Another interesting factor to note is the occupation of the hero's siblings. Irrespective of there being a brother or sister, siblings are always portrayed as sincere, hardworking and at times settled, a contrast to the hero who is yet to find and make his mark in the society, as well as in his family. This also tells us about the hero's position at home.

The family perceives the hero as good for nothing, as in films like Alaipayuthe, Badri, Boys, Thiruda Thirudi and Gilli, which is mostly judged by their activities outside the home and their negligence of duties at home. When they are dutiful, they are portrayed as good, as in Kushi, Run, April Madhathil and with special

mention to Ayuda Ezhuthu, where Surya is highly lauded by his mother. Hence, the hero is usually a college student or unemployed with or without qualification, though he possesses oodles of common sense. Trendsetters in all aspects, heroes are mostly depicted with two-wheelers, commonly with motorcycles and at times with a car as in Kushi. 'Boys' alone shows the hero with a cycle, more akin to being a college student.

Heroes have their idiosyncratic habits to their credit too. Some indulge in smoking/drinking on screen, and others are just fine with others doing it. What is noteworthy in the selected list of films is that most heroes, when they are exposed to, show a positive inclination to smoking and drinking, a reflection of changing times. Likewise remains with the selection of the peer group. Majority of the heroes have a mixed-sex group of friends, a liberal and much interaction oriented company. In other cases, to highlight or stress on the manliness of the heroes, they are only shown with boys.

The theme of most movies except for Ayuda Ezhuthu hovers around love and its accomplishment. The hero's target begins at wooing the girl as in Alaipayuthe, Chocolate, Badri, Run, and Boys. In other cases though, love lingers on, the hero may still be in pursuit of completing his education as in April Mathathil or motivate students in to enter politics as in Ayuda Ezhuthu. Though at times it has also been seen that the hero has nothing specific to do, as in Kushi, Thiruda Thirudi and Gilli.

Towards the second half, their target varies, especially after the initial success in their love live(s). As in Alaipayuthe, Madhavan is trying hard to attain success in his profession; in Badri, the hero wants to become a boxer; in Boys, to make a mark in the world of music; in Thiruda thirudi, to please his father; in Ayuda Ezhuthu to win the by-election and in Gilli to win the National Level Kabadi Championship. There are lesser accomplishments set by the hero too, as is seen in Chocolat, where he wants to help the heroine's mother (to make marriage arrangements for this lover(!) with a guy from London) and others where they want to settle down with their respective lady loves. This brings us to their attitude towards love. In four films, beginning with Alaipayuthe, Chocolate, Run, and Boys, the heroes are victims of love at first sight. In others like Kushi, Badri and April Mathathil, friendship transcends to love. Ayuda Ezhuthu goes easy by introducing them as lovers, not bothering about when and how they fell in love. A different take in love is depicted in Thiruda Thirudi and Gilli. In the former enemies, turn lovers and the latter, the hero saves the heroine to eventually fall in love with her.

Love is best expressed through music and poetry. Song sequences in the selected films range from five to seven per film, portrayed in extensive locales across the globe. Whereas fight sequences range from one to three with none in Alaipayuthe and Boys. Four triangle love stories find their place in the selected list of ten films, and all films harp on the dictum, "All's well that ends well", guiding them all to success.

Conclusion

If the hero is educated, he is unemployed, and if the hero is a college student, he does not have an interest in education. Almost all the heroes smoke and think drinking alcohol is not a sin. The hero is irresponsible, disobeying father's words, but at the same time attached to their mother (s).

The hero always gives importance to friends, especially girls. The main aim in life for the heroes is to succeed in their love-life whatever the case may be. Almost all the heroes are most admired by girls, fall in love at first sight, (by at least two girls), or the worst case would be friendship-turned-love. The hero always has a good physique capable of fighting with at least ten people at a time. The hero is admired by society for his wisdom. Most of the hero specializes in something or other; they have an interest in sports. It's what the hero's image in the selected popular mainstream Indian films

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