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Articles

Short Submissions

Pragyaan : Mass Communication

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Panel of Referees

From the Chief Editor

We draw immense pleasure in presenting June 2009 issue of *Pragyaan: Mass communication.*It continues to gain appreciation and accolades as it provides a platform that stimulates and guides the intellectual quest of Mass Communication scholars. Beginning this issue, our Journal has attained two major land marks, *viz.,*

? *Award of ISSN No. 0974-5521 for our publication from NISCAIR, New Delhi.*
? *Empanelment of external referees comprising eminent scholars*

The articles contained in this issue of Pragyaan: Mass Communication focus on Basics of Media Laws, Role of RTI, Significance of Information and Communication Technologies in Media and Development, Environmental Awareness, Public Relations, Intercultural Communication, Media and Management Strategies and Media Ethics.

We would like to express our gratitude to our valued contributors for their scholarly contributions to the Journal. Appreciation is due to the Editorial Advisory Board, the Panel of Referees and the Management of the Institute for their constant guidance and support. Many faculty members of the Institute including Faculty of Mass Communication provided the necessary editorial support that resulted in enhanced reader friendliness of various articles, and Ms. Nitasha Sodhi diligently prepared the manuscript for the press. We are extremely thankful to all of them. We are also thankful to those who facilitated quality printing of this Journal.

We continue our endeavour to harness intellectual capital of our scholars and practitioners of Mass Communication and bring to our readers their value additions.

We have tried our best to put together all the articles, coherently. Suggestions from our valued readers for adding further value to our Journal are however, solicited.

Dr. Pawan K Aggarwal
Director
IMS, Dehradun

Pragyaan : Mass Communication

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Short Submissions

Media Management Strategy in India :
The Changing Environment

Dr. Mahendra Kumar Padhy*

Abstract

In this era of strategic alliances and convergence in Media Industries, National Media Industries have dramatically restructured evolving new media management practices therein. A panoptic look at media in the context of the changing global scenario shows that both media management products, as well as media content have undergone varied changes depending on the size and absorption level of each media organization. News gathering, processing, distribution and presentation styles have completely changed as compared to the earlier times.

This research paper attempts to examine the changing practices in Media Management with reference to how the media content is redefining the definitions and boundaries of journalism. It also attempts to answer questions such as a) how technological, regulatory, global and social forces are driving changes across the media industries? And b) how the news and other content management witnessed a tremendous change. An empirical survey has been done amongst media consumers in Delhi to find out if the consumers were satisfied with media content (specially front page stories) and if yes, to what extent?

This paper also brings into focus how the elimination of regulatory barriers, the growth of strategic alliances, intense competition and partnerships among media companies and global market place for entertainment and information have all contributed to the changing management environment.

Introduction

The dynamics of journalism are rapidly changing. The later half of the 20th century has been a spectator to sweeping and sometimes revolutionary changes in the global scenario. Specially since the early 1980's, there has been a dramatic restructuring of National Media Industries along with the emergence of a genuinely global commercial media market. The intense competition and the rapidly changing environment coupled with structural changes and technological advances has brought changes in the overall management of media organizations

These changes have broadly followed the contours of global economy and technology, each of the two overlapping and affecting one another. Apart from technological & economic factors, regulatory, global and social forces have also had a dramatic impact on management in media industries. At the economic level, national boundaries started giving way to the formation of regional blocks and a global market. At the technological level revolutionary changes in the methods of production and communication have opened up possibilities of a futuristic world in which distances have ceased to be meaningful.

The interaction of these two changes has both facilitated and augmented the pace of change in the social milieu of the 21st century. Also, the elimination of regulatory barriers, the growth of strategic alliances, partnerships among media companies and global market place for entertainment and information have all contributed to the changing management environment.

Media which is both a communication technology and cultural product could not but be influenced by these changes. The emergence of the new media, often referred to as cyber media, web journalism and online communication, is an example of how media has metamorphosed under the impact of these changes. A panoptic look at media in the context of the changing global scenario shows that both media

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products as well as media content have undergone varied changes depending on the absorption level of each media.

Media's content is also being managed these days. Green-house journalism is the term being used for the "planted stories" by the journalists or the management. Media content is being more and more biased and the facts are distorted or manipulated to suit the beneficiaries.

Media Mergers and Convergence:

Ozanich and Wirth (1998) claim that strong performance in media sector, barriers to entry for new competitors, technological convergence and relaxation of regulatory policy have fueled merger activities all over the world. It is also claimed that prospects for growth should be the primary reason to seek a merger. Lorange and Roos(1992) opine that strategic alliances takes many forms. Among the most common examples are acquisitions, joint ownership, joint ventures, formal and informal cooperative ventures.

Mergers, acquisitions and a variety of strategic partnerships and ventures are redefining the major companies participating as media industries. A number of forces functioning both independently and interdependently, have led to changes across the media industries specially during 1990's. Albarran (1998), Dimmick (1996) and Bardikian (2000) concluded that number of mergers and acquisitions have taken place, resulting in a high degree of industry consolidation.

A Study Conducted by Christopher Pieper at The Graduate School of Journalism, University of Texas at Austin showed that in 1995, ABC merged with Disney to found a global company with combined assets of more than \$30 billion. Around the same time, Westinghouse combined with CBS. In addition to those mergers, Time Warner and Turner Broadcasting announced the joining of their conglomerates, producing a news and entertainment empire spanning television, film, and publishing (Miller, 10). As the 1980s began, sources projected that about 50 companies controlled most of the business in magazines, newspapers, radio, television, movies, and books. By 1992, that number had dropped to 23

companies (Schoch, 2). With more of the mass media being controlled by fewer and fewer corporations, the media "product" is being produced by a small yet powerful group of businesses.

Consequently, critics have questioned what effects that ownership has had on the entertainment and news diet which people, digest. According to a study 2007 has witnessed greatest number of mergers amongst media companies all over the world. Also in Indian markets, mergers are taking place at a higher rate and speed than ever before. A recent example could be the merging of channel-7 with CNN-IBN resulting in IBN-7. At the same time new competitors, who are market leaders in their respective fields are joining the race. Anil Ambani of Reliance Industries has announced the opening of 20 new TV channels (Mint newspaper,12.3.08)

Albarran (1998) also supports that the four forces or converging areas driving much of the change are technological, regulatory, global and social forces. The 1990's will be remembered as the decade that fueled the transition of the media industries from an analog based experience to a digital environment, he adds. Negroponte(1996)says that the process of moving to a digital world means that any type of media content can be converted to a digital format. Supporting the fact, Steinfied, Baldwin, Mc Voy(1996) said that the transition to a digital environment and its potential encouraged the integration and convergence of the personal computer, telephone, and television into a single device. Broadband has become the term used to indicate the transmission of digital content over a high speed, high capacity network that is seamlessly linked to the Internet.

Technological changes will continue to impact the media industries as well as society. Earlier, printed news had to be brought into a newsroom where it was typed and either transmitted over wire services or edited and mutually set in along with other news stories for a specific edition.

Today, the term "breaking news" has become trite as broadcast and cable news services use live satellite technology to bring current events to the consumers. There were gradual changes in the

techniques of news reporting. News styles were developed and many media organizations started experimenting with different writing forms, fonts, typefaces, sizes, presentation etc. As more and more media houses came into being, the news and other content management witnessed a tremendous change. News gathering, processing, distribution and presentation styles have completely changed. The Mc Donaldisation and tabloidisation of mainstream newspapers today is redefining journalism standards.

Das says that the New generation want news-on-the-go like McDonalds. It's for the supersonic age where people want to scan news without going into too much depth. 'It is essentially a `blockading' strategy - you flood the reader with so much that he/she does not feel the need for another newspaper. 'A normal reader spends 20-25 minutes on newspapers. Do you think he/she will spend more time reading just because there are new newspapers?' asks Das. Whereas Mathew argues that the newspapers change in form and content to survive in the digital age. As far as regulatory forces are concerned, with the removal of a number of regulatory hurdles, across the radio, TV, cable and telecommunication industries, numerous changes took place all over the media industry. Ownership limits were relaxed for broadcasters and changes in cross ownership rules allowed cable operators and telecommunication companies to merge.

The entire profession is turned into a business, looking for maximum market share and profits. One possible reason for this is that our media barons, worried over the possible impact of Foreign Direct Investment (FDI) on their investments, are trying to make maximum money in minimum time.

And of course the global forces also contributed to it. The media industries produce goods and services that can be marketed around the globe.

Implications for Management

Management guru Peter Drucker (1999) claims that "No one can manage change". But One of the leading newspapers of our country defines it for their organization

"The permanent trait of "The Times of India "is change. All our endeavours are harnessed to it. We generate change, orchestrate it, sets its parameters, alter them, and once it has served its purposes, ensures that it clears the way for further change"

TOI(2002)

Explaining the dynamics of news media, Sanjay says, 'More pages, more color, and an innovative magazine format have helped them to improve presentation of content and garner higher advertising revenue. Media planners endorse the success by saying that reader-focused content has helped them. While the content is not always in news form, the treatment of making has undergone many changes.'

Change among media companies has many implications for the process of management. Three changes likely to appear in all the media industries are a) management knowledge of more than one industry, b) the ability of managers to engage effectively in multi-tasking and c) a need for managers to balance the needs of the market place and the public.

Redefining Journalism Standards with Changing Media Content:

Despite India's media boom, its journalism is shrinking. Sanghvi(2006) describes many factors that have transformed the newspaper business. In his article *Making of News* he says, 'The revolution of magazines has set new standards for journalism and altered the way in which we perceived newspapers and the way in which newspapers were put together. Our problem is that our readers have not shown interest in papers which deals with issues in depth. You are no longer producing a paper that is committed to certain values, that embodies certain traditions. You are producing a consumer product and it does not matter what the quality of that product is. The commercialization of news and newspapers has led to commodification and we have now too much marketing and too little about news. That is the worrying part.'

Sahay in his book named Making of News says that the quality and content of social and political news and views has degenerated and crime reporting gets disproportionate prominence in deliberate attempt to sensationalize events. Serious issues are often ignored in the mainstream media and inspite of regional expansion, the orientation of the print media is increasingly getting confined to urban areas and

developed regions. The dominant media philosophy of the day is, 'everything is saleable; everything is for the market, for the profit'.

Shekhar opines that, "What the Indian media is going through today is a churning process". Over the last 15 years or so the entire media scene in India has got totally revolutionized. We have achieved a great deal in a great deal of hurry. We have not been able to chart out a path. What has happened in India is the tabloidization of mainstream media. This is a dangerous trend because it takes away from the seriousness of a publication.

Mehta(2007) says in his speech "on what readers want" that in 2007 Indian media faced the numerous challenges. There is the media's myopia regarding how its credibility is being eroded to the extent that journalism today is often confused with being part of the entertainment industry. Then there is the challenge of the markets. What is the media for? Is it only for making money? What checks and balances should the media impose on itself in India 2007, where the intense competition, both in print and TV, is threatening professional ethics?

According to Narayan, "Sensational news has been followed up ruthlessly and items of real importance buried under their own significance."

In the recent years media researchers have observed the influx of commercial or market oriented news-logic, and it's affect on the standard of print news. The increasing competition and the degradation of journalistic values are often argued in the media circle. This development has been described with concepts like tabloid-TV, tabloidization, and tabloid fever. When news is sold as an entertainment product, the material is converted into categories of human interest and soft news.

"Tabloidization is a shift by the media away from national and international issues of importance to a more entertainment or gossipy style of journalism that focuses on lifestyle, celebrity, entertainment and scandal". The question here is "has corrosive competition lead to the Tabloidization of the news?" The major fear of the media having this speed - based mentality is that it is at the cost of accuracy and that the attitude has become "never let the facts stand in the

way of a good story".

The dominance of Page 3 people in the news content of newspaper and its ever-increasing horizon especially in national level newspapers, is a negative trend, visible in the media as a whole irrespective of being print or electronic.

Bob Franklin, says, 'The McDonaldization Thesis and Junk Journalism discussed about the dumbing down of news media so much as their convergence to a standardized site reflecting Alan Rusbridger's claim that the Guardian is becoming a "broadloid". The "tabloidisation" or "tabloiding" of news and current affairs as witnessed by news media offers a blend of information and entertainment "infotainment" or even emotion and entertainment "emotainment" above "hard" news. This trend is allegedly "market driven" and reflects the increasing competitiveness and corporatisation of media markets.

However, Ron F. Smith in his study offers explanation for the evident shift in both the form and content of news reporting across the last decade. It might be clarified by using Ritzer's suggestive metaphor about fast food and McDonaldization to address the question of shifting news values and orientations in news papers.

However, Verghese points out that 'There has been a dumbing down of serious reportage and analysis. Editors have declined as market savvy proprietors. Print media too carried away by sound byte journalism. Tabloidization will remain the preserve of pop journalism. While there are admittedly fine journalists and some excellent writing, there is a lot of editorialising in the news, conjecture in place of fact and lazy journalism marked by shallow writing, inadequate research or patent ignorance.

According to Thussu, "News content on Indian television channels has become hostage to the global spectre of infotainment as reflected in the "Bollywoodization" of the news culture. In his latest book "News as Entertainment: The Rise of Global Infotainment", Thussu looks at the rise of infotainment - the merging of information and entertainment - across the globe. "The three Cs - cinema, crime and cricket - encapsulate most of the content on Indian television news programmes. The

three Cs are indicative of a television news culture that is increasingly becoming hostage to infotainment," he says.

Despite the insensitivity to the content and focus on trivial which are rampant today with media focusing more and more on the coverage of personal life of celebrities more than required at the cost of developmental issues, it is worth nothing that young viewers polled by Mid-Day agreed that the Volcker Committee report was more important. This indicates the divide between what people want and what the media thinks that people want.

A study was carried out to assess the pattern of tabloidization of the content of the daily newspapers and how the market definitions of newspaper intersect with their journalism practices(Kapoor 2008). The focus of the study was to analyse the quality and quantity of the type of stories in the Indian mainstream newspapers (The Indian Express and The Times of India) as the Lead and Page- Anchor story.(sampling from 1 January to 31 January 2008).

According to the author, when The Times of India lead stories were compared to The Indian Express it was observed that both the newspapers were primarily concentrating more on the Crime/ Accident related stories. The next category of news followed the lead was of Sports news coverage with four stories out of seventeen in Times of India but in Indian Express, second preference of news coverage was paid to Political News with four out of eighteen stories
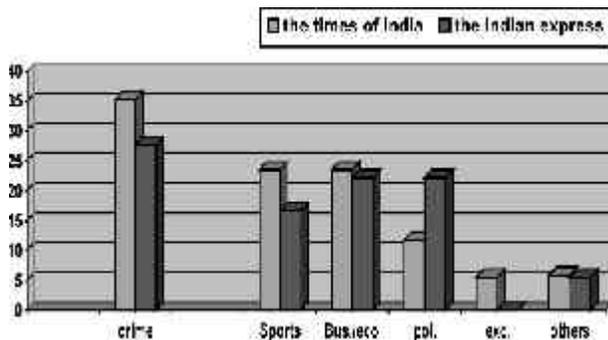
Figure 1: Lead stories given preference in %

She also determined that the space for serious stories is shrinking on the front page of the newspaper from the point of view of the readers.

Concluding Remarks:

We seem to have somehow deviated from the core mandate of journalism. We have commercialised, we have trivialized, and we have indulged in pernicious attempt to make all the pages as Page 3 says Prasad. Such state of affair is to be noted with anxiety and grave concern. Following the commercialisation of the media, the adage 'mirror of society' associated with journalism is perhaps no longer relevant. A reader recently observed 'when editors stopped editing the companies turned them in to managers'. For this dismal condition of the Indian media, the fault appears to lie with both the media managers and the message receivers. The controls of the Indian media are no more with the professionals or technocrats -they are with managers .The way media is managing everything, including content, government will be bound to impose a Code of Conduct on it ,as it has been talking about. If the media fraternity itself does not take corrective steps, it may lose its freedom soon.

Mitra(2006), suggests that those of us seriously concerned about the media must start defining what does not constitute news. What should not make news and even if it does make news, what proportion it should have. The progressive erosion of space for serious news reportage and analysis with its ability to mould public opinion, if this trend of selling advertising disguised as news continues, there will be no end to it and people will come to accept it as matter of fact and something to live with. This will be something very, very damaging. Bottomline Journalism needs to respond better than it is doing now to the challenge and possess an opportunity of being relevant and read. This is an era of intensifying multi-media competition, back and forth communication, when the 'always on' culture is spreading, and readers and other 'consumers' of 'media products' are asserting themselves and, along with revolutionary technologies, are setting both the terms and the pace of change. (Carl Moreland). This shift is really a matter of concern because it gives rise to fear for the future of the media and the role and responsibility attached to it. Media should not forget that its main aim is to provide information to create a sound citizenry. At last I would like to ask everybody Can Broadsheets brighten up without 'Dumbing-down'?

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Environmental Awareness in Himalayan Region and Print Media

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Introduction

Organisms and their environment are the two components of nature, which are not only dynamic and much complex, but also interdependent, reactive and interrelated. Environment related issues are among the major problems of our times, both in terms of emergency and importance to human welfare. The far reaching effects of modern man's technological growth is the potential disruption of the Earth's ecosystem.

The world's population is increasing with an alarming rate, placing a great strain on the Earth's resources and resilience. The understanding of environment attempts to identify and remedy the many problems right from the fate of small wild flower to explosion of a nuclear power plant. Environmental protection is now fortunately occupying a high position in political and public agenda. If we read a newspaper or watch a television regularly, we become familiar with many of the environmental problems, which we face. The list of crises demanding our immediate attention seems to get longer every day. Unprecedented population growth, loss of biological diversity, impending shortage of energy, food, drinking water and other vital resources, rampant urbanization air and water pollution and unsafe disposal of toxic and hazardous waste are the source of the pressing problems that must be addressed immediately.

Now, this is the high time to sensitize the people about the environment as the environmental awareness and understanding of the components of environment is one of the effective ways to save the environment. Communication media or specially print can be an effective tool for handling and solving the day to day problems of the environment, which are directly influencing the human beings. The communication media has played its definite role in creating awareness about environmental issues. On several occasions it has prompted action at governmental level also. What is more important is that it has been able to build a body of public opinion, awareness of environmental issues and the dangers inherent in neglecting these issues.

In Himalayan region, the awareness pertaining to environment has percolated to the bottom from global to national, national to regional, regional to remotest place of Raini village of Chamoli District in Uttaranchal in the form of Chipko Movement., When we analyze the quantum of awareness among the people, the communication media has played a tremendous role in it . In the present study we have discussed the role of print media in creating environmental awareness.

The term Environment, which etymologically means surroundings, is considered as a composite term for the conditions in which organisms live and thus consist of air, water, food and sunlight, which are the basic needs of all living beings and plant life, to carry on their life functions. The environment also includes other living things, temperature, wind, electricity etc. In other words, environment consists of both biotic and abiotic substances. Environment creates favorable conditions for the existence and development of living organism. Environment is the sum of all social, economical, physical or chemical factors, which constitute the surroundings of man, who is both creator and moulder of his environment.

The environment for any living organism has never been constant or static. It has always been changing, some times slowly and sometimes rapidly or drastically. Thus like other organisms, man is also affected by his environment and these changes in environment may benefit or harm the man or other organisms living in it. Many species on earth could not cope up with changing environment, as a result of which they have since vanished and many are on the brink of vanishing. Every living species of plant and animals influences its environment and in urn gets

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influenced by it.

In the beginning of creation, man lived in harmony with nature. The food that was produced was sufficient for the then existing population. Bur later on, the world's population continuously increased with an alarming rate and such a large populace places a great strain on the Earth's resources and resilience and ultimately on the Earth environment. Now, man started interfering with the environment. After the scientific and industrial revolution in the recent past, there has been immense impact of man on environment. Man has failed to realize that any new factor upsets the balance of the ecosystem as a whole. The huge industrial installation every year, introduction of faster mode of transport and sprouting up of large crowded cities are the main outcomes of the modern civilization.

There has been ruthless exploitation of forests for commercial gain and hence due to the rapid deforestation a large part of the world may become desert. The consequences of the industrialization, urbanization and deforestation are global and resulted in many environmental problems world wide. Air, water, noise and soil pollution, global warming, depletion of ozone layer, acid rain, land degradation, climatic change, smog desertification, forest fire, destruction of biodiversity are the major environmental problems.

Today the man, equipped with a variety of skills and superior technology, has ruined the natural resources without understanding the rebounding repercussions even on his own existence. So the scientists, environmentalists and climatologists have alarmed the modern man against the devastating impact of unscientific and reckless exploitation of natural environment and pleaded to save the life existing on earth.

In such a situation, it is of the utmost importance and necessity to improve public understanding of environmental risk and train them for the environmental conservation. This education is necessary for promoting the harmonious relationship between man and environment. No doubt man is now awakened towards environmental problems and public interest concerning the quality of environment has reached the emotional peaks, but can this tempo be sustained for a long time?

Now, this is the high time to sensitize the people about the environment as the environmental awareness and understanding of the components of environment is one of the effective ways to save the environment. Communication media can be an effective tool for handling and solving the day-to-day problems of the environment, which are directly influencing the human beings.

The nineteen seventies will be known in the history of man as the decade of the environmental revolution. The United Nations conference on Human Environment (Stockholm 1972) is the high watermark in the history of this revolution. It provided a focal point for the gathering in the history of environmental revolution, environmental concerns of the day. It gave birth to the /United Nations Environmental Programme (UNEP) to act as a catalyst and as the environmental conscience of the UN system. The UNESCO programme of Man and Biosphere (MAB) in the seventies and International Conference on Desertification (Nairobi 1977), on Environmental Education (Tbilsi 1977), and Earth summit on environment and development (Rio de Janero 1992) were the other important milestones in strengthening the awareness about the environmental concerns.

The Stockholm Conference of 1972 on "Environment and Development " was the turning point for showing environmental concern by the heads of the States and ultimately the Earth Submit of 1992 held at Rio de Jenero (Brazil) in June which was represented by over forty thousands people from 172 countries showed the concern of people about environment.

Later on, it was found that no government or government agency can educate or enhance awareness of the people pertaining to the environmental problem so that they can participate in the restoration or saving of environment.

Most of the environmentalists recognize that mass media is a powerful means of reaching large number of peoples in a very short interval of time. Therefore environmentalists indulge in activities that can attract the attention of the mass media so that mass media can highlight the environmental issues and bring them to the people. [1]

The communication media has played its definite role in creating awareness about environmental issues. On several occasions it has prompted action at governmental level also. What is more important is that it has been able to build a body of public opinion, aware of environmental issues and the dangers inherent in neglecting these issues.

One of the best example of the media use for environmental issues are the Rachel Carson's book *Silent Spring* published in 1962. Carson wrote about the danger of the pesticides and how the pesticides are destroying the nature. This book became a very special mean to spread the awareness regarding the pesticides.

The Green Revolution: An Obituary is an article written by Claude Alvares published in Inquiry March 1986. This article exposes the claims of Green Revolution and reveal that how Green Revolution has proved to be a myth in our country.

Such articles generate debates and force the people to think on all aspect of a particular problem. In this process the truth is laid bare before the public. Another vital function which mass media perform is to draw people's attention towards the men and women who have made important contribution to the cause of environment. In this way society came to know, who the heroes of the environmental movement are and thus support them.

After the 1972 Earth summit the environmental issues are in the focus of media Parlaour and Schatzow[2] (discussed the environmental problems of the Canada raised by the local newspapers.) While Sharda Prasad[3] described the roles that can be assigned to the various mass media in order to develop the awareness in society about the environment. The media should treat environment, being a public issue not only at the local or national level but also globally [4,5] and discuss the possible role that can be played by the Indian Newspapers for the awakening the society.

It is a fact media can plays a vital role for the campaign of any public issues like, social, political, etc including the environmental, which are of prime importance in the present era and suggest that media can help to increase awareness of the public on these issues[4].

In our country, one of the foremost issues projected in the media was threat to the Taj Mahal because of the location of the country's largest refinery barely 40 km. away at Mathura. The campaign was to save the world renowned beautiful monument from the air pollution. Besides it, Silent Valley hydroelectric project, shrinking of world famous Dal Lake, Pooyamkutty project in Idduki district of Kerala, Tehri Dam in Uttaranchal, Narmada Valley Project (Gujrat), Narmada Valley, Bodhghat project (Madhya Pradesh) and Bhopal Tragedy(1984) Explosion   all are well covered by the media.

Some years ago the press Institute of India joined hands with the 'United Nations Environmental Programme' and launched a campaign by circulating articles amongst newspapers and magazines on the environmental problems. One of the important aspects of this campaign-project has been translating such articles not only in the Indian languages but also in Nepali for newspapers and also for regional newspapers. Some of the themes selected were: resistance of pesticides, noise pollution, water-borne diseases, tourism and pollution.

The environmental movement has taken an interesting turn to over the past few years, solely because of the media, which provide a mental plane for it. Slogan as "Save the tigers" and "Save the trees" are giving way to "Save the People".

On the whole, the reach of mass media in India is rather limited, especially in rural areas, among women and slum dwellers. This is mainly due to the four mutually reinforcing factors i.e., low literacy rate (about 51%), Low purchasing power (about 30% of the total population living below poverty line), Poor means of transportation for timely delivery of newspapers and Lack of relevant information if mass media has a purposive communication

However, despite the limited access and urban bias, mass media and especially print media have been effective in communicating hard news, significant political issues and many social issues like environmental issues. In depth analysis of media effects show that mass media are effective whenever the contents are relevant and where sources are credible.

The media can play the role of a facilitator to create an environmental awareness among the propels and make people more responsive to the efforts being made by government and NGO's for environmental

awareness. The area of environmental awareness requires large-scale participation of the people. One of the biggest challenges is to educate the masses about the environmental issues. Every human being should be able to contribute towards environmental protection in his own way. No government can do every thing that need to be done unless it works in the partnership of the people and local institutions. Environment movement can be a people's movement only when they understand the problems and its root cause.

Mass awareness programmes for environmental problems must be designed by the decision maker for the people who are to be educated. The media network and communication technology are required to carry the message to the people. These networks like newspapers, radio, television, Internet etc must take a multimedia approach because all means mentioned are not to be available for all the section of people. Media can educate and motivate the people and even can make them ecologically aware and it can ultimately involve them in the combat against ecological destruction. Mass media can perform an effective educational function. The relationship between education levels and the educational impact of media is obviously important in the communication of scientific information. In motivating people the educational role of the media is important.

The first arm of the media is "print". Newspapers, magazines, books, newsletters, journals bulletins etc published by various institutions respond to the eco related issues and keep the readers educated about them. These media can also help in forming a public opinion. Among the various mass media print medium plays a significant role in dissemination of information. It is distinctly different from all other form of media. The printed matter can be referred again and again and again[6].

In a broad sense environment is the central issue in the newly formed hill state of Uttaranchal. The world famous *Chipko Movement* and newly originated *Maiti Movement* were started from this part of country. In the himalayan region, industrialisation is not environmentally sustainable; employment has to be created without damaging a fragile ecosystem. Development means meeting the needs of the population, of which the foremost are livelihood and water. Both have clear environmental implications.

So even as media proliferates in the wake of statehood for the Uttarkhand region, its primary challenge is to engage meaningfully with issues that are related to the environment, both in a broad and narrow sense. How newspapers and television cover these, is an index of how much service they do to the state. Given the journalistic priorities that the plains-based proprietors of the most widely circulated newspapers have, this is a tall order. Both by temperament and training the average reporter in the field is ill equipped to provide sustained, contextual reporting on the larger issues. Add to these the constraints of time and resources, and reporting on the issues most relevant to this state becomes highly inadequate as well as unsatisfactory. However the Uttarakhand region also has a large number of non governmental organisations, implementing a variety of initiatives on the ground. They have the perspective and understanding that journalists cannot acquire in the short term. Were the media and NGOs engaged satisfactorily with each other, between them they could keep the new government on its toes, as well as spread ripples of information on innovative solutions to the region's problems. Since this is not happening, this article will attempt to spell out why the newspapers having good or less circulation in this region, normally report various environmental issues but with no follow up. A survey was made by one of the author during his research work on Environmental Awareness and Communication Media, in all over the Uttaranchal to know the public opinion and awareness pertaining to the various environmental issues. The main findings of the survey were as follow[7]:

? Even in this electronic era, newspapers are still the main and effective source of news.

? Most of the respondents were interested in political and local issues but environmental issues are at the third place.

? Largest number of respondents depended on newspapers for the news and stories on environmental issues. Television and radio are at second and third place respectively. Even then 58.00 percent of the respondents are not satisfied with the coverage of environmental issues.

? English daily newspapers are providing

International as well as national news and feature while Hindi newspapers are focusing on the national issues.

? Nearly half of the respondents have an opinion that newspapers can create an awareness among the readers regarding the environment.

? Most of the respondents thought that language of the newspaper should be simple and easily understandable.

? To find the coverage of environmental issues in the various news papers of the Uttaranchal state, four daily newspapers are chosen. The four papers, two of English and two of Hindi having highest circulation are selected for the survey. The column length of the published story was considered as a parameter for the calculation of coverage. The findings of the survey were as follow:

Newspapers	Percentage of total column length of environmental issues.
Amar Ujala	0.70
Dainik Jagran	0.39
The Times of India	1.14
Hindustan Times	1.02

Above table shows that in comparison to Hindi daily newspapers English newspapers are providing more space to the environmental issues.

Conclusion

From the above study it can be concluded that Mass communication media was recognized as powerful and effective tool for spreading the information about the environment. Mass media especially print media is playing an effective role in creating awareness among the public but daily news papers especially Hindi newspaper have to change their attitudes and should try to increase the variety of coverage of news and stories regarding environment. Mobile environmental Exhibitions mounted on the bullock carts, vans and trucks should constantly and periodically tour through the rural areas. Short-listed pamphlets, booklets, brochures on environment should be prepared by the professional and be widely distributed after fix interval of time.

Long distance rail passengers may be provided on entering the compartment, a booklet describing the ecosystem components and impact caused on them by human and animal pressure. An attractive environmental information folder may be given to every tourist arriving in the country.

Mass media should produce professional material on environmental issues for wide dissemination among the people. Women are the first teacher of a child at home, hence environmental awareness programmes must be started urgently.

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Barriers to Intercultural Communication

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Introduction

Communication does not always result in an understanding because it is a symbolic behavior. People from different cultures encode and decode messages differently, increasing the chances of misunderstanding. The meaning of the message, verbal or non-verbal is based on the communication participant's cultural background which varies accordingly for each person. Every culture and subgroup provides its members with rules specifying appropriate and inappropriate behavior. Miscommunication occurs when the receiver does not receive the sender's intended message. The greater the difference between the sender's and receiver's culture is, the greater will be the problem for successful intercultural communication.

In intercultural settings, it is all too easy to become trapped by invisible walls or barriers to communication. Although, these walls are hard to perceive, they are not imaginary. The only way to "escape" is to learn to see them and avoid making the communication mistakes that come from them. The challenge is that even with all the goodwill in the world, miscommunication is likely to happen, especially when there are significant cultural differences between communicators.

Cultural conflicts arise because of differences in values and norms of culture of people from different cultures. A person acts according to the values and norms of his or her culture. Another person holding a different worldview might interpret his or her behavior from an opposite standpoint. This situation creates misunderstanding and can lead to conflict. Miscommunication may lead to conflict or aggravate conflict that already exists. Whether it is clear to us or not, we make quite different meaning of the world, our places in it, and our relationships with others.

Hence, the safety-first consequence of recognizing cultural differences should be to assume that everyone's thoughts and actions are not just like ours. Such assumptions stem from potentially devastating ignorance and can lead to much frustration for members of both cultures.

People with cross cultural boundaries are referred to as 'sojourners.' This term includes immigrants, refugees, business executives, students, or tourists. People enter a cultural region with diverse experiences, backgrounds, knowledge and goals but every sojourner must adjust or adapt his or her communication for the particular cultural setting.

Cross cultural adaptation refers to how a sojourner chooses to cope with cultural changes. Adaptation is an umbrella term that encompasses culture shock, assimilation, adjustment, acculturation, integration and coping. A sojourner's coping mechanism can include seeking out specific cultural knowledge, adopting a different style of communication, reserving judgment on unfamiliar cultural practices, or withdrawing from intercultural interactions. Adaptation is a complex and dynamic process that is an inevitable part of intercultural communication.

LaRay M. Barna has developed a list of six barriers to intercultural communication. These are anxiety, assuming similarity in-lieu of difference, ethnocentrism, stereotypes and prejudice, non-verbal misinterpretations, and language.

1. Anxiety

Anxiety occurs because of not knowing what one is expected to do, and focusing on that feeling and not be totally present in the communication transaction. e.g., people may have experienced anxiety on their first day on a new college campus or in a new job. They may be so conscious of being new and out of

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place and focus so much of their attention on that feeling that they make common mistakes and appear awkward to others.

2.   Assuming Similarity in-lieu of Difference

When one assumes similarity between cultures, he is caught unaware of important differences. When one has no information about a new culture, it might make sense to assume there are no differences to behave as he would in his home culture. But each culture is different and unique to some degree. To assume, people know how someone else is thinking based on how they see things is called projected cognitive similarity. It occurs when they think they know someone else's perceptions, judgments, attitudes and values because they assume others are like their own. Assuming similarity instead of difference refers to the assumption that people are more similar to us than they actually are or that another person's situation is more similar to our own situation than it in fact is. It reflects both a natural and a common process. e.g., a Chinese assumes his or her Japanese colleagues are more like Chinese than they actually are. Based on this assumed similarity, one often acts inappropriately and ineffectively in intercultural communication situations. When communicating with people from other cultures, the individual, assuming similarities when differences exist, is likely to treat them as "my people" and to assume there is only one way of doing things i.e., "my" way. The basis of assumed similarity is a subconscious parochialism, related to ethnocentrism. Assuming similarity particularly handicaps people in intercultural communication. This can lead to disrupted communication and even conflict.

In 1997, a Danish woman left her 14 month-old baby girl in a stroller outside a Manhattan (New York City, USA) restaurant while she was inside. Other diners at the restaurant became concerned and called New York City police. The woman was charged with endangering a child and was jailed for two nights. Her child was placed in foster care. The woman and the Danish consulate explained that leaving children unattended outside cafés is common in Denmark while parents were eating inside. The Danish woman had assumed that New York City is similar to Copenhagen so that what is commonly done in Copenhagen is also commonly done in New York City.

Hence, it is better to assume nothing. It is better to ask, what are the customs rather than assuming they are the same (or different) everywhere.

3.   Ethnocentrism

A photographer uses a green or yellow filter to enhance the natural hues of a landscape. Similarly, humans have "cultural filters" that influence the ways in which they see the world around them. Ethnocentrism refers to a bias leading people to judge another culture's habits and practices as right or wrong, good or bad according to their own cultural attitudes, beliefs and values. Ethnocentric attitudes limit the mind, preventing people from seeing beyond perceptions of right and wrong when in fact there are countless appropriate ways to accomplish the same goal.

According to Webster's Third New International Dictionary, ethnocentrism means (1) a habitual disposition to judge foreign peoples or groups by the standards and practices of one's own culture; (2) a tendency toward viewing alien cultures with disfavour and a resulting sense of inherent superiority. It means negatively judging aspects of another culture by the standards of one's own culture.

To be ethnocentric is to believe in the superiority of one's own culture. Everything in a culture is consistent to that culture and makes sense if one understands that culture. People everywhere tend to assume their own culture is right and normal, and to assess all other cultures by how closely they resemble their own. Most people, especially those with little experiences of other culture, believe their own culture is the centre of human experience. The further from one's own culture is, the more it seems to belong to the fringe. Conversely, the closer another culture is to our own culture, the truer it seems to be.

Americans are astonished that some people consume dogs or cats. Hindus in India are dismayed by societies that eat cows. Taiwanese favour jade talismans and are shocked to discover that some Americans carry a severed animal's paw in their pockets for good luck (a

rabbit's foot). Likewise, expelling mucus on a public street corner in China is acceptable behavior, but the American practice of blowing the nose into a handkerchief, then saving it in the pocket would astound many Chinese. Islamic countries are severely criticized for supposedly subordinating women (e.g., female veiling practices and segregation), but Turkey is a predominantly Muslim country where about half of stockbrokers, doctors, lawyers, professors, and bankers are women! Strangely enough, a village in Bangladesh that lacks most of the technologies taken for granted in the workplaces of other parts of the world telephones, electricity, automobiles, aeroplanes may have a more sophisticated conflict-resolution process than the technologically advanced cultures of the world. So one might well ask who is "backward?"

Another variety of ethnocentrism manifests itself in the form of Eurocentric ethnocentrism. This would include, for instance, recognizing only western holidays in schools or basing curriculum only on western history, music, and art. The terms, "the west" and "the east" themselves have been labelled Eurocentric ethnocentrism. Asia is east of Europe, but to call Asia "the east" makes its identity dependent on Europe.

The following opinions are typical ethnocentric attitudes:

1. Most other cultures are backward compared with my culture.

2. My culture should be the role model for other cultures.

3. Other cultures should try to be more like my culture.

4. Most people from other cultures just don't know what is good for them.

5. I have little respect for the values and customs of other cultures.

6. Most people would be happier if they lived like people in my culture.

7. People in my culture have just about the best lifestyles of anywhere.

8. Lifestyles in other cultures are not as valid as those in my culture.

9. I do not cooperate with people who are different.

10. I do not trust people who are different.

11. I dislike interacting with people from different cultures.

12. Other cultures are smart to look up to my culture.

13. Other people are much the same as my people.

14. Our way of doing things is the only right way.

Sojourners must be willing to reserve judgment and to accept that different is not automatically negative when they encounter diverse customs and habits. People may choose to eat cows, pigs, dogs, cats, or no meat at all. The range of acceptable and unacceptable behavior and communication styles varies from culture to culture. Ethnocentric attitudes can become barriers to the development of international business deals, meaningful relationships, and intercultural understanding. A key to effective adaptation is for a sojourner not to allow his or her cultural biases to influence communication with people from another culture.

4.   Stereotypes and Prejudice

Stereotyping and prejudice represent another series of problems that are often easier to talk about than to arrest, for they often lie below the level of awareness. Both of these problems are rooted in our compulsion to make in-group and out-group distinctions.

The word stereotyping was first used by journalist Walter Lippman in 1922 to describe judgments made about others on the basis of their ethnic group membership. Today, the term is more broadly used to refer to negative or positive judgments made about individuals based on any observable or believed group membership. Psychologists have attempted to explain stereotyping as mistakes some people's brains make in the perception of other people that are similar to those mistakes their brains make in

the perception of visual illusions.

Although stereotypes are considered as being negative judgements, they can also be positive. Some people hold positive stereotypes of other individuals based on their professional group membership. e.g., some people assume that doctors are intelligent and wise.

Stereotypes are harmful when they are used as rigid preconceptions and are applied to all members of a group or to an individual over a period of time, regardless of individual variations. Prejudice refers to the irrational dislike, suspicion, or hatred of a particular group, race, religion, or sexual orientation. Prejudice involves an unfair, biased or intolerant attitude towards another group of people. An example of prejudice would be the attitude that women should not be in positions of power because they are not as logical or competent as men. Prejudice, again like stereotypes, can take many forms, ranging from those that are almost impossible to detect to those that are very obvious. e.g., some people believe that members of a given cultural group are inferior according to some imagined standards and that the group members are not worthy of decent treatment. Whatever form it might take, the root of prejudice is seeing differences as a threat.

Prejudiced attitudes prevent people from seeing reality accurately and often lead to the indecent treatment of others. Recent spate of racist attacks aimed at Indian students termed "curry bashing" with an intention to rob in Australia by a section of elements espousing extreme nationalism and championing the so-called white Aussie identity is a good example of racial prejudice.

Prejudices like these can create avoidance, tensions and interpersonal conflict and prevent effective communication between culturally different people. Prejudice often leads to discrimination, which is overt behavior. Prejudice is a negative attitude.

5.   Nonverbal Misinterpretations

Nonverbal communication is highly important in any interaction with others. Its importance is multiplied across cultures. This is because we tend to look for nonverbal cues when verbal messages are unclear or ambiguous, as they are more likely to be across cultures (especially when different languages are being used.) Since, nonverbal behaviour arises from our cultural common sense our ideas about what is appropriate, normal, and effective as communication in relationships we use different systems of understanding gestures, posture, silence, special relations, emotional expression, touch, physical appearance and other nonverbal cues. Cultures also attribute different degrees of importance to verbal and nonverbal behaviour.

Decades ago, context - the first cultural dimension of communication was proposed. The high or low context concept is one of the easiest concepts to witness in intercultural encounters. This concept deals primarily with language, which is located in the outer layer of the 'culture onion,' and is one of the most rudimentary concepts for any type of intercultural communication, or analysis thereof. For instance, many business negotiators, particularly from the West find it difficult to deal with Chinese business negotiators. Often they have been found to encounter severe problems understanding their counterparts, and interpreting correctly what their counterparts want to convey. Although clearly, it is not only the high or low context concept that makes communication difficult, the high or low context concept may well play an important role in the difficulties encountered when a person from a high context country, such as China, communicates with a low context country, such as Germany.

Equally, mass communication is likely to be influenced by the high or low context concept. In particular, it can be expected that the information context of advertising, for example is lower in high context cultures than low context cultures.

A high context (HC) communication message is one in which most of the information is either in the physical context or internalized in the person, while very little is in the coded, explicit, transmitted parts of the message. HC transactions feature pre-programmed

information that is in the receiver and in the setting, with only minimal information in the transmitted message. In HC cultures, information integrated from the environment, the context, the situation, and nonverbal cues gives the message meaning that is not available in explicit verbal utterance. Eastern cultures are often perceived as high context cultures where collectivism is important.

The highest HC cultures are found in Asia, especially China, Japan, and Korea. Latin American cultures a fusion of Iberian (Portuguese - Spanish) and Asian traditions are also high-context cultures. Likewise, southern and eastern Mediterranean people and people from the Persian Gulf, including Persians, Arabs, Greeks, and Turks, are HC cultures as well. In HC settings such as Japan, meanings are internalized and there is a large emphasis on nonverbal codes. Married couples or old friends skillfully use HC or implicit messages that are nearly impossible for an outsider to understand. The situation, a smile, or a glance provides implicit meaning that does not need to be articulated. In such cultures, understanding the nonverbal components of communication is relatively more important to receiving the intended meaning of the communication as a whole.

Low-context (LC) messages are the opposite of HC messages; most are communicated through explicit code, usually via verbal communication. In LC transactions, most of the information must be in the transmitted message in order to make up for what is missing in the context. LC messages must be detailed, unmistakably communicated, and highly specific. Unlike personal relationships, which are high-context message systems, in situations such as courts of law and formal systems such as mathematics and computer language require explicit LC systems because nothing can be taken for granted. People from western cultures are more individualistic and use LC communication i.e., they use concrete language and direct communication to get their point across. LC cultures are logical, analytical, linear, and action oriented, and people tend to stress clearly articulated spoken or written messages. Research suggests that LC cultures are Swiss, German, North American, and Scandinavian. LC cultures like the USA and Canada

tend to give relatively less emphasis to nonverbal communication. This does not mean that nonverbal communication does not happen, or that it is unimportant, but that people in these settings tend to place less importance on it than on the literal meanings of words themselves.

Some elements of nonverbal communication are consistent across cultures. Research has shown that the emotions of enjoyment, anger, fear, sadness, disgust, and surprise are expressed in similar ways by people around the world. There are differences with respect to which emotions are acceptable to display in various cultural settings and by whom. For instance, it may be more socially acceptable in some settings in the US for women to show fear, but not anger, and for men to display anger, but not fear. At the same time, interpretation of facial expressions across cultures is difficult.

Another variable across cultures has to do with proxemics, or ways of relating to space. Crossing cultures, we encounter very different ideas about polite space for conversations and negotiations. North Americans tend to prefer a large amount of space, perhaps because they are surrounded by it in their homes and countryside. Europeans tend to stand more closely with each other when talking, and are accustomed to smaller personal spaces. The difficulty with space preferences is not that they exist, but the judgements that get attached to them. If someone is accustomed to standing or sitting very close when they are talking with another, they may see the other's attempt to create more space as evidence of coldness, condescension, or a lack of interest. Those who are accustomed to more personal space may view attempts to get closer as pushy, disrespectful, or aggressive. Neither is correct. They are simply different!

6.   Language

Language is the expression of thoughts and experiences of people in terms of their cultural environment. Language facilitates understanding, but there are times when it can be a barrier to communication. Words possess objective and subjective meanings. Objective (or denotative or dictionary) meanings point to objects, people and

events, while subjective (or connotative) meaning point to emotional and evaluation responses. Hence, meanings of words exist in the minds of people who use them and not in them. The favourable and unfavourable associations of a word depend upon the cultural context in which it is used. e.g., 'fascist, 'capitalist' or 'communist' carry different associations in communist and non-communist states.

Even when the same language is made use of in a different culture, it takes on another colour, another meaning. e.g., When English is used in India, it comes under the influence of not only of the accent of the local language, but also of the meanings and connotations of words, phrases and idioms of that language, and of the culture that has given rise to it.

Learning to speak to someone in his or her native language is an indisputable part of the adaptation process. Lack of intelligibility e.g., not being able to actually understand someone's pronunciation or choice of vocabulary can easily cause misunderstandings. Previous research studies link language skills with adaptation effectiveness. Long time sojourners and immigrants in the USA, who do not speak English, experience social isolation and they are segregated "into fields that require less mastery of the English language and less interpersonal interaction." Many subtle nuances of life in a particular culture can be conveyed only through the unique words of the people living in the region. Sojourners who do not take the time to learn and understand the words of others will experience more difficulty adapting their communication patterns to the environment.

Language that describes what we want to say in our terms may present barriers to others who are not familiar with our expressions, buzz-words and jargon. When we couch our communication in such language it is a way of excluding others. In a global market place the greatest compliment we can pay another person is to talk in their language.

One of the more chilling memories of the Cold War was the threat by the Soviet leader Nikita Khruschev saying to the Americans at the United Nations: "We will bury you!" This was taken to mean a threat of nuclear annihilation. However, a more accurate reading of Khruschev's words would have been "We will overtake you!" meaning economic superiority. It was not just the language, but the fear and suspicion that the West had of the Soviet Union that led to the more alarmist and sinister interpretation.

Here are some examples from the advertising world of how simply translating words is not enough. Deeper understanding of the other culture is necessary to translate meaning effectively.

1. One American airline operating in Brazil advertised that it had plush "rendezvous lounges" on its jets, unaware that in Portuguese (the language of Brazil) "rendezvous" implies a special room for having sex.

2. A Colgate-Palmolive toothpaste named "Cue" was advertised in France before anyone realized that Cue also happened to be the name of a widely circulated pornographic book about oral sex.

3. Pepsi Cola's "Come Alive with Pepsi" campaign, when it was translated for the Taiwanese market, conveyed the unsettling news that "Pepsi brings your ancestors back from the grave."

4. A General Motors (GM) auto ad with "Body by Fisher" became "Corpse by Fisher" in Flemish.

5. Parker Pen could not advertise its famous "Jotter" ballpoint pen in some languages because the translation sounded like "jockstrap" pen.

People can prevent cross-cultural conflicts by learning about cultures that they come in contact with. This knowledge can be obtained through training programmes, general reading, talking to people from different cultures, and learning from past experiences. Important aspects of cultural education are, understanding our own culture and developing cultural awareness by acquiring a broad knowledge of values and beliefs of other cultures, rather than looking at them through the prism of cultural stereotypes.

It is said that 75 per cent of the cross-border joint

ventures, mergers and acquisitions which fail, do so for reasons of cultural incompatibility. An immediate benefit of better understanding of cultural issues could be a reduction in the number of failed ventures of this kind.

If we are to communicate successfully, we must understand more completely the ways in which people can be different. This will lead in turn to a better appreciation of the impact on communication of these differences and to an appreciation of how we can achieve successful communication, despite these differences.

While communicating inter-culturally, the following must be borne in mind.

1.   Don't assume sameness.

2.   What you think of as normal behaviour may only be cultural.

3.   Familiar behaviours may have different meanings.

4.   Don't assume that what you meant is what was understood.

5.   Don't assume that what you understand is what was meant.

6.   You don't have to like or accept "different" behaviour, but you should try to understand where it comes from.

7.   Most people do behave rationally. You just have to discover the rationale.

Conclusion

In considering different cultural values, it is important to note that they are not right and wrong, good and bad. What is important is to ask ourselves, "What values are held in this or that culture?" Asking this question can help us to understand ourselves and others in order to communicate more effectively across cultures. We must be flexible and adaptable.

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Resort Marketing and Sales Promotion: A Conceptualization

Dr. Mansi Kamra

Introduction

As per the American Marketing Association, marketing is defined as "the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives." The relevant and core word in this description is 'exchanges'. At the most elementary stage, resorts pertain to providing services to their customers in exchange for proceeds. And the very first step towards generation of these exchanges is undertaken when a resort's bosses take up a marketing concept a philosophy acknowledging that the best way to carry out organizational ends is to come up to expectations to the needs and wants of consumers more efficaciously in comparison to adversaries. This focus on customer's wants and needs should filter through every single strata of a resort and influence, govern it in marketing its services , owing to the fact that a lack of pleased and satisfied customers will sooner or later threaten the resort's prospects.

A resort's marketing strategies are closely entwined with the resort's reason for being as portrayed in its mission statement. These are the marketing strategies of a resort operator which, in fact, determine whether the resort is a performable product , capable of fascinating and pulling particular segments or shares of the market, continually & repeatedly i.e., time after time and season after season. Marketing strategies are purposely structured designs or conduct for bringing about set goals and targets. Objectives are defined and espoused in harmony with the mission statement, and prescribed explicit, quantifiable, operation standards those are needed to be measured up , such as desired market share(s) and planned bottom line outcomes or cash flow requirements. These objectives symbolize the resort's commitment and dedication to coin products that will satisfy market needs and vacationer urge realization.

Social trends have influenced the upswing and downswing of favoured, sought-after resort areas. When a resort destination dwindles being old-hat or old-fashioned or goes downhill because of being deficient in further investment or on account of its visitors being prey to rampant crime, vacationers quickly take their business elsewhere. For instance, social/demographic impacts can be seen in the emerging trend towards shorter vacations or shorter guest stays owing to several factors- increased career pressure, dual career families, greater responsibility at home, the need for more frequent breaks from daily routines, and a craving to see new sights. Many resorts have responded to this trend by offering specially designed and priced one-night and two-nights weekend packages. Moreover, research in-house or purchased, can equip resort management with effective and beneficial information for countering external forces.

Strategic marketing needs marketing research- an analysis of the market, its trends, motivations and general behaviours. Research facilitates the setting up of an information system capable of providing the management with pertinent, latest and ready for use information: Management, in turn, must analyze and interpret the facts and marketing strategies, and take decisions revolving around the suggested information. Marketing research and analysis in fact, lend a hand to the resort manager to find out where the resort is now and where it wishes to be in future. A discussion of the issues involved in marketing research on resorts follows.

1.   The Environment

Whilst formulating a resort's marketing plan, management must before all else make allowance for the most likely wide-ranging forces- be it economic, competitive, social, geographic, technical, distributive, and/or political-in the business climate or

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environment. Environmental forces can succour or slow down business, depending on in what way and to what extent the management responds. It is quite simple coupled with slender vision to make out how economic or competitive constraints may influence a resort's business in the next year or two if the national, state or local economy is in a state of recession or slump and unemployment is high, or if a resort is badly in need of renewal and renovation or expansion to be in the running with a state-of-the art and more spectacular resort kicking off in a nearby area.

2. Destination Market Studies

These types of studies seek information relating to the demand for resort accommodations in the parallel destinations i.e. competitive area. The requisite information subsumes occupancy distinctions, seasonal & geographical factors unique to the area, and the mix of business, namely business versus personal travel and individual versus group. Destination market analyses trends in the extent of business generated by first-hand reservations, corporate travel departments, tour operators, and travel agents besides the mode of transport used by the guests. In this context, tracking studies are equally relevant. Such studies call upon interviews in hotel lobbies as well as in airport, train and bus terminals. Surveys are conducted to display the motivation and frequency of travel by the visitors to the location, the nature of demand in terms of type of resort accommodations; and their impression and/or experience about the location, its attractions, amenities and services.

Destination Marketing, in fact, facilitates the resorts to market their particular services. Governments are interested in tourism development as an economic activity and so have assumed the main responsibility for destination area marketing. The destination area marketing master plans are formulated in collaboration with the private sector- airlines, hotels & restaurants, travel agencies, tour operators, and retailers. These elements of the travel industry are stimulated to assist in planning, policy, and strategy development, and may be symbolized as individual corporate interests or through state or local chapters of associations. Of these, airlines, in particular, have relatively more leverage owing to large-scale,

widespread advertising of the areas which they serve. Resorts have also increased business with such airline tie-ins as non-stop jet service from cities to resorts. Promotional activities are funded by tourism promotion budgets allocated especially for the purpose. Such budgets are more or less funded by state general revenues, special taxes and fees generated by tourism activities, such as a hotel room occupancy tax, and industry contributions.

In the absence of governmental or carrier promotion of a destination, a resort has twofold goals in the marketing mission: One, it has to familiarize people with the destination and persuade them to visit it , and two , market the resort's differentiated advantage over other competing resorts. Accordingly a part of the resort's advertising budget is forked out on promoting the destination itself, whereas in case of resort's benefiting from others carrying out the destination marketing, the budget allocated for advertising is focussed on promoting the particular services of the resort only. Over and above, the resort manager must be alive to the fact that the government in addition to its promotional activities, provides the infrastructure (highways & communication linkage, etc). to bring guests to the resorts and many a time funds the development or restoration of historical and natural sites which evolve into tourist attractions. This framework of government sponsorship and industry cooperation may be helpful in furnishing a number of recommendations and guidelines to the resort operators for setting up their particular effective marketing strategies.

3. The Current Market

The notion of current market involves issues like who forms the market, the size of scale of the market, and the potential of market growth and profitability. Respecting the most fundamental question who constitutes the market, resorts go with market segmentation in various ways and target their services to the segments with the maximum potential. Current market analyses commense with information from guest history files, daily occupancy reports, and guest folios. Geographic and seasonal studies indicate the area of origin of guests(city, country, and zip code) and the time of visit(month and season). And, finally the

demographic studies of age, income, education, and occupation wrap up the process of current market profile. Such profiles are must at least for new resorts as these facilitate planning, financing, and getting the better of environmental hurdles. The most frequent and simple in- house marketing research approaches practised by resorts are: guest histories analysis; sales volumes and trend analysis; and guest questionnaires.

4. Market Segmentation and Potential Guest Markets

No resort can be all things to all people, and it should not try to be. The practice of analyzing the existing guest market renders leads and tip-offs to those market s putting forth the greatest potential. Market segmentation is a system of working over demand. Consumers with similar needs and wants are bracketed and put together to pick out potential target markets i.e., those who are not guests today but can be won over to be guests tomorrow.

Of the various methods, the most accepted and frequently exercised in market analysis is to segment the market by its demographic and socio-economic character- age, sex, marital status, family size, income, education, occupation, etc.. However, there are many alternative approaches to segment the market. These relate to the pinpointing of geographic and psychographic characteristics, behavioural patterns, consumption styles, and consumer learning's & biases. Tourist's psychographic traits that is, behavioural factors not related to income may well interpret why different travel destinations fall where they do in their life cycle. One type of psychographic analysis , introduced by Plog, is based on the assumption that the population can be arranged on a bell shaped curve in the manner of psychographic groups , from psycho centric (no-risk bearing), who would rather like to visit safe, familiar and popular destinations which are at the consolidation or even stagnation stage of its life cycle, to allocentrics who are adventurous and have an inclination towards those destinations which are unfamiliar , unexploited, and virgin i.e. a destination which is at the exploration or at the most in the involvement stage. And these are the Psychographics that help to diagnose and name travel demand patterns.

Diagram
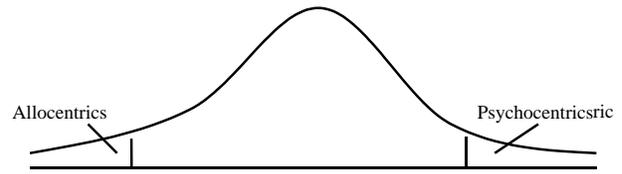
The late undertakings at psychographic segmentation subsume the VALS and PRIZM Systems. The values and lifestyle system(VALS), developed by Sri International, sets apart and catalogues different categories of consumers, in behaviour and passionate qualities, to set up a distinct market segment. As per VALS System, nine market segments happen to come into existence. These are: i) survivors, ii) sustainers iii) belongers, iv) emulators, v) achievers vi) I-am-me' s, vii) experiential, viii) societal conscious, and ix) integrated.

? Groups (i) and(ii) are need driven- influenced by economic needs;

? Groups (iii) and (iv) and (v) are outer-directed- governed by external bearings;

? Groups (vi), (vii), and (viii) are inner-directed- guided by inner motivators;

? Group (ix) is self-fulfilled and integrated.

Basically, Group (iii) belongers are identified as bourgeois, middle-class and emotional and are likely to travel to familiar, popular, economical, and inexpensive sites. On the contrary, group (v) achievers are materialistic, seasoned, and well-educated, prefer-hastle-free vacations and are more likely to travel to new, unfamiliar or trendy destinations. The PRIZM Technique developed by Clarotors, L.P. relates to geographic location, and is mainly based on the axiom."birds of a feather flock together". In other words, those who live in particular environs tend to have much the same types of occupations, income levels, consumption patters and such. PRIZM identifies consumers by census block groups, census zones, postal carrier routes and Zip codes. By geographic location , consumers are then classified into

12 social groups and 40 lifestyle clusters bearing such names s Blue Blood Estates (old wealthy neighbourhoods), Levittown, U.SA. (Middleclass suburban tract homes built during the 1940's and 1950's), and God's country (well-educated frontier types). Residents of the various groups, according to the PRIZM designers, express lively, dynamic, and anticipated behaviour patterns toward products, services, and promotions. Through a diagnosis of lucrative segments of the existing market, in the light of guest origin, season, type of business, and other characteristics, the resort marketer is able to target potential markets and advance a strategy in order to bag a market share or to penetrate an untapped market.

And here emerges the relevance of the concept of product positioning, as the manager makes up his mind on how and where the resort is to be developed, and determines an appropriate marketing mix to affect it. Positioning speaks of the manner in which a product is targeted for a specific market segment, either by means of characteristic and typical features of the product itself or with the help of image building. To position a resort in the market is to pinpoint those characteristic features that set it apart from the competition. Thus some resorts are positioned as revered Mecca's for the affluent strata while others are positioned as resorts coming up with luxury but at reasonable modest rates, as family vacation resort's or as weekend retreat for city dwellers. In this context, club med coined the concept of total vacation escape where guests inhabit fascinating, winsome and self contained "vacation Villages" which operates on "no cash"economy, since the package price includes everything except bar drinks.

A measure of a resort's potential in terms of market growth versus resort's relative market share is represented in the figure. The resort with a high potential for market growth and a comparatively high market share is ranked as a 'star'. Resorts in a low market growth situation but enjoying to some extent a high market share-whether through subtle pricing, packaging, or first-rate, breathtaking location- are seen as "cash cows". Both 'star' and 'cash cow' categories of resorts may enjoy positive and progressive cash flows, but stars are mostly the market leaders in fixing up

rates, while cash cows tend to follow market trends. On the contrary, resorts with low market shares in a high growth marketplace are graded as "question marks". They may stand in need of an enterprising, dynamic promotional agenda, aggressive and deep-rooted positioning, new investment stake in facilities, or other likely way-outs. Question-mark resorts are quite problematic and are not easy to resolve. When the resort holds a low market share in a low growth market, it falls in a self-explanatory category "Dogs". Owners of such properties on the whole consider like disposing them of. Thus, the marketer is in a position to name potential target markets because of marketing research and market segmentation. By zeroing in on the consumer's particular needs, tastes, and interests, management can work out a befitting and seemly marketing mix of services offered , fees charged, location of facilities, and types , volume of communicators for each target segment on the basis of the facilities and services on hand at the resort.

5. The Tools of Marketing: Advertising, Promotion and Publicity

Marketing is often thought of in terms of advertising, promotion and selling. While these are, indeed, meaningful elements in a resort's marketing strategy, it is essential to remember that the radical and decisive hub of the marketing effort is the consumer-the guest. In the resort industry, the product being offered has a special nature. The resort is not only trying to fulfil the needs of guests but also their dreams and expectations. In other words, the resort industry is in the business of wish-fulfilment as the product is intangible in nature and the consumer is devoid of the facility to scan the product closely or to try them out before buying. Because, the marketer is selling mostly promises, experiences, and wish-fulfilment, the how's, what's and when's of communication are critically important. A credibility gap has existed at times between the consumer and the resort operator because brochures and advertisements seemingly misrepresented or oversold the resort's attractions. The most effective means of improving the relationship between the guest and the travel agent or resort marketing department is the willing and efficient provision of accurate distributive or direct

information. The more the guest knows what to expect, the less likely he/she is to be disappointed.

Amongst its other functions, marketing exerts to generate and to service demand. Advertising, promotion and publicity play a major role in generating this demand. Advertising seeks to attract the interest of the consumer and provide information about the product to the consumer as well as to the travel trade. Promotion, to a certain degree consists of special sales and sales campaigns which may have price or entertainment appeal to the consumer. Besides these, it subsumes internal sales activities of resort employees. Publicity is information about-or the mention of- a property or destination in a news or feature story published or aired by the mass media. Unlike advertising, publicity is for the most part free of charge and is sometimes un requested and unsought. All advertising relies on positioning, regardless of the product, the medium used, or the target audience. Positioning must reflect a strategic understanding of the competition and identify what is unique about the resort's product, services, or approach to the marketplace. In the case of trade and directory marketing, the ad must tell the agent or corporate travel or meeting planner why he/she should promote or select a particular resort, and it must provide information needed for decision-making. Advertising media should be selected to reach target audiences, not to convey the personal preferences of the management. For advertising to be effective, the resort manager must clearly identify customer target markets and what he/she is selling. The more specific the statement of target audiences, the more effective the campaign. For instance, a resort could define its target audience as "upscale adults", but a more specific definition would be better- "upscale adults, family income more than $ 50,000, college educated, 35 to 65 years old, residing in north eastern and western states, with two children under 18". Moreover, target audience is not the total audience, it is the particular people the resort chooses to influence.

6.   Advertising Media

Picking the seemly, appropriate medium or media in which to advertise is of utmost significance . During the selection process, a choice between 'reach' and 'frequency' of advertisement becomes necessary and rather essential. While reach refers to the number of people who notice or see the ad, frequency connotes how many times they see it. Frequency carries an exceptional import in advertisement resorts that bring forth from adjoining areas or states where potential customers get to holiday decisions on wee lead times as people reminisce best what they saw last. Going by the fitting commandment: Be heard above the crowd, spend enough to dominate the medium. Advertising agencies help resorts get a hold of their target markets, word of duplication, and procure feedback on whether the advertising has been effective. Agencies seeking an assessment of potency and influence look to media research companies. The forecasted media cost escalations make it desirable to solicit professional advice on positioning and designing the message to expedite the positioning and media selection. Considerations and media characteristics, by category, to be made allowance for areas are as follows:

6.1.1 Newspapers

Newspaper advertising mainly aims at local markets and in all likelihood is the least costly of the diverse media per exposure. The main advantageous features of such an advertising are: newspaper ads can be focussed on a geographic target group, relatively shorter lead time for placement- usually about one week, ads run for a somewhat restricted short period so as to allow a change in the package prices and testing of copy, and provision of demographic characteristics of readership by the newspapers. The limitations of newspaper ads include misused exposure due to lack of interest in the product, the reproduction quality of the ad, and the short life span of the paper. Moreover, the timing of ad placement should coincide with vacation planning schedules of the markets, the resort aspires to allure. For example, summer resort packages are best advertised in the winter months, when most families are planning and budgeting for summer vacations. Copy and art are particularly important. Messages must be simple , brief, and easy to remember. The sales messages should centre on one or two specific features of the resort which will fascinate a large and wide

section of the target market.

6.1.2 Magazines

Magazine advertisements are carried to wider geographic markets but are meant to draw a lead on more selective markets, since magazines themselves interest particular interest groups. Most magazines provide profiles of reader demographics and circulation statistics. By tailoring or moulding advertisements to the interests and economic consumption ability of the readership, there is lesser prodigality and squandering of advertisement. Some favoured, in demand magazines offer special rates to resorts along with an obvious ability to print in colour and better production quality. Magazine advertising is rather expensive, owing to the fact that the cost is routinely decided on the basis of measure of distribution. Despite the fact that it is more expensive for the advertiser, magazines are commonly preserved longer than newspapers and are mostly perused more than once. The main prejudice against such an advertising can be pinpointed as the long lead time (45to 60 days), which often rules out putting up for sale short-term package specials, and the fact that most circulation is national ; thus a resort attracting largely form a small geographic area would be paying for dissipated circulation. Some magazines, however, release regional editions carrying regional ads.

6.1.3 Travel Industry Journals and Directories

Advertisements in the travel trade media are intended for the travel intermediaries (travel agents, tour operators/ wholesalers, airline sales and ticket agents) who also sell the resort. Travel trade media are markedly significant if a sizable fragment of business is accrued from this class. Ads in travel industry journals and directories may supply information relating to rates, number of rooms, special activity and recreational facilities, seasonal promotions, and location relative to airports , towns, and major attractions. Some of the directories commonly used by the travel trade include Hotel & Motel Red Book, Travel Weekly, Hotel and Travel Index, ASTA Travel News, Official Airline Guide, and Meetings and Conventions, etc. Pacific Travel available at the international level.

6.1.4 Travel Guides, State and Local Government Publications, and Chamber of Commerce Publications

Ads in such publications are effective in all respects as the reader is interested in the travel destination area and may be planning to travel there. The AAA Tour Guide(published by American Automobile Association) and the Mobil Travel Guide are examples of publications belonging to this category . Many of these are available to public free of cost.

6.1.5 Business Journals

Ads appearing in business journals are mostly of merit in soliciting convention and corporate meeting business as well as the general business traveller as these gets through to a sweeping audience of business readers. Some of these journals bring out resort and holiday travel sections as special numbers at specific intervals.

6.1.6 Outdoor Advertising

Outdoor advertising can be a very useful means of promoting resort, if endorsed as some states proscribe it due to growing apprehension of environmentalists for the preservation of natural, outdoor scenic beauty. The advertisement containing the message is stay put in front of the public for at least a month or even more. It is free for the viewers in the sense that they don't have to buy anything in order to see it. There are four types of outdoor advertising : i) posters and billboards ii) painted displays iii) semi spectaculars or painted billboards with added features like mechanical moving devices , reflector or special lighting effects; and iv) electronic spectaculars. It is worthwhile to point out that when outdoor displays are put to use, they must be well maintained because their condition reveals resort's quality . In other words, a poorly and ineptly designed outdoor display may have detrimental or negative advertising results, may even stir up community ill will.

6.1.7 Radio & Television

Telecommunications media are the most expensive of the advertising media, and an effective use of this media requires assistance of marketing

consultants. The worthwhile aspect of radio advertising is that everyone hearing the radio will hear the message. On the other hand, radio advertising turns out to be costly as a large number of radio stations fragment the market and so to be effective, more than one station is to be used. Further, listeners are almost always not in readiness to note down such details of the message as where about or phone numbers. For that two to three separated messages to provide them time to do jottings may be needed. Television, being audio-visual has an edge over radio. Nevertheless, cost is relatively high and few resorts outside of destinations themselves have been able to afford television as a medium for advertising. Rates for both radio and TV are settled for individual channels in proportion to the extent of coverage and viewer ship, for day-time , evening and prime-time broadcasts, and the audience coverage. In radio, morning time is the most highly-priced when most cars are on the road. In television, the most costly time or prime time, is between 8.00 and 10.30 P.M., when the majority of people enjoy viewing TV Programmes.

The resort with high potential for market growth and a comparative high market share is ranked as a "star". Resorts in a low market share situation but enjoying to some extent a high market share- whether through subtle pricing, packaging, or first-rate, breathtaking location are seen as "cash cows". Both star and cash cows categories of resorts may enjoy positive and progressive cash flows, but stars are mostly the, market leaders in fixing up rates, while cash cows tend to follow market trends. On the contrary resorts with low market shares in a high growth market place are upgraded as" question marks". They may stand in need of an enterprising, dynamics.

6.2 Promotional Elements & Practices

Beside paid media advertising, a range of promotional activities can be practised by resort managers to market their properties. Resort promotion includes not only printed materials, special programmes, sales campaigns and substance designed to allure customers to resort, but also the forum, style and manner in which the resort operates to satisfy the longings and expectations of its guests.In other words,

tradition(forum and style) and service are in themselves promotional, capable of bringing about prospective demands in the form of repeat business and referrals. The promotional aspects can be categorised into external promotion and internal promotion.

6.2.1 External Promotional Elements

Brochures and folders are among the most influential sales means as these have a multifarious use- be it advertising, promotion of business and a furnishing information to customers, travel agents, visitor bureaus, chambers of commerce, automobile clubs and other hotels and resorts. Ideally, brochures should incorporate the following types of information: Locations, Types of resort , Accommodations available, Family or group plans, Roomrates- printed on a separate flier, Meal plans- American, European, modified American or Continental, Attractions-historic, scenic, secreational, Events-special observances, re-enactments, celebrations, sports facilities, Services and amenities, Dinning facilities, Entertainments, Shopping, Transportation to and from airports and bus or train depots, and General information- Credits cards, reservations procedures weather conditions, clothing requirements, etc. Some fundamental aspects to be kept in mind while drawing up brochures are:

1. Use assorted photographs of excellent quality. Action photos of people having a good time are preferable to non- action photos of hotel facilities, which fail to convey an impressive message. Since the product, the resort is selling, is an experience- fun, excitement, social activities, relaxation- the brochure should have an emotional appeal.

2. Pay special attention to the brochures cover. It must be tempting and winsome in paper quality, colours, graphic designs and message to compete with hundreds of other brochures vesting in travel display racks.

3. Use effective sales copy- words that convey images to the reader. Provide information, not long essays that will not be read.

4. In case, the resort has the potential to pull a large foreign market, consider having the critical information translated into a foreign language and put on a separate flier for insertion in the brochure. Depending on the budget, a foreign edition of the brochure would be the best.

5. The brochure or folder should fit into a standard number ten business envelope for mailing. Since weight is another consideration, limit the number of pages or the weight of paper to avoid extra postage charges.

Some additional materials applied in external promotion is in the form of fliers, posters, signs and displays (in travel agencies, airports, local business establishments, terminals and at special shows and promotions), newsletters, special gifts and souvenirs (such as t-shirts or tote bags with the resort's name and logo), special reservations assistances and favours for travel agents (stickers with reservations telephone numbers, calendars, and rate cards), films, videotapes, and slides shows. For instance, some resort hotels of standing and stature offer prospective guests the options of viewing a videotape/CD on the resort before their trip, and the same is also made handy for travel agents as well as meeting planners. Others provide meeting planners and prospective group clients with a flier giving a rundown of the results of a survey which auspiciously compares the property to its competitors. Such a type of promotion can be potent in bringing round customers to select a particular resort. On the other hand, some mainly focussing on domestic market, try to attract more local patronage to its facilities with posters displayed at local establishments.

6.2.2 External Promotional Practices

Direct selling, direct mail, travel agency promotions, packaging, special events, and handling enquiries and reservations are modules of external promotion.

6.2.3 Direct Selling

This practice has been formed to be the most persuasive approach to apprise likely customers about a resort and what it has to offer. However, it is a very expensive method in terms of groundwork, time and travel costs. The use should be primarily confined to large groups and travel agents. While effecting direct contact sales, undertaking beforehand homework and seeking appointments are sive quazion. Some possible contact groups are professional and trade associations, employee organizations, chambers of commerce, fraternal organisations, university and high school groups, country clubs and services clubs etc. Moreover, conventions, conference and meeting groups can account for a major chunk of sales. A strategy often used to cushion and bolster group sales has been to identify and contact groups which meet during the resort's lean period or off- season. By soliciting groups in keeping with a calendar or schedule, the resort may sidestep the deplorable situation of having to turn down group business during a busy or peak season. Direct selling to groups and individuals may also be productive during special events such as trade shows, ski shows and boat shows where a great deal of promotional materials and literature should be on hand at staffed displays. The telephone is another channel for direct selling which can be forceful only if exercised in a befitting manner.

6.2.4 Direct Mail

Prior to the upsurge in postal rates to their present day levels, direct mail was, indeed, a modest and economical promotional tool and the most convincing after direct selling. However, taking into account the prevailing postel rates, it is advocated that customary and routine mailings be dispatched judiciously to former guests, travel agencies, conference planners, and other target groups by using a picked up mailing list. Various visitor bureaus hold membership lists of major travel agencies, wholesalers, and other sellers of their resort destination. The quality of such lists in the context of list's value in terms of the target market is simply important. An arrangement respecting trace dates needs to be set up for all large groups so as to approach them at the outset by mail, then in person for follow up sales and solicitation when conference and meeting planners are initiating the requisite arrangements. Birthday, anniversary , and festival (Christmas/ Diwali) cards to frequent guests provide a personal touch and are very useful in further promoting a return/ repeat visit.

6.2.5 Travel Agency Promotion

In the days gone by , the majority of guests booked directly with a resort, and the mainstay of a resort's business was put up by a repeat market. Today's common holiday-maker is relatively younger but mature, places a high value on leisure time, is more opulent and well-off, is well- versed with vacation alternatives, and often seeks the services of a travel professional for handling transportation, hotel bookings, and sightseeing arrangements.

6.2.6 Packaging

A very thriving trend gaining currency in resort marketing has been the espousal of the packaging concept. A package offers buyers a holiday which encompasses a multiplicity of services and amenities at the resort , such as airport transfers , meals, rooms, and golf fees or tennis instructions , at a particular, exact , and beneficial price. Packages simply inform the consumer how much the entire vacation will cost. The beauty of a package is that the consumer is able to decide in isolation, whether the vacation is affordable besides doing away with the surprise element of additional costs-an appealing and winning feature, particularly for the budget- conscious or amateur and unseasoned traveller. On the other hand , resort operators allege that consumers are not willy-nilly making enquiries concerning good deal , but rather value while investing in a package. Packages normally do not give lower or cut rates, at the most only special items or services are discounted. In addition to this, packaging provides the resort marketer the opportunity to be ingenious and original in developing specific resort " products" for different market segments for instance golf weeks, ski holidays , tennis time-ups, Christmas festivals, etc. Packages also facilitate the cutting down on early check-outs during bad weather , and are more open to market.

6.2.7   Events & Special Promotions

These are the methods practised by resorts to pull business during slack periods. Resort and tourism operators use the mystery theme in order to give a push to business during slow months. Hotels usually schedule the events in the winter and spring , while

cruise lines stage mystery productions in the spring and summer. Tour organizers are convinced of the fact that the gateway has caught on big because it lends a total sense of escape. Further, less dramatic special events and promotions may allow for arts and crafts festivals, Sunday brunches, and theme nights. In case, resorts have special recreational facilities, well-known sports professionals might be signed up for a season to give lessons to guests. In case, resorts have special recreational facilities, well-known sports professionals might be signed up for a season to give lessons to guests. Resorts, on top of that, host tournaments and special sporting events, many a time for humanity.

6.2.8 Handling Enquiries and Reservations

It is also a truism that in the absence of a system for handling enquiries and booking reservations , even the most expensive advertising and best promotional programmes may be frittered away. As divulged by market research, many operators fail to render proper service and lose potential sales by default. Budding users may contact the resort or telephone or by writing directly concerning their queries in respect of their stay. These must not be left undone, or taken in a lighter vein. If the requisition is by telephone , the personnel should be respectful and seek to explore provisional reservations.. Even if no reservation are effected, the personnel should offer mail promotional literature and acquire the caller's address . Enquiries received in writing need to be replied in toto, on the dot , and elegantly using a guest oriented text, and an offer to make a reservation at the end under signature. Nevertheless, it is customary to suggest customers that beforehand reservations are recommended during heavy seasons. On the other hand, queries can contribute valuable data or feedback for the marketing information system. The staff should maintain records for future promotional mailings. Many resorts practice SARA-sell and report to agency approach i.e., hire total representatives with a block of rooms at their disposal for immediate sale, in different parts of the country to collaborate with travel agents, airlines, and individual customers in terms of instant confirmed reservations. The representative then apprises the resort of the reservation . Resorts also arrive at tie-ups respecting pre-selling of rooms with tour wholesalers or operators

who create package tours. In major resort destination, hotels provide telephones in airports with direct lines to the property's reservation desk.

6.2.9 Internal Promotion

Internal promotion relates to all the methods used in marketing of products and services along with supplementing an impression or image or quality to the guest once he/she is in-house. A large portion of a resort's business is made up of repeat customers and referrals. Word-of-mouth communication as an advertising practice can prove to be the resort's best ally or worst foe. Particular and exceptional care and concern need to be accorded to little ones and nippers as well as large groups. It has been thoroughly observed by many best-selling resort operators that provisioning of special services and facilities for the guest's babes and by ensuring that the kids have fun and the parents have a phenomenal holiday. Thereby both parents and children may have a fancy for a repeat visit.

6.2.10 Condition of facilities and standard of service

Factors like the condition of the facilities and the standard of service, personal selling by employees ,various promotional items displayed/ exercised in the premises, etc. have much leverage for the guest. The resort manager must go in for an appraisal of the facilities and service areas customarily and regularly to make sure that promotional activities are being regulated throughout.

6.2.11 Personal Selling

While some people are better gifted with the knack of selling than others, the majority of employees are susceptible to becoming able to sell with proper guidance and training. Once a guest is in the premises of the property, employees have a lot of openings to maximize guest outgoings through suggestive selling in the restaurants, cocktail lounges, entertainment rooms, shops and wherever the resort provides services. Although numerous guests are elated and charmed to entertain suggestions which they appreciate as personal attention or service, some may not relish the idea considering it as unsolicited interference. When a guest does not aspire to shop for a product or service, employees should not exercise high-pressure sales techniques. Other means to build up employees craft on promotional marketing are incentive sales contests, recognition awards, and food and beverage familiarization training. An employee suggestion system should also be practised to seek ideas on being in the business of merchandising and selling.

6.3 Publicity

Publicity, which is a part of Public Relations, is necessary because of a resort's scant potentiality to invest in complete market penetration. Publicity, in as much as it is often presented as a news or feature story of general public interest and not an apparent attempt to sell merchandise, is more readily believed than advertising. Studies in marketing research have revealed that when advertising and publicity both appear on the same page, the publicity will attract more attention irrespective of the size of the ad. Publicity is, in fact, a more subtle moulder of opinion than advertising.

Resorts/ corporate 's ordinarily have some one, often called the public relations officer or publicity director, in their marketing department entrusted with the explicit responsibility of handling publicity aspect. It is that individual's responsibility to lay bare stories of human interest which may result in encouraging publicity for the resort, such as stories of the resort participating in charity walks or offering programmes for the elderly or handicapped. Some resorts provide the media with elaborately prepared publicity kits, key staff biographies, stories of human interest, and other information. Some routinely write press releases respecting the visits of celebrities and dignitaries as guests and dispatch them to the guests' hometown newspaper. Others offer complimentary accommodations to celebrities for their name value in the society as well as the press. Tours-de-force, when worthy of the name, attract wide press coverage. Publicity directors, acknowledging the value of having the resort made public in mass media like motion pictures and/or television, often times extend their facilities as props and backdrops for films.

The PRO/publicity director must be genuinely familiar with his/her market and resources. The following communication tools can be put to use :

news releases, feature articles, wire service stories and photos, backgrounders for syndicated columnists, guest interview shows, news features for radio and television, regional and/or national press tours, speakers bureaus, film slide/ tape presentations, public service announcements and direct mail campaigns.

The PRO/publicity director should essentially be aware of the fact that the news media is always seeking for news or feature stories, not advertising. The PRO should know how, to whom, and when to submit releases. Deadlines must be respected and stories factual. The familiarization trips arranged for the travel agent should also be offered an occasion to journalists to acquaint them with the facilities of the resort. When golf or tennis tournaments or other events are being broadcast on television or radio from the resort, appropriate pre-arrangements should be made to accommodate and oblige the media.

How management handles queries from and relates to the media, consumer groups and guests is a broader aspect of public Relations. Many companies are now training their managers to deal with such pressure and fend off the "no comment" situation. Difficult guests, even when in the wrong, can cause more problems if not handled properly and tactfully. Scores of businesses now have departments of 'customer relations' or 'customer affairs' which make an all-out effort to avert problems rather than keep waiting for them to occur first and then going for the corrective measure.

Conclusion and Recommendation

Today's consumers are more knowledgeable and sophisticated about travel products and services . Guests must perceive that they are getting value for their money and even more important, their time. Three underlying points at issue in their assessment of their value are :(i) What is the quality of the product ? Consumers do relate quality closely to cost, but are more likely to remember a bad resort/slash purchase experience longer than a good one ,

especially where cost has been disproportionate to value received.

(ii) What is the scope of the product? Scope is measured in terms of quantity and variety of recreational activities and amenities offered. Top resorts seek to cater something for every guest, be they young or old, active or passive in activity preferences.

(iii) What is the level of service? Services a critical factor in resort selection a guest normally expects a high standard of service, but due to a host of factors among them improvised technologies in travel and communications, need developments in resorts and the tendency to "trade up" in consumption-service expectations have risen even higher.

The marketers must also refrain from the lure to lump all consumers together. Although the resort industry makes an all- out effort to meet the expectations of a wide range of demand by providing many types of products, the individual preferences of the consumer must also be recognized. Dehumanization, soften present in serving large no of people, is a real threat to this delicate and frailed industry. Occupancy rates are kept high by perceiving the needs and concerns of individuals- the adult and the adolescent, the guest with special help needs, the handicapped traveller and the foreign traveller, as well as those who fit into the norm.

To cope with an accelerated rate of change in today's environment, resort hotel marketers must adapt their programmes to meet changing attitudes and also develop strategies that will anticipate change before it occurs.

Apart from provisioning of comprehensive and accurate information, marketing requires that resorts become sensitive and reactive to present day and prospective consumer problems and target fractions. For this, it is essential that resorts develop effective marketing programmes, with on going research activities and up to date information systems, and that a marketing philosophy filters through the entire organization and becomes integrated with every phase of operations.

Right to Information & Media:
The Right to Know is the Right to Live

*Sushil Rai**

Introduction

Today, we are said to be living in a knowledge society and we know that knowledge depends upon information. So, it is true that People's right of access to information actually amounts to their right of access to knowledge because Knowledge and information both are inseparable and interlinked. In other words, we can say that information is the brick through which the structure of knowledge is made. Hence the more information gives more knowledge and more knowledge makes us more powerful. That is why today one who has more information is more powerful. Thus the government is more powerful than the members of legislature because it is the repository of all information about the administration where as the legislators have only that much of information as is provided by the newspaper, radio and television channels. People's participation can be effective and meaningful only when they are allowed to access to information about the government's day to day activities affecting the important aspect of public life. This makes democracy an important form of government because it believes in open government in which nothing shall be hidden from the people unless there are compelling reasons to do so. People have a right to know the type of work that is being undertaken by public bodies. Also, how much money is being spent by them and on what? This is what is called the Right to Information which came fully into force on 12 Oct. 2005 in India and it refers to the right of every citizen to access information held by or under the control of public authorities. So it is important that we spread this RTI message throughout the nation for the sake of public interest. Everybody should be aware about this important right to access the information. In the context of awareness about RTI Act and its effective implementation, the media can play an important role, so it is also playing such crucial role in this regard.

RTI and Democracy

A democratic society survives by accepting new ideas, experimenting with them, and rejecting them if found unimportant. Therefore it is necessary that whatever ideas the government or its other members hold must be freely put before the public to make more meaningful democracy. The free flow of information is must for a democratic society in particular because it helps the society to grow and flourish. It is now recognized that the right to information is vital to democracy for ensuring transparency and accountability in governance. It therefore ensures that governance is more participatory being a vital component of successful democracy. So, in a democratic set-up, it is a need and necessary step to allow free flow of information regarding governments working, consistent with the needs of national security.

The right to information gained power when UDHR (Universal Declaration of Human Rights) was adopted in 1948 providing everyone the right to seek, receive, information and ideas through any media and regardless of frontiers. Also The International Covenant on Civil and Political rights 1966 says that "Everyone shall have the right to freedom of expression, the freedom to seek and impart information and ideas of all kind, regardless of frontiers".

The legislature and the judiciary function as open. More openly the legislature by way of open debate by the representatives of people to which press and people both have access. In a very similar manner the judiciary decides the cases only after giving both the parties to the cases, a chance of hearing. These two wings of government never normally carry out their operation in secrecy.

On the other hand the Executive always carries out its work in secret chambers and people or press hardly have an access or control over it. Nowadays the

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executive, apart from discharging its normal function of executing laws, promulgates delegate's legislative functions and also adjudicates on controversial manners.

As Justice Krishna Iyer in the Menka Gandhi Case said "a government which functions in secrecy not only acts against democratic decency, but also buries itself with its own burial". Therefore if look at the concept of power we can note that power corrupts and absolute power corrupts absolutely. There is a certain danger that despite several efforts for welfare purposes, the power may be used arbitrarily and for corrupt goals.

Therefore a right to know is necessary to handle the affairs related to executive and provides a platform for people to participate in governance with proper knowledge. The fundamental values associated with the concept of freedom of expression and right to information in a democratic society, are widely acclaimed internationally as follows:

(1) Freedom of expression is essential to the development of an individual's personality. The "Right to Express" and to communicate is central to self development and realization of one's potentiality as a human being. Any restriction on expression of opinion or access to information can adversely affect individual dignity, integrity and growth.

(2) If development is to be realized, people need the freedom to participate in public life with full information as "informed" citizens, exercise their "right to say", put forth their views, and demand, without fear of discrimination, that their Governments uphold their obligations and deliver.

(3) Knowledge is power and freedom of information is vital to the advancement of knowledge society. Enlightened judgment is possible only if one is provided with opportunity to consider all facts and ideas, from whatever source, and to test one's conclusion against opposing views.

(4) Sustained human development requires that the people, especially the poor have the "right to know" and are provided with access to relevant information, including that relating to the conservation of the environment so that they can take their own "informed" decisions and realize their right to development.

(5) Free flow of information promotes accountability and transparency, prevents corruption, and strengthens the capacity of community groups and civil society organizations to participate in decision-making. The right to freedom of information is crucial not only in determining policy but also in checking the Government in its implementation of policy.

(6) The lack of access to information on Government policies, programmes, schemes, benefits and deliveries makes corrupt practices thrive. When corruption siphons off amounts from employment guarantee, unemployment or disability benefit, misdirects public funds for service delivery or delays pension and social security payments, it is usually the poor who suffer the most. Freedom of information can be a potent tool to prevent and fight corruption, i.e. the abuse of public power for private gains.

(7) Freedom of information is a necessary part of our democratic polity. All power in a democracy belongs to the people who are the masters and the Government is their servant. If the people are to perform their sovereign role and instruct their Government, they must have access to all information, ideas, and points of view. Thus, democracy must extend beyond the ballot box and be deepened through "social citizenship" and "citizen governance".

(8) Freedom of information is vital to the process of peaceful social change. It allows ideas to be tested in advance before action is taken, it legitimizes the decision reached, and it permits adaptation to new conditions without the use of force or violence.

RTI, Good Governance and Development

Good governance is a basic need of democracy. These days there is an emphasis on good governance. One of the important characteristic of good governance is open governance. An open government is one which

does not hide anything from the governed. People have free access to any information about them. Thus open government strengthens the link between the state and citizens.

James Madison said in 1822: "A popular Government, without popular information, or the means of acquiring it, is but a Prologue to a Farce, or a Tragedy; or, perhaps both. Knowledge will forever govern ignorance; and a people who mean to be their own Governors must arm themselves with the power which knowledge gives". Information is regarded as the oxygen of democracy. It invigorates where it percolates. If people do not know what is happening in their society, if the actions of those who rule them are hidden, then they cannot take a meaningful part in the affairs of the society. Freedom of expression, free dissemination of ideas and access to information are vital to the functioning of a democratic government. Information is crucial for a vibrant democracy and good governance as it reflects and captures Government activities and processes. Access to information not only facilitates active participation of the people in the democratic governance process, but also promotes openness, transparency and accountability in administration. 'Right to Information' (RTI), the right of every citizen to access information held by or under the control of public authorities, can thus be an effective tool for ushering in good governance. The major characteristics of good governance are participation, rule of law, transparency, responsiveness, equity and inclusiveness, effectiveness, efficiency, accountability, strategic vision and consensus orientation. Transparency means that decisions are taken openly and enforced as per rules and regulations. It requires that information is freely available and directly accessible to those who will be affected by such decisions and their enforcement. It also means that enough information is provided to all the stakeholders in easily understandable forms and media to enable their meaningful participation in decision making processes. Accountability means that public institutions and functionaries are answerable to the people and to their institutional stakeholders. In general, an organization or an institution should be accountable to those who will be affected by its decisions or actions. Accountability cannot be enforced without a regime of transparency.

A direct relationship exists between right to Information, good governance and development. The Right to Information provides citizens the opportunity of being informed of what the Government does for them, why and how it does it. Good governance provides a platform that enables government functionaries to operate efficiently, effectively and transparently and be accountable to the public for their actions. It aims to put an end to inconsistent government practices and helps in establishing a responsive State. Public participation in Government, respect for the rule of law, freedom of expression and association, transparency and accountability, legitimacy of Government, and the like, which are the core values of good governance, can be realized only if the right to information is implemented in the right spirit. Right to information is the hallmark of good governance.

Information is also an important tool for development. It promotes action for development. The more information a society has, the more developed it shall be. Development is possible if we assimilate new ideas and new ideas can grow and be found in an atmosphere of freedom. Conversely, a society where ideas are not throne into open and everything is shrouded in mystery, development can not take place because a debate on new ideas is not possible as most of the people do not know about them.

RTI and Role of Media

In fact, mass media is the most important vehicle for information, knowledge and communication in a democratic polity. It plays a very significant role in shaping societies; provides the public sphere of information and debate that enables social and cultural discourse, participation and accountability. Simultaneously, the media is the most accessible, cost-effective and widespread source of information and platform for expression. Information is power. The media can play a crucial role in building an inclusive Information Society based on knowledge power and its distribution.

The media can play a very constructive role in the governance as follows:

1- As the 'fourth pillar of democracy', the media not only has an important stake in what the RTI Act

purports to provide and achieve, but also in catalyzing and entrenching the implementation and enforcement of this significant piece of legislation.

2- Despite the provisions that have been made to access information, citizens resort to media like newspapers, radio, television etc. for day to day information about public authorities and their activities. The media provides a link between the citizens and their government. The media's right to information or right to tell is not a special privilege but rather, an aspect of the public's right to know. The media should fulfill this obligation.

3- As part of the civil society, the media has an obligation to articulate the needs and aspirations of the people. Using the Act, the media can highlight key issues faced by the citizens, particularly those faced by the poor and voiceless.

4- The best service that the media can provide to the public, whether in a mature or emerging democracy, is that of a community watchdog. Journalists should see and perform their role keeping in mind public interest. Using RTI, the media can expose corruption and inefficiency. However, in performing a watchdog role and digging out the truth, journalists should be careful in interpreting facts and evidence. It is important that the media plays the role of an honest broker of information for its readers without deliberate bias or favoritism. The media must consider its independence to be its most valuable commercial, editorial and moral asset. Maintaining its independence through professional behavior and a code of conduct that is subscribed to by all journalists, the media can be a powerful user of the RTI Act and an agent for the empowerment of people through an Information Society. The objective of the Act to usher in a practical regime of right to information cannot be attained without a proactive role played by the media.

For media to fulfill its potential, actions are required in three key areas:

1. To protect and extend media freedom and independence, and rights of access to information;

2. To actively develop the potential of media to provide information, a forum for debate on topics of public interest, cultural expression and opportunity to communicate, especially to the poor and marginalized;

3. To strengthen the capacity of media to promote and help build an Information Society raising awareness, channeling civil society concerns, debating policies and holding government, private sector and civil society accountable.

Traditional systems of information access in India have made journalists dependent on sources they must cultivate. Whether bureaucrats or politicians, much depends on the privilege and patronage of the individual source. Such relationships of patronage not only make journalists depend on very feudal relationships, it often makes them use the information regardless of its veracity.

An RTI regime can enable credible, evidence-based and factual reporting on key issues of public interest. It can enable the media to expose mal-administration, corruption and inefficiency and to propagate stories and instances relating to accountability, transparency, effective administration and good governance. By using the RTI Act, the media can play an important role in highlighting issues related to public service delivery and the efficacy and accountability of public officials.

Under the RTI Act, the journalists & reporters, like citizens, can:

Demand from the Government information pertaining to any of its departments

Demand photocopies of Government contracts, payment, estimates, measurements of engineering works etc.

Demand from the Government certified samples of material used in the construction of roads, drains, buildings etc.

Demand to inspect any public development work that may be still under construction or completed

Demand to inspect Government documents - construction drawings, records books, registers, quality control reports etc.

Demand status of requests or complaints, details of time delays, action taken on Information Commission's decisions etc.

Therefore, RTI Act is very useful to each people, system or administration to achieve and enhance the remarkable progress in the society. It maintains the transparency and accountability which is much important for development in any field and in this reference media is also playing a very vital role to spread the information, knowledge, awareness about RTI Act.

1) *The Indian Express* revealed the truth of the promises made in the rail budget. This was also exposed through the help of RTI. According to the reports published on 25th February 2006 by Ritu Sarin, around forty seven crores plan is still pending which was announced earlier NDTV in partnership with leading civil society organisations had launched a nationwide campaign on RTI that seeks to build public awareness on RTI and wherein people were being encouraged not to pay bribes, but to ask for information under the RTI Act to solve their problems.

2) The Indian Express, a national newspaper, along with Parivartan, has been guiding people in exercising their right to information through a RTI forum. It has been doing this through a regular column "Express Initiatives" - in which recent developments in this area are mentioned along with people's experiences.

3) NDTV in partnership with leading civil society organisations had launched a nationwide campaign on RTI that seeks to build public awareness on RTI and wherein people were being encouraged not to pay bribes, but to ask for information under the RTI Act to solve their problems.

4) It has not only reported cases of success and failure in use of the Right to Information Act but also published sample 'questions' to assist citizens in framing 'well drafted' questions. In addition to this column, the Indian Express has organized awareness camps and training workshops in association with other institutions to guide people in accessing information. They also have an interactive website to addr) Doordarshan, the State owned broadcast network has launched a weekly half-hour programme on Right to Information. It aims to present best examples of how the common man has used the power of RTI.

Conclusion

The Right to information is a sine quo none of democratic polity. Information always empowers people and ensures transparency of administration. But people's access to information is very limited because of the fact that mechanism is not so effective and man's brain deliberatively holds back information. The Right to Information Act 2005 seems to be an effective legislation but it requires aware and educated people who can use it for their welfare. So government first needs to ensure that a majority of population becomes educated so that this act may survive for a longer period and serve the deprived and poor people of this country. Also a high order Judicial Activism is also necessary regarding the implementation. If it succeeds in its purpose it will necessarily increase public participation and in this regard media can play important role to disseminate inform, and educate the people about RTI throughout the country.

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Issues, Social Sector and Mainstream Media: Missing Relations

Sachin Kumar*

Introduction

We have not made a single gain in civil rights without determined legal and non violent pressure….. Freedom is never voluntarily given by the oppressor; it must be demanded by the oppressed.

- Martin Luther King

The mainstream media plays a significant role in the life of an individual; it has the capacity to direct the process of social change, media shapes the public opinion. It is all what is usually said regarding the straight of media. But, after shuffling through the pages of a news paper within 20 minutes, I ask myself-why I am not able to contribute more that 20 minutes in protecting media's role in the social change process. At the end of the day, I get an impression that if I don't find my issues and perspective I will not be able to contribute for the cause through the media. If media is powerful, than one has to decide how and in which direction this power should be used.

Today the new mantra of the media is that "Information is Power". But what needs to be understood in this respect is who is being empowered by the information revolution that is at its height today? Does this information mean anything at all for the poor, hungry and the marginalized? An important fact that often goes unlooked is that in today's information age, images and money become more important, when compared to, vital ideas, resources and reality that are supposed to be represented through this information. There is no denying the fact that the medium itself is the message and so, those who have control over the medium are powerful. Information in itself does not have much intrinsic value but it becomes a powerful weapon when it helps us to understand something else in a given context. The ongoing information revolution definitely does not bring about a socio-political revolution. The revolution in manages to inform, but it fails to empower the people who are in need of it. The process of globalization has fundamentally changed the way we communicate, think and act. Quoting John Samuel one can say that, "the new economy is a web of changing contours of information, finance capital and markets, with resultant change in socio political identity, power relations and the process of political mediation between state, business and civil society" [*John Samuel, National Centre for Advocacy Studies*]. The business potential of the media led to its commercialization.

In India, the media has a different role to play from its conventional role of purveying information. Public interest demands that the media should play an important role as a catalyst in bringing about a social change. It has been rightly said that, the press in democracy serves, as it's fourth pillar alongside, legislature, judiciary and the executive in maintaining the freedoms and interests of the people. Among the participants, the media is the ideal means to serve as a link between the state and the society by educating the people about the happenings, which have affected them or may affect them. One has to acknowledge that the media was at one point of time a crusader of the Indian independence and has been instrumental in bringing about many social, political, economic and religious changes. Today though there are many causes that should be taken up as crusades,where nothing much is happening. This is mainly because; the causes largely belong to those strata of the society (the poor and the marginalized) that are hardly represented in the field of media. The media is wholly, for and by the elite, the resultant factor is that vast sections of the society and their problems rarely find a voice. Vast sections of the society are subject to exploitation; discrimination and they are victims of unjust and inequitable social and economic order. The media through the columns can legitimately expose the corruption, nepotism and malpractices carried out by those in powerful positions, and the non-implementation of the welfare schemes devised for the benefit of the poor and the marginalized, and they can be pursued till they are properly redressed.

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Present context- Changing priorities

This is a heart threatening fact that space is constantly being reduced for the thoughts and debates in the media, especially in the print. Only big names and thinkers can avail space, because they are saleable. An interesting phenomena that is now very evident from the fact that, writing a column is a most desirable profession for the retired beaurocrat, technocrat or police official, in which he talk's mostly about ideal things and great suggestions for the change in the system, which unfortunately, they never tried to perform when they were in power. We feel that media is a platform where a common man can raise his voice but marketization and changing priorities are reducing space for this purpose. Now we can reach to this conclusion that the circulation and reach of the media is increasing but the impact is getting limited because media in many senses does not take up the issue till a pro poor result is achieved.

The fact that the concept of the opinion editorial pages and space for the debates and thoughts is being reduced in the regional and Hindi media one important thing that is to be pondered upon. The editorial policies of newspapers are now are being decided by the management experts, who believe that readers should read and discuss the issues of personality, market trends, consumer products and ways of modern life style, because these subjects decide the growth of the market and capitalization. The justification put forward for removing these pages is that the issues printed on these pages are not of much importance to the layman and it is infact of importance to the intellectuals who ponder them and initiate discussions on them. It still needs to be understood how this justification works when, today, even the decisions of the WTO and G-8 come to directly affect the lives of the tribal living in the far stretched regions across the world. Privatisation, liberalization, genetically modified seeds all ultimately affect the common people and there ought to be news, editorials and discussions on them in the regional media. Today media wants to talk about employment, not because it may eliminate poverty, but this issue may build pressure on the state to be more liberalized and open for the private sector. It's a reality that the Indian

Government has made a policy decision for the foreign disinvestment in the media sector. And now it is a one of the most profitable sectors in the capital market, because it has a power to mobilize, social impact, acceptability and great reach to the most backward areas. The disinvestment in the media sector means if you want pro-poor social change, believe that media should be sensitive and rights based, you buy shares of the group, make a control over the board of directors or policy makers, then you can make the changes- like what issue will be published, how follow-up will be framed etc! It's a new face of becoming powerful and influential, where values and sensitivity is not a prime policy, but the power to control market is the prime one, it won't make a huge difference, whether it is achieved from mass-support- mobilization or from radical movement techniques.

Another fact that is noteworthy is that the media now seems to be interested in raising more non-political issues. On careful analysis one finds that, for the last couple of years, the media has been giving huge space for Bhasha (Language), Sanskriti (Culture), Entertainment (Films and Bollywood), and now Adhyatma (Spiritualism). These issues are actually framed by the political sector so that the main issues go unnoticed. A political party creates a controversy over some trifle matter and the others criticize the same. Even political issues are now being discussed very non-politically as they don't hurt or open up the faces of their political rivals, because there is no kind of opposition of a concept in our national or regional politics. Every body takes care of each other's interests. In a way available space is being killed. It is worth to mention Rural Affairs Editor of The Hindu, P. Sai Nath's analytical statement, who says that the country is facing a major agrarian crisis but the media reportage hardly reflects this. While journalism attains greatness or notoriety on the basis of how relevant it is to the great occurrences of that time, today it is (the) mass media, on (the) one hand, and mass reality, on the other. He says a young aspiring actress Nafisa Joseph committed suicide. While it was very sad that a young life was snuffed out in a stroke, for the next 12 hours the incident got more coverage than the death of 30,000 farmers received over the past 10 years. The suicide invaded every possible arena of television, but

compared to that did the suicide of farmers get the kind of exposure that is needed. Similarly, while more than 400 reporters were accredited for the Lakme India Fashion Week 2004, barely six correspondents of the national dailies were deputed at the "height of the agrarian crisis". [*The Hindu, 22.12.2004*] In the same sphere Amitabh Bachhan has become a new survivor of the neo-liberal society and when he faces stomach-ache our leading news channels assign 129 reports to cover and show him at the prime time. The study of Center for Media Studies shows that the mainstream news channels have given 700 minutes of prime time slot to him and neglected the nation. We may be surprised to know the fact that the Big-B incident was given same importance as the historical Mumbai flood. Can both these incidences be put at the same level? And Madhya Pradesh's leading Hindi daily newspaper has decided not to publish the news items relating to hunger, poverty, malnutrition because their market study says that poor people do not read our newspaper and corporate sector is our target and secondly, they, poor and marginalized, are not the consumers of our revenue generators also, who pay us for the advertisement. So naturally Big-B and Sachin Tendulkar becomes full page news for media. It is not the question that actually what they are contributing to the Society, besides selling harmful soft drinks, shoes, Bikes. Any way Big-B has played a big role in making Gambling a national game, which creates greed.

A latest example may be seen in Madhya Pradesh, where during Cricket series between India and Pakistan four major main stream newspapers provided two special pages, approximately 10 percent of the total available space, for the sports for 66 days, different cricket expert columnists continue to write columns on the goods and bads, in form and out of the form, catches and runs and for them there was no lack of space and no material crisis. It is not the end, but these news papers made front page lead story from the cricket between India & Pakistan and this coverage secured space in all the editions of the newspaper. On the other side, at the same time malnutrition deaths and cases of black marketing of grain (which was to be distributed to the poorest, food insecure and drought affected families, under the relief and employment

guarantee works) were taking place but these issues could manage a quarter page coverage for two days and double and three column news for a 5 days in local district editions, which has no impact on the policy change or may not play any role in making malnutrition deaths and black marketing of grain an socio-political issue. It is a debatable question as to who decides that the Cricket series is a matter of concern and priority issue, rather than malnutrition deaths and food insecurity?

Moving ahead when we analyze the women's issue, and see what gets covered, we find that strategically majority of the time, non-political aspects of women empowerment gets space in the media. The main stream communication sector eagerly covers activities and stories of Self Help Groups, which are mostly involved in small savings and doing genderly defined jobs. It is constantly seen that the matters relating to kitchen activities, furnishing of drawing and bed rooms, floriculture and fashion gets covered under the columns and pages devoted to women. Our patriarchal society is reluctant to accept that politics, industry or bureaucracy can be the areas of women's life, either in terms of interest or achievement.

Although it's a fact that women's issues have now started getting some space, because it has a broad base of market and political interest, but tribal issues, such as Self Rule, Rights over natural resources and their own identity, are still not identified as market issues by the market forces. These are the critical political issues but even political powers avoid these issues because they themselves are under the shadow of influential pro-globalization groups. These groups have set their eyes on the richest natural resources. Although there are issues covered on physical violence and rape against them, but with the belief that these are routine hard news stories to be covered by the crime reporter. It is not seen as a gender issues in a patriarchal society. So almost all the time readers do not get socio-political analysis of women violence and gender based discrimination.

Apart of that Dalit issues and issues relating to communalization of socio-political structure and values cannot be the mainstream issues of the

politically influenced mass media. There are certain power centric structures like industrialists, multinationals, academicians etc, who are protected by the fundamentalist forces, mostly political parties and supported social organizations. They have converted their socio-feudalist character in to ideological political mass base. The reality is that these groups ensured resource based support from the business class within the nation by protecting their benefits and formalized exploitative policies and from multinationals by supporting hard core globalization. It should be analyzed that when Bhartiya Janta Party was in power, United States never took the cognizance of human rights violation and communal violence in Gujarat, but it was made an issues when BJP was out from the power. It counts that who supports who, and who protects who and when. Now Media groups are entering in the capital market with *Initial Public Offers* (IPO's). It means they need multi-dimensional protection both from market and State as well. It is crystal clear that pro-dalit and tribal policies can not be accepted by the market, and if it does not protect their interests, state will not move forward with those policies at all. In a sense the entire relationship between market, politics and policy makers will not appreciate any rights based step of the media, which now has its own interests. It's a fact that coverage of dalit issue in the main stream media is as crucial as it is in politics and society. Our main stream political structure has never been in favour of elimination of dalit discrimination, and if any group stands in favour of this, it will be destined in to an alternative political framework. It also counts that who owns media? Can we accept the reality that the media houses are owned by the high and upper social classes, who are part of the discriminative society? It's not a very optimistic picture of the situation, it may be biased but the fact is that it is a point from where we have to start our journey.

We can clearly see that there is a strong effort of establishing the media, not as a tool of social change, but as a product (a product to inform, to educate and to entertain with a specific purpose of consumer and market protection), which has a market value and it depends on the market forces (producers, marketing professionals, propaganda experts and pro-market

politicians) what will be sold over the counter. And this situation has created a new front for the change seekers. The class whom we used to call pro-people media is now both, shrinking as well as losing its existence or is being pressurized to change its character from a pro-people one to a pro-market one. One hardly finds a difference between news and an advertisement, and even comments and thoughts are formally sponsored now. This whole situation gives an impression that, in the coming 3-5 years, if you are powerful, you will be able to control tools and process of debate and even thoughts. At this point one will not have to tackle media institutions, as a sponsor one will be in a position to control and divert the debate in the direction one wants.

Perspective in need

There is a lot of scope for the media and the NGO's to work together. The media is in an advantageous position to work with the organizations by promoting the causes that are taken up by the organizations. The media can be used to promote the causes and issues by keeping it alive in the minds of people and building up a sustained pressure to resolve it in favour of the deprived and the underprivileged. This sort of advocacy was very beautifully used in the pre independent era by the freedom fighters. There were a large number of newspapers which wrote untiringly in favour of the struggle. Advocacy helps to highlight issues, create awareness about it and eventually induce people to change their attitude in favour of the concerned issue. There is a need to establish mutual relationship between media and development sector for a progressive and pro-poor social change process.

Media has tremendous potential where social change is concerned. It has always played an important role, it is not an external part of the whole process, and instead it is an integral part.

The process of capital accumulation has also commodified the communications sector around the world and made it into a branch of industrial activity for the sake of maximum profit. The past few decades saw the emergence of giant globally operating media conglomerates and the main effect of this is, the

tightening grip of transnational corporations over the economy, resources and governments of the underdeveloped countries, which also includes control over its communication systems. It is interesting to note that the media industry has now acquired the position of the fifth largest industry in the world, having overtaken oil exploration and telecommunication services industry [Dancing *to Global Capital: Media in India, Pranjali Bandhu, Pg. 5.*]. India's entertainment, broadcasting and print media has the potential to increase its turnover to 65,000 crore by the year 2005 [*According to a Study conducted by The Federation of Indian Chambers of Commerce and Industry.*].Procuring space in the media is one difficult thing in today's era, when advertisements are given the top most priority. So it is very important that the space that we get is put to proper use. The space should be utilized in a proper manner to highlight social issues.

Whenever an incident or a matter is highlighted in the media, its immediate effect is not only that the people are made aware of the matter, but also that the particular incident get legitimized in history through the media. This becomes a good platform for future reference as well. It cannot be denied that the press clippings are a very reliant source of evidence in the Courts around India

Social change is not the result of an effort or process in isolation or the impact of media only. It is the result of a perspective based integrated and unified effort of the society and the movements. Hence, it is very essential to co-relate their relationship and roles in the process. During the time of the independence movement in India, media used to play an active part in the struggle, but now, it is becoming a platform of non- political debate and it does not take up the responsibility to fight till the pro-poor result is gained. Today they are worried about their images and feel that if they constantly follow the issues that actually matter, their image may be tarnished. And we find media resisting the coverage and analysis of such issues frequently. We can look at the example of an event that took place in Bhopal on International Day of ACTION ON DAMS, RIVERS, and PEOPLE-Against drought, flood, displacement, destruction,

privatization on 14th March 2005. Narmada Bachao Andolan had organized a dharna to protest efforts of increase in the height of Sardar Sarovar Dam from present status of 110 meter to 121 meter without proper rehabilitation of the project affected families in Madhya Pradesh, Maharashtra and Gujarat. A conflict occurred between the Police and the NBA activists in course of the dharna. The Police snatched the andolankaries by their hair and fought with them. After that leader of NBA, Medha Patkar had a formal talk with media persons on the issue of Dam and rehabilitation, she chose not to make the conflict an issue during the press meet but journalists were constantly asking questions regarding the episode and were ignoring the real issue. The next day's newspapers stood testimony to the fact that the media were not at all sensitive towards the actual issue, as one could see that all newspapers gave far more importance to the conflict and accused NBA persons for the violence in their coverage. None (from the media) talked about the issue relating to the height of the dam and rehabilitation. It is worth mentioning that initially in the morning, it was a social issue but when police got involved in to it, it became an issue to be covered by the crime reporter.

And here is it, that we find a gap between the perspective, and actual behavior and capacity of the media. The truth is that the expectation one has from the media is too high and the approach of the media is too non-political. One can see that since independence, media has not stood out as the voice of the poor thoroughly. Each and every advocate of rights, including government and CSOs has tried to use them for their own benefits. Media has not been able to not hear the voice of the needy, amongst the noise generated by the politics of issues. Media has been used and issues have been raised, but the results have never become an object of the media politics. Issues are published only because they are current news and can be sold. Once they are old, they are out of the media definition. When a person dies of hunger, the hunger death becomes a sensational story, but none are bothered to address the policy that has caused the death and to build pressure to change it, so that it does not become the death Nell of another poor person and his family. Even in these cases, there has arisen the need

that the numbers who have died should be big, only then will the piece of news find place in the concerned newspaper. The space available in the newspapers is limited and the readers do not have the time to go into the details of a starvation death or gender discrimination caused by bad governance.

Media plays an important role in the shaping of the course of development as well as the formulation of policies in a democratic society. The issues taken up by the media usually become the priority areas of the work of the government. The press acts not only as an informer, educator and purveyor of the news but also as the modulator of the views.

Media *Vs* Voluntary Sector- a Different Point of View!

It is a established fact that media plays a multi dimensional role in the development process but in the present context this role playing theory has entered in a very critical situation, on the one hand, the pro-poor values of two important pillars of the society, Voluntary sector and the media, are not in the priority state. And on the other hand, there is a never-ending debate running amongst the NGO's and people's organizations regarding the question as to whether the media is an important way of advocacy for the rights of the poor and the marginalized. The debates usually come to a close reiterating the fact that the media definitely plays a powerful role in bringing out the problems and difficulties of the poor and the marginalized. There is some amount of legitimacy attached to the media and it definitely acts as evidence in the process of law.

But it is an accepted fact that the priorities of the media are definitely not the issues of the poor and the marginalized and changing fastly in the era of globalization, but one has to also understand the structure and system under which the media works, like what gets published, how and in which form, & who is the decision maker? The organizations have not tried to understand these structural aspects of the media, which are important. During the struggle of Indian independence the media played a very important role supporting the struggle and action but here one has to keep in mind the fact that the media then was set up and used in a manner with a perspective and mission, which is different from today.

Today the organizations working in the developmental field definitely want the media to play an active part but they do not take any step to develop its perspective. The organizations should be in constant dialogue with the journalists on the issues in their area and they should also provide data, facts, laws, details of incidents, their personal analysis etc to the journalists as reference material. But this never happens and the organizations keep blaming the media who in turn say they are helpless. The ultimate result of this is that the organizations start searching for alternative methods to get their stories published. Most of the time one sees that they start publications of their own in which they write about these issues. One can find publications ranging from single page pamphlets - posters to newsletters to full fledged books. Though a lot of effort goes into the publication of these things the sad part is that, these publications do not have a broad reach to the genuine target group. These publications get distributed amongst the people's organizations, NGO's and other individuals who are already pro-developmental. These publications definitely cannot generate the required effect, which a mainstream media can.

Another matter, which is very controversial, is actually the image, which the organizations have regarding the media. The organizations look at the media as a group, which can build as well as break images. Organizations constantly want their image to be portrayed as a very good, pro-active and clean one with no misgivings what so ever. The organizations want the media to analyse the incidents and issues but in this process they do not want even a finger raised at the organization and its perception, actions or its work. So they start maintaining distance and their relations become conditional.

There is lack of constant dialogue between the organizations and the media. The organizations make use of the media only for the coverage of events, their success stories, and press conferences and to get their press notes published. Ironically the paper clippings of the coverage of these events form a very important part of their annual report.

It is clear that if the media is to be used as a tool for advocacy, both transparency and dialogue has to be used as a weapon by the organization. One has to also understand that the media cannot be used as a tool to promote an individual or an organization. Instead it has to use the media to generate debates among different groups regarding the issues of the marginalized and the poor. There is a strong need to fill the gap practically between social sector and the media with a pro-active mutual dialogue and behavioral change is a 'pre-condition' to get expected out comes.

Effort with a strategy

It will be a very general statement to say that the media is not playing any role in the development process. In fact it is the media that is deciding the way and indicators of development. The experiences of Vikas Samvad clearly throws light on the potential and opportunities, which the media has for playing a role in framing a pro-poor structure, in both the sectors- Social as well as Media. An effort took place in the year 2001 with a perspective of bringing the media closer to the developmental and human rights issues. As strategy it was aiming at socially sensitive stringers (journalists, who work at the block and cluster level for a particular newspaper. Normally they are the main source of feeding village level news to the newspaper. They also perform the role of an agent for them and maintain the circulation of the newspaper. The stringers consist of media persons from the local society who are affected by the local politics. Our main concern is building their issue specific understanding, training them for better writing skills and also capacity building of voluntary organizations to work with media on issues of concern.

In a period of two and half year's 16 training programs were organized in different districts of Madhya Pradesh and 377 persons participated in these trainings. Numerically it may be a big achievement but when we analyzed its impact on the process, we found that this initiative could not make a dent on the system. No body can claim that it could make any impact in the behavior of the media or changed the priorities of mainstream media. NGOs were sharing their pain with each other and accusing the media for their present priorities. The media in turn was not available to hear or respond to their allegations. There was no space for dialogue between the two. We also found that out of 377 persons trained, only 57 were actually working as stringers writing in the press while the others were representing NGO world. It was also found that stringers were not in the position of publishing news on the page that would matter and in the position of influencing the newspaper decisions.

Another interesting fact to be noted from this research was that the 130 representatives of voluntary organizations, build their capacity for documentation but no substantial media advocacy issue was taken up by these participants.

In a sense, a media advocacy effort became a typical NGO initiative for the NGO brothers and sisters. There was no focus on interface between media persons on the higher level such as editors, state and regional bureau chiefs who make the decisions in mainstream media. Apart from that there was no formal involvement of media in the process so it did not own the same resulting in obstacles in raising the issues by trained persons? That's the mistake, which usually takes place in the media advocacy or sensitization efforts.

And in the last months of the year 2003 on the basis of a strong review of the first phase a new initiative was conceived for Vikas Samvad. Individual carrier journalists were to be the prime stakeholders in this process. A process of dialogue with the editors and mid carrier journalists was started before finalizing the initiative's next perspective and strategy. Unanimously it came out that journalists are usually keen to work on specific issues but in a specific structure and lack of time and resources they don't get opportunities. Most of them were in the mood to continue issue based media workshops. It was also felt that, to avail maximum space for issues in media a data base and perspective documents should also be made available in a media friendly format. The question of lack of opportunities for the carrier journalists was answered through the one year, 4 full time issues based fellowship for the mid carrier Hindi journalists of Madhya Pradesh out of which, two of were reserved for women journalists. The selection and advisory role undoubtedly played by eminent editors, media academicians and development activists. The main aims of the initiative are to work in the area of

Governance, food security & Poverty, women empowerment, women's health and leadership. All the issues relating to these areas are to be highlighted in the media. Cases of ideal role models and struggling marginalized communities with the impact of present policies and globalization are to be given importance and brought into the forefront for the readers who in turn could be sensitized on the issue. There is no choice between the two indicators of quality and quantity. Both are important. Vikas Samvad decided that a person who is working as a Vikas Samvad fellow will have to get 40 articles published in the mainstream media. This is a clear output indicator. On the other hand we have a clear object of perspective building of the fellow journalist on the issue he is working. This year we have planned an intensive orientation program for the fellows, which will cover research methodology, principles of the issues, situation analysis, perspective, media strategy and coordination planning. As a result Vikas Samvad fellows and support group could achieve the difficult target with the 223 articles published in mainstream media, not in alternative media, in a year's effort.

As one of the prime object Vikas Samvad works for c*omplementing field level action on the issues concerning the poor and marginalized and* complementing campaigns and influencing policy makers of the priority issues. In this context it intensively interacts with the peoples organizations constantly.

There are a number of organizations, people's organizations and individuals who are working on the issue and in course of our work in one year, we have tried to also serve as a platform for these groups so that their work and the difficulties faced by them can be highlighted and shared with the media.

It however, has to be understood that the effort of bringing the media and the organizations on a single platform has not been very successful, owing to the fact that the media has a very rigid perspective towards the organizations, and the organizations in turn only collaborate with the media for the purpose of getting press notes released and for press conferences.

Conclusion

On the one hand there is an expected need to create a media that is Pro-Poor and has humanitarian rights based approach, one which fights and renders voice to the voiceless and the marginalized, and acts as a stakeholder in the process of social change and finds oneself accountable towards the society. And on the other hand social sector and voluntary organizations has to find ways and strategies to work and co-exist with the mainstream journalists as well as the media institutions to provide voice for the issues of the marginalized and to bring about change in the policies for a just and equitable society. It is also a very crucial question in the era of globalization that how it can be established that a pro-poor media can also survive in the market.

Clearly one has to accept the fact that in the present context, where economic power controls the socio-political system, media can create a noise and expose the conspiracy. It is really a fact that readers do not have a mutual relationship with the media and that's why media decides what a reader will eat in the Breakfast, in the Lunch and Dinner. There is a need to put our reactions forward and pressurize them to follow it up. Experiences of the desk also supports the analysis that news papers are reducing space for open debate or letters to editor, because now readers do not express their view.

In the same sphere, experience of intensive developmental media advocacy efforts, like Charkha and Vikas Samvad developmental media advocacy initiative establishes a fact that there is enough space available at this point of time, although they are advocating for maximum space for the issues of poor and the marginalized and experience also reiterates the fact that we have not yet reached the saturation point where space is concerned. However in order to obtain space one has to fulfill a basic requirement that is the material should be written, according to the needs of the media. Our issues should be worded in such a way that it automatically gets space without any constraint. It is to be understood that the highest authorities of the management do not get involved in the day-to-day editorial activities and giving space to the any issues is the concern of the editorial group. Hence we have to get involved in the orientation and dialoguing process with the editorial group of the media structure for a number of reasons.

Media Laws - An Overview

Aparimita Basu*

Introduction

Mass Media systems of the world vary from each other according to the economy, polity, religion and culture of different societies. In societies, which followed communism and totalitarianism, like the former USSR and China, there were limitations of what the media could say about the government. Almost everything that was said against the State was censored for fear of revolutions. On the other hand, in countries like USA, which have a Bourgeois Democracy, almost everything is allowed.

Shifting our view to the Indian perspective and its system of Parliamentary Democracy, it is true that, the Press is free but subject to certain reasonable restrictions imposed by the Constitution of India, 1950, as amended ("Constitution"). Before the impact of globalisation was felt, the mass media was wholly controlled by the government, which let the media project only what the government wanted the public to see and in a way in which it wanted the public to see it. However, with the onset of globalisation and privatisation, the situation has undergone a homogeneous change.

Before the invention of communication satellites, communication was mainly in the form of national media, both public and private, in India and abroad. Then came 'transnational media' with the progress of communication technologies like Satellite delivery and ISDN (Integrated Services Digital Network), the outcome: local TV, global films and global information systems.

In such an era of media upsurge, it becomes an absolute necessity to impose certain legal checks and bounds on transmission and communication In the due course of this article, we would discuss the various aspects of media and the relevant legal checks and bounds governing them.

Historical Perspective of Mass Media Laws

Mass Media laws in India have a long history and are deeply rooted in the country's colonial experience under British rule. The earliest regulatory measures can be traced back to 1799 when Lord Wellesley promulgated the *Press Regulations*, which had the effect of imposing pre-censorship on an infant newspaper publishing industry. The onset of 1835 saw the promulgation of the *Press Act*, which undid most of, the repressive features of earlier legislations on the subject.

Thereafter on 18th June 1857, the government passed the '*Gagging Act*', which among various other things, introduced compulsory licensing for the owning or running of printing presses; empowered the government to prohibit the publication or circulation of any newspaper, book or other printed material and banned the publication or dissemination of statements or news stories which had a tendency to cause a furore against the government, thereby weakening its authority.

Then followed the '*Press and Registration of Books Act*' in 1867 and which continues to remain in force till date. Governor General Lord Lytton promulgated the '*Vernacular Press Act*' of 1878 allowing the government to clamp down on the publication of writings deemed seditious and to impose punitive sanctions on printers and publishers who failed to fall in line. In 1908, Lord Minto promulgated the '*Newspapers (Incitement to Offences) Act*, 1908 which authorized local authorities to take action against the editor of any newspaper that published matter deemed to constitute an incitement to rebellion.

However, the most significant day in the history of Media Regulations was the 26th of January 1950 the day on which the Constitution was brought into force. The colonial experience of the Indians made them realise the crucial significance of the '*Freedom of Press*'. Such freedom was therefore incorporated in the Constitution; to empower the Press to disseminate knowledge to the masses and the Constituent

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Assembly thus, decided to safeguard this '*Freedom of Press*' as a fundamental right. Although, the Indian Constitution does not expressly mention the liberty of the press, it is evident that the liberty of the press is included in the freedom of speech and expression under Article 19(1) (a). [1] It is however pertinent to mention that, such freedom is not absolute but is qualified by certain clearly defined limitations under Article 19(2) in the interests of the public.

It is necessary to mention here that, this freedom under Article 19(1)(a) is not only cribbed, cabined and confined to newspapers and periodicals but also includes pamphlets, leaflets, handbills, circulars and every sort of publication which affords a vehicle of information and opinion[2]:

Thus, although the freedom of the press is guaranteed as a fundamental right, it is necessary for us to deal with the various laws governing the different areas of media so as to appreciate the vast expanse of media laws.

"Our freedom depends in large part, on the continuation of a free press, which is the strongest guarantee of a free society."

- Richard M. Schmidt[3]

The Freedom Of Press and the Freedom Of Expression can be regarded as the very basis of a democratic form of government. Every business enterprise is involved in the laws of the nation, the state and the community in which it operates. Newspaper publishers find themselves more 'hemmed in' by legal restrictions than many other businesses do despite the fact that the freedom of press is protected by the Indian constitution. The various Acts, which have to be taken into consideration when dealing with the regulations imposed upon the Print Media, are:

The Press and Registration of Books Act, 1867 This Act regulates printing presses and newspapers and makes registration with an appointed Authority compulsory for all printing presses.

The Press (Objectionable Matters) Act, 1951 This enactment provides against the printing and publication of incitement to crime and other objectionable matters.

The Newspaper (Prices and Pages) Act, 1956 This statute empowers the Central Government to regulate the price of newspapers in relation to the number of pages and size and also to regulate the allocation of space to be allowed for advertising matter. When dealing with this statute, it will be worthwhile to mention about the case of *Sakal Papers Ltd.* v. *Union of India* [4]. In this case, the *Daily Newspapers (Price and Control) Order, 1960*, which fixed a minimum price and number of pages, which a newspaper is entitled to publish, was challenged as unconstitutional. The State justified the law as a reasonable restriction on a business activity of a citizen. The Supreme Court struck down the Order rejecting the State's argument. The Court opined that, the right of freedom of speech and expression couldn't be taken away with the object of placing restrictions on the business activity of the citizens. Freedom of speech can be restricted only on the grounds mentioned in clause (2) of Article 19.

Defence of India Act, 1962 This Act came into force during the Emergency proclaimed in 1962. This Act aimed at restricting the Freedom of the Press to a large extent keeping in mind the unrest prevailing in India in lieu of the war against China. The Act empowered the Central Government to issue rules with regard to prohibition of publication or communication prejudicial to the civil defence/military operations, prevention of prejudicial reports and prohibition of printing or publishing any matter in any newspaper.

Delivery of Books and Newspapers (Public Libraries) Act, 1954 According to this Act, the publishers of books and newspapers are required to deliver, free of cost, a copy of every published book to the National Library at Calcutta and one copy each to three other public libraries specified by the Central Government.

The Working Journalists and other Newspaper Employees (Conditions of Service and Miscellaneous Provisions) Act, 1955 It lays down the minimum standards of service conditions for newspaper employees and journalists.

Civil Defence Act, 1968 - It allows the Government to make rules for the prohibition of printing and publication of any book, newspaper or other document prejudicial to the Civil Defence.

Press Council Act, 1978 Under this Act, the Press Council was reconstituted (after 1976) to maintain and improve the standards of newspaper and news agencies in India.

Although on one hand, the Constitution confers the fundamental right of freedom of the press, Article 105 (2) provides certain restrictions on the publications of the proceedings in Parliament. In the famous *Searchlight* Case[5], the Supreme Court held that, the publication by a newspaper of certain parts of the speech of members in the House, which were ordered to be expunged by the Speaker constituted a breach of privilege.

Due to the restrictive scope of this Article, it is not possible for us to delve into all the other statutes; however, a few of the legislations, which are worth mentioning are the Contempt of Courts Act, 1971 and The Official Secrets Act, 1923.

Broadcast

The broadcast media was under complete monopoly of the Government of India. Private organizations were involved only in commercial advertising and sponsorships of programmes. However, in *Secretary, Ministry of I&B* v. *CAB* [6], the Supreme Court clearly differed from the aforementioned monopolistic approach and emphasized that, every citizen has a right to telecast and broadcast to the viewers/listeners any important event through electronic media, television or radio and also provided that the Government had no monopoly over such electronic media as such monopolistic power of the Government was not mentioned anywhere in the Constitution or in any other law prevailing in the country.

This judgment, thus, brought about a great change in the position prevailing in the broadcast media, and such sector became open to the citizens.

? The Broadcasting Code, adopted by the Fourth Asian Broadcasting Conference in 1962 listing certain cardinal principles to be followed by the electronic media, is of prime importance so far as laws governing broadcast medium are concerned. Although, the Broadcast Code was chiefly set up to govern the All India Radio, the following cardinal principles have ideally been practiced by all Broadcasting and Television Organization; viz: -

? To ensure the objective presentation of news and fair and unbiased comment

? To promote the advancement of education and culture

? To raise and maintain high standards of decency and decorum in all programmes

? To provide programmes for the young which, by variety and content, will inculcate the principles of good citizenship

? To promote communal harmony, religious tolerance and international understanding

? To treat controversial public issues in an impartial and dispassionate manner

? To respect human rights and dignity

? Cable Television Networks (Regulation) Act, 1995 basically regulates the operation of Cable Television in the territory of India and regulates the subscription rates and the total number of total subscribers receiving programmes transmitted in the basic tier. In pursuance of the Cable Television Network (Regulation) (Amendment) Bill, 2002, the Central Government may make it obligatory for every cable operator to transmit or retransmit programme of any pay channel through an addressable system as and when the Central Government so notifies. Such notification may also specify the number of free to air channels to be included in the package of channels forming the basic service tier.

? Direct-to-Home Broadcasting Direct-to-Home (DTH) Broadcasting Service, refers to distribution of multi-channel TV programmes in Ku Band by using a satellite system and by providing TV signals directly to the subscribers' premises without passing through an intermediary such as a cable operator. The Union Government has decided to permit Direct-to-Home TV service in Ku band in India.[7]

Film India is one of the largest producers of motion pictures in the world. Encompassing three major spheres of activity production, distribution and exhibition, the industry has an all-India spread, employing thousands of people and entertaining millions each year. The various laws in force regulating the making and screening of films are: -

? The Cinematograph Act, 1952 The Cinematograph Act of 1952 has been passed to make provisions for a certification of cinematographed films for exhibitions by means of Cinematograph. Under this Act, a Board of Film Censors (now renamed Central Board of Film Certification) with advisory panels at regional centres is empowered to examine every film and sanction it whether for unrestricted exhibition or for exhibition restricted to adults. The Board is also empowered to refuse to sanction a film for public exhibition.

In *K. A. Abbas* v. *Union of India*[8], the petitioner for the first time challenged the validity of censorship as violative of his fundamental right of speech and expression. The Supreme Court however observed that, pre-censorship of films under the Cinematograph Act was justified under Article 19(2) on the ground that films have to be treated separately from other forms of art and expression because a motion picture was able to stir up emotion more deeply and thus, classification of films between two categories 'A' (for adults only) and 'U' (for all) was brought about[9].

Furthermore, in *Bobby Art International* v. *Om Pal Singh Hoon[10]*, the Supreme Court re-affirmed the afore-mentioned view and upheld the order of the Appellate Tribunal (under the Cinematograph Act) which had followed the Guidelines under the Cinematograph Act and granted an 'A' certificate to a film.

? The Copyright Act, 1957 According to this Act, 'copyright' means the exclusive right to commercially exploit the original literary, dramatic, artistic, musical work, sound recordings or cinematographic films as per the wishes of the owner of copyright subject to the restrictions imposed in the Act.

Although this Act is applicable to all the branches of media, in some areas it is specific to this particular genre. In the case of a Cinematographed film, to do or to authorise the doing of any of the following acts would lead to the infringement of copyright. Those acts are namely: -

? To make a copy of the film

? To cause the film, in so far, as it consists of visual images, to be seen in public and in so far as it consists of sounds to be heard in public

? To make any record embodying the recording in any part of the soundtrack associated with the film by utilizing such sound track

? To communicate the film by radio-diffusion The Act also makes it a cognizable offence for anyone to sell, hire, distribute, exhibit, possess or view any unauthorised recordings and prescribes severe penalties, including imprisonment, fines as well as confiscation of the equipment used for the purpose of such recording and exhibition. The Amendments to The Copyright Act also prohibit unauthorized transmission of films on the cable television[11].

? Cine Workers and Cinema Theatre Workers (Regulation of Employment) Act, 1981 This legislation affords a measure of protection to those employed in the industry by imposing certain obligations on motion picture producers and theatre owners concerning the former's condition of service.

? Cine Workers Welfare Cess Act, 1981 and the Cine Workers Welfare Fund Act 1981 They seek to create means of financial support to cine employees, the seasonal and unpredictable nature of whose employment often leaves them impoverished and helpless. Besides these, there are also a few local legislations, which affect the film medium; viz.

? The Bombay Police Act, 1951 It contains provisions empowering the police to regulate the exhibition of films in the state of Maharashtra (formerly Bombay).

? Bombay Cinemas (Regulation) Act, 1953 It provides a scheme for state licensing of cinema theatres and other places where motion pictures are exhibited

? The Bombay Entertainments Duty Act, 1923 It imposes a tax on the public exhibition of motion pictures and other forms of entertainment.

Advertising

Advertising communication is a mix of arts and facts subservient to ethical principles. In order to be consumer-oriented, advertisement will have to be truthful and ethical. It should not mislead the consumer. If it so happens, the credibility is lost.

In order to enforce an ethical regulating code, the Advertising Standards Council of India was set up. Inspired by a similar code of the *Advertising Standards Authority (ASA) UK*, ASCI follows the following basic guidelines in order to achieve the acceptance of fair advertising practices in the interest of the consumer: -

ð· To ensure the truthfulness and honesty of representations and claims made by advertisements and to safe guard against misleading advertising;

ð· To ensure that advertisement are not offensive to generally accepted standards of public decency;

ð· To safeguard against indiscriminate use of advertising for promotion of products which are regarded as hazardous to society or to individuals to a degree or of a type which is unacceptable to society at large; and

ð· To ensure that advertisements observe fairness in competition so that the consumers need to be informed on choices in the market places and canons of generally accepted competitive behaviour in business are both served.

Few Complaints filed with ASCI

● HLL's Clinic All Clear Dandruff shampoo claimed that it had ZPTO, the special ingredient in Clinic All Clear that stops dandruff. This claim was found to be untrue since ZPTO is a micro biocide, when in reality, dandruff is known to be caused by several other factors, besides, microbes. HLL's multi-crore research wing 'clearly overlooked' this aspect. The advertisement has been withdrawn.

● Novartis India claimed that their disposable contact lenses ensure there is no protein build-up. This claim was found to be totally false. The truth is that build up is a natural biological phenomenon with all contact lenses. The ad was discontinued.

The other legislations affecting the area of advertising are: -

● Drug and Magic Remedies (Objectionable Advertisement) Act, 1954 This Act has been enacted to control the advertisements of drugs in certain cases and to prohibit the advertisement for certain purposes of remedies alleged to possess magic qualities and to provide for matters connected therewith.

In *Hamdard Dawakhana* v. *Union of India[12]* the Supreme Court was faced with the question as to whether the *Drug and Magic Remedies Act,* which put restrictions on the advertisements of drugs in certain cases and prohibited advertisements of drugs having magic qualities for curing diseases, was valid as it curbed the freedom of speech and expression of a person by imposing restrictions on advertisements. The Supreme Court held that, an advertisement is no doubt a form of speech and expression but every advertisement is not a matter dealing with the expression of ideas and hence advertisement of a commercial nature cannot fall within the concept of Article 19(1)(a).

However, in *Tata Press Ltd.* v. *Mahanagar Telephone Nigam Ltd* [13], a three judge bench of the Supreme Court differed from the view expressed in the *Dawakhana* case and held that 'commercial advertisement' was definitely a part of Article 19(1)(a) as it aimed at the dissemination of information regarding the product. The Court, however, made it clear that the government could regulate commercial advertisements, which are deceptive, unfair, misleading and untruthful.

● Monopolies and Restrictive Trade Practices Act, 1969 - Section 36 A of the Act deals with 5 major Unfair Trade Practices: -

♦ Any misleading, false, and wrong representation either in writing (i.e. in advertisements, warranty, guarantee etc.) or oral (at the time of sale) actual or intended, even if actual injury or loss is not caused to the consumer/buyer constitutes as unfair trade practices;

♦ Sales, where there is element of deception;

♦ All business promotion schemes announcing 'free gifts', 'contests', etc. where any element of deception is involved;

♦ Violation of laws existing for protection of consumers;

♦ Manipulating sales with a view to raising prices.

Parle's mango drink 'Maaza' gave the advertisement of Maaza mango and the MRTP issued a notice against Parle Exports Pvt. Ltd. The advertisement implied that the soft drink was prepared

from fresh mango while actually preservatives were added to it. The company had to suspend production pending enquiry.

Conclusion

In this age of media explosion, one cannot simply remain confined to the boundaries of the traditional media. The media world has expanded its dimensions by encompassing within its orbit, the widening vistas of cyber media etc. As a consequence, the laws governing them are also numerous. It is not within the scope of this Article to deal with the whole subject of media laws, but this Article makes a person aware of the various important legislations affecting the various branches of Media Communication, making him aware of his rights and facilitating him to exercise them within the framework of law existing in India and in the end furthering the cause of *"Freedom Of Speech And Expression"* and *"Dissemination of Knowledge"*.

Bibliography

[1]   CAD, Vol VII page 980 (as per Dr. B.R. Ambedkar); view reiterated by the Supreme Court in *Indian Express Newspapers* v. *Union Of India*, (1985) 1 SCC 641.

[2]   *Lowell* v *Griffin* (1938) 303 US 444; this view was followed and relied upon by the Supreme Court of India in *Sakal Papers Ltd.* v *Union of India,* AIR 1962 SC 305.

[3]   *Cf.* Herbert Lee Williams, Newspaper *Organization and Management,* 5th Edn., page 347*.*

[4]   AIR 1962 SC 305.

[5]   AIR 1959 SC 395.

[6]   (1995) 2 SCC 161.

[7]   The prohibition on the reception and distribution of television signal in Ku band has been withdrawn by the Government vide notification No. GSR 18 (E) dated 9th January 2001 of the Department of Telecommunications.

[8]   AIR 1971 SC 481.

[9]   This view was re-iterated in *Life Insurance Corporation of India* v. *Manu Bhai D. Shah, (1992) 3 SCC 637.*

[10]   (1996) 4 SCC 1.

[11]   Section 37 of the Copyright Act, 1957.

[12]   AIR 1960 SC 554.

[13]   (1995) 5 SCC 139.

Public Relation and Other Avenues in Rural India During Economic Recession

Akansha Aggarwal*

Introduction

Walking towards the beat of different drummers is the key sentence for contemporary Public Relation. If we go by nature of business we will say that business can not rest satisfied with production, distribution and making profits. It needs to look into the window out of the corporation through which it can monitor external changes and simultaneously a window through which society can affect its policy. This window is Public Relation.

From the times of Kalidas, where in his one of the finest Sanskrit Drama "Shakuntalam" he talks of Public Relation of Raja Dushyanta to the time of ITC's vivid public relation Campaigns we can not afford to ignore public. From homogenous to heterogeneous masses we count each and every unit of public. Whether its Swami Vivekananda in 18th Century or it is Mahatma Gandhi in 20th century all tried to establish a mutual understanding relationship with public starting from local to international public. These saints did all PR activities for the truth, humanity and fairness in society. Comparatively the Public Relation in today's world has defined motive of profit making for all business groups even in Rural India.

Public Relation has changed many faces since the origin of human being on earth. An eminent scholar, Ed Bernays defines Public Relation as -"Public Relation is an attempt by information and persuasion to engineer public support for an activity, causes, movement or institution."

Rural Market and Avenues

The Indian rural market with its vast size and demand base offers a huge opportunity that companies cannot afford to ignore. With 128 million households, the rural population is nearly three times of the urban.

In 1991, rural India had a large consuming class with 41 per cent of India's middle-class and 58 per cent of the total disposable income. The importance of the rural market for some FMCG and durable marketers is underlined by the fact that the rural market accounts for close to 70 per cent of toilet-soap users and 38 per cent of all two-wheeler purchased. The rural market accounts for half the total market for TV sets, fans, pressure cookers, bicycles, washing soap, blades, tea, salt and toothpowder, What is more, the rural market for FMCG products is growing much faster than the urban counterpart.

The rural market may be alluring but it is not without its problems: Low per capita disposable incomes that is half of the urban disposable income; large number of daily wage earners, acute dependence on the vagaries of the monsoon; seasonal consumption linked to harvests and festivals and special occasions; poor roads; power problems; and inaccessibility to conventional advertising media. As per the study by Ernst & Young it is Dhoni Effect wherein the youth in small town India want everything and want it "now". Whether it is the latest in styles or the best in brands, each one wants to be a Dhoni.

Quoting figures from an Ernst & Young study, consumption expediture in metros constitutes about 30 per cent of the country's total consumption market. This implies that rural India together garner almost 70 per cent of this market.

Increasing disposable income, easier access to credit and better retail reach have been instrumental in pushing television, satellite and radio in rural India in absolute terms, with the exception of only press and cinema.

PR in Rural India

More and more PR firms are meeting the consequent challenges of availability, affordability,

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acceptability and awareness of products. Although access is available to only 68 per cent of the country's population or 700 million people. But 75 per cent of rural India is involved in agriculture, 25 per cent consists of artisans, the salaried class, and traders who contribute 50 per cent of rural income. This has led to a rise in disposable income, and categories like financial institutions and even technology and software firms like Intel and Microsoft are showing an interest in rural India.

India's 6,27,000 villages are spread over 3.2 million sq km; 700 million Indians are forced to live in rural areas, finding them is not easy. However, given the poor state of roads, it is an even greater challenge to regularly reach products to the far-flung villages. Over the years, India's largest MNC, Hindustan Lever, a subsidiary of Unilever, has built a strong distribution system which helps its brands to reach the interiors of the rural market. To service remote village, using auto-rickshaws, bullock-carts and even boats in the backwaters of Kerala . Coca-Cola, which considers rural India as a future growth driver, has evolved a hub and great Public relation model to reach the villages. The size of the rural market from a marketing communication perspective, according to Ashish Bhasin, president of the integrated marketing action group at Lintas India, is approximately US$168 million, split equally between the organised and the unorganised sectors.

LG Electronics defines all cities and towns other than the seven metros cities as rural and semi-urban market. To tap these unexplored country markets, LG has set up 45 area offices and 59 rural/remote area offices. Then challenge is to gain acceptability for the product or service. Therefore, there is a need to offer products that suit the rural market. In 1998, it developed a customised TV for the rural market and christened it Sampoorna. It was a runway hit selling 100,000 sets in the very first year. Because of the lack of electricity and refrigerators in the rural areas, Coca-Cola provides low-cost ice boxes a tin box for new outlets and thermocol box for seasonal outlets.

Awareness of the product is another challenge. Fortunately, however, the rural consumer has the same likes as the urban consumer movies and music and for both the urban and rural consumer, the family is the key unit of identity. Outing for the rural is confined to local fairs and festivals and TV viewing is confined to the state-owned Doordarshan. Consumption of branded products is treated as a special treat.

Godrej Consumer Products, which is trying to push its soap brands into the interior areas, uses radio to reach the local people in their language. Coca-Cola uses a combination of TV, cinema and radio to reach 53.6 per cent of rural households. It doubled it's spend on advertising on Doordarshan, which alone reached 41 per cent of rural households. It has also used banners, posters and tapped all the local forms of entertainment. Some successful rural programmes have involved hiring local youths to promote and make people aware about the brands across a beat of 10 to 15 villages on bicycles. Colgate, Heinz, Eveready and mosquito repellent Good Knight have all built this into their strategy. Activation is one of the best ways to get rural audiences involved.

LG Electronics uses vans and road shows to reach rural customers. The company uses local language advertising. Philips India uses wall writing and radio advertising to drive its growth in rural areas.

The second challenge is to ensure level of acceptance of the product or service or the organisation. With low disposable incomes, products need to be affordable to the rural consumer as most of them are on daily wages. The key dilemma for companies eager to tap the large and fast-growing rural market is whether they can do so without hurting the company's profit margins. Cost is considered a major deterrent to rural PR campaigns. The rural market used to be reached primarily through mass media TV, vernacular press and wall paintings. We talk of traditional media or the conventional media to lure the rural public. These days, PR Experts are using Multimedia and Telecommunication widely with them.

According to Assocham, the Indian PR industry, which till some time ago was witnessing a massive growth rate of more than 30%, is now gaining acceptance in Rural India as well.

Industry experts in field of Advertising and PR have introduced special Units for Rural marketing which are turning high these days.

Mudra launched its specialised unit on integrated rural solutions called Terra.

This new unit offer specialised services - research, strategic planning and consultancy, creative solutions, on-ground consumer activation, retail activation and complete rural mass media solutions. The unit targeted for vivid PR operations in all metros Mumbai, Delhi, Kolkata, Chennai, Hyderabad and Bangalore and in other smaller cities such as Jabalpur, Lucknow, Patna, Indore, Meerut, Ahmedabad and Aurangabad. In totality, Terra planned to have a footprint in 1,75,000 villages and 4,000 towns across 13 states in India.

There are other big players also who are into Rural Marketing. To name a few Ogilvy Outreach and Lintas' Linterland are there.

As per the linterland (initiative of linta on rural marketing) there are 7 lakh villages which makes 70% of the country's consumer population .Linter land is dedicated to explore the rural markets, estimated to grow to be Rs. 1000 billion by 2010.

Since its birth in 1999, Linterland has established successful PR campaigns for Britannia, HLL, NABARD, NACO, Dabur, UNICEF, Godrej, Philips, Kirloskar, ICICI Bank, PSI, AT&T, Dalda (Bunge), Peerless, Tata Steel, BBC Radio, Hero Honda, Ministry of Tourism, Indian Army. In the span of a few years, it has already touched 1,56,848 villages, and more specifically, 80% of the socio-cultural regions in the country. Today, Linterland has offices across 14 cities including 4 metros, 20 operational offices in smaller towns and a network of representatives in almost all important district headquarters of the country.

OGILVY Outreach set up in 1998, the rural marketing division belonging to O&M catering to the low-income groups in rural India.

The R Word

In economics, the term recession generally describes the reduction of a country's gross domestic product (GDP) for at least two quarters. The usual dictionary definition is "a period of reduced economic activity", a business cycle contraction. As far as it is manageable and affordable, PR Companies are not against giving some relaxation to the suffering business houses. In terms of Cost cutting campaigns PR firms are ready to offer innovative and creative PR Strategies to explore more and more Rural Markets.

There is no commonly accepted definition of a global recession, IMF regards periods when global growth is less than 3% to be global recessions. The 2008/2009 recession is seeing private consumption fall for the first time in nearly 20 years. This indicates the depth and severity of the current recession. With consumer confidence so low, recovery will take a long time. In 2008, a recession throughout the industrialized world was suggested by several important indicators of economic downturn. Contributors to this downturn included high oil prices, high food prices, and a substantial credit crisis leading to the drastic bankruptcy of large and well established investment banks as well as commercial banks in many nations around the world. This crisis has led to increased unemployment, and other signs of contemporaneous economic downturns in major economies of the world.

Indian Economy, a symbol of supersede of rural economy is facing less hues and cries comparatively. Because of strong Rural markets and vast size it is venturing business into profits. While if we come to cities, metro and metropolitan cities of country we will find the effect from closure of Malls to the issuing of pink slips to the employees of big business houses.

PR has contributed to economy in many ways. According to ASSOCHAM figures, the estimated size of Indian PR industry is $3 billion. As per Government of India Outcome Budget 2008-09, Press Information Bureau total Expenditure form Government of India for the year 2008-09 has been quoted as Rs.3864.29 lakh on all PR activities of Government Of India and its ministries and departments Comparatively the expenditure by PIB for the year 2007-08 was 3283.15 lakhs. Where as participation in film market in India

and abroad is estimated Rs. 2.20 crores. An allocation of Rs.1.00 crore has been made for Gaming and animation market in India in annual plan for the year 2008-09.For commonwealth games 2010 India has planed to pay Rs. 20.00 crore to Press Information Bureau for all PR activity.

The R word that means Recession seems to be a new opportunity for the industry. It is testing time as well as an opportunity for the industry to come up with innovative ideas and new plans to reinstate the image of their clients in a weak market.

According to sources, since the sectors mainly affected by the economic crisis are banking and financial services, Technology, Reality and Infrastructure, the PR firms dealing with Healthcare, FMCG, and Education etc are happy even at this time, as their growth remains unaffected.

The Indian PR industry has attracted a number of International PR agencies over the last decade to start their operations in India, thanks to the high growth rate and tremendous potential of the industry in the country. Many businesses have already weighed in on whether or not we're in a recession through their actionsone of the surest signs of such a decline is corporate India's recent mass retreat from the marketing and communications strategies that fueled growth during healthier economic times. But contrary to these marketing cutbacks, there is plenty of evidence that says continuing to engage in marketing during an economic downturn can sustain business and provide a competitive advantage.

PR Potential in Economic Downturn

A company can accomplish a lot with a very small PR budget, through publicity, creativity and good relationships with our community. A number of studies that analyze past recessions have consistently shown that advertising was the marketing communications strategy of choice. But today, another strategy has now triumphed as the most effectiveand most efficienttool to weather the storm: public relations.

Credible Communication

During a slowdown in economic activity, the critical nature of many purchases, investments and business decisions is magnified. So, customers and potential business partners look for credible communications on which they can rely. Instead, they rely on advice from friends and other contacts in their various communications "circles" or communities to make product decisions.

Important Flexibility During a Downturn

Different key audiencessuch as customers, prospects, employees, suppliers, investors, the local community and regulatorshave unique information needs that require different communications strategies. Utilizing public relations, important corporate messages can be communicated through numerous means: face-to-face meetings; news releases; media interviews and commentaries, letters to stakeholders; facility tours and other special events; newsletters; video or audio recorded messages; web chats and blogs.

Cost Effectivity and Interest to Journalists

Many marketers initially turn to PR because it is less costly than advertising. During recession, many editorial focuses change. Wanting to provide valuable information to readers on how to survive through tough economic times, they frequently focus on case studies .A recession simply offers PR practitioners more opportunities to provide good content.

Interactive and New Media

Digital communications and new media have opened up new distribution channels for PR. And in a recession, when consideration trumps awareness, the effectiveness and value of these channels grows. MySpace, YouTube, Flicker, blogs, discussion groups, e-newsletters, word-of-mouth and online surveys help PR to achieve its goal.

As a marketing strategy to reach key audiences during a recession, public relations may hold the key to an organization's ability to withstand the financial and competitive challenges of a down economy, enabling it to emerge intactperhaps even healthierwhen brighter economic times return.

As per the survey 22% of the Internet users prefer to have regional language .This is the reason that

popular websites like MSN, Rediff, Indiatimes, and Sify and hundreds of other sites have invested in localized language versions, tools, web contents and on region specific publicity.

Conclusion

Agriculture is the predominant occupation in India, accounting for 60% of employment. India's Economy has grown by more than 9% for three years running, and has seen a decade of 7%+ growth. India has been one of the best performers in the world economy in recent years, but rapidly rising economic crisis is proving challenges. Rural market is getting an importance because of the saturation of the urban market. During the period of stable growth, the performance of the Indian PR Service has been particularly significant. The growth rate of the service sector was 11.18% in 2007 and now contributes 53% of GDP. It clearly indicates the possibility of the wow success campaigning to be achieved soon. Since in India, the gap between rural and urban population exists and their habits are quite different so PR campaigns will have to target more and more to rural India to strengthen response during the period of current crisis.

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Inroads to Self: Creation Cocktail and Meta Strategies of Communication

Dr. Dharmendra Singh*

Creation Cocktail is an endless discovery and re-discovery of what has been created by God. This includes, man's rediscovery of himself which is always in the process and never acquires a fulfillment. Creation Cocktail itself is a master-trope of language, culture, sensibility and understanding. It has Puranic layers of meaning within meanings, structure within structures which endlessly go on destroying and recreating themselves. Consider the opening lines of the poem:

> *Petrified silence grew*
> *into directional depths of*
> *hemispheres percolating the*
> *being of an empty space.*
> *There is a point,*
> *destiny at the centre,*
> *call'd bindu that cuts across*
> *the enveloping dark*
> *of a weeping earth*
> *who is a woman too*
> *waiting to be a mother.*

Human body is an imposition of upon the human soul, however, natural it might be. The moment of dissolution of the universe carries a gap within itself that tries to fulfill its creative creation by creating another world. The hypothesis of this poem is that even though God endlessly circulates Himself through His own cosomocity into the direction depth still, the circulation has a mirror effect upon the created object.

Sancari Bhava as Bharat would say is basic to all of us but its realization in terms of degree and capacity is always a matter of difference. The five elements of nature constitute themselves in variety of ways and under the overall scheme of the things the constitution is not exactly adequate to the original intention. This is what has created bricollage a rapture within thinking and expression, and stillness and so on

Communication always involves a certain process of empathy. Empathy is possible because all created objects are structured by the five elements. The empty space refers to the poem is the canvas, in the backdrop of which we have the enact roles and languages that makes us understand each others. The emptiness must be felt by all of us as human beings; it must generate a sense of anxiety which intern shall generate the need to communicate and understand each other. Emptiness also implies dissolution of differences which block communication at all levels. The point of Destiny in the poem found the destiny of being. The destiny is not intended here in the sense of fortune or astrology. It implies the existential character of the created world. Bindu is the potential source of thinking, becoming and being the basic seed- syllable of universe. Having established emptiness and Bindu as characters which are in the form of unmanifested universe, in its own rights, the poem introduces a character in flash and blood a woman who is actually the earth the material source of all manifest farms of production. However, the earth as woman is not satisfied with herself; therefore, she s trying to be a mother. The earth as woman represents all working class people who are engaged in production but are deprived of their rights to manage its marketing. The earth as woman also represents alienation, segregation, disintegration, while the concept of mother is accommodative, inclusive and circulatory in each other. The basic agenda of the poem is between these two poles; the earth as woman and the earth as mother. The issue is that of such communication between the two that the earth as woman becomes the earth as mother. This also implies that the sender and the receiver are to be united at some level of the understanding or the other if communication has to take place ever the simile has to become a metaphor.

The content and the form of communication are issue of vital importance. The Bindu has generated

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Ram, Krishna, Buddha, Jesus among others who are the extremist point of the highest kind of idealism high mimetic of Nor-Thrope-Fry. All human societies have some ideal or the other to attain too; in other words all the forms of low mimeticism have got to transform themselves into high mimeticism. The process can begin in either of the ways from below or above. The Hindu theory of the incarnation of God is a tremendous marvel of communication. God is born as fish, bore the earth sustain itself upon the head of a snake. The dynamics of the circulatory power of communications can be more evident than this in the Indian tradition to reach the poem makes repeated references.

Beginning with the low mimetic which also has immanated from the Bindu and therefore has the power of the transformation implanted within it, the road to high mimeticism is wide open. The same potential power manifest itself in poet mystic of the Indian medieval era all of whom belong to the low caste but who carried the sublime (grand style) in high mimetic within themselves (Kabir, Raidas, Dadu, Tukaram, Chaitnya Maha Prabhu among others). The conceptual framework of role's actor which Krishna Himself in acted points to another form of communication and transformation. Krishna has given the concept of Lila which is a displacement of self interest in other that others might benefit. The basis meta strategy of communication is the loss of self interest in favour of the continuity of work that will benefit others.

The very idea of the Cocktail implies a mixture of discourses from different social groups. Creation is happening every moment just as discourses are being created every moment. It is on going activity. The idea is that in a colonizer, colonized relationship, the colonized is looked down upon disintegrated, segregated because the colonizer has his own self interest to flourish. In the context of poem, the fragmented section of human society, cannot say that they do not want to be sublime; sublime is not an option, it is a necessity the essential character of the Bindu. The modes of irony, satire, humour, pathos to which low mimetic belong, become integrated into the modes of anological and anagogic imagination. It is the

one which is circulated into the many because it was originally the one who had become many. The Sancari Bhava cannot function better than this. The charge of linguistic imperialism can be sustained because the cocktail is all in comepassing and is mend for everybody to share.

The numerological symbolism in the poem tries to establish that communication is trans generic, trans worldly , trans continental , trans zonal, interpenetrating the manifest and unmanifest both. Five is the sense remote machine that we call the human body; seven symbolizes the seven lokas above the earth and the seven below it; nine symbolizes the nine hole of the human body, the nine fould lotus as it is called the Rigveda. The circulation of communication at all these levels is not possible unless the primary epistemological source (God, Hero, or Social Leader) is able to mystically assimilate the variety within himself as Bindu. The Bindu is the non-entity; only in that capacity can assimilate others. Therefore all executives, heads of states, scholars, teachers, social and political leaders have to renounce everything in the favour of the community of which they are claiming to be a representative.

The Pra-Bindu is beyond binary the invisible source of all visible creation, the unmoved mover of the universe as Aristotle called it, the still center of a perpetually rotating world as T.S. Eliot said or the constant as Hennery Bergson called it. This meta source of all forms of origination is a super magnet which assimilates as well as emanates anything imaginable. However there are other centers too, local, regional and zonal. These centers are situated at various levels of existence in the periphery which is outer space, apparently appearing to be full but in realty being empty. Because of their distance from the Pra-Bindu which is a meta center, these local centers develop various degrees of relationship as the lose touch with their own point of origination. Hence, the need for development of a diversity of discourses which, in term, require a cocktail to be inter-moven as the story of a women who is all the time trying to be a mother. The tactical variety is dependent upon forms of structration which takes shape on the basis of economic, social and the religious interests of society.

All societies the world over witness a struggle between the powerful and the powerless, the hegemonic and the marginalized and so on. Therefore, the endlessness of struggle for position and power through out history.

Creation Cocktail is a Mandela Poem and Mandela is always rotetive. As a result, the high and low shall continue to interchange their position in relation to a space which has remained always empty. It is not realy the cyclecity that involved here, it is movement at all levels of existence where nature is delivering its justice to each individual, each community and each nations. So in the end every body has to pass through an experience of gain and loss- which shall level all the distinction. All local centers in due course of time shall merge into the meta center while the meta center shall unleash new centers of distance and variations, differential degrees and uncommon velocities. Creation Cocktail therefore except the low mimetic as the fact of human existence which has the power to become a high mimetic on the basis of its regenerative capacities.

> *The speech of man*
> *could not reach God*
> *as man did not know*
> *the language of the elements*
> *which linked*
> *destinies of corpuscules*
> *in life-like-ness*

In the western tradition the God has confused the speech of man at the Tower of Babel. In the Indian tradition silence is the better mode of communication because it evokes telepathic responses. The loss of communication is an effect of the original loss of the communication with man and God at the Garden of Eden. Creation Cocktail believes in Trans bodily communication which is available only when the language barriers are abolished. This is only for the good of man because its language carries differences and more so, makes them known to man. Because this situation is not going to arrive and because conception shall never become expression. Creation has to fail endlessly. Pralaya (dissolution) is another symbol of the same failure. For communication to take place, in any genuine sense of the term, we have to bring a meta-religion which judiciously distribute centers of power and has a willing capability to bind them together. This particular task is to be performed as much by nature as by man. Only a teleological relationship between the two shall form a new beginning.

Information and Communication Technology for Development (ICT4D)

Sheel Nidhi Pandey*

Information and Communication Technology (ICT) includes a range of technologies - used to support communication and information. ICT covers the areas of both networks and applications. Networks include fixed, wireless and satellite telecommunications networks, broadcasting networks. Although the area is much broader, well-known applications are the Internet, Geographic Information Systems, Database Management Systems, Multi-media tools, etc.[1] ICT is quickly changing the world, creating a distance-less, borderless world of instantaneous communication. Increasingly, ICT is becoming less costly. Thus, ICT has much potential to create opportunities for growth and development in the rural areas of Asia.[2]

India has an estimated 45 million Internet users. But only about 10 million are "power users", that is, those who regularly use the Web for research and e-commerce. India's potential in shaping the internet globally-because of its large population-should not be overlooked. Of the seven Asia Pacific nations in the top 20 countries in terms of number of Internet users, three Countries China, Japan, and India- are in the top five 4.[3] However, the quality of usage can be questioned. Also, the lack of sufficiently widespread local language solutions could hamper future growth. The reasons cited are lack of access to the Internet by the large majority of the Indian population, and a preference for English among those with Internet access.[4] According to India's National Readership Survey 2006, there are currently 9.4 million Internet users who log in every week. Urban India has shown faster growth in Internet reach-from 2.3% to 3.4%.[5]

According to the Internet and Mobile Association of India (IAMAI) and IMRB International, Internet users in India reached 37 million in September 2006, up from 33 million in March 2006. During the same period, the number of 'active users' (those who have used the Internet at least

once in the last 30 days) has risen from 21.1 million in March 2006 to 25 million in September 2006. As India goes more accustomed to the Digital world, local content initiatives are increasing. But the lack of local language solutions and widespread acceptability is limiting potential growth. Some initiatives help keep track of what's happening in diverse areas. For example, India's Mantan Awards (http://www.mantahanaward.com) encourages "the development of e-content at every level and enhancing the e-content production capabilities and inducing poverty alleviation exercises". Among the 2006 winners were the Agriwatch portal (www.agriwatch.com), meant to be a knowledge hub for the agriculture sector in India; www.sumul.coop, covering milk procurement, cattle feed management and more; the bhojpuria.com portal for people speaking the regional Bhojpuri language; (indianheritage.com)launched in 1997; (anandutsav.com) which focuses on the regional Durga Puja festival of Bengal; and (namiindia.com) which builds awareness to reduce the stigma among families and persons affected by mental illness. Community broadcasting became a new category for Manthan Award 2007. The award panel noted that community broadcasting is the most effective way of empowering the people at the grassroots level in India where oral communication is a medium of information and knowledge sharing. Meanwhile, the Traditional Knowledge Digital Library (TKDL) is a Government of India initiative based in New Delhi that aims to build a database of traditional knowledge that enables the protection of such information from getting mis-appropriated. In another initiative, the Natural Disaster Information System (NDIS) was launched as 'afirst of its kind pilot project aimed at alerting people about any impending natural disaster' (The Hindu 2006). Elsewhere, a new initiative hoped to become the craigslist (www.craigslist.com) for India, especially for places other than the largest Indian cities.

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Allahabad based bitsTek launched vargikrit.com (http://www.vargikrit.com) to provide a classified platform to community. In this website all postings are free and there are no banners or pop-up ads. Other online ventures like YouTube.com also encourage the sharing of local content. Some projects at the State (regional)-level include: Akshaya (Kerala), Bhoomi (Karnataka), CARD (Andhra Pradesh), e-district (Tiruvarur), FAST (Andhra Pradesh), Friends (Kerala), Gyandoot (Dhar, MP), Kalyan-Dombivli Municipal Corporation (Maharashtra), Koswahini (Maharashtra), Sarita (Maharashtra), Community Information Centres (Lakhimpur, Assam), Drishtee Koiosks (Assam), Bhulekh (Orissa), Commercial Taxes (Bihar), e-computerised operations for police services (eCOPS), electronic data interchange of the NIC, electricity power billing (Bihar), e-procurement (Andhra Pradesh), Oswan (Gujarat), Integrated Financial Information Systewm (Andhra Pradesh), Kaveri (Karnataka), Khajane (online treasure computerization project) in Karnataka, Lokmitra (Himachal Pradesh), Saukaryam (Andhra Pradesh), SETU (Maharashtra), Smart GOV (Coimbatore, Tamil Nadu), Sukhnami (Punjab), Tarahaat (Punjab), and the Automatic Vehicle Tracking System (Delhi). [6]

Recent Initiatives for CT

HP Labs in Bangalore have been engaged in developing a Devnagiri input device which works on the basis of partial handwriting recognition.[7] Bangla / Bengali Openoffice.org 2.0 s already out with most of the menu entries translated in Bangla. [8]

C-DAC Mumbai is working on Project Janabhaaratii for Localisation of Free/ Open Source Software: Development, Development and Community Building. Initiatives include contributing to community efforts in developing a software suite based on GNU/Linux and made available in Indian languages. The project is funded by the TDIL Group at the DIT, Ministry of Communication and Information Technology. [9]

? The Chief Minister of Andhra Pradesh, Y.S. Rajasekhara Reddy, announced the release of a CD comprising an e-Governance solution for the Drug Control Department. The CD details

336 court judgments (Business Line 2005)

? In a pilot installation in a village near Mumbai, students use PC's donated by Via Technologies to perform geometry homework, while local women use computer to track their savings in a micro-payment programme. (Kanellos 2005)

? Paivartan.net is growing into a full fledged portal with 25 different services, under the Maharashtra Knowledge Corporation. Its goal is ICT for agriculture. It has a network of infomediaries, offers information to farmer's queries. And promote courses like a certificate course in good agricultural practices. They also have some half dozen CD's on Mango cultivation, bio-fertilizers, mushroom cultivation, medicinal plants and dairy management.

? On Nov 16th 2006, a long awaited development materialized when the federal Indian Cabinet decided to grant non-profit organizations and educational institutions permission to set up Community Radio stations under certain terms (Press Information Bureau 2006).

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Power, Leadership and Managers

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We as individuals have different personality traits, attitudes, learning styles etc, which makes and reflect our overall personality. This combined with our knowledge determines our behavior and cognitive process. It is not necessary that a leader has powers, or one who has power always becomes a leader. Both leadership and power are important components of being an efficient manager which help in managing and accomplishing goals of an organization. A growing and rising organization is one which has such efficient managers whether in top management, middle management or entry level.

When we talk of organizations and management today, we come across a lot of books, articles, videos on leadership and management, power and managers, power and politics, etc. Undoubtedly the organizations today want *powerful leading managers*, that makes it a crucial area of interest and study (power, leadership and management) and also to relate us with it.

Powerful Leading Managers

Having powerful leading managers is important for every organization for the achievement of success and also to maintain the same. To become a powerful leading manager, we need to first understand power and leadership independently. Also, we need to know their correlation with managers and management.

Power

Power is an essential aspect of an organization; one cannot manage without power and authority. Power is generally viewed with suspicion, coercion and corruption but it's not always true, it all depends on how you utilize that power. In organizational context, power gives the right to take decisions, bear responsibilities, delegate responsibilities etc.

Although power is essential for effective management, it doesn't necessarily come with the job profile or designation. For example : *Person X can be*

appointed as a HR Manager and given authorities, but he would gain power by using his leadership skills and by the support of his subordinates, peers, superiors, etc…

Power and Managers

Acquiring power and using it are two different things and how does power motivate managers and their behavior is an important question. David Mc Clelland and David Burnham studied these issues and published their findings in 2003.They found that a manager's approach to power is firmly connected to personal motivation and the way he or she defines success. In effect, they described three types of managers: Affiliative Manager, Personal Power Manager and Institutional Manager.

Affiliative Manager: According to Mc Clelland and Burnham an affinitive manager is more interested in being liked than in having and using power to get the job done. When dealing with subordinates, this manager's decisions are heavily influenced by what will make subordinates happy and put them on his side. Consequently, decisions are more ad hoc rather than consistent with the requirements of the work at hand.

Personal Power Manager is one whose personal need for power exceeds his need to be liked. He seeks power for himself and for people on his team in order to get the job done. He manages in a democratic way; his subordinates like him and often become very loyal towards him. On the negative side, these managers are power aggrandizers and turf builders, and not good institution builders.

Institutional Manager: According to Mc Clelland and Burnham, an institutional manager is the most effective manager. They need power more than they need to be liked. They deploy power in the service of the organization, and not in the service of personal goals. They are highly organization-minded, have strong work

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ethic, willing to sacrifice self interest for the welfare of the organization.

Leader

A leader in an organization is a mentor figure, he is one who possesses the technical skills, the human skills, is responsible, self motivated……etc. In short, he has knowledge and can administer the key elements of an organization namely- people, structure, technology and environment.

Leadership and Managers

There are many definitions of leadership but in simple words, a leader is one who can influence others to contribute willingly towards achievement of predetermined goals. A good manager, therefore, has to be a leader but a leader necessarily doesn't have to be a manager. The managers can execute three styles of leadership, namely, Autocratic, Democratic and Free-rein style of leadership

Autocratic Manager is one who concentrates all the powers in his hands; the subordinates only follow the instructions. The manager decides what has to be done and when. In such a scenario, the motivation and morale of subordinates is low.

Democratic or Participative Manager is one who takes ideas and suggestions from subordinates and then takes decision. The motivation and morale of employees increase and also the quality of decisions improve. This style is most popular in organizations

Free- rein Manager is one who delegates all the authorities to the subordinates. He just informs them about the objective to be achieved, provide them the resources, informs them about the time limit and leaves them free to accomplish the objectives. The subordinates are free to schedule the work, decide how

it is to be done and who will do what. The motivation and morale of subordinates is the highest but this style should be used with a lot of caution.

These leadership styles would also depend on the type and culture of organization one is working with. *Free- rein style is generally used in organizations where creativity and innovation is involved (Ad Agencies)*

In the end, we can say that becoming a successful leading manager depends on the individuals and the way they relate themselves to their organizations and managerial roles. As organizations are dynamic, the managers are also required and expected to change their role and style as per the context and position. This will not only help them to grip complex situations efficiently but also give them a chance to adjoin new skills and also gradually become powerful managers.

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