# Contents

**Volume 8, Number 2, October 2018**

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Fazul Nisha, Faizan Shahid and V. Senthil</em></td>
<td></td>
</tr>
<tr>
<td>Developing a Scale to Measure Attitude towards using Web-based Information Sources: Validity and Reliability Study</td>
<td>107</td>
</tr>
<tr>
<td><em>Munna and P.M. Naushad Ali</em></td>
<td></td>
</tr>
<tr>
<td>Web Competency of Library and Information Science Students in Universities in Kerala</td>
<td>117</td>
</tr>
<tr>
<td><em>Mohamed Hameefa K and Sarika C</em></td>
<td></td>
</tr>
<tr>
<td>Open Access Journals and their Research Impact</td>
<td>132</td>
</tr>
<tr>
<td><em>Mohamedanif B. Nashipudi</em></td>
<td></td>
</tr>
<tr>
<td>News Media Coverage on Human Rights Issues: Comparative Analysis of the Times of India and the Hindu</td>
<td>149</td>
</tr>
<tr>
<td><em>Gopal Krishna Sahu and Afaq Ahmad</em></td>
<td></td>
</tr>
<tr>
<td>Authors Productivity and Degree of Collaboration in <em>Journal of Knowledge and Communication Management</em> during 2011-2017</td>
<td>166</td>
</tr>
<tr>
<td><em>Harish Kumar Sahu</em></td>
<td></td>
</tr>
<tr>
<td>Evaluation of Anxiety and Stress Effects on Social Media Use: a Case Study of Library Professionals in India</td>
<td>178</td>
</tr>
<tr>
<td><em>Akhtar Hussain</em></td>
<td></td>
</tr>
<tr>
<td>Evaluation of Anxiety and Stress Effects on Social Media Use: a Case Study of Library Professionals in India</td>
<td>178</td>
</tr>
<tr>
<td><em>Akhtar Hussain</em></td>
<td></td>
</tr>
<tr>
<td>Information Literacy Competency among Law Students and Faculty Members of Delhi University: A Comparative Study</td>
<td>198</td>
</tr>
<tr>
<td><em>Haleema Khatoon and Deepika Singh</em></td>
<td></td>
</tr>
</tbody>
</table>
CONTENTS

Research Papers

STUDY ON PROJECTIVE MOTION IN A SASAKIAN RECURRENT AND SYMMETRIC SPACES 1 – 6
K. S. Rawat and Sandeep Chauhan

IMPACT OF AUTOMATION SOFTWARE IN ACCESSING LIBRARY SERVICES 7 – 14
S. Vanaja and Dr. P. Panneerselvam

A STUDY ON IMPACT OF CLASSROOM ACTIVITIES ON STUDENTS LEARNING IN B. COM & BBA COURSE AT SARDAR PATEL UNIVERSITY 15 – 19
Drashti K Vyas and Dr. Y M Dalvadi

A STUDY OF TRENDS AND PROBLEMS ON TRANSPORTATION IN CHENNAI CITY 20 – 26
Dr. C. Mayakrishnan

MODERN CARPET DESIGNS USING (CAD) IN TUFTED CARPET - MARKET SURVEY 27 – 33
Dr. R. Karnakar

VIBRATION ANALYSIS OF BEAMS OF DIFFERENT MATERIALS AND CONFIGURATIONS 34 – 49
Sanjiv Kumar

GROWTH OF INDIAN COMMERCIAL BANKING INDUSTRY DURING 1995-96 TO 2014-15 50 – 60
R. Sai Babu, S. Praveen and S. M. Reddy

EFFECTS OF SOLUTION-FOCUSED BRIEF THERAPY AND ASSERTIVENESS TRAINING ON RESILIENCE ENHANCEMENT AMONG ADOLESCENTS AT-RISK BEHAVIOUR 61 – 72
Ekechukwu, Rosemary and Ugwueze, Stella

EMPOWER WOMEN THROUGH ENTREPRENEURSHIP (SPECIAL REFERENCE TO BEED TALUQA) 73 – 76
Dr. Syed Tanvir Badruddin

A NOTE ON RING BIMATRICES 77 – 84
Dr. N. Elumalai, R. Manikandan and A. Kammani

INNOVATIVE TEACHING TECHNIQUES FOR IMPROVING QUALITY OF LEARNING AT PRIMARY LEVEL 85 – 90
Samia Hamid and Sajid Jamal

UNDERSTANDING NEWS MEDIA AGENDA ON HUMAN RIGHTS: THE CASE STUDY OF THE HINDU 91 – 97
Gopal Krishna Sahu and Afaq Ahmid

CHINA'S ECONOMIC REFORM AND OPENING UP, CHINESE LANGUAGE: AN OPPORTUNITY FOR INDIAN YOUTH 98 – 103
Dr. Rakesh Kumar
## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>S.NO</th>
<th>TITLE</th>
<th>AUTHOR(S)</th>
<th>PAGE NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Diasporic Media Usage as Sites for Creation of Identities - A Study Report</td>
<td>Syeda Afshana &amp; Heeba Din</td>
<td>1-6</td>
</tr>
<tr>
<td>2.</td>
<td>Gatekeepers’ Gatekeeping Role Towards Upholding Human Rights: A Comparative Study of the Times of India &amp; the Indian Express</td>
<td>Gopal Krushna Sahu et al.,</td>
<td>7-14</td>
</tr>
<tr>
<td>4.</td>
<td>Evaluating the Effectiveness of Media Literacy on Television Advertisements Advertisements among Adolescents in Kanyakumari District</td>
<td>S. Ajantha Thamayanthi et al.,</td>
<td>21-30</td>
</tr>
<tr>
<td>5.</td>
<td>Media Approaching of Arab Satellite News Channels</td>
<td>Suzan El Kalliny</td>
<td>31-40</td>
</tr>
<tr>
<td>6.</td>
<td>Mindset on Use of Open Access Journals: A Study</td>
<td>S. Ravi</td>
<td>41-54</td>
</tr>
</tbody>
</table>
Content

Analyzing the Pattern and Practice of Social Networking 7
—Dr. Rajesh Kumar

Portrayal of rape and Sexual Assault Cases in Indian Newspapers: Feminist Perspective 21
—Dr. G. K. Sahu & Shah Alam

Popularity & Perception of Reality Television 35
—Anubhav Mathur

Mass Media In Social Change Increasing Influence And Declining Value 49
—Chandi P Painuli

Indian Media Role & responsibility in the Digital Age 58
—Dr. Harish Kumar

The Existence and Future of Print Media 65
—Dr. Kinshuk Pathak

Media Responsibility In Nation Development 70
—Ms. Gunjan Sharma

Stress: The Silent Killer in Newsroom 86
—Pramod Kumar

Impact of New media on Journalism: A study of media’s coverage of anti-corruption protests in India 100
—Deepika Verma

Nature of Contemporary Journalism and Social Responsibilities of Media in Indian Democracy 117
—Ravi Gautam, Vaishali Garg, Vipin Kumar
<table>
<thead>
<tr>
<th>Contents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Editor’s Note</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Articles</strong></td>
<td></td>
</tr>
<tr>
<td>Climate Change and Newspapers in India</td>
<td>01</td>
</tr>
<tr>
<td><em>Huma Parveen &amp; N.A.K Durrani</em></td>
<td></td>
</tr>
<tr>
<td>Health Issues and Indian Media: Analysis of</td>
<td>10</td>
</tr>
<tr>
<td>health reporting in the Mainstream Print</td>
<td></td>
</tr>
<tr>
<td>Media</td>
<td></td>
</tr>
<tr>
<td><em>Pitabas Pradhan &amp; Sachin Kumar Agrawal</em></td>
<td></td>
</tr>
<tr>
<td>Media and Health</td>
<td>25</td>
</tr>
<tr>
<td><em>Afreem Ali &amp; Afrina Rizvi</em></td>
<td></td>
</tr>
<tr>
<td>Cementing Science with Society: A Pre-1857</td>
<td>33</td>
</tr>
<tr>
<td>Study of Urdu Periodicals</td>
<td></td>
</tr>
<tr>
<td><em>Asad Faisal Farooqui &amp; M. Shafey Kidwai</em></td>
<td></td>
</tr>
<tr>
<td>Coverage of Science in Vernacular Media: A</td>
<td>46</td>
</tr>
<tr>
<td>study of Two Urdu Newspapers</td>
<td></td>
</tr>
<tr>
<td><em>Asad Faisal Farooqui &amp; M. Shafey Kidwai</em></td>
<td></td>
</tr>
<tr>
<td>Environment Management the New Face of</td>
<td>59</td>
</tr>
<tr>
<td>CSR: Response of the public sector in India</td>
<td></td>
</tr>
<tr>
<td><em>Pitabas Pradhan</em></td>
<td></td>
</tr>
<tr>
<td>Alternative Communication Approach for Tribal</td>
<td>76</td>
</tr>
<tr>
<td>Development: Role of Community Communication</td>
<td></td>
</tr>
<tr>
<td><em>G. K. Sahu</em></td>
<td></td>
</tr>
</tbody>
</table>
Table of contents

Research Article

Migration: Diversification of Livelihood
Sumita Sarkar

Nomads: the Politically Marginalised Segment of Pakistani Society on the basis of Ethnic Prejudice
Muhammad Sultman, Musawar Shah, Asad Ullah

Sex Ratio Complexity in Selected States: A Tentative Observation
Abdul Matin, Jaya

Social Identity of Leprosy-Affected People in Puducherry Region: A Qualitative Study
S.A. Mehala

Reconstructing Identity from the Margin: Ambivalence in Eugene O'Neill's Play The Emperor Jones
Bipasha Som, Om Prakash

Gender Issues in the Press: A Comparative Study of the Times of India and Dainik Jagran
G. K. Sahu, Shah Alam

Impacts of Rural Tourism Project: A Case of Naggar Village, Himachal Pradesh
Vipul Kumar Gautam

Social Ecology and Social Exclusion: Lessons from Kosi Command Area
Syed Nadeem Fatmi, Abdul Matin

A Nation within a Nation? Assessing Afro-American Under/development From An Ethnic And Economic Standpoint
Arnaub Chatterjee
Peer Review & Referred

A Multi-Subject Journal

IMPACT FACTOR: 3.2416

Volume 4 | Issue 4
April 2015

 ₹ 250

www.theglobaljournals.com
Table of contents

From the Editor's Desk.

B.L. Sah, Divya Upadhyaya Joshi

The Jaunsari Tribe of Uttarakhands: A Socio-cultural Overview.

Neera Gautam

DOI: 10.5958/2249-0035.2015.00028.5

Children in Indian Television Commercials: A Semiotic Analysis.

G K. Sahu

DOI: 10.5958/2249-0035.2015.00027.3

Peasants' Resentment and Resistance in Sikkim during World Wars.

Rajen Upadhyay

DOI: 10.5958/2249-0035.2015.00026.1

Prevailing Risk Factor among Pregnant Women From Rural Area.

Jyoti D. Solunkhe

DOI: 10.5958/2249-0035.2015.00029.7

Sexual Harassment at Workplace—Interpretation, Consequences and Legal Control.

DOI: 10.5958/2249-0035.2015.00029.7
A study on Journalistic use of Social Media

Dr. Pitabas Pradhan
Niky Kumari
Aligarh Muslim University, India
Email: pitabaspradhan@rediffmail.com

Abstract
The mushrooming growth of social media services has hugely expanded the scope of content generation and sharing. Social platforms have not only emerged as important news platforms for the public, but also as useful tools for journalists. Journalists use social media to find story leads and to share their work with audiences, which has made journalism more interactive. As the social media technologies have variety of features tailored for specified functions, journalists use different social media tools for different journalistic functions, which this paper attempts to explore.

Keywords: Social Media, Journalism, Attitude, New Media, Tools

Introduction
The rise of internet and mobile apps as popular gateways of news consumption, has profoundly changed what constitute journalism. The interactive features of social media have transformed journalism into a forum whose primary function is exchange of views. Blogs, YouTube, Twitter, Facebook and the like have become increasingly central to the dissemination of news. ‘Fast’ and ‘short’ being the dominant logic of the web platforms, quantity rather than quality gets more attention. The huge inflow of information through the unofficial channels makes journalism more of a desk job leaving less time for field work and research. With technical tools in hand, journalists produce more and faster. Emphasis has shifted from research and content to production and form. Audience empowerment has redefined authorship to an extent that, today journalists and audiences act as partners in news making.

As the web emerges as a vast source of information - personal and social, positive and negative, facts and fiction, verified and unverified. Analyzing web traffic and social media patterns can be a rich, and vital, supplement to the traditional reporting tools scanning and creaming the useful information and removing the garbage is a challenging task for journalists. Social media tools help journalists perform their job more effectively. The growing influence of social media is clear from the fact that 2.789 Billion people across the globe use social media with a penetration of 37 %, of which 2.549 Billion are active mobile social media users as in Jan 2017 (we are social, 2017). There are 153 Million active social media accounts in India of which 130 Million are on mobile (2016).

A gloss over the available literature suggests that Indian journalists are using social in their professional life in a big way primarily to build relationship, to find information, and to drive interest. Proper studies on the patterns of social media use in news making by mainstream media will reveal a lot about the shifts in the profession and about the emerging journalistic skills. It may eventually hint at the pedagogic change needed. Against this backdrop, this paper explores the issue of social media use by Indian journalist and the impact on structural, functional, and professional aspects of journalism.

Objectives
The study explores the social media usage among Indian Journalists both in personal and professional life. The study attempts to:
- Identify the social media platforms and tools used by Indian journalists;
- Explore the purpose of social media use by Indian journalists;
- Identify the social media tools used by journalists in news making;
- Examine the impacts of social media integration on journalistic work;
- Find out the challenges professional journalists encounter due to social media;
- To find out the social media guidelines, if any, adopted by media organizations for journalists.
Media coverage of swachh bharat abhiyan in mainstream daily's of
Pradhan Pitabas*, Irshad Nazia**
*Associate Professor, Department of Mass Communication, Aligarh Muslim University, Aligarh, Uttar Pradesh, India
**Department of Mass Communication, Aligarh Muslim University, Aligarh, Uttar Pradesh, India

Abstract

The high voltage Swachh Bharat Abhiyan (Clean India Campaign) launched by the Government of India in October 2014, has c and half years. One and half years of the dead-line remains for declared target to be achieved. High visibility of the campaign, of brought cleanliness to the centre stage of the public sphere discourse in the country. Meanwhile the government has claimed in over two lakh villages have become open defecation free. However, inadequate facilities to process the solid waste remains big as. Surveys indicate that conditions in cities has not improved substantially. Currently, about 80% of the total 1.7 lakh tonnes of waste daily is dumped without processing. The use of waste generated compost remains at low level of only two lakh tonnes. Despite government taking several initiatives including annual cleanliness surveys and social media campaigns focusing on behaviour change has shown no significant improvement on the ground. This paper analyses the role of media, a key player in the campaign, in taking message to the people, and impact of the campaign on the public attitude towards cleanliness.

Keywords

Swachh Bharat Abhiyan, Open Defecation, Newspaper, Cleanliness
Journalistic Usage of Social Media and its Professional Implications

Pitabas Pradhan, Niky Kumari

Abstract

The bourgeoning growth of social media has hugely expanded the scope of journalism, for content generation and sharing have been extended beyond the mainstream media newsrooms. Blogs, YouTube, Twitter, Facebook and the like have become central to the dissemination of news, and have created huge forums for exchange of views. For the User Generated Content (UGC), social media sites have emerged as important news platforms for the public, and as news source for journalists. Social media platforms have created numerous tools for scanning the Web resources, which journalists find useful for different journalistic functions. Besides finding story leads and sharing own work with
Social Media Adoption and Its Impact: A Study of SNS Usage Among the Youth

*Dr. Pitabas Pradhan
**Jyoti Bhaskar

ABSTRACT

Social media has opened up new avenues for expression leading to democratization of media. Through publication of fake and unverified content, social media platforms also misinform the people, eventually doing harm to democracy. The world of online communication is offering immersive experience to the young generation to live their life. It offers new opportunities for self-expression, personality development and relationship building. But, social media addiction on the other hand are subjecting the youth to cyber traps, crimes, psychological problems, identity issues and a lot. This study explores the SNS usage by the youth in India and the implications for interpersonal communication networks.

Keyword: SNS, SMS, Virtual Character, New Media, Information Revolution

1. Introduction

Communication is an inherent need of human being through which one strives for strengthening the contact with family, friends and others in the society. Media, an inevitable part of this communication, provides companionship to those who are deprived of social relationships through various presentations. In fact, numerous viewers go to the extent of developing the feeling of kinship with the characters portrayed in those presentations.

Social Media; a phenomenon which is nothing but a dazzling world especially for the youth, providing them an opportunity like: "Kar lo duniya mutthi main. The users of social media are often found reacting violently as if merely any particular 'status-update,' 'picture-upload' or 'opinion of an individual' is end of the world. Various users are seen reacting to media performance or characters in the manner as if 'virtual character' is their own actual acquaintance/ friend (regardless of the degree of familiarity).

The development of the Internet as a global network of communication has created a communication boom in the cyber-age. The Internet is scale free in nature that every day the network is expanding itself by adding new clients. The addition is happening through legacy network like conventional wired telephone line, modern network like Cellular Telephone Network and Broadband Wireless Network, Wi-Fi and others. The internet has expanded its reach faster than any other media, has integrated various modes of conventional communication channels, such as radio, television, telephone, SMS and has also converted it into a vast interactive network.

In addressing cyberspace as the new virtual world, Oswald explains that the urban itself has become virtualized, simulating the social function of the place as a potential 'site of cultural seepage,' a place to where user can escape to find comfort in a virtual environment.

The Internet has evolved as New Media through the development of Social Networking Sites like Facebook, Twitter, LinkedIn, and others. These give new horizon of human communication in comparison to the conventional media. Here, user creates his or her own 'page' or 'group' or community. These social networks have promoted Relation Communication rather than simple message communication.

The feature of communication through Social Networking Site is the convergence of different forms of earlier communication and interaction that helps in blurring the lines between one-to-one and public communication. The communication feature of Social Networking Sites is 'mass sell – communication'. The user's profile serves multiple purposes and builds huge connections on Social Networking Sites. These connections represent networks of social relationship, which constitute social capital. These 'mass – self communication' and 'connections' are creating a great impact in personal, social, political as well as in global relation.

These people technically known as being in 'para social relationship' want to avoid other human being, by submerging themselves in the media of their choice. This avoidance is termed as withdrawal; getting oneself cut off from social existence.

*Associate Professor; Deptt. Of Mass Communication, Aligarh Muslim University, Aligarh, Uttar Pradesh, India.
**Reporter, ETV Network, Aligarh, Uttar Pradesh, India.

"Pragyaan: Journal of Mass Communication" Volume 15, Issue 2, December 2017
Efficacy of Public Service Campaign as a Development Strategy

*Dr. Pilabas Pradhan
**Sana Abbas

ABSTRACT

Public service campaign having emerged as a popular advocacy communication strategy, national governments, non-profit organisations, and corporate bodies are widely using it as development strategy. The Pulse Polio Immunisation campaign, national health mission campaign, the Swachh Bharat Campaign, but to name a few have been used to portray the aspirations of a healthy India. The Pradhan Mantri Jandhan Yojana, the 'Beti Bachao, Beti Padhao' campaign aptly represents the dream of an inclusive nation. The skill India campaign, the save fuel campaign ... reflected hope of a developed nation. These Public communication campaigns are used as instruments of social change by influencing public knowledge, attitudes, and behaviour. The huge socio-cultural and ethnic diversity influence the way development communication campaigns are planned and executed. The digital media explosion has also created an overcrowded public communication environment. More importantly, the ideological split in the country is so apparent that building consensus on any issue seems to be impossible. This paper explores the efficacy of public service advertisements in national development in India, through analysis of selected campaigns in India.

Key Words: Public communication campaign, Public service advertisements, Development communication, National development.

1. Introduction

The conspicuous social change strategies are engineering improvements, favourable legal enforcements, and policies of inclusiveness. When education is the best strategy for change that is worth pursuing, communication comes to the core. Public communication campaign is used as instrument of creating social change by influencing public knowledge, attitudes and behaviour. Social reforms that make lives of individuals better, is unifying principle of public communication campaigns.

Seeking to change the beliefs and behaviours of the target groups, campaigns draw on the techniques of journalists, media producers, educators, small group specialists and others and employ innovative methods of communication. Campaign planners synthesize these techniques and the knowledge of social scientists. Into a variety of approaches designed for different target audiences, considering their communication environment that filters the message. Each audience responds in its own way to appeals based on self-interest, desire, fear, and so on. Campaigns may involve a conventional mix of brochures, posters, advertisements, and commercials or a different array of communication methods. Crowded communication environments favour unusual methods that draw attention to themselves.

Public communication campaign as a social change strategy is well established. Campaigns by government and voluntary organizations on swine flu, dengue, pulse polio immunization, HIV/AIDS says volumes about their perceived role. The Pulse Polio Immunization campaign to eradicate poliovirus (polio) in India by vaccinating all children under the age of five years through the catchy slogan 'Do Boondh Zindagi Ki' is a testimony to the efficacy of a properly executed campaign. Incredible India campaign 'Aathi Devo Bhava', evidently, had deeply impacted people. The 'Swachh Bharat Campaign' had induced a compelling environment for change of attitude towards cleanliness. Eye Bank Association of India campaign to educate the public about eye donation and prevention of corneal blindness, endorsed by celebrities like Amitabh Bachchan, Jaya Bachchan, Aishwarya Rai, and the like has left lasting impact on the citizen's perspective towards the cause.

Of late, there has been a huge growth in the number of

* Associate Professor, Department of Mass Communication, Aligarh Muslim University, Aligarh
** Ph.D Research Scholar, Department of Mass Communication, Aligarh Muslim University, Aligarh

"Pragyaan: Journal of Mass Communication" Volume 15, Issue 1, June 2017
Swachh Bharat Abhiyan and the Indian Media

Dr. Pitabas Pradhan *

ABSTRACT

The high voltage Swachh Bharat Abhiyan launched by the Government of India in October 2014, has completed two and half years. One and half years of the dead-line remains for declared target to be achieved. High visibility of the campaign, of course has, has brought cleanliness to the centre stage of the public sphere discourses in the country. Meanwhile the government has claimed in May 2017 that over two lakh villages have become open defecation free. However, inadequate facilities to process the solid waste remain big challenges. Surveys indicate that conditions in cities has not improved substantially. Currently, about 80% of the total 1.7 lakh tonnes of waste generated daily is dumped without processing. The use of city-waste generated compost remains at low level of only two lakh tonnes. Despite the government taking several initiatives including annual cleanliness surveys and social media campaigns focusing on behaviour change, there has been no significant improvement on the ground. This paper analyses the role of the media, a key player in the campaign, in taking the message to the people, and impact of the campaign on the public attitude towards cleanliness.

Introduction

India generates close to 60 million tonnes of garbage every day and of this, around 45 to 50 million tonnes is left untreated. The metros themselves generate 10 million tonnes of waste daily. By 2040, urban India alone would be generating close to 170 million tonnes of garbage daily. India’s sewerage system is among the poorest in the world. Throwing of household garbage on the streets is not unusual. Open defecation remains a part of rural life in India, as millions of houses are yet to build toilets. Spitting and urinating in the open, unmindful of the defacement it causes, is ordinary practice for millions. Much of these actions add to growing filthiness, cause illness and make the country sicker. Avoidance of these actions can make India a clean place to live, decrease diseases and hugely reduce the treatment burden on the economy.

Even if we stress personal hygiene, our collective responsibility towards cleanliness of our surroundings such as roads, parks, drainage systems, river banks remains rather weak. Indians are so accustomed to throwing the waste on the open that garbage bins hardly come to our mind. We dislike others throwing garbage on the open but never mind our own actions. So, what is imperative to make India clean is change in our approach to cleanliness—it must be ingrained in our behaviour. The swachh bharat abhiyan, hereafter referred to as SBA, is a national campaign to towards this end. Action and communication programmes are the two vital dimensions of the campaign. Besides eliminating the practices through creation of alternative facilities-toilets, sewage systems, waste disposal systems and recycling plants, it also talks about public communication campaigns to create wider awareness, induce pro-healthy behaviour among the people remains at the core of the campaign. The media has the capacity to spread and make widespread awareness about cleanliness and its advantages and provide the right ambience for behaviour modifications. Of course, interpersonal communication is more effective in changing the behaviour of the target population so as to prevent them becoming vulnerable to infection. Mass media can make a topic popular, fashionable or worthy of attention.

The newspaper are expected to play a very significant role in educating and empowering the public towards cleanliness. Is the Indian print media effectively playing the role expected of it? Is the editorial space devoted to SBA in keeping with priority of the campaign? Is the media reporting in tune with the theme of the campaign? This study attempts to answer these questions through content analysis of four mainstream newspapers.

Objectives of the study

The main objectives of this study are:

- To quantify the coverage of SBA in the selected newspapers;
- To analyse the space provided to the SBA in two English and two Hindi dailies;
- To understand the SBA impact on public perception on cleaner environment;

*Associate Professor, Department of Mass Communication, Aligarh Muslim University, Aligarh (U.P.)
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>S.NO</th>
<th>TITLE</th>
<th>AUTHOR(S)</th>
<th>PAGE NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Menstrual Hygiene Management in India: A Review and Meta-Analysis</td>
<td>Malvika Singh et al.,</td>
<td>1-14</td>
</tr>
<tr>
<td>2.</td>
<td>Unveiling Feminine Myth: Semiotic Analysis of Cosmetic Advertisements</td>
<td>Gopal Krushna Sahu et al.,</td>
<td>15-24</td>
</tr>
<tr>
<td>3.</td>
<td>An Exploratory Study on the Opportunities in Visual Media &amp; the Need to up Skill Academic Programmes</td>
<td>Prashanth G Malur et al.,</td>
<td>25-36</td>
</tr>
<tr>
<td>4.</td>
<td>Citing Social Media as a News Source in Mainstream Media: An Analysis of Indian Newspapers</td>
<td>Niky Kumari</td>
<td>37-50</td>
</tr>
<tr>
<td>5.</td>
<td>A New Image: Muslim Identity in Samar Khan’s Shaurya</td>
<td>Sarita Pareck</td>
<td>51-56</td>
</tr>
<tr>
<td>6.</td>
<td>Lights! Camera!! Action!!! Views on Experiential Learning in Higher Education in India</td>
<td>Anju Kumar</td>
<td>57-64</td>
</tr>
<tr>
<td>7.</td>
<td>Mental Health Problems in Kashmir and its Coverage in Local Media</td>
<td>Tanveen Aslam Kawoosa</td>
<td>65-74</td>
</tr>
<tr>
<td>8.</td>
<td>The curvature Properties in a Five-Dimensional Finsler Space in Terms of Scalars</td>
<td>P. K. Dwivedi et al.,</td>
<td>75-84</td>
</tr>
<tr>
<td>10.</td>
<td>Contemporary Alternative Indian Cinema: Towards a New Film Language</td>
<td>Harmanpreet Kaur</td>
<td>91-100</td>
</tr>
<tr>
<td>11.</td>
<td>Change is Painful: Visibility and Tone of Political Communication in Social Media and its Impact on Change in Voting Preferences</td>
<td>Rakeshnaidu. G et al.,</td>
<td>101-110</td>
</tr>
<tr>
<td>13.</td>
<td>Neutrosophic Feebly Normal Spaces</td>
<td>P. Jeya Puvaneswari et al.,</td>
<td>119-130</td>
</tr>
</tbody>
</table>
JOURNALISTIC ETHICS IN THE AGE OF DIGITAL MEDIA ADDRESSING THE CITIZEN’S PRIVACY CONCERNS

*Dr Ganesh Sethi
Sr. Asst. Professor, Department of Journalism and Mass Communication,
Manipur University, Imphal.

*Dr Pibahas Pradhan
Assistant Professor in the Department of Mass Communication,
Aligarh Muslim University, Aligarh, (UP), India.

*Dr Naorem Nishikanta Singh, (UGC-JRF),
Guest Faculty, Department of Law,
Assam University, Silchar.

ABSTRACT

The on-going information and communication technology revolutions have substantially empowered the people by making them information rich. The enormous volume of information-the main driver of the global information economy today- is at the disposal of anybody having the means and the willingness to acquire. This paper reveals that the new media revolutions have also made violation of citizen’s right to privacy more visible. Despite wider recognition of the menace, we do not have credible deterrent mechanism and legal or constitutional remedy against intrusion in the privacy of citizens either by the governments, private individual level, maintaining credible safeguards are equally difficult. The media justify its invasion in the citizen’s privacy by citing public interest in its reporting. The government claim immunity for its actions in national interest especially in controlling economic crime, terrorist activities, and corruption. But it is disturbing to see cases of privacy violations-often with full knowledge of the authorities-for reasons which are outside the domain of public or national interest. While being under the protective umbrella of constitutional and legal freedom, the media cannot rightfully justify its invasions in individual privacy if such acts are driven by considerations of personal interest rather than national interest. It must honour the safeguards to individual privacy while performing its sacred duty, failing which external checks may be enforced, which may not be to the media’s liking.

Keywords: communication technology, information revolution, citizen’s privacy, legal freedom.

I. Introduction
The intervention of printing technology, the advent of broadcast radio, the birth of electronic television, the launch of communication satellites and consequent cable TV revolutions are among the most important events that amazed mankind and revolutionized human communication beyond ones imagination. These new waves of communication technology innovations from time to time had made the communication systems increasingly sophisticated and user friendly. But, more than any previous wave of technology, the information and communication technology revolutions also known as new media have transformed the communication environment in a fundamental way to the extent of reproducing the society in the memory platform of the internet. The interactions and communication in the so produced conceptual or semantic space has emerged to be a more powerful social resource- increasingly treated as social capital- than the social interaction in the real world.
GM Food and Sustainable Development

Dr. Afrina Rizvi

Associate Professor, Dept. of Mass Communication, Aligarh Muslim University, Aligarh, UP-202002 India

Abstract- Global food production has seen a phenomenal growth of almost three times in the last five decades. Unfortunately, still a sizeable section of people in developing and poor countries remain hungry and malnourished. New strategies are therefore needed to not only feed the hungry in an healthy and nourishing way but also to protect the environment from overuse of chemical pesticides and insecticides, thus maintaining a balance with nature too. Advances in agricultural biotechnology have led to genetically modified varieties of many plants and crops like cotton, maize, soya, tomato, and brinjal etc. In India too, a genetically modified variety of cotton, Bt cotton has been cultivated since 2002, which is said to provide resistance against bollworm. However, commercial use of Bt brinjal, a genetically modified variety of brinjal, has been put on hold. In the present scenario role of mass media become vital. Mass media are important not only for giving the real picture behind the use of a particular technology; they can also provide relevant information necessary to make a judicious choice about the kind of food one wants to have. Keeping this in view, contents of major English dailies are analyzed both quantitatively and qualitatively to find out how recent controversies over genetically modified food and crops are framed by these newspapers.

Index Terms- GM Food, Sustainable development, Agricultural Biotechnology, Bt brinjal, English Dailies

I. INTRODUCTION

Owing to advancement in agricultural science and technology, global food production has almost trebled in the last 50 years. This phenomenal rise has somehow managed to keep pace with growth in human population and with efficient distribution policies of food grains; most of the global population could be covered. However, unfortunately, still a sizeable section of people in developing and poor countries remain hungry and malnourished. New strategies are therefore needed to not only feed the hungry in a healthy and nourishing way but also to protect the environment from overuse of chemical pesticides and insecticides, thus maintaining a balance with nature too. In other words easily affordable, nutritious food produced in a sustainable manner is the need of the hour. At the same time the environmental degradation caused by use of modern agricultural methods has to be reversed, as soil damage, ample and continuous supply of water and energy and overall change in climate continue to pose challenges and uncertainties for the farmers. Advances in agricultural biotechnology have led to genetically modified varieties of many plants and crops like cotton, maize, soya, tomato, and brinjal etc. The general term used for such genetically manipulated varieties is GMO’s or genetically modified organisms and in most cases an extra gene is added to give resistance from pest and insects to these plants and crops. In India too, a genetically modified variety of cotton, Bt cotton has been cultivated since 2002, which is said to provide resistance against bollworm. However, commercial use of Bt brinjal, a genetically modified variety of brinjal, claimed to provide resistance against pests like Brinjal Fruit and Shoot Borer (BFSB) and fruit borer, has been put on hold.

While environmentalists like Vandana Shiva term GM crops a threat to country’s biodiversity and stress upon the need to promote organic farming for sustainable and natural growth of agriculture in the future, a large number of scientists in India and abroad still favour cultivation of GM crops in a controlled manner for an improved yield.

All this makes the field of Agri-biotechnology highly controversial. Undoubtedly this particular field of biotechnology offers immense potentialities not only in terms of developing high yielding varieties but also creating such varieties as Bt Cotton and Bt brinjal which are pest resistant thus likely to yield better crops and benefits to the farmers.

However whether these varieties are sustainable and conducive to the environment remains a million dollar question. The debate gets more heated when it comes to cultivation of genetically modified varieties in developing countries like India. Besides their highly doubtful environmentally sustainable nature GMO’s pose other kinds of problems too. When it comes to the interests of the small farmers and their dependence on Multinational Companies for seeds besides high levels of irrigation required for such varieties, no ready solutions seem to be available. Also in the absence of strict regulations of labelling of GMO’s in the market, consumers too are likely to feel confused or cheated when it comes to making a choice between buying GMO’s, organic or regular varieties of fruits and vegetables.

As evident, the branch of agricultural biotechnology is highly interdisciplinary and industrially oriented and thus enjoys considerable socio-economic and political significance. Biotechnology and genetics as themes have dominated the mass media too for the last 20 years in most of the developed world. India too recent controversy on Bt Brinjal has brought the theme on the agenda of the mass media. Mass media can be effectively used to make science related issues understandable and thus making the general public aware of such issues having societal importance. An enlightened and aware public can effectively participate in the decision-making on scientific matters having societal impacts. In India, as the reader public is largely dependent on newspapers for information regarding science and technology, this particular mass medium has immense possibilities of making the general people aware on such issues.

In India, Mr Jairam Ramesh, ex Minister of State for Environment and Forests, announced a moratorium on the

www.ijsrp.org
Trends of Contemporary Journalism and India

Dr. M.K. Srivastava
Dr. Pirshant Kumar
Deepika Verma
CONTENTS

Management:
Data Mining: An Effective Tool in 1
Customer Relationship Management
Ruhli Lal, Dr. Aman Vats and
Dr. Shahid Akhter Khan

Demographic Dividend: The Evolving 9
Paradigm of Indian Polity
Amit Kumar, Prof. Somesh Dhamija,
Dr Aruna Dhamija

An Empirical Study on Why Men and 16
Women Deal with Stress Differently
Mrs. Naini Jain and Mr. Mohit Rastogi

Dynamics for the Acceptance of Enterprise 21
Resource Planning (Erp) Systems and
Financial Performance
Pallavi Jain and Dr. Jai Kishore Tyagi

Use of Altman's Z score and Merton Model 29
by Banks to Predict Bankruptcy in Indian
Corporates
Dr. Anjala Kalsie and Ashima Arora

A Study of Union Budget Impact on 44
Indian Stock Market
Ashish Kr. Jha

Consumer’s Tastes Preferences and Priorities 50
for Pricey Durables as Revealed by Actual
Purchases in National Capital Region of
Delhi
Anshu Goel

Computer Science and IT:
An Analysis of Object Oriented Testing 59
Techniques
Rashmi Trivedi Sharma

Building Across -Platform Mobile Apps 62
Using Phone Gap
Ms. Neetu Singh

Automatic Number Plate Recognition- 71
Image Processing Technique
Priti Rajvanshi Goyal, Vijaypal Singh Dhaka

Relative Study of Automated Testing Tools: Selenium, Quick Test Professional and Test 76
complete
Ms. Nancy Mendiratta, Dr. Rohit Kumar

A Combined Approach to SBIR using Edge 81
Histogram Descriptor with Contourlet Transform
Neeshu Chaudhary

Total Quality Management and Supply Chain 88
Relationships
Dr. Vipul Chalotra

Online Available on www.myresearchjournals.com
Indexed with

A Journal of International Repute by:
Institute of Management Studies
Noida
A UGC Recognized Institute
## Contents

### Management

1. Data Mining: An Effective Tool in Customer Relationship Management ........................................... 1  
   *Ruhi Lal, Dr. Aman Vats and Dr. Shahid Akhtar Khan*

2. Demographic Dividend: The Evolving Paradigm of Indian Polity ......................................................... 9  
   *Amit Kumar, Prof. Somesh Dhamija, Dr Aruna Dhamija*

3. An Empirical Study on Why Men and Women Deal with Stress Differently ....................................... 16  
   *Mrs. Naina Jain and Mr. Mohit Rastogi*

4. Dynamics for the Acceptance of Enterprise Resource Planning (Erp) Systems and Financial Performance ......................................................... 21  
   *Pallavi Jain and Dr. Jai Kishore Tyagi*

5. Use of Altman's Z Score and Merton Model by Banks to Predict Bankruptcy in Indian Corporates .......... 29  
   *Dr. Anjala Kalsie and Ashima Arora*

6. A Study of Union Budget Impact on Indian Stock Market ................................................................. 44  
   *Ashish Kr. Jha*

7. Consumer's Tastes Preferences and Priorities for Pricey Durables: Revealed by Actual Purchases in National Capital Region of Delhi ................................................................. 50  
   *Anshu Goel*

### Computer Science and IT

8. An Analysis of Object Oriented Testing Techniques ................................................................................. 59  
   *Rashmi Trivedi Sharma*

9. Building Across -Platform Mobile Apps Using Phone Gap ..................................................................... 62  
   *Ms. Neetu Singh*

10. Automatic Number Plate Recognition - Image Processing Technique .................................................... 71  
    *Priti Rajvanshi Goyal, Vijaypal Singh Dhaka*

11. Relative Study of Automated Testing Tools: Selenium, Quick Test Professional and Test Complete ......................................................................................... 76  
    *Ms. Nancy Mendiratta, Dr. Rohit Kumar*

12. A Combined Approach to SBIR using Edge Histogram Descriptor with Contourlet Transform ............. 81  
    *Neeshu Chaudhary*

13. Total Quality Management and Supply Chain Relationships ............................................................. 88  
    *Dr. Vipul Chalostra*

### Journalism

14. A Study of the Effectiveness of Media in Creating Awareness of Swachh Bharat Abhiyan  
    Amongst the Youth ................................................................................................................................. 9  
    *Ms. Zakia Tasmin Rahman, Prof. (Dr.) Devesh Kishore*

15. An Insight into the Theoretical Perspectives of the Digital Media Strategies in the 21st Century Political Campaigns ......................................................................................... 10  
    *Prof. Manawwar Alam*

16. A Descriptive Study on Data Journalism and its Application in Indian Media Industry .......................... 1  
    *Abhishika Sharma*

17. A Study on the Use of Video Conferencing for Agricultural Administration in the Government of Andhra Pradesh ......................................................................................... 10  
    *Dr. S. Naga Malliswari*

18. Islamophobia and the Ethics of Media: A Cross-Cultural Study ........................................................... 1  
    *Soma Patnaik*

19. Portrayal of Female Protagonists in Hindi Films: A Study on Changing Trends .................................. 1  
    *Dr. G. K. Sahu and Atika Parveen*
<table>
<thead>
<tr>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Credibility: Victim of Political and Power Interests</td>
<td>1-14</td>
</tr>
<tr>
<td>Namrita Joshi &amp; Rashbir Singh</td>
<td></td>
</tr>
<tr>
<td>Political Economy of Policies of Rural Poverty in India</td>
<td>15-26</td>
</tr>
<tr>
<td>Sunkari Satyan</td>
<td></td>
</tr>
<tr>
<td>Alternative Communication Approach for Tribal Development: Role of Community</td>
<td>27-36</td>
</tr>
<tr>
<td>Communication Centre</td>
<td></td>
</tr>
<tr>
<td>G.K. Sahu</td>
<td></td>
</tr>
<tr>
<td>Yog: A Larger Perspective</td>
<td>37-42</td>
</tr>
<tr>
<td>Rashbir Singh</td>
<td></td>
</tr>
<tr>
<td>Active Role of Indian Judiciary to Protect Refugee Rights: With Special Reference to Education</td>
<td>43-47</td>
</tr>
<tr>
<td>Amit K Kashyap</td>
<td></td>
</tr>
<tr>
<td>Trends and Composition of Capital Formation in Indian Agriculture: An All-India Analysis</td>
<td>48-54</td>
</tr>
<tr>
<td>Niti Pandeyya</td>
<td></td>
</tr>
<tr>
<td>The Plight of Untouchability and Violence of Crime in The Scar and The Branded</td>
<td>55-60</td>
</tr>
<tr>
<td>Renu Chugh</td>
<td></td>
</tr>
<tr>
<td>Mergers and Acquisitions in Indian Banking Industry: “SWOT analysis of Kotak Mahindra Bank after merger”</td>
<td>61-70</td>
</tr>
<tr>
<td>Nitasha Jassal</td>
<td></td>
</tr>
<tr>
<td>Regional Cinema: Challenges and Scope: A Study in Context of Haryanvi Cinema</td>
<td>71-75</td>
</tr>
<tr>
<td>Pardeep Kumar &amp; Suma Soni</td>
<td></td>
</tr>
<tr>
<td>The Corridor to Privatization of Higher Education in India</td>
<td>76-80</td>
</tr>
<tr>
<td>Reena Choudhary</td>
<td></td>
</tr>
<tr>
<td>India's Foreign Policy in South Asia</td>
<td>81-84</td>
</tr>
<tr>
<td>Pardeep Kumar</td>
<td></td>
</tr>
<tr>
<td>Analysis of Legal Aspects of Acid Attacks in India</td>
<td>85-88</td>
</tr>
<tr>
<td>Navin Kumar</td>
<td></td>
</tr>
<tr>
<td>Need for Science Education to Stimulate Scientific Creativity in Students</td>
<td>89-92</td>
</tr>
<tr>
<td>Qudiaa Hafeez</td>
<td></td>
</tr>
<tr>
<td>Community Consciousness and Quest for Identity: A Historical Perspective</td>
<td>93-99</td>
</tr>
<tr>
<td>Vijay Singh</td>
<td></td>
</tr>
</tbody>
</table>

An International Refereed Research Journal

Indexed in: EBSCO Discovery & Google Scholar
A Study of the Coverage of Environment and Sustainable Development in Indian English Dailies

Huma Parveen

Abstract

The significance of the print medium as an effective form of mass communication has been widely researched and recognized. It has been playing an important role in transforming and educating the society. Newspapers are the primary print media that have been established to have strong agenda setting potential. Newspapers require a higher degree of
Research

A Study of Aesthetic Minimally - Invasive Cosmetic Procedures Among College Going Students in Taiwan (DOI:10.5958/0973-967X.2016.00003.X)
Jen-yi Chen

Reporting of Violence Against Women: A Study of Select Kashmir-Based Dailies (DOI:10.5958/0973-967X.2016.00004.Y)
Rabia Noor

Reporting Conflict: Coverage of The Third Gaza War by The Times of India & The Hindu (DOI:10.5958/0973-967X.2016.00005.Z)
G.K. Sahu, Avneesh Kumar

Social Media and Political Participation A Study of The People of Dakshina Kannada (DOI:10.5958/0973-967X.2016.00006.A)
Waleedda Sultana, Safiya

B. Radha, P. Govindaraju

Perspective

Cyberspace and The Public Sphere: A Study in Democratic Communication (DOI:10.5958/0973-967X.2016.00008.C)
Tarjeet Sabharwal
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Authors</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reprographic System In Libraries Using ICT</td>
<td>Narottam Mishra, Dr S P Sood</td>
<td>1-3</td>
</tr>
<tr>
<td>2</td>
<td>Developing a Measuring Instrument for Reflective Teaching</td>
<td>Asst. Instructor Hasan Hadi Ali, Asst. Instructor Ammar Rezaei</td>
<td>4-8</td>
</tr>
<tr>
<td>3</td>
<td>The presence of myths in literature</td>
<td>Dr. Siba Barkataki</td>
<td>9-10</td>
</tr>
<tr>
<td>4</td>
<td>Spirituality and Job Satisfaction Among IT Personnel In Bengaluru</td>
<td>Kamala H, Jayasankara Reddy. K.</td>
<td>11-13</td>
</tr>
<tr>
<td>5</td>
<td>TRANSITION TO GREEN MARKETING- AN EXPLORATORY RESEARCH ON CONSUMERS IN TIRUPPUR CITY</td>
<td>THIYAGARAJ.V</td>
<td>14-17</td>
</tr>
<tr>
<td>6</td>
<td>Competitive Analysis of Resource Allocation in Various Districts of Jammu and Kashmir</td>
<td>Aasim Mir, Dr. Ruchithriehan*</td>
<td>18-19</td>
</tr>
<tr>
<td>7</td>
<td>Agricultural Marketing Efficiency in India: A View</td>
<td>S. Senguttuvan</td>
<td>20-22</td>
</tr>
<tr>
<td>8</td>
<td>A Study on Employee Stress Management with Reference to Rane Madras, Chennai</td>
<td>PVIDYA. S. DEEPA</td>
<td>23-24</td>
</tr>
<tr>
<td>9</td>
<td>Managing People of an Organization Through Talent Management: A Factor Analysis Approach</td>
<td>Dr. Pratap Singh Chauhan, Ms. Kinjal Bhatt</td>
<td>25-28</td>
</tr>
<tr>
<td>10</td>
<td>The Impact of Working Life Balance on the loyalty and enthusiasm of Women Employees</td>
<td>Palli Setia, Dr. Pankaj Shah</td>
<td>29-32</td>
</tr>
<tr>
<td>11</td>
<td>A Study on Relationship Between Locus of Control And Organizational Citizenship Behaviour of Employees</td>
<td>D. R. Babaraju K. Bhattachrya, Mr. Vishal J. Mali</td>
<td>33-35</td>
</tr>
<tr>
<td>12</td>
<td>Emotional Intelligence and Impact of Stress Among Academic Professionals</td>
<td>Dr. S. Padmanabha, Dr. P. Sundaresalingam</td>
<td>36-38</td>
</tr>
<tr>
<td>13</td>
<td>A Study on Factors Influencing Value and Success of New Product-Reference to High End Bikes</td>
<td>ANUPAMA SUNDAR D</td>
<td>39-42</td>
</tr>
<tr>
<td>14</td>
<td>CHARACTERIZATION OF DRUDGERY IN VEGETABLE PRODUCTION SYSTEM</td>
<td>A. Mrunalini, D. Esther, J. Deepika</td>
<td>43-45</td>
</tr>
<tr>
<td>15</td>
<td>Agenda Setting Role of Hindi Dailies on Women’s Issues: Comparative Analysis</td>
<td>Dr. G. K. Sahu, Shah Alam</td>
<td>46-48</td>
</tr>
<tr>
<td>16</td>
<td>Properties of Bipolar Interval Valued Fuzzy Subgroups of a Group</td>
<td>A. Balasubramanian, K.L. Muruganathan Prasad, Karjunaan</td>
<td>49-55</td>
</tr>
<tr>
<td>18</td>
<td>A Rare Case of Post Auricular Arterio—Venous Malformation.</td>
<td>Dr. Arun Singh, Dr. Adin Chopade, Dr. Ali Reza Shojai, Dr. Raviraj Jadhav</td>
<td>66</td>
</tr>
<tr>
<td>19</td>
<td>Comparative Clinical Study on Professional Bleaching According to Two Age Groups</td>
<td>Catalina Julita Saveanu*, Margarita Coliban</td>
<td>67-69</td>
</tr>
<tr>
<td>Page</td>
<td>Title</td>
<td>Authors</td>
<td>Pages</td>
</tr>
<tr>
<td>------</td>
<td>----------------------------------------------------------------------</td>
<td>----------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>37</td>
<td>Use and Abuse of Female Body in Popular Hindi Films: A</td>
<td>Dr. G. K. Sahu &amp; Sana Abbas</td>
<td>338-349</td>
</tr>
<tr>
<td></td>
<td>Semiotic Analysis of Item Songs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>Comparative Study of Intonation Patterns of Telugu-English</td>
<td>Y. Sridevi</td>
<td>350-356</td>
</tr>
<tr>
<td></td>
<td>Spoken in Engineering Colleges and BBC English</td>
<td></td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>Trajectories of Children Living in Poverty: A Life Course Perspective</td>
<td>Dr. Anuradha Komanduri &amp; Dr. Uma Vennam</td>
<td>357-373</td>
</tr>
<tr>
<td>40</td>
<td>A Woman’s Plight: Plight of Whole Society</td>
<td>Sana Farooq Lone</td>
<td>374-379</td>
</tr>
<tr>
<td>41</td>
<td>Girish Karnad’s Hayavadana and The Portrayal of Post Colonial Identity Crisis</td>
<td>Anand.P</td>
<td>380-383</td>
</tr>
<tr>
<td>42</td>
<td>Global Communication in English: Problems of Students with Rural Backdrop in Communicating in English</td>
<td>Y. N. V. J. Rama Krishna</td>
<td>384-387</td>
</tr>
<tr>
<td>43</td>
<td>Dual Character of Food Consumption and Savings in Rural Area in Paschim Medinipur District of West Bengal</td>
<td>Samir Show</td>
<td>388-404</td>
</tr>
<tr>
<td>44</td>
<td>Learning English as a Second Language in India.</td>
<td>K. Ahalya Sundari &amp; B. Hema Latha</td>
<td>405-412</td>
</tr>
<tr>
<td>45</td>
<td>Julian of Norwich and Nicholas Ferrar: A Background Study of their Presence in T. S. Eliot’s Four Quartets</td>
<td>Y. Suresh Babu</td>
<td>413-420</td>
</tr>
<tr>
<td>46</td>
<td>Dickens as a Social Reformer in Oliver Twist</td>
<td>François P. AGBOIGBA</td>
<td>421-432</td>
</tr>
<tr>
<td>47</td>
<td>Perceptual Analysis on Physical Evidence for Service Quality in Hospitals</td>
<td>Dr. T. Sreenivas &amp; Dr. U. Srinivasa Rao</td>
<td>433-448</td>
</tr>
</tbody>
</table>
Journal of Knowledge & Communication Management
Year 2016, Volume-6, Issue-1 (April)
Print ISSN : 2277-7938
Online ISSN : 2277-7946

Table of contents

Web-Based Information Retrieval Pattern of Doctoral Students in Universities in Kerala
T.P. Shabna, Mohamed K. Haneefa
DOI:10.5958/2277-7946.2016.00002.2
(http://dx.doi.org/10.5958/2277-7946.2016.00002.2)

Indo-Pak Relations in the Backdrop of a 'Friendly Gesture' and an Attack: Framing Analysis of Indian and Pakistani Press Coverage
Gopal Krushna Sahu, Avneesh Kumar
DOI:10.5958/2277-7946.2016.00004.8
(http://dx.doi.org/10.5958/2277-7946.2016.00004.8)

Usage of Social Networking Apps Using Smart Phones: A Comparative Study of India and Islamic Republic of Iran
Maryam Vazin, Masoumeh Esmaili, K.M. Shibu
DOI:10.5958/2277-7946.2016.00003.6
(http://dx.doi.org/10.5958/2277-7946.2016.00003.6)

Awareness and Use of E-Journals by the Students of TKM College of Engineering, Kollam, Kerala. A Case Study
K.G. Sudhier
DOI:10.5958/2277-7946.2016.00004.8
(http://dx.doi.org/10.5958/2277-7946.2016.00004.8)
Smart City Campaign and Role of Media: A Study of Public Perception at Aligarh

Dr. Pitabas Pradhan*  Diwaker Raghav**

India’s smart city mission has been operationalised as a strategy to address the ills of massive urbanization, and to improve the quality of life. The project seeks to achieve its goals through a range of approaches including use of digital and information technologies, effective urban planning, adopting best practices, and smarter way of delivering civic amenities. To achieve the goals, favourable policy and a supportive human environment are two essential prerequisites. Therefore, in addition to action programmes to ensure timely delivery of quality civic facilities, communication campaigns for behaviour change is imperative. Interpersonal as well as mediated communication strategies are widely used to inform, educate and persuade the stakeholders to adopt the campaign intent in personal life. Perceived benefits of the project are strategically pushed through communications to induce behaviour change among the stakeholders. This paper analyses role of the media in the smart city campaign and its impact.

Introduction:

The gradual downward slide of income sources in rural areas and the search for better resources continue to push rural people to urban cities. The World Bank data reveals that from 1960 to 2016, the urban population in India has increased from 18 percent to 33 percent, which is estimated to reach 70 percent by 2050. The unplanned migration of rural people overpopulates the cities thereby crumbling its resources and lead to urban slums. This migration not only create crisis of civic amenities, but also impede the growth of modern civic amenities. In the absence of smart technologies and processing facilities, cities fail to be attractive destination. At a time when the world is competing for global investment, a dirty, and slum dominated city symbolises rising health risk for the population and eventually hamper development efforts. Therefore, development of some smart cities with ultramodern facilities as nodal centre is expected to provide a boost to development and improve quality of life. The smart city initiative in India stands on the above premise which drew inspiration from a number of international success stories.

The mission of developing smart cities through modern planning, so as to ensure sustainable ultramodern facilities for better standard of living, can become a reality only through wider public support and involvement. Change of public attitude and behaviour towards cleanliness, health and hygiene, and smarter way of living is imperative. This requires proper planning and execution of communication as well as action programmes to mould conducive mind-set for the initiative. Therefore, the development action programmes of the urban development agencies must be supported with communication campaigns to catalyze the transformation. In this exercise, the mass media could play a vital role by sensitizing people on assorted issues and by constructively critiquing the smart city development initiatives. After two and half years only 148 (5%) of the total 2864 projects having been completed spending Rupees 1872 crore of the 1, 35,857 crores (TOI, 2018 Jan 11) speaks about the tardy progress of the scheme.

Against this backdrop, this study analyses the role of the mass media in the smart city initiative of the Aligarh City. It also attempts to capture the pulse of the citizens on the perceived success of the said initiative.

Objectives of the Study

Role of mass media in the smart city campaign in India being the primary intent of the present study, the operational objectives are spelt out as follows:

1. To examine the perceived role of mainstream print media in the smart city campaign at Aligarh;
2. To analyse the coverage of Smart City initiatives at Aligarh in the selected newspapers;

---

* Dr. Pitabas Pradhan is Associate Professor at the Department of Mass Communication, Aligarh Muslim University, Aligarh-202002, E-mail: pitabaspnadhan@rediffmail.com

** Mr. Diwaker Raghav is with the Amar Ujala, Aligarh.