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PERSUASIVE TECHNOLOGY MEDIATION AND MEDIA INTELLECTUALITY IN THE EVERYDAY LIFE

K Pradeep

Introduction

Persuasive technology is an example of design intended to result in certain user behaviour it is strategic, with defined behavioural outcomes in mind. Broadly reviewing the idea of using design to modify behaviour, a spectrum of approaches emerges; a common factor is designer intent, and thus the term Design with Intent can be used. Persuasive technology is interactive information technology that aims to change users' opinions or behaviour. Persuasion has traditionally been defined as "human communication aimed at influencing the autonomous judgements and behaviours of others." Because consumers may be contacted easily, the Web, Internet, mobile, media and other ambient technologies provide opportunities for persuasive interaction. Furthermore, the Web and other Internet-based systems are ideal for persuasion communication because they combine the benefits of both interpersonal and mass communication.

Persuasive technology, or the use of interactive technology for modifying, molding, or reinforcing attitude or behaviour, is now garnering interest in information systems research. To accomplish optimal persuasion, persuasive technology combines the beneficial features of interpersonal engagement and mass communication. Its goal is to accommodate individual differences during persuasion, which is a circumstance that is rarely seen in mass media persuasion. With the "explosion of innovation" in fields such as social networking, online movies, mobile devices, ubiquitous and pervasive computing, and others, tools for building systems with persuasive functions are becoming increasingly available. Persuasive technologies are modern systems that are designed to actively convert a user's attitude or behaviour to a predetermined one. The interactive use of computers and computing technologies for convincing people to change, shape, or reinforce their attitude, behaviour, or both is known as persuasive technology. They can take the form of an information system or a computerised system created specifically for this purpose. It's also referred to as "captology," which stands for "computers as a persuasive technology." ObimoPet, for example, encourages users to live a healthy lifestyle by allowing them to care for a virtual pet of their choice. They are given good physical activities and food regimens to help them lose weight, and they receive virtual points for following these instructions, which they may use to decorate their virtual pets.

It rewards users with the healthiest and most decorated pets in the virtual community, and this serves as a powerful motivator for users to compete by engaging in the desired behaviour. The app offers two user interfaces: a mobile one and a PC one. As a result, users may track and monitor their progress at any time during the day.

The main difference between persuasive technologies and other interactive systems is that persuasive technologies are essentially transformational, attempting to instill cognitive change in the user's mental state. Most of the time, its definition and domain are confined to the system's features, therefore it should be able to demonstrate three outcomes: changing, reinforcing, or shaping a behaviour, attitude, or both. To achieve optimal persuasion, it combines the good aspects of interpersonal engagement and mass communication. This differs from mass media persuasion, which frequently fails to account for individual differences because it offers general solutions to target groups.

People's attitudes are always influenced by information technology in some way, therefore "all designs are persuasive." They do not, however, try to shift users' behaviour to a certain desired behaviour. Persuasive technology currently brings together four computer-based research fields and two human science disciplines. Human-computer interaction (HCI), computer-mediated communication (CMC), information systems (IS), and affective computing are computer-based fields, while psychology and rhetoric are human science subjects. Their designs can range from the construction of virtual persuaders such as avatars to other less overt types of contact. They try to emulate and improve human persuasion techniques. As a consequence, it's critical that they develop based on a well-defined underlying theory and exhibit effective persuasion techniques. Even though Fogg says that persuasive technology outperform human persuaders, this is debatable because human persuaders are more "intelligent" in their persuasive activities and thus better able to adjust to changes in the persuadee's environment and position. As a result, a human persuader can evaluate a person's immediate response and alter persuasive approaches and tactics to suit the current circumstances in order to achieve optimal persuasion. With current persuasive technology, this feature is not readily available. As a result, several scholars have recognised the necessity for persuasive methods to deal with such circumstances. Currently, the majority of existing design approaches ignore the persuasive system's ability to adapt to the persuadee's circumstance as a function of the system. This means that, while persuasive methods are intended to modify an individual's behaviour or attitude, the user's environment and goals may change, rendering the

persuasive technique obsolete. As a result, it is critical to guarantee that systems can adapt to changing user scenarios in order for them to be more effective.

Attention economy and Social Media Appeal

In the attention economy, social networking apps use a range of design mechanisms to maximise their share of the user's time, such as eye-catching notification symbols, tempting clickbait, and never-ending playback. Many of these processes, according to designers and tech industry insiders, exploit psychological vulnerabilities and hurt the user's interests. It's no surprise, however, that social media use is frequently linked to a loss of agency. People admit that their desire to consume media frequently clashes with their objectives or goals, and that they succumb to it roughly three-quarters of the time. Many metrics of problematic technology use include a component of loss of control. As a result, digital wellbeing researchers have developed what we call external mechanisms, such include lockout timers and productivity dashboards, to help users manage or monitor their app use.

Persuasion and Psychology

One of the most researched issues in social psychology is persuasion. Humans are always attempting to persuade one another. As a result, it's not unexpected that persuasion is the subject of some psychological research. Persuasion is defined as a method of communication with the goal of altering a person's mental state. It is, in effect, an act of persuasion. Individuals utilise a variety of ways and techniques to persuade others, and several attempts have been made to define or build a core theory for persuasion. Nonetheless, most extant persuasion approaches and methods have inconsistencies and ambiguities. As a result, no commonly accepted definition of persuasion exists.

World War II and the German propaganda machine shifted scientific attention from attitude measurement to persuasion and propaganda and led to the message learning approach following the war. Hovland et al. never proposed a formal theory of persuasion, but rather they were guided by “working assumptions” that were loosely translated from principles of how people learn verbal and motor skills. Briefly, the message learning approach emphasized the serial operations of attention, comprehension, yielding, and retention, and research was organized to investigate the influence of who (source factors) said what (message factors) to whom (recipient or audience factors) how (channel factors) on persuasion.

Sense of Agency through Design and Human Computer Interaction

Humans are mostly motivated by intrinsic or external factors. These motives could be a complex mix of factors such as living a healthy lifestyle, financial security, social relationships, and so on. Furthermore, as humans, we have a variety of attitudes and beliefs that shape our personalities. Surprisingly, not everyone acts in accordance with our values (Langrial, 2012). For example, while the majority of people support physical activity, only a small percentage actually engage in it on a regular basis. Similarly, despite its negative repercussions, a large majority of people consume junk food, which leads to physical illnesses such as obesity. Humans have a natural predisposition to act in ways that are at odds with their ideas. To put it another way, there is a disconnect between what a person believes and what she actually acts. This erratic behaviour creates a distinct sense of cognitive uneasiness (Festinger, 1962). It was this particular state of cognitive dissonance that predetermined a manifesto for persuasive technologies (Fogg, 2002) developed to support people in overcoming differences between their beliefs and actual behaviors. Fogg (2002) wrote his formative book “Persuasive Technology: Using Computers to Change What we Think and Do”. Developing technologies that aim to change peoples’ behaviors is a demanding task. Studying human behavior and developing behavior change interventions exposes several gaps in terms of descriptions, development processes and implementations. Lately, digital interventions with persuasive features have received growing attention. Largely, there are three categories of such interventions with subtle however significant differences. The categories include Digital Interventions, Persuasive Systems and Behavior Change Support Systems (Langrial, 2012; Oinas-Kukkonen 2010). Persuasive systems originated as interactive IT artefacts with a specific focus on behaviour change, including functions such as reminders, rewards, and social learning, among other things. Over the years, persuasive systems have made significant progress. However, researchers have been unable to show that users' behaviours or views have changed in a meaningful and long-term way (Oinas Kukkonen, 2010). We argue that a superior grasp of socio-technical elements in the abstraction, development, and implementation processes is required for building effective behaviour change interventions. Oinas-Kukkonen (2010) proposed BCSSs as a broad platform with carefully selected persuasive strategies and software capabilities, based on previous research.

Persuasive and behaviour change systems have been found to be effective in motivating behaviour change through the use of various persuasive tactics. Human-Computer Interaction (HCI) researchers working in a variety of disciplines, including health, have increasingly

implemented these tactics in their systems or designs to inspire users and achieve desired behaviours. For example, persuasive health systems, which are designed with the goal of promoting healthy behaviours or discouraging risky behaviours, have assisted people in improving personal wellness (such as physical activity, healthy eating, and weight management), overcoming addictive and risky behaviours (e.g., substance abuse), and managing diseases and mental health issues. Most persuasive systems or treatments, on the other hand, are created in a "one-size-fits-all" or non-tailored way, which may be ineffective because different people are motivated by different persuasive tactics. Furthermore, various consumers and user groups may not be motivated by the same persuasive method. As a result, there is increased interest in designing persuasive systems, including those aimed at health behaviours, based on user attributes. According to researcher, tailoring persuasive interventions can increase their effectiveness in achieving desired behaviour compared to non-tailored systems, and user characteristics such as personality type, gamer type, gamification user type, age, and gender are useful dimensions for tailoring persuasive and behaviour change systems. Dark patterns, or interfaces that are designed to influence a user into behaviour that is counter to their best interests, have aroused concerns among designers. Brignull's initial dark patterns are focused on the user's financial and privacy harms. Given that people frequently report using technology in ways that squander their time and that they later regret, more research is needed to determine which design patterns cause such user attentional costs. These are what we may call attention capture dark patterns: designs that persuade users to invest time and attention in an app that isn't in their best interests. Insiders in the tech industry, such as Facebook's former president, warn that social media apps are more likely to develop and apply design patterns that "take as much of your time and conscious attention as possible." One proposed pattern for social games is "playing by appointment," in which a player must return to play on a game-defined schedule or risk losing their valuable resources. Turning off notifications on social media is a regular tip in popular self-help books for regaining control. However, it is still unknown whether these mechanisms are the ones that cause consumers to feel powerless. Some users claim that receiving notifications reduces their checking habits because they know they'll be notified when their chosen material is ready. YouTube is a good example of how to better understand attention capture design mechanisms. YouTube has over two billion monthly users worldwide and is extremely popular in the U.S., where about three-quarters of adults report using YouTube on their smartphone, with 32% using it several times a day, 19% about once per day, and 49% less often. It is also frequently reported as a source of distraction, suggesting that it is a good site for the investigation of attention capture dark

patterns. In particular, Youtube's algorithmic recommendations merit special consideration as they drive more than 70% of watchtime.

In digital wellbeing technologies, reducing screentime in certain apps is a frequent metric of success. Both Android and iOS, the two most popular mobile operating systems, come pre-installed with tools that allow users to track and limit their time spent in mobile apps. There are additional features to monitor time spent within the YouTube app, such as 'Time viewed statistics,' which reveals how much time a user has spent on YouTube in each of the last seven days, and the 'Take a break reminder,' which reminds the user to take a break on a regular basis. One advantage of using screen time tools to address digital health is that time spent is easy to quantify and analyse. However, a weakness of this approach is that reducing screen time is often a poor proxy for what users actually want. Instead, user intentions are often highly specific, such as wanting to reduce the time spent on targeted features of an app (e.g., on the Facebook newsfeed, but not in Facebook groups) or in certain contexts (e.g., when with family, but not when commuting on the bus). Within YouTube, there are two digital wellbeing features that do move beyond time spent controls and offer more granular control. The 'Notifications digest' lets a user bundle push notification together into a single notification each day, which may reduce the triggers that lead to non-conscious, habitual use. 'Autoplay toggle' lets a user decide to stop the next video from playing automatically; this may preserve the natural stopping point that comes at the end of the video, a mechanism that has been shown to help users set more deliberate boundaries around use. While the notification digest and the autoplay toggle clearly do more than just track and limit time, it is not immediately clear by what measure of success they might be evaluated.

Conclusion

Digital addiction is a growing societal concern, and persuasive design strategies used in digital platforms may be to blame for its development and maintenance. We need to help young people develop skills that allow them to take control of their relationship with digital technology, whether through new cultural norms that limit digital tech's invasion of every aspect of life or a digital paradigm that doesn't aggressively leverage human psychology to keep people hooked. We need to teach them how to create resistance to habit-forming technology, persuasion technology, and behaviour design, as well as other ambiguous terms. This type of psychological strategy is used by firms that control large swathes of the internet to maximise 'time on device,' resulting in widespread compulsive use and many individuals of all ages

spending more time on screens than is healthy or desirable. For a variety of reasons, this is a tough topic to address. Technology addiction is a natural result of today's digital world, which is defined by a focus economy. The fact that technological platforms create addictive experiences by leveraging human brain weaknesses leads to customers spending excessive amounts of time in front of screens. Nowadays, psychologists assist digital technology providers in creating addicting experiences. They may optimise the monetization of the attention supplied to their platforms by attaching users to several displays. As augmented reality and the Internet of Things become more widespread in daily life, these potent weapons in the digital toolbox are projected to have a greater impact on consumers. As a result, in the next years, technology addiction will become a severe concern. It is necessary to raise public knowledge about the causes and consequences of this addiction. This study examined approaches for dealing with addictive experiences and provided practical counter-strategies for dealing with technology addiction using a complete approach.

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PSYCHOLOGY OF VISUAL COMMUNICATION FOR EFFECTIVE DESIGN

A Shanthi

Abstract

Visual communication is a powerful means to disseminate information to humans through the use of visual symbols. With the advent of new technology and media it becomes challenging from the perspective of designer to produce both aesthetic and effective visual communication design. Visual psychology plays a major role in every step of the visual communication design like attention, comprehension and finally acting upon the message. So, it is necessary to incorporate the psychological factors that influence effective visual communication. This paper tries to explore the necessity of understanding visual psychology that take forward any visual design. This research tries to explore the application of psychology in terms of visual design for a better perception. A survey was conducted among visual designers, Psychologists, Visual communication professors and the students of visual communication. The results show that how differently the designs were perceived and interpreted among various groups. Its evident that the designers should thoroughly understand the psychological outcomes of the diverse groups of audience. It also throws light on understanding the application of psychology in visual communication.

Key words: Visual Psychology, Visual Communication, Design

Introduction

Visual communication is the effective means of communication as the brain process everything as images. Visual communication disseminates information easily and effectively. The success of visual communication design lies in effortless and accurate delivery of the right meaning (Hockley, 2008). Reading and interpreting a visual communication design is an immediate and continuous process which gets initiated the moment the viewer encounters the image (Crow, 2003). During the process of any visual communication designing the customer perception is also taken into account (Lou, Chen, Nan et al., 2017). The designers have to consider the customer's purpose, motivation and needs, perceive the audience's psychology, instead of simply obeying to the feedback which will provide a contended design from both the ends. The designer should convert the customer feedback from passive state to an active state. To make this happen it is necessary to read the customer's psychology which in turn will help to create a good design. Consumption of a product is not only deals with the physical form, also the symbolic representation and aesthetic appeal of the product. Hence, the role of designing plays

a major role in consumption. Eventually the job of the designers becomes very crucial in understating the visual psychology and to produce content. In our day today life design is present everywhere such as adverting, signage, packaging, presentation and so on. Role of designers vary from planning to promotions, from production to sales, from product to brand, from concept to culture Hence consumption is not about material consumption, but more importantly, symbolic consumption and aesthetic consumption on the material. Therefore, design and the role consumption should go hand in hand and the designers have to cater to the needs of the consumer which eventually leading to the growth of the design industry (Garcia-Retamero & Cokely, 2017). Visual design facilitates the attention of the product among consumers by using various visual elements in the form of design, which stimulates the buying behaviour of the customer. In order to produce an effective design, the designers have to be more subjective and analyse the psychological characteristics of the consumers in the design process. Therefore, the design process should be taken forwarded from the audience perspective. Though the process of designing has come a long way, these days the design is analysed at each stage with concept of psychology. Understanding of audience perceptive needs some amount of visual psychology. The use of psychological concepts becoming more intentional in creating international designs (Terrier & Cellier, 1999). The research on design art has gradually entered the state of rational thinking. The design has already involved many theories about psychology, but specific and wholistic design from the perspective of psychology needs to be formed. The academic system has to adopt to psychology concepts to its syllabus. Especially Visual Communication studies should include design psychology to is curriculum. There are many monographs and psychology concepts are available particularly in the user experience perceptions (Zinn & Mc Donald, 2018). Though there are several researches were taken place in the aspects of brand design, user interface design, advertising design and information design relating to cognitive psychology and customer psychology, still they have not covered the systematic knowledge and comprehensive knowledge over those. In a very fast digital era, the immediacy of visual understanding becomes more challenging for the designers so to overcome this knowledge on visual psychology has become a mediatory (Cheng, Ou, & Kin, 2017). This paper aims to discover the application of psychology in visual communication design by introducing the related theories of visual communication design. The study adopted a qualitative method to analyse the influence of psychology on visual communication design. It pave ways for researchers to further study the application of psychology in design from the perspective of visual communication.

Review of Literature

Wood & Runger (2016) identified a behavioural motivation with respect to their habits with goal pursuits. Shi(2018) found that a change of colour to a logo pattern in visual communication design had a greater influence among its users. Garcia-Retamero & Cokely (2017) proposed a conceptual framework which described the impact of risk literacy, decision making, and health outcomes. The study used visual aid to educate the users and it was found beneficial for users with weaker and less skilled who understood the ideas easily. Well-designed visual aids are often an effective tool for improving informed decision-making.

The major purpose of psychology is to understand the objective ability to predict and analyse the behavioural skill in everyday social interactions (Choudhary & Amiel, 2018). In specific the social psychology highlights the socio-cultural attitudes that brings out explicit details of the behaviours. It helps to understand the cultural context that reflects a behavioural change. A single idea varies with different cultural platform, this explains the psychological behaviour and psychological intentionality. It is necessary to understand the collective cognitive psychology to analysis the social psychology.

Cognitive Psychology

Cognitive psychology is not an independent activity rather it is a collectiveness of cognitive individuals. This lies on two basic facts one is the exists of organism and the other is the cognitive process which reflect as the intelligent agents to understand anything. The intelligent behaviour is acted upon the logical things, to understand this there is a need for explanation from each individual which in turn requires both individuals' intentional state and preference analysis process. The interpretation of individuals' behaviour when explained rationally helps understand the cognitive psychology.

Psychological Interpretation

Psychological interpretation will open doors for in-depth knowledge of subjective interventions. On the outset combining the concepts of psychology and visual communication theories will pave way to more critical interpretations of the design. The role of social psychology is very evident in interpreting the specific intentional behaviour based on once beliefs and expectations which is extended as a reflexive behaviour of others. So as the proportional attitude determines the intentionality of psychology which will give solution at various levels of interpretation.

Propositional Attitudes

Propositional attitude refers to basic intentionality and psychological representation, which is expressed in the form of types of attitude and propositions. The propositional attitude has the semantics of a state and it is content of thinking. While dealing the psychological behaviour, it is categorised into two types, the attitude of proposition and the internal phenomenal experience called as feelings, perception and emotional experiences. The former mainly expresses the content to be displayed by specific propositions, and the latter mainly points to a type of attitude. In a sense, psychology can be seen as a psychology of propositional attitudes, a daily means of interpreting and predicting the behaviour of others. Propositional attitude is a complex system that can play different roles in different philosophical meanings and use its descriptive language and its own characteristics to achieve the coherence, consistency and rationality of psychological interpretation.

Psychology in Visual Communication Design

Psychology plays a vital role in visual communication design. The designers are intended to a diversified approach, allowing people to feel the theme and content of the design. Psychology is mainly reflected in the following aspects: First, creative thinking. Secondly, breaking the barriers of limitations of time, space and geography in visual communication design, and presents a virtual feeling. Designers use positive and negative shapes to rebuild images and gradually form interesting ideas. This mutually works in delivering the right visual and in interpreting the accurate meaning of the design work speaks the success of the design.

Application of Psychology in Visual Communication Design

When an object is placed in a particular space depending on where it is placed, the object is fragmented into imaged and transmitted to the brain. There exist certain differences in the imaging of the left and right eyes of the human body, so various hallucinations may be formed in the vision. In the visual communication design, the two-dimensional space works in more abstract way, which can form a design effect combining illusion and reality. The specific application of psychology in visual communication design effectively expands the designer's way of thinking, improves their thinking ability, and help tap their potential and create visually more aesthetically pleasing designs. Besides, the spatial representation of an object has multiple dimensions, and the composition of each dimension is also different. The one-dimensional space is mainly composed of lines, and the two-dimensional space is mainly of

length and width; relatively speaking, the four-dimensional space is more special, including length, width, depth and time; the five-dimensional space is more surreal, mainly through the perspective principle or new media to produce multiple spatial effects. In the current stage of graphic design, space design is mainly divided into actual or virtual space. It can deepen the overall design by processing colour, pattern or spatial position and near-far relationship of the object image, and combining the spatial devices.

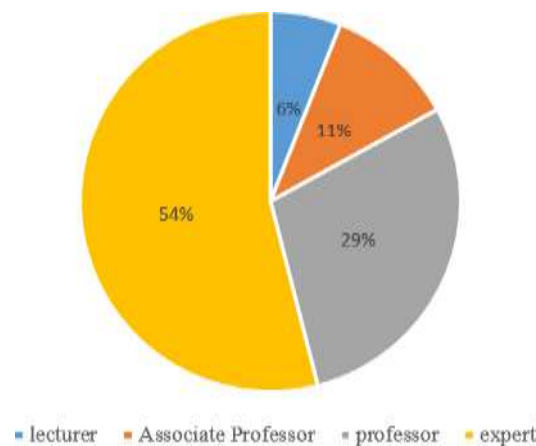
Space Construction of Psychology in Visual Communication Design

In graphic design, space can be divided into virtual space and real space, and the positional relationship between the top, bottom, left and right as well as the space level before and after are generated by patterns, colours, and the like. The virtual reality method focuses on "virtual reality" in the process of processing, which is not only a performance method but also an observation method. It's often used for painting. According to this method, we took an example for the space construction of psychology in design. The image is erected in front of the transparent glass, and the three-dimensional image is recorded in a two-dimensional space. This image is a perspective view. When the particles in the air change and move, the light is absorbed by the scattered light, so the object is hit. Compared to nearby objects, the objects in the distance are relatively blurred, and the texture and its outline are not easily noticeable. Light and darkness and saturation are directly attenuated by light. This is because the light is directly irradiated and the concentration of light is low. At this point, we need to adjust to the best visual effects. Therefore, we habitually believe that objects exist in three-dimensional space. In short, the design purpose is to provide viewers with different visual enjoyment. We are always willing to seek special visual stimuli. So, we are not just satisfied with the simulation of reality, we will slowly look for visual effects that can shake our own vision and spirit. To this end, people must not only imitate the three-dimensional space in two-dimensional space, but also use new media and new technologies to create surreal space that does not exist objectively. Although this surreal space does not exist by itself, it seems grotesque. It is precisely because this surreal space does not exist objectively, it greatly reflects the infinite creativity of human thinking. The form of surreal space is never fixed, and its creativity depends on the creator's thinking and imagination. It can be proved that human thinking is capable of getting rid of the limitations of objective conditions. As long as you think of it, you can express it, create it, and use wisdom to express your understanding of nature and the world. This may be because designers sometimes are like magicians, always showing incredible visual effects.

Results and Discussion

A questionnaire survey on the application of psychology in visual communication design. A survey was conducted to 120 experts and professors in the region, including 65 experts, 35 professors, 13 associate professors and 7 lecturers. The composition of experts and professors is shown in Figure 1. It concentrated the opinions of all experts to provide an authoritative basis. Meanwhile, another questionnaire survey was conducted among 3,600 college students in the region. The composition of college students is shown in Figure 3. A total of 3,720 questionnaires were distributed, and 3,460 valid copies were recovered, with the recovery rate of 93.01%. The validity of the two questionnaires were verified, as shown in Table 1 and Figure 3.

Figure 1. The survey on Experts and professors



Through the in-depth analysis of the questionnaires in Figure 1 and Figure 2, as well as Figure 3, it can be seen that the style of the times and the visual communication design are complementary and closely related; different design styles of visual communication appear with different eras, and also change accordingly; different genders, occupations, and nationalities all have different impacts on the design of visual communication, i.e., the visual communication design is consistent with the gender, occupation, national lifestyle, the means of survival, and the aesthetic psychology of designers who grow up in a special environment.

Figure 2. The survey on college students

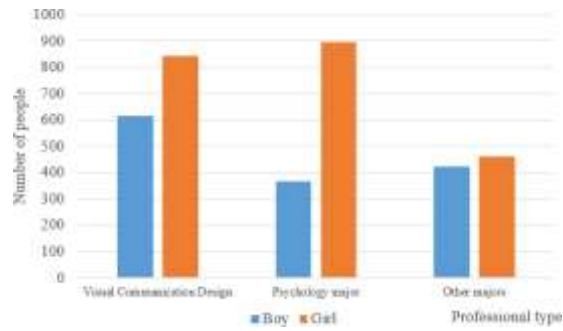
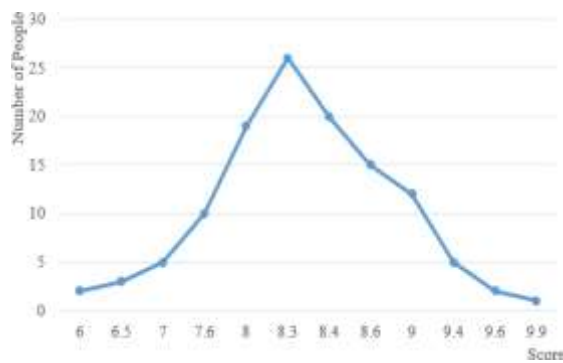


Figure 3. Experts on the statistical validity of the questionnaire structure



Conclusion

Today, as the media is becoming increasingly abundant, the art design field has been constantly expanding, and higher requirements have been proposed for the artistic creator's concepts. The designer not spends the energy on how to attract the attention of the audience, but also allows the viewer to feel what the designer wants to express without any effort.

Table 1. Experts on the statistical validity of the questionnaire content structure

Score	9.9	9.6	9.4	9.0	8.6	8.4	8.3	8.0	7.6	7.0	6.5	6.0
Number of People	1	2	5	12	15	20	26	19	10	5	3	2

First, the designer can extract interesting points from nature and present them with creative thinking. Secondly, the use of technology can break the natural boundaries, to display the illusion that does not exist in real life, and adopt the positive and negative forms to reorganize

and form interesting concepts. This phenomenon combines the dynamic elements of space to form an extension of space, breaking people's inertia and producing visual stimuli. When our eyes see illogical images and phenomena, we will try to find out why; when we try to solve the doubts in our hearts, this will increase the interaction of the works and add opportunities for communication.

Therefore, in the future development of visual communication design, have to move towards a multi-disciplinary structure. In today's high-tech era, visual communication design and science and technology will be more closely linked. It is necessary to actively discover the various visual possibilities that exist around us, and carefully observe how people can give us more new directions in design. Visual communication design must move toward intelligence, precision, and ultra-modernization, all of which need to be realized on the premise of scientific-based theoretical methods.

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MEDIA AND POLITICS: FRAMING ANALYSIS OF PRIME-TIME TELEVISION DEBATES IN INDIAN

Ashwini Ramesh

Abstract

An investigation on prevalence of six media frames in prime-time political news debates was conducted. These frames were identified by earlier studies on media framing: anti-journalistic objectivity, anti-social responsibility, fixing the blame, issue-agenda, conflict, human interest and personality frames. The main reason to employ framing theory was because political communication when blended with media framing has an ability to create a strong political stimuli in its consumers. Thus, two objectives of the study were – 1) to understand political news coverage in prime-time (9-10)pm news debates of 24x7 English news channels in India, 2) to analyse media framing in these prime-time (9-10)pm political news debates. Based on Television Rating Point (TRP) by Broadcast Council Research Organization (BARC), three popular English news channels in India were selected for the study - Republic TV, India Today Television and NDTV 24x7. Framing theory was anchored on primary data. Content analysis was performed on 48 prime-time (9-10) pm political news debates collected during the study period. Results showed that, overall, 75.27% of prime-time news discussion was framed. Frames of anti-journalistic objectivity and conflict were used the highest as compared to the other four frames. Significant media framing was seen in election stories followed by political conflicts and political scams. Recommendations were to make journalistic code of ethics stringent to restrain media framing, and to reduce panel size to 3-4 experts for effective discussion.

Key words: prime-time debates, framing, political communication, India

Introduction

This article examines the present-day scenario of television news reporting in India. The past three decades has witnessed a revolution in Indian news industry. The 1991 liberalization, privatization and globalization contributed to the emergence of multiple private news media organizations. Television news became an omnipresent phenomenon - From government sponsored half-hour news bulletin on Doordarshan to the present day 24x7 news channels. This profound transition also demanded newer ways of reporting, editing, production and presentation. The culture of '*breaking news*' emerged. Thussu (2003) said that '*live coverage*' became a defining characteristic of 24x7 news networks which meant less time for research or verification of facts. Today, the pressure to deliver new information instantly has resulted in incomplete, inaccurate, and misleading news reports. In 1991, STAR TV - the *first*

satellite television was established in India. With abundant news information, mediatisation is often talked about. Meyer (2002) stated mediatisation became an important concept in political communication. Defining the concept he said, mediatisation is about how media presents political information emphasising its own logic thereby elevating the role of journalists as interpreters of political news. From this phase, Indian election coverage began to frame political news. Falasca (2014) stated that election journalism is inclined towards framing politics as a game of strategy using analytical skill, independent perspective and control over news stories.

Studio based debates

Udapa (2010), stated that political journalism was *enhanced* through studio debates. A political culture in India emerged with this introduction where not only the elite but also the middle-class citizenry began to participate by voicing their opinions for justice. This could be seen in issues like corruption, human rights, development etc. In 1998, Star TV introduced the *first* 24 hours news channel in India. Downey (2014) stated that that 24 hours news channels created a complex media with increased commercialization and abandoned ideals, issues and public concerns. Mehta (2013) stated that 24-hour news channels have given fresh angle to politicians. These channels give more *visibility* and *publicity* to politicians, in turn forcing them to be on campaign trail most of the times.

Media framing

The study has used framing theory to analyze media frames in prime-time (9-10) pm political news debates. Framing theory was given by sociologist *Erving Goffman* in 1974 (Goffman, 1974). From that time, framing theory has taken enormous change in its structure, factors and process of analysis. Shanto Iyengar in the study '*Is Anyone Responsible? How Television Frames Political Issues*' highlighted on applicability of framing theory in television news. Defining the concept of framing, (Entman, 1993) said "*frames are patterns of interpretation rooted in culture and articulated by the individual*". Edelman (1993) said frames are derived by ideology and bias.

Literature Overview

The present study aims to analyse media framing in political news debates. Evaluating the effects of framing political news, (Saris, 1997) said that frames generate opinions among public regarding political issues or organisations. '*European public was easily influenced by*

news frames on EU-related issues, (Ibid.)'. Scheufele (1999) explained that any frame when used in political communication should be clearly defined and made operational on the basis of social constructivism. Newsmakers actively create frames that readers can connect to participate and decipher in public events. Neuman et.al. (1992) voiced that frames are entities which give news story a perspective. Judgments, constraints and values are allies of frames. The authors explained that global political views are an outcome of personal beliefs of individuals; while short-term, issue-related frames of reference have a dominant role in influencing perceptions and interpretation of the flow of information on an issue. Thus, analysing previous studies, it is evident that media framing takes place in political news. However, there is *no clarity* on the technique of media frame application. In what ways do journalists apply frames in prime hour news discussions needs *precision*.

Sen (2017) studied media advocacy in NDTV (Hindi) show – *Prime Time: Ravish Kumar Ke Saath*. Findings showed that the topics chosen for the show were of national importance and affected the monsoon session of Parliament in 2015. It was mentioned that these kind of shows have profound impact on viewers, and especially during election time. Similarly, (Philip & Cees, 2007) made a comparative analysis of newscasts in America's commercial and public service channels. The study observed that public broadcasting system portray elections as horserace and a fuss. While private give a very little attention to opinion polls. Though private channels adopted a pragmatic approach of broadcasting, yet it lacked the proficiency to convince the viewers. Carragee and Roefs (2004) studied trends in media framing. According to the study, conceptual problems in frame definition, failure to examine framing contests within political and social scenario, inattention to frames sponsorship, and reduction of framing to a form of media effects need academic attention. Iyengar (1987) in the study on television and media framing discussed the importance of media presentation of issues and their impact on people. The study explicitly stated that individuals are sensitive to circumstantial clues or indications when they are exposed to national problems. May be issues like terrorism, poverty, unemployment etc.. are heavily dependent on the inferences derived from the news they have viewed. The study justifies media impact by saying that whether the message given by media talks about the victims, or the circumstance or the outcome does not matter. But, definitely any angles of frame defined in the news will have an implication on the viewer.

Thus, analysing previous studies, it is evident that media framing has an effect on news viewers. Election times are the most vulnerable period for media bias. For the India academia, there is still a knowledge void in understanding media framing in Indian television channels on Indian political news issues. In this view, the present study aims to understand media framing technique, political partisanship, and the contribution of audio-visual elements in prime-time (9-10)pm political debates. The study is performed during a politically significant period in India with state elections in five states (Telangana, Rajasthan, Madhya Pradesh, Chhattisgarh and Mizoram) and beginning of Lok Sabha campaign for 2021, and government decisions on long-standing religious issues - Ayodhya dispute and Sabarimala temple row.

Research objectives

- 1) To analyze political news coverage in prime-time (9-10) pm debates
- 2) To analyze media framing in prime-time (9-10)pm debates

Research Methodology

The researcher has used *quantitative* content analysis for the study. Then, framing analysis was performed on primary data and if the content was framed, they were categorised under seven pre-defined types of frames – Anti-social responsibility, anti-journalistic objectivity, conflict, fixing the blame, human-interest, issue-agenda and personality frames.

Analysis was performed on three prime-time English television news channels. Prime time is defined as the time when maximum viewership takes place. According to BARC- 2018 survey, the *three popular television news channels in India* are:

TABLE 1

Top television news channels as per TRP

Serial No.	News channel name	TRP (000's sum)
1	Republic TV	629
2	India Today Television	356
3	NDTV 24x7	328

Simple random sampling was used. In this, every English language 24-hour news channel had an equal opportunity of selection. However, to make the best possible representation of the universe, the above-mentioned TV channels (in terms of popularity and viewership) were chosen for analysis (**Table 1**). *Data was collected between November, 2018 to January, 2019.*

Analysis and Discussion

The literature review has presented various studies conducted on framing analysis. The purpose of the present study is to examine the technique with which Indian television channels perform media framing on political news issues aired during the prime-time (9-10)pm debates. Beyond this, the present study takes a step further to understand discussion time, panellist profile, politicians participating in debates, subjects within politics, and women participation in prime-time political debates.

Table 2: Total number of news debates and discussion time selected from three English TV News channels

News channel	Number of Debates	of Total discussion time			Total %
		Hr	Min	Sec	
Republic TV	13	9	53	59	33.51
India Today	15	9	8	48	30.96
NDTV 24x7	20	10	29	28	35.51
Total	48	29	32	15	80.54

From **Table 2**, it implies that NDTV 24x7 gives more prominence to political news discussion, followed by Republic TV and then India Today. This is because NDTV 24x7 divides one hour of prime time (9-10pm) to discuss 2-3 political news issues. India Today divides the prime-time to discuss two political issues, and Republic TV discusses one political issue in its prime-time (9-10pm). Leaving behind advertising and headlines time, the prime hour discussion time is about 35-40 minutes at 9-10pm show.

Table 3: Type of prime-time panellists in three TV news channels

Work type	Total number of panellists	Percentage
Politician	106	41.57
Journalist	42	16.47
Political analyst	24	9.41
Advocate	21	8.24
Retired officer	Army 11	4.31
Others	51	20
Total	255	100

Table 3 shows that prime-time debates choose politicians most of the time as panellists for debates. The data also signifies that the debate is majorly between journalists and politicians without much inclusion of experts from other professions. This data endorses (Mannathukkaren, 2010) observation that elite panellists become representatives of citizens in studio based talk shows, and these experts are solely chosen by the power of media. However, the question arises if the political issue received balance viewpoint with this narrow expert presence in the prime time show. Experts like academics, army officers, advocates, analysts, civic are seen in a minute percentage in a debate show that receive maximum audience impression.

Table 4: Panelists from political parties that participated in prime-time political debates

Political Party	India Today		NDTV 24x7		Republic TV		Total	%
	Total	%	Total	%	Total	%		
BJP	11	24.44	20	44.44	14	31.11	45	37.82
Congress	15	37.50	14	35	11	27.50	40	33.61
JD(U)	-	-	2	33.33	4	66.67	6	5.04
SP	1	25	2	50	1	25	4	3.36
Swaraj India	1	25	3	75	-	-	4	3.36
AAP	-	-	2	50	2	50.00	4	3.36
SAD	-	-	1	25	3	75	4	3.36
CPI	-	-	-	-	3	100	3	2.52
JD (S)	-	-	2	100	-	-	2	1.68
CPM	-	-	1	50	1	50	2	1.68
TDP	1	100	-	-	-	-	1	0.84
TRS	1	100	-	-	-	-	1	0.84
AIMIM	1	100	-	-	-	-	1	0.84
DMK	-	-	1	100	-	-	1	0.84
BRSP	-	-	-	-	1	100	1	0.84
Total	31	26.05	48	40.34	40	33.61	119	46.67

The data of **Table 3** is more specifically defined by **Table 4** that elaborates on the name of the political party that is promoted in prime-time debate shows. As evident in the above data,

Bharatiya Janta Party (BJP) politicians are encourages the most to participated in prime-time political debates followed by Congress party. This finding is consistent with (Chakravarthy & Roy, 2013) who stated that television in India is partisan. Most of these channels are directly owned by politicians, political parties, or officials knows for political affiliations. The authors term this category of media as ‘network media systems’ in which media outlets are owned by ‘differently formalized networks of business, political, and social factors’. Thus, it is understandable that political parties from regional or local parties are not promoted much, and important issues are discussed among familiar political faces who appear frequently in the talk shows.

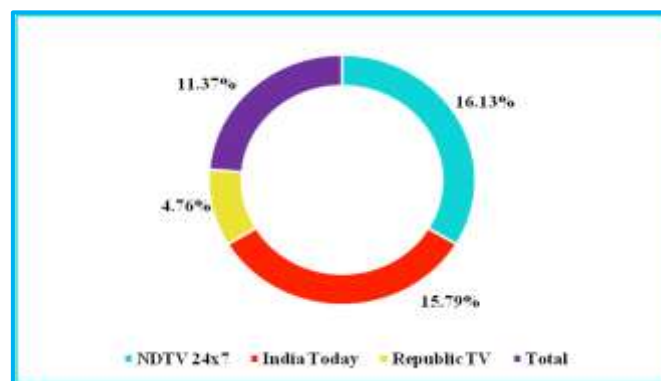
Table- 5 : Subject wise classification of political news coverage in prime-time

News Subject	TV discussion %
Election	50
Political Conflicts	18.72
Political Scam	8.22
Riots	6.83
Political death	6.65
Judiciary	4.38
Terrorism	2.71
International visit	1.35
Political crime	1.35

Parliamentary Proceedings	1.04
Women	-

Table 5 shows that election based political news coverage is of topmost priority among political journalists. This is followed by political conflicts and then political scams. The data validates (Iyengar, 2004) observation that news reports on candidate analysis and horserace are pervasive topics for news coverage. Their study explains that market pressure, modern day election campaign, and conflict between political candidates and journalists form strategic election coverage. The above data shows poor attention to vital political topics such as riots, political death, judiciary, terrorism, international visits of political stalwarts, political crime, and parliamentary proceedings. It is sad to note women centric news coverage has not taken place during the study period. Kim and Edie (1991) observed that press treatment towards women is different from men in politics. Women were treated more negatively as compared to men. And, this was because female candidates were considered to be less competitive by the press. Also, the study mentioned that this attitude towards women could contribute to negative assessment among news readers. Women in the press were covered for their viability than issue promotion.

Figure 1: Percentage of women panelists in prime time political news debates



The above graph is in continuation to **Table 4** where news coverage on women centric issues is less, Figure 1 portrays lesser participation of women in prime-time debates. As per the above data, Republic TV has lowest women panelist, followed by India Today and then NDTV 24x7. This social reality shows that marginalization of women continues to takes place, and Republic TV has shown poor encouragement towards news coverage of women-centric issues or as experts in prime-time political debates.

Table 6: Type of framing in prime-time television news

Frame type	Republic TV	NDTV 24x7	India Today	Total
	%	%	%	%
Conflict	29.09	24.39	32.29	85.77
Anti-Journalistic objectivity	19.23	23.08	37.4	79.71
Fixing the blame	19.12	16.32	11.02	46.46
Anti-social responsibility	21.05	13.24	7.06	41.35
Issue-Agenda	3.5	12.67	6.7	22.87
Human interest	5	8.7	2.13	15.83
Personality	3.01	1.6	3.4	8.01

According to Table 6, *conflict frame* is the most popular frame among television anchors. Conflict frame talks about disagreement between individuals, parties, government or schemes. Putnam and Shoemaker (2007) mentioned that any tension, incompatibility, disparity or differing views against political leaders, government, citizens or media is highlighted in

conflict frame. In the present study, a news debate on ‘*election campaign*’ by Republic TV on 3 December 2018 showed frames of *conflict and issue-agenda* when the editor gave unfavourable slants towards congress party:

‘Is Rahul Gandhi in kindergarten to fall in trap, Rahul Gandhi is rarest of rare species, my version of Hinduism is not I’m a better Hindu, wiser Hindu. In fact, Rahul Gandhi’s great grandfather stood against reconstruction of Somnath temple, abused PM’s parents, and attacked them with words, is this a better Hindu?’

Table 5 shows that *anti-journalistic objectivity frame* to be the second most popular frame. According to this frame, a journalist does not balance the news story with quotes from all political parties concerned, present viewpoints of all relevant sources, or give proper time to express their stance in the debate show. An example of this is a debate show aired on **22 January 2019** by **NDTV 24x7** about ‘*Hackathon*’ organized by Foreign Press Organisation in which Hacker & IT expert Syed Shuja claimed that EVM machines in India are used against Congress party and specifically against its leader Kapil Sibal. In this, the anchor directed questions to panellists prioritizing Congress party’s involvement in the issue. Some of the questions framed were –

‘Has the congress in this enthusiasm to pick holes with EVMs has taken it too far?’

When one of the panellists preferred to talk about credibility issue of EVMs, the anchor *redirected* the question seeking his agreement against Congress party. This included –

I don’t know if you really answered my question? Before talking about EVM, what do you make of congress handling of the issue? No, not transparent electoral system but are you happy with how Congress handled the system today? Congress party endorses, holds, stand by the issue.

Similarly, a debate show in **India Today** on **18 January 2019** about ‘*100 Congress MLAs from Bengaluru held in Eagleton resort*’ showed carried statements like:

‘Since the day Yedyurappa resigned as CM in disgrace there is ploy to try and topple the government. After CLP meeting, a lot of MLAs not only brought offers through

inducement of cash but also threats and coercion. The only way that BJP can come to power is through unconstitutional means, it will be through horse-trading.'

Gatekeeping bias (also called selective bias) is visible here. The anchor supports *single sided viewpoint* without facts. When the panellists mention about offers, inducement etc. there are *no* clear numbers of what the offer was, was it in cash or kind, inducement in which way, and so on. Journalistic code of ethics states that journalists when attempt *false balance* in news stories disgrace the profession of journalism. It becomes ***anti-social responsibilityframe***, thereby not showing any responsibility towards the society. Deliberately trying to tarnish image of a person, political party or an event without appropriate facts promotes *sensationalism*.

Thus, in this fashion prime-time (9-10)pm debates have shown frames of **issue-agenda** in which a news issue is kept alive despite zero news value, then **personalityframe** in which a personality is analysed or a death of an important person is discussed. During the study period, various political personalities and their works were analysed. Some of these political personalities included Narendra Modi, Rahul Gandhi, Mamatha Banerjee, MK Stalin, Yediyurappa, deaths of Ananth Kumar, Jaffer Sharief, Ambareesh, and George Fernandes. The five-state assembly elections in Telangana, Rajasthan, Madhya Pradesh, Chhattisgarh and Mizoram contributed to political news framing.

Table 7 :Framing percentage of prime-time political news debates

Channel	Total number of debates	Discussion Time (Hr:Min:Sec)	Frame Time (Hr:Min:Sec)	Framing percentage
India Today	14	8:46:04	6:02:32	68.91%
NDTV 24x7	20	10:29:28	7:54:33	75.38%
Republic TV	13	9:53:59	7:59:53	80.79%

In continuation with **Table 6**, the **Table7** shows that Republic TV has highest framing percentage, followed by India Today TV and then NDTV 24x7. It was observed that Republic TV has longer panel size, lesser time and freedom for each panellist to share their viewpoint, and their one debate includes only one topic for discussion. Media framing that takes place in the prime-time (9-10)pm debates circumvents around political affiliation, party favouritism, discouragement of women participation, or poor discussion time.

Conclusion

In 1991, proliferation of satellite television transformed Indian media. In 1998, Star TV introduced the first 24 hours news channel in India. Studio based debates introduced a new political culture. These debates gave a fresh angle to politicians with higher visibility and publicity. In fact, studio based debates paved way for politicians to build careers. Mediatization, polarisation and media framing became an integral part of political news discourse.

As the present has observed, political news is intimate to the India media. There are dedicated pages and prime-time slots to political news discussion. Bridging the gap to understand prime-time (9-10)pm debates shows, the present study has observed that leaving behind headlines and advertisement time, the discussion time is between 35-40 minutes. Under this, if the debate show has a long panel size of 9-10 experts, each panellist will get about 2 minutes to express their views. Women centric news coverage or women participation in prime-time shows are rarely seen. Panellists who participate in these shows are mainly politicians and journalists. And, politicians from BJP party are encouraged more than politicians from other national, regional or local political parties.

Filling the knowledge void to understand technique of frame application by Indian media on Indian political news issues, the present study has seen that election news is the most vulnerable topic for media framing. Republic TV involves in media framing the most as compared to India Today or NDTV 24x7 news channels. Conflict and anti-journalistic objectivity frames are the most popular frames for prime-time television debates. Political propaganda and bias could be seen through selective use of words, issues and personal judgments. Panellists are not given enough time and freedom to express their views and are brought back to framing track paved by the news anchor. Audio visual elements in television like split screens, captions, graphics, tone, tenor, pitch etc.. contribute to media framing.

Thus, viewing the magnitude of media frame in prime-time television debates, the present study recommends stringent journalistic code of ethics to be formulated to limit media framing. It also recommends to shorten the panel size to 3-4 experts so that each panellist gets more time to express their viewpoints. It is preferred to have a healthy discussion in prime-time shows rather than framing, partisanship or undesired conflict.

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SEMIOTIC ANALYSIS OF VISUAL ELEMENTS OF AMUL PRINT ADVERTISEMENT DURING COVID 19

Riya Maurya and Dheeraj Kumar

Abstract:

Advertising always plays a vital role in shaping general understandings. It is an effective communication channel for inculcating messages for a longer time. Visuals have always been proven better than words. The Facet Model of effect outlines, it has tendency to grab attention, stick to memory and communicate quickly. The exponential rise of Covid 19 has made many lives in distress. Many brands have faced tremendous loss with their traditional marketing strategy, due to nationwide Lockdown. Amidst pandemic Amul, a brand which is known for their best Visual Communication has come with print advertisements based on COVID 19 also covering the large area of Health Communication. The researcher in this paper will study about visual elements (Character, Slogan, Color, Typography, Composition) of AMUL print ads published during COVID 19 period and analyze the effectiveness in creating awareness and bringing the required behavioral change through the visual design of print ads. The study will be carried out using Semiotic Analysis based on Charles Pierce's and De Saussure's theory.

Keywords: Semiotics, COVID 19, AMUL, Visual Communication, Health Communication

Introduction

Advertising is more closely related to sell product, which can include goods, services and ideas. The traditional form of advertising uses different kinds of mass media like Radio, Newspaper, Television etc., and advertising messages are conveyed mostly in non-personal way. However, this non personal characteristic is changing and shifting more towards interactive way (Wells, 2015) . In recent form of advertising, brands are connecting their product advertisement with the latest happening around the World. This focuses more on brand recall and creating interactive form of advertising. Moreover, the Advertising Communication has been evolved from hieroglyphs to pictograms with the passage of time. This Change occurred as a result, as numerous civilizations developed, survived, and vanished. Now, to meet that need, visual communication has evolved and grown in popularity. Companies rely on visual communication to sell themselves and attract the attention of their target audience (Ijaz, 2018). With the nationwide lockdown and advent of COVID 19, many brands have faced great

loss with their traditional marketing strategy. But Brands like AMUL have registered with good turnover in the fiscal year 2020-21, despite the low consumption rate at hotels, restaurants, cafes and catering segments due to restriction on movement caused by pandemic (TNN, 2021). AMUL is known for their best Visual Communication print advertisements and has come up with interesting ads in the tough time of Corona to target their potential customers by making one to one connection with people and uplifting their morale.

Review of Literature

Visual communication refers to the use of graphic design, diagrams, text, prints, charts, illustrations, typography, infographics, body language, signs, expressions, gestures, drawings, photographs, color, and animation to transmit data and information. It is one of the interesting ways of communication of ideas and thoughts with efficient use of Visuals (Bhasin, 2021) Elements of Visual Communication are Position, shape, size, color and orientation to which we can easily control. The contrast, proximity, alignment and proximity to which we can create and more hierarchy, grouping and sequence is used to Communicate effectively (Clarkson, 2015)

Semiotics is an important aspect in the field of visual communication because it provides conceptual tools and vocabulary for understanding how we make sense of the world through visuals. It helps in understanding how humans generate and interpret the meanings of a wide range of visual messages encoded in sign systems such as graphics, picture, body language, and text. This is referred to as "visual semiotics." Visual semiotics is being employed in film, architecture, medical imaging, photography, and other kinds of graphical communication to expose the hidden meanings of signs (Josephson et al., 2020).

The basic of Semiotics can be summarized by following points (Yuliang, 2010)

- Semiotics is the study of how meaning is formed and communicated in texts, especially narratives (or stories).
- It is mainly the signs present in texts. The Combinations of signifiers and signified.
- Nothing exists of itself, the interactions within it creates meaning. The importance of indicators is vital. Words can be used to make an analogy. Grammar is concerned with the ways in which words are joined. Language is a social institution that allows people to communicate with one another and instructs on how to utilize words.

- Texts can be compared to speech and can indicate certain things. Grammars or languages that give meaning to the writings Codes and customs help us interpret the indications in a story.

With the Ferdinand Saussure perspective, sign is made up of two components, the signifier (what we see or hear) and the signified (what it stands for, or means). John Fiske in his book Introduction to Communication Studies defined the signifier as the first image as we perceive it. Like the marks on the paper or the sounds in the air. The signified is the mental concept to which the sign refers, while other is the mental construct which is largely shared by all people of the same culture who speak the same language, regardless of where they came from (Watson, 1998). With the passage of time, every firm has adopted this visual communication source to market themselves to their customers and to further their corporate growth. The importance of advertising in attracting customers is undeniable. To persuade a customer to purchase a product Communication has taken on a new look as a result of technological advancements (Ijaz, 2018).

Research Objective and Methodology

This study uses semiotic analysis to analyze the AMUL print advertisement published during the initial phase of COVID-19 from February 2020 till November 2020. Total 14 print advertisements were taken for study. The advertisement chosen with the Purposive Sampling Method based on COVID 19 and carrying the message of health Communication. The ad images have been taken from Amul’s web archives.

The researcher wants to analyze the visual elements (Character, Slogan, Color, Typography, Composition) for the effectiveness in creating awareness and bringing the required behavioral change among the audiences through the visual design of print ads.

Sampling

S.no	Publication Month	No. of Ad	Theme of Advertisement	Message Displayed
1.	February 2020	1	Coronavirus Outbreak	Awareness About COVID 19

2.	March 2020	5	Precaution against Coronavirus, Precaution while playing Holi, not handshake, do namaste, Appreciation of Health Workers	Persuading for behavioral Change, Appreciation to Health Workers and Awareness About COVID 19
3.	April 2020	4	Appreciating the Women managing the both, The hie in COVID 19 Cases, Video Conferencing in COVID 19	Awareness, Persuading for behavioral change, Appreciation
4.	May 2020	1	Awareness regarding the Zones	Awareness about COVID 19
5.	Aug 2020	1	Amitabh Bachchan recovery	Awareness About COVID 19 and Appreciation, Motivation
6.	Oct 2020	1	Reopening of Restaurants	Persuading for behavioral Change,
7.	Nov 2020	1	Movement to out of station	Awareness

Analysis

February 2020



Signifier	Signified
Residents returning to country	With the outbreak of COVID 19 Indian residents returning to the country back, they are also bringing coronavirus with them reflected through text.

Analysis of Message

Verbal Sign:

The two verbal aspects are mentioned in the above advertisement

Wuhan Se Yahan Le Aaye.... On the top of the advertisement.

The other verbal sign is Homecoming Snack! at the side bottom.

MESSAGE: Advertisements inform audiences with alertness as Corona Virus entered India also.

SLOGAN: Homecoming snack! In the humorous way it connects audiences Coronavirus Snack, people bring to their home country.

TYPOGRAPHY: text is written with the normal stability font and the blue cool color is used for the typography.

Visual Sign

CHARACTER: Caricature of humans is represented majorly by boys and including one AMUL girl. (Amul Girl is represented with a high pony and polka dot band. The girl is not wearing a polka dot dress). All characters are shown wearing masks.

COMPOSITION: The main object of advertisement is people, that is placed at optical Center rather than in mid-point and has been highlighted with contrast color to distinguish from the background.

March 2020



Signifier	Signified
Amul girl is washing her hands	To break the chain of coronavirus, AMUL is persuading people to wash hands properly and regularly



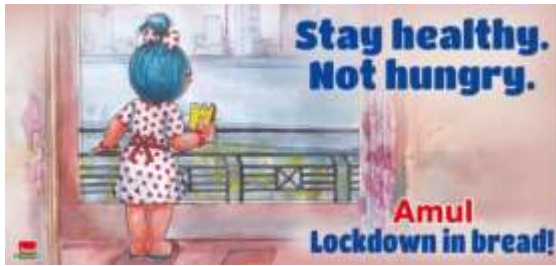
Signifier	Signified
Amul girl and boy is doing namaste to each other by joining hands	Amidst COVID 19 Indian culture of doing namaste by joining both hands get global to break the chain of contiguous virus.



Signifier	Signified
Amul girl and boy is playing Holi	Holi festival is celebrating with no gathering of large people along the title wholly maska signifies celebrate holi with using mask properly



Signifier	Signified
Amul girl in balcony holding utensils in her hand	Amul girl with utensils is appreciating health workers.



Signifier	Signified
Amul girl is standing in balcony with bread in her hand and watching outside	To show no moment and strict lockdown, Amul girl is been shown within the house and silent road view. Bread in her hand shows eating healthy food at home.

Signifier	Signified
Amul girl is lighting lamp	To appreciate health workers Amul is motivating and encouraging people to be strong in this pandemic

Verbal Sign:

MESSAGE: Every advertisement published in the month of March consists of two verbal messages. Better saaf than sorry! Salaamul Namaste, Holi masti, wholly maska! Somehow persuade audience to bring the behavioral change in their daily life to be safe from COVID 19

SLOGAN: Always safe, Greet with treats, Khilao, peela lao, Janta's favourite, Lockdown in bread, Batti of Butter on.. Every slogan of this month relates Amul brand connection with the COVID 19, showing AMUL intense carness towards the audience.

TYPOGRAPHY: Font style of HOLI advertisements were written in a more informal way using two colors, signifying holi colorful fun and also persuading people to wear masks to be safe from Corona. Whereas font of Do the light thing! Were written in Bold, contrasting from the background signifying the order to be followed by people.

Visual Sign

CHARACTER: Amul Girl has been the dominant character in every advertisement. Different actions are represented by her to aware masses to be followed.

COMPOSITION: The main object of advertisement, i.e. Amul Girl with her action, is placed at optical Center rather than in mid-point.

April 2020



Amul Girl is shown with the working lady along d work	Lady efficiently managing both works of Household and along the office work during the pandemic
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Signifier	Signified
Amul girl with joined hands in form of namaste and bowed her head in front of Doctors.	Amul is showing gratitude to health workers especially doctors for their consistent help.

Signifier	Signified
Amul girl and boy is preparing her table ready with healthy food	Amul girl and boy preparing healthy food, and having delicious food at breakfast at home.



Signifier	Signified

Signifier	Signified

Amul girl	Holi festival is celebrating with no gathering of large people along the title wholly maska signifies celebrate holi with using mask properly
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Analysis of Verbal Sign:

MESSAGE: Every advertisement published in the April month also consists of two verbal messages.

MBBS: Makhan Bole Bahut Shukriya and Mom is where the heart is ...expressing gratitude towards the health care worker and along indeed loving mother, how she tirelessly manages the household chaos along with the office work. Yahi Curvana padega and Covideo Conferencing messages allow people to adopt this habit during the pandemic.

SLOGAN: In sickness and in health, Flatten it in bread, Favourite all-rounder and Make your tastebuds zoom.. Every slogan of April month also relates Amul brand connection with the COVID 19, showing AMUL carness to the audience with immense feeling is there for you.

TYPOGRAPHY: Font style of MBBS is abbreviation of Makhan Bole Bahut Shukriya thus each letter is colored with Red to distinguish from others. While all other font style and size is set on stability.

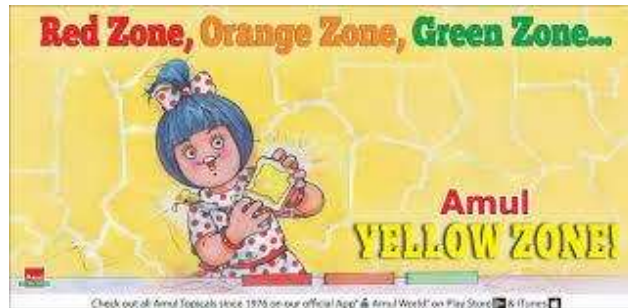
Visual Sign

CHARACTER: Again, Amul Girl has been the dominant character in every advertisement. But also, different other characters are used by them like doctors, friends, Mother and family. This is making advertisement more connecting and

reflecting we all are together in spite of corona also. Amul Girl is out of home wearing a mask.

COMPOSITION: Also, the main object of advertisement Amul Girl and important characters are placed at the optical center rather than in mid-point.

May 2020



Signifier	Signified
Amul girl is showing bread with yellow butter on it.	Amul girl is awaring the audience with the Zones.

Verbal Sign:

MESSAGE: The advertisement consists of two of messages,

The message Red Zone, Orange Zone, Green Zone...aware audiences regarding the COVID 19 color coding of zones

SLOGAN: Yellow Zone is used to connect to the audience with the AMUL yellow butte

TYPOGRAPHY: Text is normally written in stability font style, but interestingly

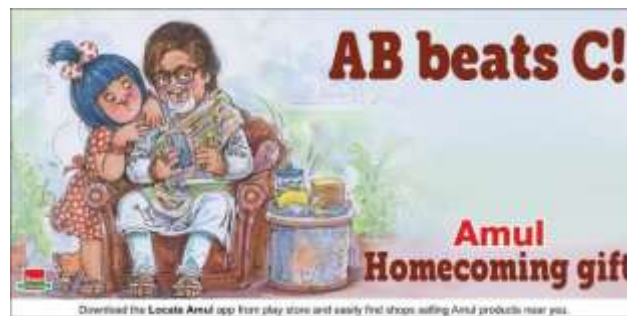
Red written text is colored with red, same as with orange, Green and Yellow.

Visual Sign

CHARACTER: Amul Girl is showing bread with yellow color butter. Relating the color coding of COVID 19 with Amul butter. No action relating to COVID 19 awareness but somehow indicating to have a meal equipped with AMUL butter in Corona time.

COMPOSITION: Amul Girl, is placed at optical Center rather than in mid-point, Background is also textured with yellow color

Aug 2020



Signifier	Signified
Amul girl and grandfather enjoying their time	Amitabh Bachchan recovered from COVID 19 and is been treated with Amul healthy breakfast

Verbal Sign:

MESSAGE: Here the message is written in a more creative way 'AB beats C' which means Amitabh Bachchan beats Corona. This is a kind welcoming note for Actor Amitabh Bachchan and also a message for the audience to beat Corona Virus.

SLOGAN: Homecoming gift signifying that people discharging with COVID 19, treat them with Amul product as a homecoming gift.

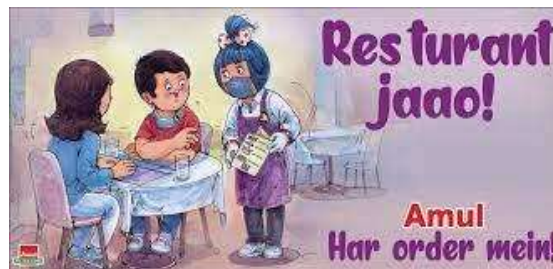
TYPOGRAPHY: Font style is satisfying and colored with brown color to distinguish clearly from background.

Visual Sign

CHARACTER: Amul Girl and Caricature of Amitabh Bachchan is dominant here. Here it is also signified as an Amul girl as Amitabh Bachchan's grand daughter Aradhaya and they are enjoying it with her grandfather.

COMPOSITION: The main object of advertisement Amul Girl, is placed at optical Center rather than in mid-point. The light green color is used to clearly distinguish from the background.

Oct 2020



Signifier	Signified
Boy and Girl enjoying meal in restaurant Amul Girl Serving in restaurant	Partial opening of Lock down and people enjoying the meal outside.

Verbal Sign:

MESSAGE: With the partial opening of Lockdown, and decrease in the COVID 19 cases. AMUL came with advertisements to again enjoy their melodious life going restaurant.

SLOGAN: Har order mein!, again AMUL is persisting people if they are visiting a restaurant then they should have AMUL as one ingredient.

TYPOGRAPHY: Font style of Restaurant jao and Har order mein! were written in a more informal way, allowing people to relax and have fun due to the partial opening of Lockdown.

Visual Sign

CHARACTER: Amul Girl is serving meals in restaurants with assuring people they will be served meals with following all safety measures. Only Amul Girl (Service Girl) is serving people wearing masks while people in restaurants are not wearing masks.

COMPOSITION: The main object of advertisement Amul Girl with people, is placed at optical Center rather than in mid-point. Background also shows low gathering, i.e partial opening of lockdown.

Nov 2020



Signifier	Signified
Partial opening of Lockdown and started travelling.	Giving a message to travel when required most and by taking all the safety measures.

Verbal Sign:

MESSAGE: Maharaksha? This is to relate as Maharashtra government has opened the travelling option by people.

SLOGAN: Don't Journey without it resembles always carry AMUL safety care with you.

TYPOGRAPHY: Font style of the message is quite rigid and tough. As this is created in line with the presented slogan.

Visual Sign

CHARACTER: No Amul girl is here and Doctors and boy is shown to follow covid protocols while going out. All the characters in the frame are wearing masks.

OMPOSITION: The main object of advertisement Amul Girl, is placed at optical Center rather than in mid-point.

Result

In the study Semiotic Analysis has been used to analyze the AMUL advertisement effectiveness in sharing COVID 19 awareness and extent to which visual elements of advertisements persuades audiences in bringing behavioral change among people.

The AMUL brand significantly stood out in the tough time of Corona to aware audiences with the COVID essential information. The Amul girl has been used as a symbolic element of the 'common man'.

Amul Advertisement: Disseminating Awareness and bringing behavioral Change

- Amul Consistently publishes its advertisement based on COVID 19 with highlighting specific information like, Outbreak of COVID 19 in India, Safety measures to be followed.
- The message and slogan frame in the advertisement directly connects with people and corona.
- The number of Advertisements in the month of February is just one while the frequency increased in the later months of March and April when the fear of CoronaVirus was high and then again in the month of Oct, November frequency tends to start decreasing.
- The advertisement also shows initially people tend to wear masks as compared to later, when people get habitual of it and also while travelling people prefer masks more rather than going out for lunch.
- The two verbal aspects of Message are used in all the advertisements. One connecting with social issues and other highly connecting with the brand. The Major message is connected in a more Connotative way.

- The Composition of all the advertisements analyzed based on COVID 19 was the same, i.e the main object was placed at the Optical Center. Thus, all the frames follow Rule of third. This also increases the beauty of Visuals.
- The color chosen in the analyzed advertisement were mostly Analogous color gives soothing to our eyes.
- In the above analysis few advertisements were specially framed to show the gratitude and appreciation for their work in this tough time of Corona.
- In the month of March advertisement majorly focuses on behavioral change as brand persisting people to adopt the behavior for their safety

Conclusion

According to the objectives the visual element of Amul print advertisement released during pandemic has played a major role in disseminating awareness regarding the Coronavirus, along few advertisements were framed in such a way, to persuade audiences to bring behavioral change. The AMUL girl is shown with the action of washing hands, wearing a mask, greeting with namaste instead of handshakes and doing video conferencing calls. Along the color, text, Visuals framed in such a way to systematically present a clear message to the audience. Amul brand with their beautiful visual arrangement has emotionally and rationally appeals audience to bring required behavior change and always choose AMUL as their healthy product, in the lockdown.

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THE POWER OF SOCIAL PERSUASION – DIGITAL MARKETING FOR BRANDS BY THE CONSUMERS USING INSTAGRAM REEL DURING THE PANDEMIC PERIOD 2020-21

P.Yuvarani, and Mr.B.Saravanan,

Abstract

A new era of digital marketing has arrived in the year 2020 amid corona virus with new platforms rising to the top and consumers behaving differently to brands. The social media platforms Face book, Instagram and Twitter get big thanks where the consumers have become core content producers for brands. The newest and successful feature have been added to one of the biggest social platform in the world – Instagram Reels, a new way to create and discover short term video in platform. Reels allow to record and edit 15 second multi-clip videos with custom audio, effects and tools like filters. Powerful piece of content can quickly slip away into a sea of millions of social media posts. Brands can keep these conversations flowing by combining the most persuasive social content into current marketing campaigns and owned properties. Consumers tend to trust their peers on these platforms more so than they trust brands. It's up to marketers to capitalize on the opportunity. Integrating positive user-generated content into traditional marketing tactics can reach millions of consumers and make a lasting impression in a possible way. This study will discuss about the importance and success of Instagram reels used for marketing in the pandemic period 2020-21 and also to measure the effectiveness of marketing among general public where the loyal consumers do word-of-mouth marketing across all social channels. The research will measure the reach of Instagram reels among people of age group 19 to 45 years to do must online shopping once after they get persuaded watching the reels used for marketing.

Keywords: Digital Marketing, Instagram Reels, Persuasion, Pandemic, User generated content, social media

Introduction

Early in 2020, Instagram released its Reels for Stories, snagging a use case from the increasingly popular platform Tik Tok. Tik Tok – the short video platform was an instant success and reach among youngsters in India soon after it launched in September 2016. India was the biggest market in 2019 the 15 second video platform was the top downloaded app and much used in India on the android platform. The secret of the success of TikTok was support for 15 regional languages that made it accessible to more people in the country. But Tik Tok was banned in India on June 29, 2020 over national security

issues. From the start of the ban, there has been an aggression of new short video platforms. Facebook owned Instagram jumped into the fame part with reels as quickly as TikTok was eliminated from India.

Instagram reels were announced in August 2020 which was the hottest new post formats in the leading visual social platform. Reels works by short up to 30 sec clips, matching them with music, adding effects and directly share them on Instagram where they appear on main newsfeed, profile pages and on the explore page. Many businesses and marketers are already using reels to boost up their Insta game, realizing better audience engagement, greater brand awareness and the potential to even go viral on the platform. It is definitely a social media marketing strategy.

Covid 19 the pandemic period 2020-2021 has not only impacted the mental and physical well being but has also changed the dynamics of social media. Many businesses face unknown challenges and there has been a shift in the way brands are connecting with the audiences. The people dependence on social media has increased because of limited outings due to pandemic and the ease with which one can order things from the platforms and know about new brands and trends. Social media marketing is the crux of social media and brands are struggling to mark their presence among the general audience. The traditional marketing methods lag in showing presence of new products and features in spite of the heavy competition in the market. Even online shopping showcases products and its highlights but the users or loyal consumers make use of the brands and makes word of mouth marketing which makes people to trust instead of having a try of their liked brands/models. The competition between brands is no longer restricted to the number of likes and comments received; now it is all about making a strong presence on social media platforms with the help of engaging content.

One of the biggest advantages to posting Reels on Instagram for influencers and brands is that they are designed to be shown to people who don't already follow you. The Reels a user sees is based on the algorithm's calculation of the accounts it thinks that the user might like.

Interesting feature of Reels

Reels are made interesting by using array of visual and audio effects and creative tools which comes along with it. Editing tools are used for creative editing of short videos and background song the original audio can be taken from the library. Using the inbuilt AR library you can add effects. There is also an option for lining up objects that allows changing outfits or adding friends to the Reel. Myntra, Times Music and Yash Raj films are famous using these tools. Followers of Instagram will be shared with Reels on Feed. Those with a public account can also share it on Explore, which is visited by over 50% of accounts every month. This space showcases some of the most interesting and engaging Reels

made by public accounts. So, whether you are individual or social media agency creators, Explore gives you a chance to reach a wider audience.

Performance of Reels in India

Speaking on how Reels has been a power of persuasion and content creation environment with consumers, Sujit Patil, Vice President and Head - Corporate Brand and Communications, Godrej Industries Ltd and Associate Companies, said “After the ban of TikTok in India, Instagram emerged and it has given way to the next generation of content creators and micro influencers. This got evidenced from metro and Tier1 cities. This also reflects in Godrej’s group “Little things we do” research which proved one in every five said during Covid lockdown period the users have explored their creative side by making content for social media. Through the research it is observed in cities Indore (29%), Lucknow and Kanpur (25%) the percentage is higher than national average. The new generation users started using Instagram reels for expressing themselves. Thus the platform had a huge success by the creators and consumers which meant better reach for the platform, brands and content creators.

Expert Views about Instagram Reels

“Over a third of posts on Instagram in India, it has a big part to play in influencer marketing in the country. People across the metropolises of India come to Instagram to express them safely and also to be entertained. With Reels, we are bringing to light the future of entertainment (short videos) platform in a way which ignites creativity to the users. The users can express themselves with multiple creative formats on Instagram” by *Ajit Mohan, Vice President and Managing Director, Face book India.*

"Instagram the application is considered as place where culture is created, people come to share the things they see, care about and also to be entertained. We are continuously listening to our community and have heard the users are interested to create and watch short form videos on Instagram and share to the community. We are excited to expand the test of reels to India and give chance to the creators to share native and cultural context and be potential global stars” by *Vishal Shah, Vice President of Product, Face book.*

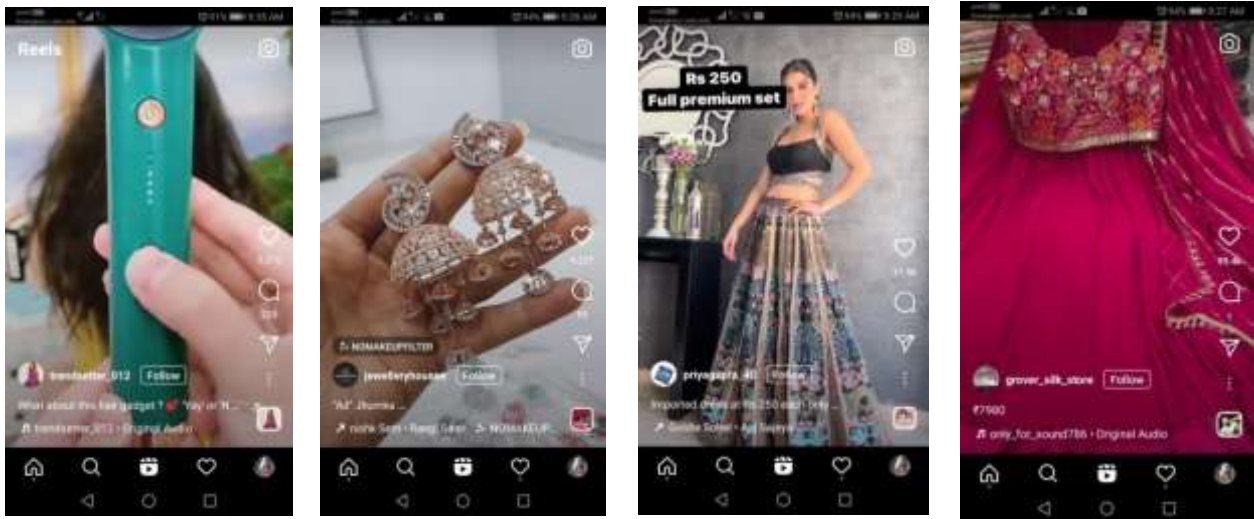
Reels and Shop tabs on Instagram home screen

Instagram has explained the focus has been turned up on young people and creators because they are the trend setters. An explosion in short, entertaining videos on Instagram was evidenced during pandemic. Interestingly IGTV, Instagram’s home for long form videos is available through Discover page. The launch of dedicated shopping page is developed by Instagram and the ability to use Face

book pay for transactions has been made. Placement of both reels and shop tab on the home screen means the users can continue to see the company invest in both of the areas.

Reel Advertisements for Brands

Justin Osofsky, Instagram Chief Operating officer said the reels pave a great way for people to discover new content on Instagram so the ads fit in to attract the audience. Brands of all sizes can take the advantage to get a reach to the audience in this creative format where they are already entertained. Brands like BMW, Louis Vuitton, Netflix and Uber has teamed up with Instagram to test their advertisements. The Instagram reels will have the same vertical and full screen format used for reel uploads. The usual reel advertisements will go for 30sec long and will have a presence between individual reels. The ads can be commented, liked, saved and also shared which is an interesting feature for the companies to sell their brands/products.

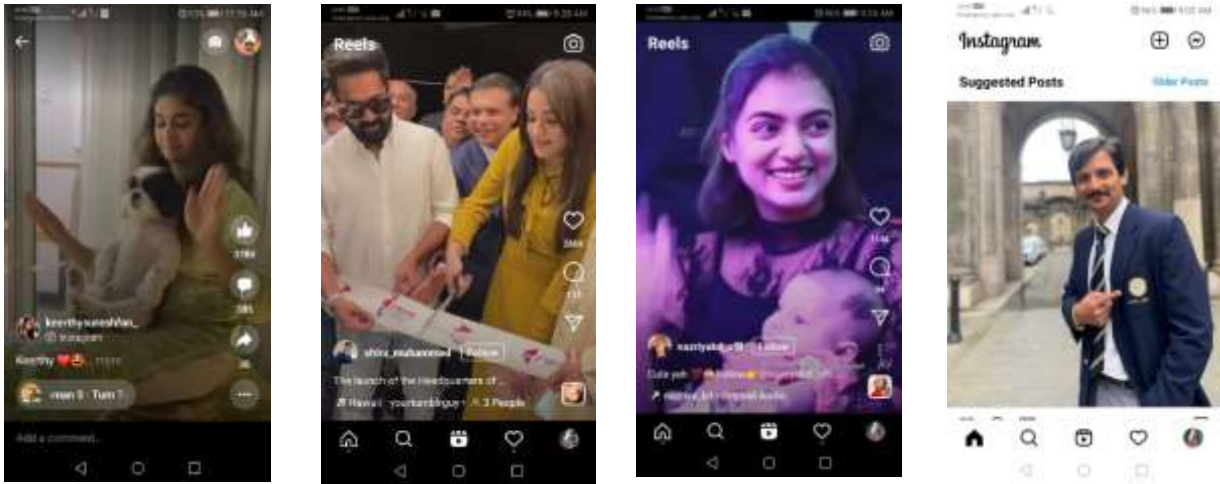


Pic 1: Advertisements of brands/products on Instagram

Brands/Products used by consumers themselves promoting on Instagram Reels.

Celebrities on Instagram Reels

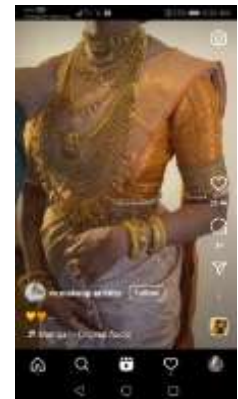
The Indian Government banned TikTok where everyone was hooked to it. Many Bollywood and Kollywood celebrities were glued to this app. As Instagram announced a new feature on its app “Reels” it lets people to create 15 sec short video with or without music in the background. Ever since the feature has been released the celebrities started posting on it and making attractive feeds. Reels is becoming the new trend on social media and the celebrities have reeled their ways into our hearts.



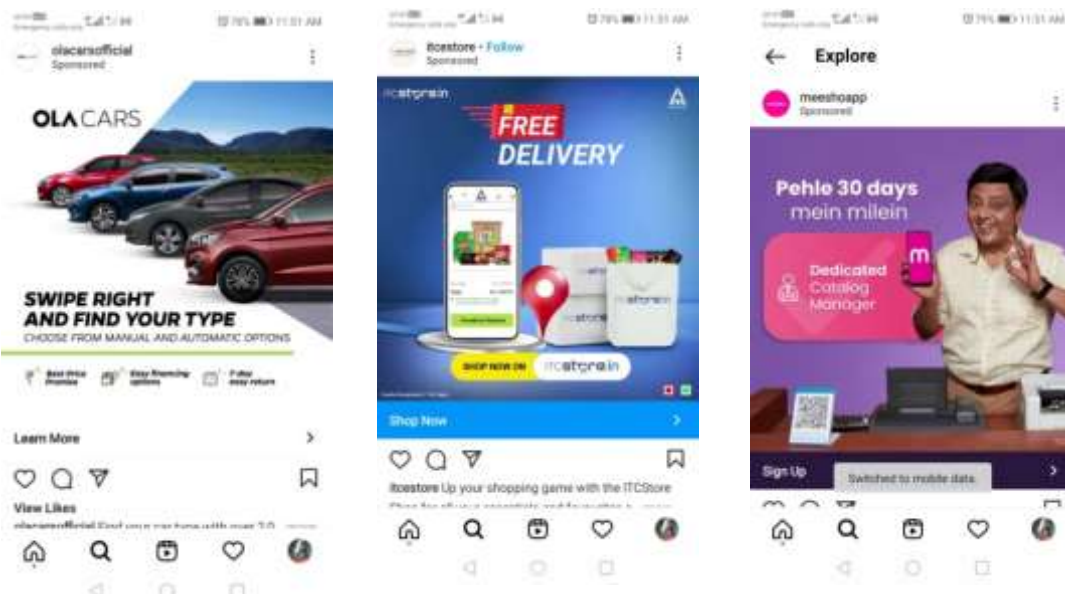
Pic 2: Celebrities on Instagram

Reels of Bridal videos and Promotions

Nowadays people are interested in grooming their beauty and use of brand cosmetics is liked by the consumers. Many brands like Mac, Lakme, Lotus and other display advertisements as well as consumers explain how to use it on reels. Bridal makeup and hair do is becoming a new trend on reels advertising the studios in the city. Major reels are of this kind on Instagram which attracts the customers and make purchase or choose the studio for their occasions.



Advertisements on Instagram



Pic 4:Advertisements on Instagram

Instagram is known as leading visual content social network that offers a wide opportunity for digital marketers to reach their target audience. Advertisements are built for the needs of the audience which gives a short attention span on Instagram. Most of the shops try advertise on Instagram which converts visitors into buyers. As social media platforms works on algorithms Instagram advertising let to control the ads appear and people who watches them. The decision is made by the advertisers for how much to spend on ads, where to send people who click them and whom they should reach. The benefits for the advertisers on Instagram are easy to use platform, scalable pricing and robust reporting. Instagram is the opportunity to reach thousands of engaged users without interrupting browsing.

Instagram during Covid 19

People on Instagram searching for corona virus or Covid19 will start to see an educational message connecting them to resources from the World Health Organization and local health ministries. The new stickers were launched to help people share accurate Covid 19 information in stories. This feature will surely make people to watch how to wash hands, social distancing and more. In Instagram a notice at the top of feed for countries affected by Covid 19 was added and it may include reliable resources from expert health organizations. In addition to the policy on misinformation, the Covid posts rated false by third party fact checkers, we remove them from Explore and hash tag pages. Misleading ads for products that refer to Covid 19 in ways urged to guarantee cures or prevent people from contracting it. Several advertisements were temporarily banned that promote certain medical supplies, face masks etc. For Covid 19 a new sticker “Stay Home” got launched by Instagram wherever the followers can read the sticker added to Insta story. Finally Instagram has taken measures to still grade safety, connecting people with correct information and inspiring support as the Covid 19 outbreak evolves.

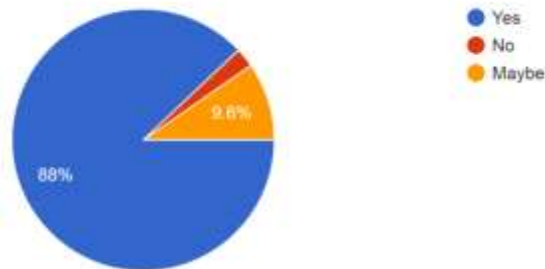


Pic5: StayHome sticker onInstagram

Quantitative Study

A questionnaire was circulated through Google Forms and I took 100 samples to measure the reach of Instagram reels among people of age group 19 to 45 years who try to do must online shopping once after they get persuaded watching the reels used for marketing.

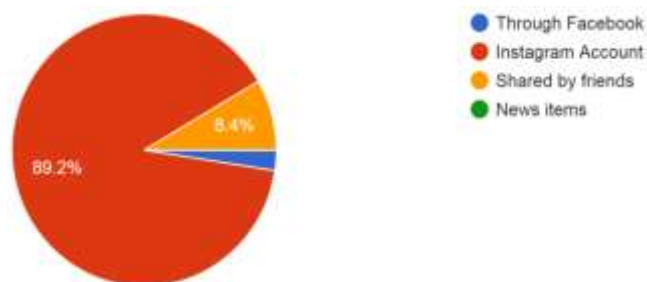
1. Do you watch reels on Instagram?



88% of respondents have said yes. This denotes reels are watched by most of the audience and they are all attracted towards them watching.

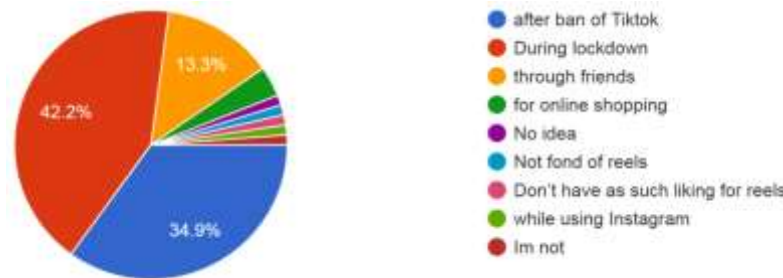
2. How do you watch reels?

Instagram can be downloaded for Play store and can be installed in smart phones. Through Facebook the reels can be viewed which redirects us to our Insta account. Or the reels can be downloaded and posted by friends or any other form. As per the study 89.2% of people have replied they watch reels through their own Instagram account.



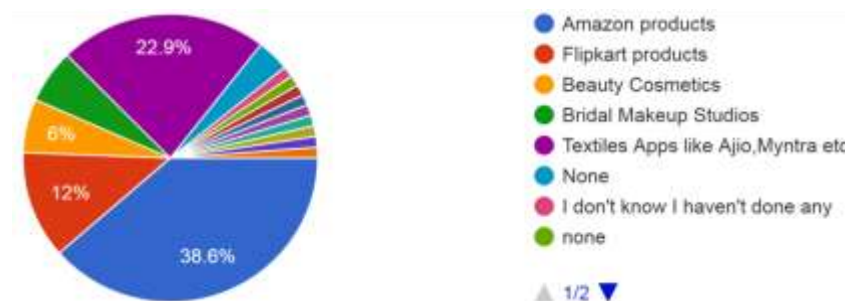
3. When you became fond of reels?

I had a question eager to know about when actually people became fond of reels as I did it during lockdown period longing for variety of reels showcased on my account. As per the study 42.2% have found during lockdown and 34.9% of people have found Instagram in replacement of their interesting app TikTok after its ban in India. 13.3% of them have found through their friends by posting or sharing in Facebook or Youtube



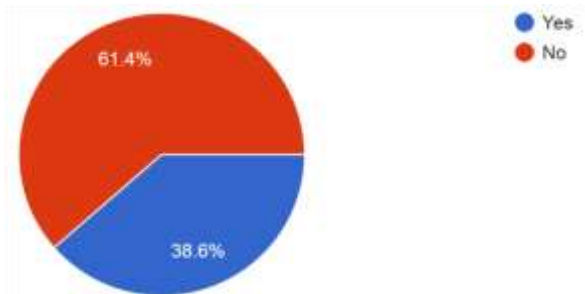
4. What brands do you like the most to buy after watching it on Instagram reels?

The research is about how the consumers themselves promote certain brands through reels. As per the study 38.6% of people have responded they watch reels for Amazon products where the consumers explain the working nature as well as highlights of the product and give the product link with the reels which makes the user click and go to Amazon site to purchase the product. 22.9% of people are interested to watch textile brands like Ajio, Mytra etc. and 12% for Flipkart brands/products and 6% for beauty cosmetic brands/products.



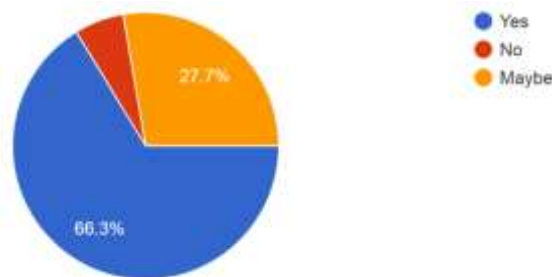
5. Have you purchased products after watching it on reels?

61.4% of people have responded yes which clearly defines the reach of reels to the social media audience in buying brands/products. Influencer marketing slowly comes in line which acts as a super power of persuasion.



6. Do you strongly believe Instagram is a new way for digital marketing influencing users?

Instagram once launched were meant for entertaining users but now it's slowly into persuading people watching ads of brands/products to purchase them. As per study 66.3% of people believe Instagram gives a way for digital marketing.



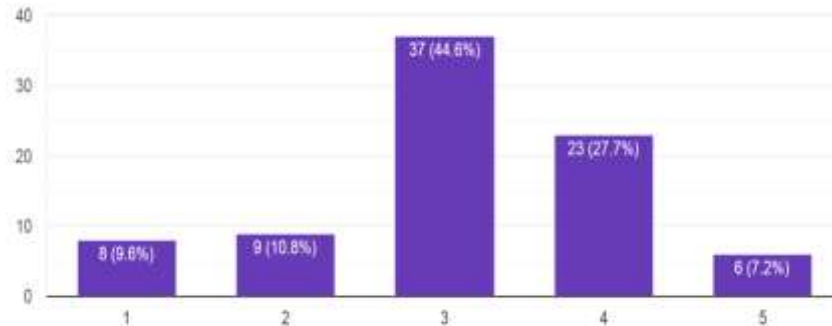
7. How much you trust the brands/products showed by the consumers themselves in Reels?

51.8% have given a medium rating and 7.2% have given higher rating. This denotes people are getting gradual development in trusting brands/products seen in reels.



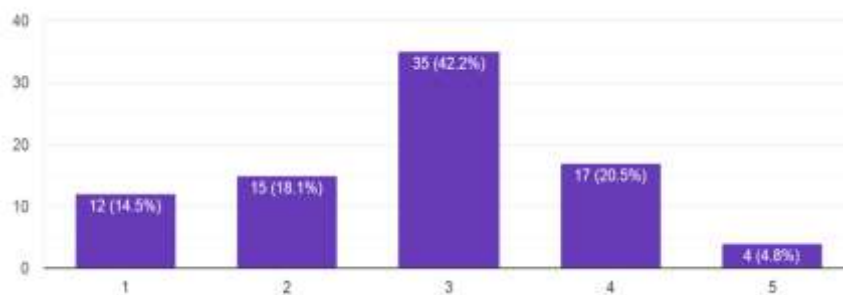
8. How do you rate the quality of products sold through reels by celebrity models?

Again it is given a medium rating where people trust celebrities for buying products but not reacted up to the expectation level.



9. How do you rate watching reels only for purchasing certain brands/products?

42.2% of people have given a medium rating. As per observation people has started purchasing products watching on reels which a huge success of the app.



Conclusion

Instagram Reels got launched after the ban of famous app TikTok. After its launch Reels came a big way as influencer in the world of digital marketing. During Covid 19 lockdown people became fond of reels started using it not only for entertainment but to spread out social message as well as marketing brands/products where people found inconvenient to go out for shopping them. The features of Insta Reels and its usage are a huge success and new trend in social media influencing digital marketing. The Celebrities on reels is like a cherry on the top of the cake where people are much interested in looking for their updates and feeds. Bridal studios, Photography studios, tailoring centers, other training centers showcase their demo sessions on reels and make people to choose them.

Awareness of new trend in fashion, beauty and other to the general public through reels is now a success and people started exploring it. Thus Instagram Reels influences people to purchase products as well as share their experiences on this short video platform where consumers tend to trust their peers on these platforms more so than they trust brands. By this research it is evident that Instagram reels can be named as the power of social persuasion for digital marketing.

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CROSS MEDIA STRATEGIES OF POLITICAL COMMUNICATION; A STUDY WITH RESPECT TO SOCIAL-MEDIA ELECTION CAMPAIGN

Ramis Salam P and Abdul Muneer V

Abstract

Although extensive research has concentrated on on-line campaigning, it's still unclear however politicians and Political Parties are used completely different social media platforms in political communication. focusing on the Kerala local body election campaign 2020 (Panchayat 2020), this study investigates whether or not election candidates and Political Parties are addressed the vital topics to the mass audience with the assistance of Digital media together with Social networking sites and apps, and to that extent their cross-media communications are formed by the characteristics of Facebook and WhatsApp. supported the content analysis, in-depth interview with the team heads of social media wings and that we also used some demo digital content to analyze the responses of the audiences. Applying the Demo model to social media messages of candidates and therefore the their direct audiences, Study found that politicians use Facebook and WhatsApp for various purposes. This study relates the varied findings to the mediation of political communication on social media-induced by the actual characteristics of audiences and socio-technical environments and the study identifies however new Political communication tools and methods are modified consistent with the digital media platform. This study also identifies some software system that works as pooling and cross-media communication of various social media platforms and how will it work within the voters.

Keywords: Cross-media analysis, political media models, online campaigning, social media,

Introduction

This study proposes a new perspective on how Digital media has changed politics and political campaigns. It adopts a comprehensive perspective and focuses on changes in how political elites communicate (top to down communication) with their public concerning politics. The study examines the political uses of digital media; as well as Facebook, WhatsApp, and therefore the use of alternative web formats for on-line political campaigning, and the way will the audiences are accepted those digital campaign tools. The article asks: what effects do digital media, compared with traditional media, have on the interaction between political and media elites on the one hand and the audiences or publics of those media on the other? and the way digital media will works on cross-media platforms for effective communication.

The main objectives of this study are to identify the usage pattern of social media and digital media platforms by political parties and candidates, and second to identify however the social media strategies are operating as a cross-media communication tool among the voters. For the study, the researcher used in-depth interviews, experimental digital tools, and content analysis of social media contents during the period of local body election 2020. So far as political elites and media progressively monitor publics and vice-versa publics increasingly consume their intake of political information. Whereas these two shifts lead to larger responsiveness of the social group to the general public, they also offer scope for a lot of managed and targeted uses of communication by elites. On the part of the

public, on the opposite hand, digital media diversify the sources of political info and reshape the practices of changing into engaged with politics.

Nevertheless, this input into politics has limits that are ultimately given by the extent to which the public foments political change via media. This ambiguous nature of recent technologies in promoting political change will be seen as part of a longer-term flight of the increasing mediation of politics. The shift on-line also needs rethinking the role of media: far from mass and social models and towards a theory whereby a larger differentiation among media systems is at identical time subject to the boundaries of attention {and therefore the} limits of more diffuse political engagement. Recent elections have shown that Social media became an omnipresent communication tool for candidates throughout election campaigns. Platforms like Facebook and Twitter, WhatsApp, and YouTube are enable candidates to directly reach resolute voters, mobilize supporters, and influence the public. These elementary changes in political communication, therefore, present election candidates with a widened range of strategic choices. thought tutorial analysis on social media movement has flourished within the past many years (Boulianne, 2016; Jungherr, 2016b), Understanding the ways that in which politicians adapt the contents and tools of their messages to the peculiarities of various platforms generates deeper insights into however political communication is formed by social media.

Social media and Election communication

The study by The Centre for the Study of Developing Societies is an Indian research institute for the social sciences and humanities mentioned about the 2014 and 2019 Assembly elections are considerably discussed the role of digital and social media on the election campaign and its process. Within the age of the Internet, popular social network sites are assumed to possess the potential for increasing political participation. The internet helps to spread data with minimum costs and this information reaches a really high range of individuals. the internet provides two-way communication between the politicians and therefore the public during a direct connection by writing a post and receiving the comments. During this way, a lot of political discussions may be inspired by exploitation Social media. (CSDS, 2019) This study argues concerning the Political usage of Social Media. this can be an analytical study between the politicians on the social networking websites that are most utilized by politicians throughout the 2020 local body election of Kerala; according to the foremost credible analysis Centers on cyberspace.

Whereas examining the objective, this study is found at the association of cross-media and social media research. There's a longtime research tradition relating the utilization of different media to outcomes and processes like political knowledge, participation, and voting (Prior, 2007), news consumption (Althaus & Tewksbury, 2002), and political communication (Druckman et al., 2010). In terms of election campaigning with Digital and social media tools, Druckman and colleagues (2010) presented several relevant findings. The campaign officers the authors surveyed disclosed that although they were aware that supporters are the foremost frequent guests of candidate social media pages, these formats were still designed for a mass audience. During a comparison of internet sites and television ads, the authors showed that candidates are equally doubtless to use each media for negative campaigning, implying that the medium and different user groups don't matter much in campaign strategy. Different studies reflected the rather conservative use of the digital media by politicians (e.g., Gibson et al., 2014; Larsson, 2015; Lilleker et al., 2011; Stromer-Galley, 2000). Althaus and

Tewksbury (2002) established that whether or not the information is consumed offline or on-line effects representing perceptions of issue importance. The users of digital media platforms were navigating content in a manner that suits their personal preferences. Others have determined an audience fragmentation and switch toward diversion formats in high-choice media environments additionally (e.g., Nielsen & Vaccari, 2013; Prior, 2007).

Altogether we will say that, though the voters who truly use the web for political purposes have rather specific political biases; politicians have to this point used the Digital media with a mass audience in mind. The skew perceptions of content d messages are important by digital media & social media users that Althaus and Tewksbury (2002) observed should be even a lot of pronounced once using social media, given the social and recursive cues that these platforms provide. Accordingly, Sardesai, (2015) in his book '2019 however Modi won India' showed that during the Indian general election campaign 2014, topic priorities of Facebook audiences deviated from a survey and mass media coverage. Strategic campaigns ought to adapt to those environments and narrowcast their messages to the actual audiences they encounter.

Election campaigning on social media

Election campaign on Digital media and social media has been studied extensively, as researcher examined how election campaigns unfold, how candidates are embedded in communication networks, and the way they interact among themselves and with the general public (cf. Boulianne, 2016; Jungherr, 2016b). Still, in terms of cross-media research, literature is restricted in many regards: generally studies focused on one isolated platform like Twitter, Facebook, YouTube, or any others individually. And such studies are based on the metadata.

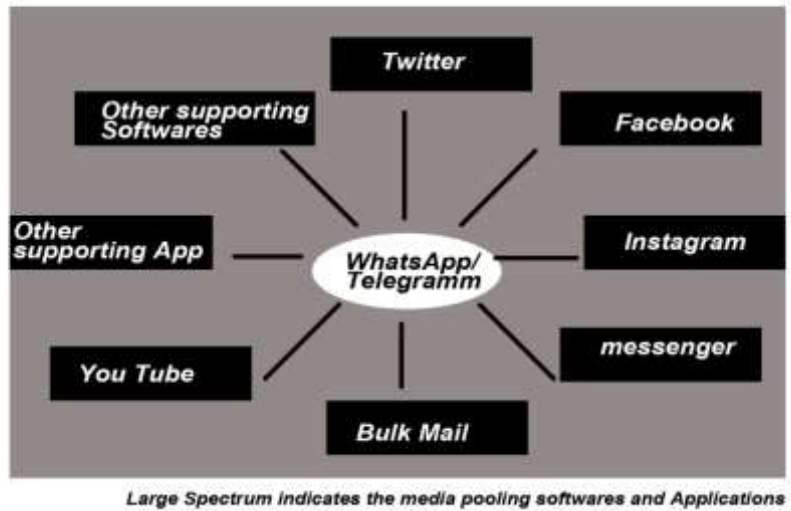
Whereas several studies coded contents of social media posts by U.S. politicians (Bronstein, 2013; Gainous & Wagner, 2014; Golbeck, Grimes, & Rogers, 2010), these efforts largely consisted of smaller samples and/or failed to specifically reason the topics politicians speak about. And most research is confined to the boundaries of election campaigning on a given social media platform. The few cross-platform analyses either restricted themselves to main accounts of party organizations (Larsson, 2015; Rossi & Orefice, 2016) or metrics of attention like the number of views or followers on multiple platforms (Nielsen & Vaccari, 2013).

In recent advances, Karlsen and Enjolras (2016) connected a candidate survey with Twitter data to uncover candidates' ways and determinants of Twitter success. omen colleagues (2016) compared TV advertisements with Twitter information and known deviations indicating that the two media represent distinct modes of campaigning. Building on that, a comparison between multiple social media platforms would possibly reveal even additional fine-grained affordances of various media.

Cross media Communication and Election campaign

The IRA (Internet Routing Address) imposed multiple on-line platforms analyses in its information campaigns by interlinking content on Facebook, Twitter, YouTube, Instagram, and alternative platforms. In some cases, the IRA imitative to be the same people or activist teams across multiple platforms (Howard et al. 2018). This cross-platform approach is unsurprising considering the Internet's interconnected nature however is additionally strategically necessary only if social media platforms exist

during a broader media scheme of hyperlinks, shares, and likes (Bode and Vraga 2018; Gerlitz and Helmond 2013).



(Own Diagram)

However, analysis on political communication and campaign strategy typically focuses on one platform in isolation. This weakness has recently led to calls for a growth of cross-platform researches (Bode and Vraga 2018; Tucker et al. 2018). This study seeks to contribute to the current evolving research agenda by exploring how e-campaigns are driven by this cross-platform communication strategy.

Local body election India

Like Indian Parliamentary and Assembly polls, the elections to Municipal Corporations, Municipalities, District councils, Gram Panchayats, and different local bodies follow a definite process. It's to be noted that the power of conducting elections to the Corporations, Municipalities, Zilla Parishads, District Panchayats, Panchayat Samitis, Gram Panchayats, and other local bodies is unconditional with the State commissions (SECs). They're freelance of the Election Commission of India (election. in 2014).

Elections are complex, multi-dimensional social and political events that may be captured solely through a variety of methods. One wishes also that anthropological studies of future elections deal not only with the traditional elements of voting (the campaign procession, the inking of the finger, etc.), but also with newer elements of the process: what has been the impact of the model code of conduct, or of the increasing use of SMS and internet in the campaign, on electoral rituals? What about the collective observation of TV shows focusing on elections, each before and once the results are known. Rewal, S. (2009) Usage pattern of cross-media for political use during Kerala local body election 2020

So far the local body elections of Kerala are acted as a mode of celebration by fixing ornamentals and flex boards and other celebrating cutouts and street acts, public speeches, and many debates. The election held in 2020 December is different from the earlier elections because the election

was held during the time of the Covid 19 pandemic. So there is a strict regulation on public events and the ruling government imposed 144 act on those days to resist the widespread pandemic.

It's new for the local body election to work with social media for the election publicity activity and it's a challenge for each candidate and party. Normally local body elections are worked on the familiar faces and credibility towards the particular personality apart from any political groups. So Predominantly WhatsApp, Facebook, and YouTube platforms are used for the election campaign as any other state used for the election campaigning.

This time each parties and candidate are run behind the social media techies rather than manpower because each was identified that this election is going to be decided based on the social media campaigning wars.

Social media wing and strategy modeling

The 2014 and 2019 parliament election shows how social media places its position in the political process. Social media have been influenced a bit in political propagation and decision making and especially in the process of opinion creation (CSDS, 2019).

In this context, each national and regional political parties are placed its pages and accounts on almost all the social media sites. There are thousands of official and non-official pages are appearing on the Facebook and Instagram platforms during these years.

Each political party and candidate are set up their social media handling team. This team may know as social media wing, social media team, IT cell, new media team, etc. This trend shows how much these social media contents have a role in the political process. Likewise, during the time of the pandemic, each political party and candidate actively participate in the social media activities and political parties are separately created contents for the social media.

Preparation, production, and Excitation of Digital contents

Kerala local body election has happened in December 2020. And it was the period of pandemics, especially the period of emergency. The government imposed Section 144 CrPC to regulate the widespread of virus. section 144 of Code of Criminal Procedure (CrPC) within Kerala commissionerate limits prohibiting rallies and protest marches involving people and vehicles over the next few days of Election, In a bid to prevent large gatherings in election publicity activity, the police imposed section 144 of Code of Criminal Procedure (CrPC) within Kerala commissionerate limits prohibiting rallies and protest marches involving people and vehicles on pre-election days, this imposes is to regulate the widespread of the Covid 19 pandemic. So the election process was a huge task for the officials and also for the political groups. Livemint. (2020)

This study was conducted within one panchayat comprised of 4 wards out of 22 wards, where different political parties are elected last time. The study followed different social media platforms and groups which are exclusively created for election publicity purposes and general panchayat groups running for panchayat-based information. Researched analysed the contents and also interviewed the digital media wing of different political parties. The study identified as followed;

For the study, the researcher followed WhatsApp, Facebook, YouTube, and Instagram platforms as a cross-media channel. As we discussed that cross-media is the process of merging different media contents and executing with help of another. Like YouTube videos and Instagram, reels are shared via telegram or WhatsApp platform.

Sl.No.	Activity	LDF	UDF	BJP	Other	Total
1	Number of reels during the election time	12	17	3	18	50
2	YouTube contents	9	14	2	12	37
3	Face book live/video	1	0	0	2	3
4	WhatsApp videos	7	9	4	13	33
5	FB contents/shares	22	16	4	9	51
6	WhatsApp trolls, Memes, stickers and jif	18	26	6	34	84
7	Debates in whatsApp	22	24	3	11	60
8	Discussion on socially relevant issues	14	16	1	13	44
9	Posters shared by each party	42	56	12	32	142
10	Slogans	6	8	0	4	18
11	Comparative discussions on last time Election vote shares	5	5	2	1	13
12	Exit polls each party	1	1	0	1	3
13	Cartoons	4	2	0	8	14
14	Animations	3	6	0	12	21
15	Live telecasts	1	1	0	3	5
16	Fake news/ unhealthy discussions	13	6	1	0	20
17	Discussion based on news from NP and TV	7	8	0	11	26
18	Own write-ups by political leaders	4	16	0	12	32
19	Own voices by political leaders	3	7	0	7	17
20	Celebrity involvements in the digital contents	8	5	1	0	14
Total Social media Act.		202	243	39	203	687

The above data shows how much each Political party and group are given importance to the social media and what type of content is produced for the election publicity. Total 687 contents are produced under 20 categories. These contents within a small time span (October-December 2020) is shown the reliability or the acceptance of digital media between the voters. The state ruling party LDF and the Panchayat ruling party UDF are the main competitors of the independent Candidates. In this context, the independent candidates are produced their maximum digital output to compete with others. They produced 203 Digital content and which is very close to the other two leading Political parties' Publicity activities.

In short, they all are experimenting with the scope of digital media for election activity instead of physical works. There is no scope for physical publicity activities due to the pandemic and curfew. In this context, each candidate used the maximum potential of social media for their public relation and publicity activities. This situation resulted in the wide opening of the scope of cross-media communication in the field of political communication.

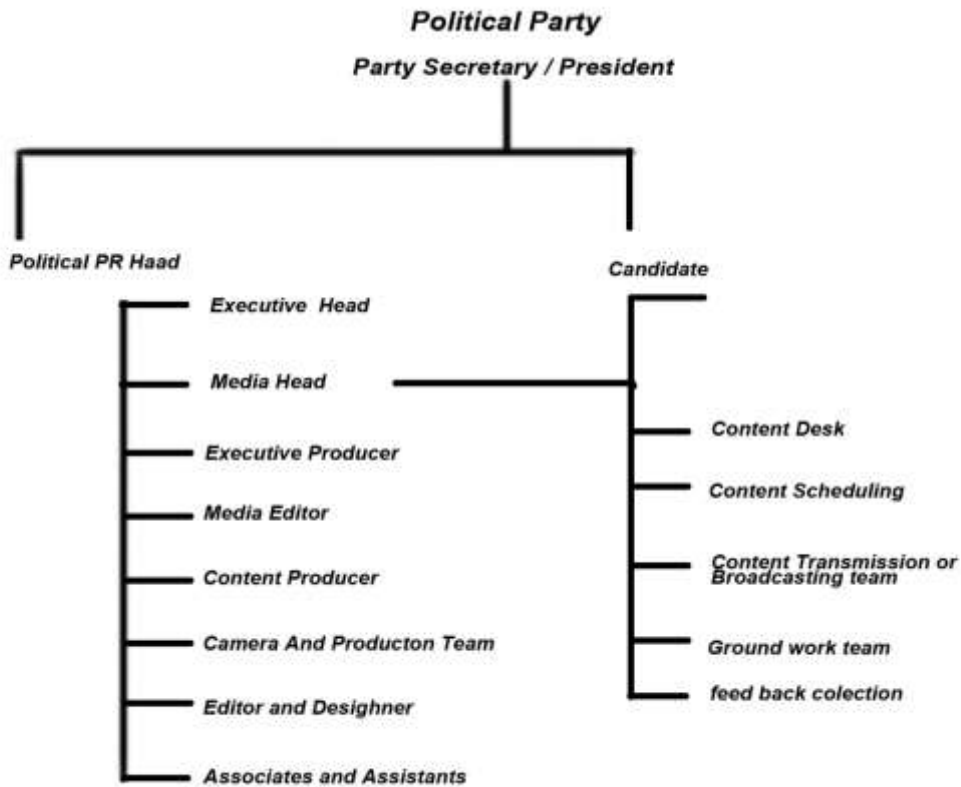
How the digital contents are formulated

Based on the in-depth interview with social media wings of political parties, the researcher identified the strategy of social media workflow as followed. As part of the election campaign, each political group has undergone different stages with different tools especially in the case of developing digital tools for online political communication. Here the researchers discuss some of the steps and strategies formulated and undergone by these political groups and candidates.

- i. Learning last year's election results: learning about the last election result and the vote share is the primary stage of political strategy making. It is the foundation of all the other works. From here, a political group can understand the strength and weaknesses of their own team and opposition and can understand the trend of the voter's behavior. Here party notes those mistakes to not to repeat and positives to refresh it again.
- ii. Studying voters list: Studying the latest voters list is the first strategy of election communication. Here we can eliminate the repetition, fake and non-residentially, NRI, death list, and many others. It also helps to identify the geography of the particular ward to formulate and prepare some tools exclusively for them.
- iii. Identifying cadre votes: next is list outing the 100% sure list of the voters or list of cadre voters. It gave confidence to the own party workers and it will help to fix a target to win. And accordingly can formulate strategies to attract others with this particular political party.
- iv. Classifying flexible voters list into three stages: next is the stage of categorizing the voter's list in to three layers like (green, orange, red means sure vote, flexible, not sure) Based on this list the workers can work and prepare different tools for each stage to make read into yellow and from yellow to green. This process will go in multiple stages with different tools.
 - Individual-level communication is one of the best tools to attract the red and yellow group voters to the green or sure list. Individual relations and friendships may help in these stages. And continuous communication also may help to change the mindset to reach the yellow or green.
 - Group level Communication: once the voter is convinced from red or yellow to green, then they are all part of the green group. So in this stage, they all are adding to a larger

media groups like WhatsApp group or Telegram groups for wider communication to strengthen their believes and surety

- v. Publicity content development and sharing within these three-layer groups are the main role of social media or digital media wing. Here contents are created according to the nature of each stage. Hire digital media wing uses;



(Own Diagram)

This diagram shows how a political party works with its digital media team does.

- Use of broadcast technology like live streaming software and developing software and pooling different apps to political communication.
- Use of software for content creation is another one, here the team uses video and audio editing tools and software and app. and identifies many apps for cress media communication provisions. In this stage visuals, audios, posters, animation and motion posters, and many other tools are created with the help of multimedia tools and software.
- Use of WhatsApp web and another web for cross-media communication; once the tools are ready to distribute, and then use software like a blue tick, Votex, Partevote for broadcasting to a huge population. In some cases, apps like WhatsApp business and other similar platforms are used.
- Programme scheduling; the software mainly intended for the automation of timely bounded broadcasting of digital media contents. In short, we can arrange and fix what content to whom in which time and within how many intervals to be broadcasted or to send. Receiving end, the receivers get the

messages at an individual level. So this software/computer-generated messages and content may work as individual-level communication to a larger audience within a short span. And even the receiver doesn't know this is a computer-generated one. They think of the messages were sent by the political candidate individually to them. This is known as the next level of political communication.

- Use of Audio Virtual communication: instead of physical posters and wall writing the digital posters and videos will communicate more directly to the individual. Here the use of YouTube and other video streaming platforms for video content uploads and using telegram, WhatsApp, and Instagram for cross-media sharing.
- Using Google forms for exit polls: digital technology changed the scope of exit polls with the help of Google forms. Its results show a huge impact on the voters. Especially in the voting decision-making. It helps to know the trend of the political campaign and how those content are reached to the ground level. Here Use of histograms for making hypes. Histograms data communication also gave confidence and an instead change among the voters. This tool and method was also practiced with huge success during the 2020 panchayat election of Kerala.

Conclusion

Although considerable research has concentrated on online campaigning, it is still unclear how politicians and Political Parties are used different social media platforms in political communication. Focusing on the Kerala Local body election campaign 2020 (Panchayat 2020), this study investigated the uses of Digital and social media by-election candidates and Political Parties are address the important topics to the mass audience with the help of Digital media including Social networking sites and apps, and how does their communication work as cross-media format and how much it effective during the period of a pandemic. Based on the content analysis, in-depth interview with the team heads of social media wings and we also used some demo digital content to analyses the responses of the audiences. Applying the Demo model to social media messages of candidates and their direct audiences, Study found that politicians use Facebook and WhatsApp for different purposes. This study relates the various findings to the mediation of political communication on social media-induced by the particular characteristics of audiences and socio-technical environments and the study identify how new Political communication tools and strategies are changed according to the digital media platform and how does cross-media communication worked effectively. This study also identifies some software that works as a pooling of different social media platforms and how does it work within the voters. In brief, the study pointed towards the hope of digital platforms in the futuristic tool of political communication. The study manly identified how a social media wing formulated communication strategies and how they are executed within the voters. This study opened a wider area to study the in-depth analysis effects of social media political contents and usage patterns of social media use by voters.

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Consumption and Conception: A Study on the Impact of Digital Media Technologies on Users Musical Experience

Joel Lalanchhuaha and Irene Lalruatkimi

Abstract

The technological revolution in the recorded music industry since the 1990s is both fundamental and unprecedented. Today, digital music brings in most of the industry's revenue and artists are expected to have an online presence. In this paper, we analyse the changing pattern of online music consumption of 208 digital media users (between the age group of 15 and 35) and the consequent changes in their perception of the artistic enterprise. The study relies on quantitative approach and data collected through survey method (online Questionnaire). Our data aligns with earlier research on the YouTube effect that the introduction of digital streaming services, YouTube in particular, changes users overall musical experience. Also, these changes are multi-directional in nature: while we see a shift in a more traditional 'radio-mode' of music listening on one hand, on the other, we see a more involved and active participation of audiences especially on YouTube. For many users, the visual is inseparable from the audio. This paper opens an avenue for further research into the nature of these new medium and the characteristics of the changes which accompanies them which could help in digital music marketing, branding, production and distribution.

Keywords: *Digital Media, Consumption, YouTube, Perception, Music*

Introduction

Music as an art or as a communicative model had passed through several mediums in the course of recent history, changing the audience's consumption pattern and, thereby, conception of the industry. Recent developments in communication technology have led to an unprecedented spurt in media production, consumption and distribution (Cayari, 2011). The technological revolution in the recorded music industry since the 1990s, with the emergence of information and communications technology (ICT) and the Internet, and the even more recent digitization of the services, is fundamental. The gradual media and technological change over the past one hundred years have resulted in what researchers characterizes as a 'post-performance' world (Thibeault, 2012). Today, recording and face-to-face live performance accounts for only a small percentage of an artist's musical experience. According to a report in 2015, digital music brings in 55 per cent of music industry revenue, 20 per cent from physical sales, 15 per cent from television and radio and 10 per cent from public performances (FICCI-KPMG Report, 2015). Hence, it becomes necessary to understand how the rise of digital streaming platforms, especially YouTube, changes the overall musical experience of audiences. The study aims to answer two fundamental questions in this regard:

- a) Does new medium change the consumption pattern of users with regards to musical content?
- b) Does new medium change the perception of music in audiences?

The YouTube Effect

According to the Recording Industry Association of America (RIAA), the market share of online music (downloaded via the Internet or mobile phones) as a percentage of total sales of recorded music in the United States rose from 1.5 per cent in 2004 to 50 per cent in 2011 (Moreau, 2013). The YouTube effect (including other streaming platforms like Apple Music and Spotify) has changed art and the way people consume, create, and share music (Cayari, 2011). Like the gramophone, record player, cassette tape, CD, and digital audio file, YouTube has affected the musical art form. Music videos are the most popular content genre in YouTube; many users have extensively appropriated YouTube for music use (Liikkanen & Salovaara, 2015). YouTube artists use the site as a market for their original songs, to sell their merchandise, and share their music with their peers (Dougan, 2014). On YouTube, music video–related material makes up one of the largest categories of online videos, and they consistently top the site’s charts for “most-viewed,” “most-popular,” and “most-discussed” videos (Edmond, 2014). This unprecedented availability of music content in different formats, potentially impacts not only music production, distribution and reception, but also music discovery, exploration and perception (Airolidi et al., 2016).

Music Scenes in Mizoram

Mizo music industry is a relatively young enterprise. The infamous Lalsangzuali Sailo was the first Mizo artist to make a cassette record (Tape recorder) which was marketed in the year 1978. One of the first recording studio was OTTO Recording Studio which was opened in the year 1979 (Tlanghmingthanga, 1994). The first music video was made by Joseph Zokunga Band on the song ‘Self-Control’ in 1985. It was shot and produced by K. Lalreia who started making videos in the late 1984. Laldailova Pachuau & Sons (LPS) studio was opened in 1991 which was followed by Doordarshan Kendra studio in 1993. Prior to this, audio cassettes and radio broadcasting were the primary source of content distribution for artistes in the state.

Mizo Zaimi Inzawmkhawm pawl (MZI) was formed in 1980 and it was registered under Firms and Society (Registration No. SR 29 of 1980). Initially, it includes only Radio artistes and graded singers but membership was open to non-graded artistes later. The MZI shaped the society for those singers registered under them. Music Domain in Mizoram (MDM) was formed on 1st April, 2011 who created music video library from where cable channels would buy it for broadcasting. (Zohlupuii, 2013).

Review of Literature

The Changing Scene of the Music Industry

The technological revolution in the recorded music industry since the 1990s, with the emergence of information and communications technology (ICT) and the Internet, is unprecedented. It simultaneously affects both of the competitive advantages of the major record companies: distribution and promotion. ICT and the Internet have given rise to consumer-to-consumer promotion, with automated 'recommender systems' (algorithms) and 'online word of mouth' (Moreau, 2013). Cayari (2011) postulated that media had changed from a passive form into a more interactive form; and that these new multimedia forms would allow users to have more control over their consumption of information and media. Edmond (2014) elaborated how music (videos) has become an integral part of YouTube and how it shifts from Television to the internet. The new music culture brought by digital aggregates like YouTube is characterized by 'searchable, on-demand nature of Internet browsing'.

Figueiredo et al. (2014) investigate what drives the popularity of information on social media platforms highlighting the importance of content in driving information popularity on social media. The growing popularity of social networking sites has made a huge mark in the lives of musicians and has greatly altered the way marketing teams work towards promoting artists. What artists and labels are beginning to see as the most beneficial means of promotion is in establishing a community around the artist through drawing in listeners and fans via popular social media sites (Stafford, 2010). Liikkanen & Salovaara (2015) traces the dominance of musical content on YouTube and found that users have extensively appropriated YouTube for music use. Lyrics videos were the second most numerous sub-type which highlights the importance of user-generated content types in YouTube.

New Media and Society

Existing theories in social science regarding mass communication and interpersonal communication is not enough to interpret the fast-evolving nature of new or digital media which encompasses both the characteristics of the two models (Schroeder, 2017). Digital media have displaced and complement traditional media, especially among younger people. New media enable a more differentiated and fine-grained push of media towards audiences, on the one hand, and a scaled-up and more active media engagement by people, on the other. Moreau (2013) analyses the cultural lag faced by major recording companies on the introduction of new technological developments; how digital platforms like Napster, YouTube, Spotify, etc., forced the institutions of music and the companies in re-structuring their business model, reluctantly ('technological discontinuity' or 'disruptive innovation'). Airoidi et al., (2016) proposed the presence of 'crowd-generated music categories' (50) which comprises of clusters

of music formulated by the listening habits of YouTube users backed by the company's algorithm. This suggests the interplay of digital technology and human behavior. They also proposed 'situational' category of music which transcends musical genres and incorporates the moods or social situation of the listeners. Daniel (2019) considers the CD as a cultural artefact of the 1990s and a digital and disruptive innovation that laid the platform for a number of additional disruptive technologies in the music industry. Before the digital revolution, radio broadcasting appeared to be a very efficient 'promotion tool' for recorded music. The Decca label reportedly 'invented' the "star system" in 1929 by massively broadcasting the works of a few artists from its roster (Moreau, 2013). Now, YouTube seems to carry that role previously enjoyed by the radio forward.

Methods

The study relies on quantitative approach and survey data collected using online questionnaires via Google Form. Due to time and space constraints imposed by the pandemic, online mode of distribution and data collection was considered the most convenient for respondents, as well as the researcher. Therefore, the sampling process follows stratified random selection of respondents among three age groups: 15-20, 21-30, and 31-35 years. Target sample size was 200; received 208 responses.

In order to avoid confusion while answering, the questionnaire was prepared in *mizo* (local language) as the population under investigation are young adults in Mizoram. Questions were structured in order to comprehend the overall YouTube (and other digital streaming services) experience of the respondent(s). The study targeted young adults, particularly between the age of 15 and 35, because they are presumed to be the most active users of digital platforms in general, and music streaming services in particular.

Results

We propose to understand the changes, if any, in people's perception of music corresponding to changes in the medium, from TV and Radio to YouTube and Spotify, by analyzing their consumption pattern, and the changes therein, on such new media. The target sample size was slightly exceeded and 208 responses was received in total; out of which 94 (45.2 per cent) are female and 113 (54.3 per cent) are male, while 1 (0.5 per cent) was 'other' category. There is no significant discrepancy in the representation of the genders here. 34 respondents (16.3 per cent) were below 20 years, 139 (66.8 per cent) were between 20 to 30 years of age, and 36 (17.3 per cent) were above 30 years. Out of the 208 respondents, 52 are employed (25 per cent) while the other 156 are unemployed (includes students) i.e.,

75 per cent. From these demographics we can see that the sample suitably represents the targeted group i.e., young adults between the age of 15 to 35 years.

Among the 208 respondents, only 10.6 per cent use YouTube Premium (monthly subscription based) while 89.4 per cent use the free-version of YouTube. 84 respondents (40.4 per cent) use YouTube mainly for its musical contents; 8.7 per cent use it for its news and current affairs contents, while 3.8 per cent access YouTube mainly for its sports related contents; the other 47.1 per cent mainly accessed 'other' contents. More than half of the respondents i.e., 57.7 per cent (120 respondents) use YouTube as their primary medium of music consumption; Spotify comes second at 35.1 per cent i.e., 73 respondents using the digital streaming service primarily for music consumption, while Apple Music acquires only 9 respondents (4.3 per cent) and the other 2.9 per cent uses other apps. Half (50 per cent) of the respondents say that their amount of musical consumption increases after they use such platforms like YouTube, Spotify, Apple Music, etc. Other than these digital apps, 30.3 per cent say that the Television was their next main medium of musical experience, while 22.1 per cent say their next main source was their own downloads (mostly pirated) from other websites; 3 respondents say the Radio was their next main source, while 46.2 per cent say they only access musical contents through digital apps like YouTube, Spotify, Apple Music, etc. 54.3 per cent of the respondents (113) say that they make 'comments' while listening to music on YouTube while the other 45.7 per cent do not leave comments. 95.7 per cent i.e., 199 respondents read comments while listening to music on YouTube.

67.8 per cent checks the number of Likes a song gets on YouTube when listening to it, out of which 18.8 per cent says they 'always' check the number of Likes; 32.2 per cent do not check the Likes of a song. 82.7 per cent checks the number of Views a song gets on YouTube, out of which 33.7 per cent say they 'always' check the number of Views; 17.3 per cent do not check the number of Views. 64.9 per cent checks the number of Subscribers a musical channel gets on YouTube, out of which 17.3 per cent 'always' do; 35.1 per cent do not check the number of Subscribers a particular channel gets. 90 per cent of the respondents read the Description of the uploader when listening to music on YouTube, out of which 18.8 per cent 'always' read the Description. 49 per cent of the respondents say they mostly listen to songs on the 'app suggestion' i.e., songs suggested by the app algorithm based on their past consumption; 5.8 per cent mostly listen to the 'playlists' pre-created by the app algorithm, 7.7 per cent mostly listen to those shared by peers, while the other 37.5 percent listen to songs that they know prior. 24 per cent of the respondents 'always' access the visual aspects of YouTube musical contents i.e., they listen and watch; 68.3 per cent 'sometimes' watch and listen, while 7.7 per cent only listen to the songs.

89.5 per cent of the respondents 'subscribe' to their favorite artist's channels on YouTube while 10.6 per cent do not. 76 per cent of the respondents make 'playlists' inside their app for their own consumption while 24 per cent do not. Out of the 76 percent who make playlists on their apps, 42.9 per cent makes 'genre/mood' playlists, 29.4 per cent makes playlists of songs they generally like, while the other 27.6 per cent makes 'situational/background' playlists i.e., listening while doing other activities like working out, studying, while sleeping, etc. Out of the 208 respondents, 68.8 per cent mostly listen to 'English/Western' songs, 20.7 per cent mostly listen 'Mizo' songs, 8.7 per cent mostly listen 'Korean' songs while 1.9 per cent opted 'other'.

Discussion and Findings

The mainstreaming of YouTube from a 'promotional tool' (Daniel, 2019) to one of the biggest and most influential media for content distribution is an unprecedented but relatively quick process. One of the most affected area of this phenomenon is the music business (Edmond, 2014; Airoidi et al., 2016; Liikkanen & Salovaara, 2015). This study supports this proposition since most (57.7 per cent) of our respondents use YouTube as their primary medium of music consumption. Also, 46.2 per cent say they only access musical contents through digital apps and 50 per cent of them say that their amount of musical consumption increases after they use such services, like YouTube, Spotify, Apple Music, and others.

One of the key features of the changing consumption pattern facilitated by these digital platforms is the apparent return to 'radio mode' of music listening. The algorithms of these streaming services sometimes play the role of a traditional radio jockey, in a sense that a significant portion of the online audiences listen to songs selected by third-party facilitator i.e., the 'recommendation algorithms', also called 'recommender systems' or 'online word of mouth' (Moreau, 2013). In our study, around half (49 per cent) of the respondents say they mostly listen to songs on the 'app suggestion' i.e., songs curated by the algorithm from their past consumption. Also, 76 per cent of the respondents make playlists of their own inside the app, out of which 27.6 per cent makes 'situational/background' playlists to listen to while doing other activities, like working out, reading, sleeping, etc. This indicates the possibility of a shift in the role as the facilitator of the 'star system' which was enjoyed by the radio in the first half of the twentieth century by pushing certain artists and their songs on the traditional media relatively more than others (Moreau, 2013). Other works also explained liking for specific music in 'push scenarios' or on findings about 'cognitive side effects' leading to a preference drift towards familiar and society-wide popular tracks (Lepa et.al.,2020).

YouTube also changes the way audiences conceive and engage with music as an art. In this study, we find that more than half (54.3 per cent) of the respondents make ‘comments’ while accessing musical contents on the platform, and 95.7 per cent read the comment sections. This aligns with previous studies on digital consumption patterns which generally suggests ‘a scaled-up and more active media engagement by people’ (Cayari, 2011; Schroeder, 2017). The social features of YouTube, in particular, made it easy to induce audience’s feedback for content creators, which may affect future productions. In other words, YouTube made it easier for artists to engage with their fan base and the general online community, which can help especially the amateur content creators in knowing what their audiences likes or dislikes, by analyzing the reactions on the platform. From our data, 67.8 per cent of the respondents checks the number of *Likes* that a particular song gets on YouTube, 82.7 per cent checks the number of *Views* a particular song gets, 64.9 per cent checks the number of *Subscribers* that the uploader (channel) gets on the platform, and 90 per cent of them read the *Description* of a particular musical content that they access on YouTube. This indicates the positive and possible role of social pressure in liking or listening to a particular song or music on YouTube offered by the platform’s affordances: audiences may have a general proclivity towards a specific song on YouTube based on the number of Likes or Views it has. This opens the avenue for further research.

While we argue that ‘radio mode’ of listening is once again becoming pervasive on the one hand, on the other, YouTube has re-conceptualize the role of the audience in content creation and revitalize the function of the social elements of musical communication. Also, the visual is inseparable from the audio for most audiences as posited by earlier research (Edmond, 2014): 92.3 per cent of the respondents say that they watch the videos while listening to songs on YouTube. In other words, music and videos becomes an integral and almost inseparable part of the new digital experience. The study aligns with the general consensus in contemporary media research that YouTube, along with other digital media services, has a significant impact on society in general, and the music industry in particular.

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A STUDY OF CHILDREN'S TELEVISION VIEWING AND PARENTAL MEDIATION

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ABSTRACT

Every parent has more concern over their children on television viewing. Children who watch more television will land on negative outcome while comparing to the one who watch less. Parental mediation plays a major role in controlling the children on their television viewing. The effects of television viewing may change according to the mediation which parents adopt. In this research the researchers try to study the television viewing pattern and the effect that has on the behavioural aspects of children. This study includes school children's parents as samples and there had been a survey conducted through questionnaire with specific questions which were associated with the television viewing pattern and behavioural aspects.

Keywords: Television viewing pattern, behavioural pattern, independent viewing, restricted viewing, co viewing, aggression, anxiety, trustworthiness and involvement.

INTRODUCTION

Television typically shortened to TV or television, could be a telecommunication medium used for sending moving pictures in monochrome (black and white), or in colour, and in 2 or 3 dimensions and sound. The term will talk to a television set, a television show, or the medium of television transmission. Television could be a transmission for advertising, diversion, news, and sports. Television became accessible in crude experimental forms within the late Twenties: however, it'd still be many years before the new technology would be marketed to shoppers. Once war II, associate degree improved style of black-and-white television broadcasting became in style within the UK and US, and television sets became commonplace in homes, businesses, and establishments. Throughout the Nineteen Fifties, television was the first medium for influencing opinion. Within the mid-1960s, colour broadcasting was introduced within the United States of America and most different developed countries. Kids WHO watch plenty of television don't have time to play or socialize. Less or no interaction with peers will have an effect on their social development. Television fare away the time they get to move with different kids in their social circle, which can have an effect on their information and understanding of social interactions and behaviour.

Choosing Proper television Shows

The first step is to work out what shows are applicable for youngsters. You ought to do some analysis to know the content and also the message that the show sends bent the audience. Don't choose a show simply because it's for youngsters. Detain mind the subsequent factors before you opt what to observe for kids:

The content of the show should be applicable for your child's age.

- Pick shows with shorter period. The longer they watch, a lot of the possibilities of them obtaining hooked.
- Check the tone and pace of the show as you'd not need your youngsters to observe a full of life show before about to bed.
- Do not allow them to watch ads. Youngster's square measure naïve and commercials are often artful as their primary goal is to sell product by convincing their spinnable audience.
- Encourage them to observe academic programs by looking at them yourselves.

Role of television in Kids Life

Let's face the very fact that television isn't going anyplace anytime shortly. So, not shopping for a television to stay your kid 'safe' doesn't guarantee that they're going to not be exposed to that. They will watch television at college, at a friend's house, or at the other place.

But this doesn't mean you cannot management the influence of television on your youngsters. As a parent, you'll be able to decide what quantity television your child sees. If your youngsters square measure sufficiently old to know, then enlighten them why you're limiting the screen time and the way it will have an effect on them; this may cut back the resistance.

Parental mediation

Parental mediation is "any strategy folks use to manage, supervise, or interpret media content" for youngsters and adolescents (Warren 2001, 212). Analysis on parental mediation has distinguished differing kinds of mediation, what factors predict mediation, and what the consequences are.

Parental mediation of television messages will have a forceful result on however youngsters and adolescents interpret television content and will and may and might mitigate prejudicial behaviours that television can turn out. Parental mediation is delineated as taking form in 2 primary forms: specific, during which the direct discussion of programming takes place with the child; and implicit wherever

oldsters would offer fewer vocal cues of their views of television programming however messages are unit communicated through parental perspective.

Active participation in television viewing with the fogey as well as discussion of television content works to minimize the impact of negative television messages that kids consume whereas co-viewing while not mediation or discussion could convey to a baby that folk's area unit willing or endorsing the topics featured within the program. (Fisher, et al. 2009). Parental mediation isn't invariably consistent and straightforward to predict. Varied variables have a bearing on parental mediation designs and area unit predictors of once oldsters can mediate. The parent's gender and therefore the child's age were primary indicators of the quantity and quality of parental mediation. In one study, 3 varieties of mediation were described: restrictive, instructive and social co-viewing.

REVIEW OF LITERATURE

In India, before the arrival of television, cinema and radio were very talked-about. Initially, the television was introduced in 1959 as an instrument of communication. Later, it became an amusement medium. Currently it's been obtainable in every and each menage in India. The introduction of cable television in 1991 dramatically modified the viewing pattern of our individuals. At present, we've many varieties of western, Indian, regional, native and Govt. television channels (Dr. Dhyan Singh). It's a robust medium and act as a catalyst of social modification. television has reworked our planet into "gigantic electronic village" transportation all individuals and countries shut (Bushan 1992). Recently, several researchers have shown interest with relation to television's impact on human lives at any stage of development. Thanks to its combined audio-visual effects, it's been thought of as a probably sturdy agent for youngsters and adolescents. Young viewers watch television as some way of hopeful identification and so, like television portrayals (Boehnke, Munch and Hoffman, 2002). It's currently proved that television will have a profound impact on kids and adolescents' development &behaviour. Kubey and Csikszentmihaly (1990) have reportable that television viewing appears to be a passive activity which needed very little concentration on their half as compared to form of alternative time off activities. television viewing appears to own maintained its dominant position in today's youth time off. Though the introduction of computers and therefore the web appears to own drastically altered home access to media amusement, still co-viewing continues to influence kids to devote substantial portion of their time to its programming (Roberts, 2000 and Koolstra, 1999). Parker (1961) has established that television has significantly reduced the time to be spent for alternative activities. As an example, it reduces the interests in reading newspapers and magazines. India is home to the biggest

variety of youngsters within the world. It's calculable that total proportion of youngsters aged 5-14 years attending faculty in Madras would be over ninetieth with slightly redoubled proportion from urban areas. Kids' happiness to class, higher class and class principally head to non-public colleges that come back below state board or CBSE or international info. Those that belong to low financial gain teams head to government run colleges that come back below state board info. television viewing varies with the people of youngsters in India. As kids get older, they watch additional television. Kids' happiness to class background area unit found to be light-weight viewers compared with kids of upper and lower socio-economic background (Namitha Unnikrishnan and Shailaja Bajpai, 1996). Kids in USA read concerning two and half hours of television by the time they enter grade school, increase their viewing time to nearly four hours per day, and average between two to three hours per day throughout their teens. These 'averages' aren't representative of the acute variation among kids with reference to their socio-economic standing, educational skills and their oldster's television viewing habits. Kids from poor families, with poor educational skills and with oldsters World Health Organization watches plenty of television tend read considerably additional hours of television per day (Liebert and Sprafkin, 1988). As television viewing time will increase, there's lack of your time for alternative vital activities like physical activity or sports, interacting with relations, doing prep or educational activities and even maintaining personal hygiene. This might cause some sort of physical unhealthiest, psychological or emotional distress, academic or educational decline and even economic or social issues in future. With this back ground, we have a tendency to area unit about to assess 3 vital implications of television viewing particularly, obesity, mental state and educational performance. - Parent television time is associated with child television time and had a stronger relationship to child time than access to television in the home or the child's bedroom, as well as parental rules about television viewing and coviewing. This pattern persisted across all age groups of children (Amy B Jordan, Michael Hennessy, 2013).

Restrictive Mediation

Restrictive mediation is parents' use of rules and limitations on their children's use of television, together with the kinds of programming and content they're allowed to look at. Though folks report victimization restrictive mediation, unfocused mediation, is perhaps used most often. Alternative studies show that folks primarily use restrictive mediation, wherever viewing rules are enforced, though there's mixed proof on whether or not it's effective. There also are variations in children's reports of restrictive mediation. For example, forty ninth of youngsters aforementioned they need no rules for television, and forty

second of these youngsters report that television is on most of the time in their house. Similarly, explorers and Bovill found that 3 in 4 folks report telling their kid after they will or cannot watch television and videos, however, just one in 3 youngsters say their folks do that. Restrictive mediation is employed a lot of with younger youngsters, girls, low-income families, and oldsters World Health Organization believe a preponderance of negative media effects. Interviews with folks reveal that media restriction is troublesome to implement, and interviews with youngsters regarding parental management show that youngsters apprehend their parents' arguments regarding restriction. Additionally, Nathanson found that adolescents whose folks used restrictive mediation had a decrease in positive attitudes regarding them as a result of they believed their folks didn't trust them, and moreover, they additionally had a lot of positive attitudes toward the content, and exhibited a lot of positive attitudes toward viewing restricted content with friends. Nathanson argues that folks World Health Organization use restrictive mediation could also be doing a lot of hurt than sensible. Supported the inconsistent nature of implementing and implementing restrictive mediation, and also the discrepancies in reports from folks and their youngsters, the effectiveness of restrictive mediation is debatable.

In a very meta-analysis of the impact of parental mediation on youngsters, Allen, Burrell, and Timmerman found restrictive mediation has been connected to outcomes of youngsters looking slightly less television. Mixed ends up in the effectiveness of restrictive mediation was found by Nathanson, during which terribly high or terribly low levels of restricted mediation were connected with a lot of aggression of adolescents, however a moderate quantity of restrictive mediation was associated with less aggression. Moreover, methods of counselled by parent media education advocates counsel restriction as a helpful strategy. Limiting exposure sounds like the simplest thanks to defend youngsters. Folks World Health Organization have associate anxiety and dislike of fashionable culture and media are drawn to economic policy, and it's a simple thanks to sell them on the thought of media accomplishment. John Berry Hobbs notes that economic policy is «often exploited merely for its rhetorical worth in conveyance to folks and community members the connection of media accomplishment education in colleges. Kubey claims that oldsters live a lot of possible than lecturers to check media accomplishment as a preventative measure. There are several stakeholders within the media accomplishment movement World Health Organization return from numerous fields, as well as lecturers, outside educators, non-secular educators, media producers, media professionals, involved voters, and oldsters. Though the definitions and functions of media accomplishment are debated, the controversy over its aims and goals has been notably vital within the us. Hobbs's get back of the great debates found that four distinct approaches

have emerged, which economic policy has moved into its own tent with its own proponents, critical literature, conferences, and partition base. John Berry Hobbs labels this distinct approach as media management, which has Scholars and researchers with interests in youth, media and public health that resist the conceptualization of media acquirement as a replacement style of acquirement or a specific approach to pedagogy, preferring to conceive media acquirement as a treatment or intervention to counteract negative media effects.

Active Mediation

Active mediation, the type of mediation most closely aligned with media attainment, is shown to be handiest variety of parental mediation. Nathanson has classified active mediation as either positive, negative, or neutral. Positive active mediation refers to folks endorsing or complimentary the television content. Folks may use a combination of positive and negative active mediation, or they're going to exhibit neutral active mediation, that refers to discussion that cannot be classified as positive or negative in tone. Though folks were found heaps of in all probability to ignore the content or change the channel than to discussion offensive content with their child, active mediation has been recommended to be the foremost effective variety of parental television mediation. As associate example, children of folk's world organisation agency use active mediation learn heaps of from educational television content and information positive outcomes on social behaviour. Active mediation accumulated scepticism towards news. Negative active mediation was shown to influence a child's political socialization.

Negative active mediation and restriction shrivelled children's generalized aggression and television-induced aggression, as every work by first influencing children's perceived importance of violent television. "I feel on the brink of them once I'm reproof them that moderately stuff" although the findings on the effectiveness of active mediation unit promising, and additionally the analysis explains what folks do, heaps of research is needed to inform apart but different types of active mediation serve altogether completely different functions, notably whether or not or not they serve to increase media attainment skills in children. To boot, analysis among the fields of parental mediation or media attainment has not explored the effectiveness of parent media teaching programs, most that advocate the active mediation strategy of "talk alongside your children regarding media". If active mediation is shown to have promising effects on children, it should be explored as a technique to push media attainment. Active mediation and media attainment. Active mediation is comprised of parents' positive and negative statements of

observation, judgment, or value, that's a mode of socialization regarding what is applicable or inappropriate content and use of media, and jointly a mode of protection. Nathanson and Botta's categorization of active mediation as positive, negative, or neutral facilitate to classify and justify what folks say in active mediation. Samples of positive active mediation embrace spoken language, "I love this show" or "He sure is cool". Negative active mediation examples embrace statements like, "That's not real" or "That show is wrong". Samples of neutral active mediation embrace statements like, "What do you suppose will happen next?" Or "This show is recorded in New York". found that positive mediation could occur heaps of accidentally, where negative mediation is practiced with heaps of intention of protection and necessary viewing. Supported what is illustrious regarding the employment of declarative statements at intervals the fashion of positive or negative active mediation, and additionally the principle of inquiry as central to the media attainment model, two issues unit raised. These issues challenge and question the fields of parental mediation and media attainment, and indicate a want for additional analysis in every area. Can this mean that inquiry could also be a kind of neutral mediation, and if so, but is that this all completely different from a neutral declarative statement like "This show is recorded in New York?" If a operate of vital inquiry is to encourage freelance thinking and demanding thought, it's vital for researchers to explore however inquiry fits with the active mediation framework, and the way folks will use it to market media acquisition skills in youngsters. Nathanson recommends that future analysis in parental mediation target activity the 3 forms of active mediation and the way they're correlative with television content in order that specific mediation practices will be connected to specific media content. For example, negative active mediation could also be more practical for violent content, if the goal is to forgive or disapprove, whereas positive active mediation with a goal could also be more practical with pro-social content to endorse pro-social messages. A second issue that active mediation raises for media acquisition is that the pedagogic approach, if it will be labelled intrinsically, of parents' use of positive and negative statements as active mediation. Media acquisition must speak to this mediation method of fogeys, as well as endorsing personal values and beliefs. To summarize, active mediation raises problems regarding the operate of sharing values and beliefs in promoting media acquisition, the pedagogic approach taken by the fogeys, and the way the inquiry model of media acquisition fits into a model of positive, negative or neutral active mediation.

Co-viewing

Oldsters with positive attitudes toward television usually used co-viewing and inspired kids to look at specific kinds of programs. Nathanson explains, when oldsters co-view negative material and don't say something that contradicts what's shown, kids could interpret their parents' presence as a signal that they approve of the content and suppose television viewing may be a valuable, helpful activity. Thus, Nathanson recommends «parents ought to bear in mind that the favoured recommendation to 'watch television along with your children' could manufacture undesirable effects if oldsters don't contradict the negative messages that are co-viewed. Though several oldsters report co-viewing, it doesn't appear to be a method that promotes media accomplishment. Co-viewing doesn't appear to encourage vital reflection as a result of theirs merely no discussion regarding media, as state capital et al. found co-viewing and important or analytical parental discussion of content are conceptually distinct which co-viewing is a lot of probably to relate to positive media- thirty-two K. They measured psychological feature aspects of co-viewing in oldsters of kids in grades K-6, wherever they such as motivation as intentional or passive. Intentional co-viewing includes watching kids' amusement programs or instructional programs along with their kids with the good thing about the kid in mind whereas passive co-viewing is oldsters watching children's amusement programs or instructional programs along with their children for fun and enjoyment . They found that oldsters tend to co-view a lot of designedly once looking children's amusement programming, and located no distinction among intentional or passive for instructional programming. They additionally found that oldsters of young kids used a lot of intentional co-viewing, particularly for amusement content. Analysis on media accomplishment within the home must explore however oldsters are intended to manoeuvre from co-viewing to active mediation and discussion.

A second issue that's necessary to media accomplishment is Nathanson's finding that co-viewing will operate as a sort of "silent endorsement" of television content or use. Oldsters WHO co-view might not signal that they approve or disapprove of sure television content or the number of uses, as Fujioka and state capital note, there appears to be a danger that what kid, a toddler, a baby observes and learns from a parent might not essentially mirror what a parent needs their child to look at and learn. This finding highlights the importance of oldsters creating their opinions glorious by sharing values regarding media content with their kids, and changing into conscious of their media habits and what they could be modelling to their kids. warn that «advising oldsters to look at television with their kids is scant to form mediation positive or negative and from time to time could also be harmful recommendation, if the intent is to cultivate vital viewing skills in kids. Though it's necessary that oldsters co-view with their

kids, this may have a negative result betting on the content that's viewed and therefore the nature of use. Based on the review of literature the objective of the study and research questions was formed:

To study the impact of Television viewing on the behavioural changes among school children.

Research questions:

- What type of parental mediation do parents adopt for their children to view television?
- Is there any association between the independent variables and parental mediations (Independent viewing, Co-viewing and Restricted viewing)?

METHODOLOGY

This investigation is on the ‘television viewing pattern among school children from their parents. Hence, the researcher has to identify a cross section of parents and children in Coimbatore and know how their children watch television. It also becomes important to investigate who among them prefer which type of medium of watching television. In this process the researchers has to focus on identifying parents and children in various places of Coimbatore in Tamil Nadu state to collect data so as to have a representative sample. Demographic variables such as age, educational qualification, occupation and monthly income of the respondents detailed were considered to be independent variables for the study and types of viewing television pattern which was categorized as dependent variables. On the data gathered through the survey method, statistical analyses were performed to find the relationships between the independent and dependent variables.

ANALYSIS AND INTERPRETATION

The data were analysed by using numbers, percentage t-test, chi-square. They were tabulated and interpreted.

FREQUENCY TABLE

1: Gender of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	78	52.0	52.0	52.0
Female	72	48.0	48.0	100.0
Total	150	100.0	100.0	

Table 1 shows that majority of the respondents of 52 percent falls on the male category, and 48 percent on the female category.

2: Age of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 30 Years	23	15.3	15.3	15.3
31 to 40 Years	67	44.7	44.7	60.0
41 Years Above	60	40.0	40.0	100.0
Total	150	100.0	100.0	

Table 2 shows that of the respondents of 15.3 percent falls on the category of age below 30 years, around 44.7 percent belong to the category of 31 to 40 years and 40 percent on the above 41 years category. Most of the parents belong to the age group of 31 to 40 years.

3: Family Type of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Joint Family	92	61.3	61.3	61.3
Nuclear Family	58	38.7	38.7	100.0
Total	150	100.0	100.0	

Table 3 shows that of the respondents of 61.3 percent falls on the category of Joint family and 38.7 percent on the Nuclear family category. This conveys families are joint and live together.

4: Education Qualification of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Up to HSC	2	1.3	1.3	1.3
Diploma	24	16.0	16.0	17.3
Under Graduate	47	31.3	31.3	48.7
Post Graduate	77	51.3	51.3	100.0
Total	150	100.0	100.0	

Table 4 shows that of the respondents of 1.3 percent have done till of Up-to HSC, around 16

percent have done their diploma, around 31.3 have done their graduation and 41.3 percent have finished post-graduation.

5: Occupation of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Employed	89	59.3	59.3	59.3
Business	28	18.7	18.7	78.0
House Wife	33	22.0	22.0	100.0
Total	150	100.0	100.0	

Table 5 shows that of the respondents of 59.3 percent are employed, around 18.7 percent do business and 22 percent are house wife or unemployed.

6: Monthly Family Income of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 20,000	24	16.0	16.0	16.0
20,001 to 40,000	51	34.0	34.0	50.0
40,001 and Above	75	50.0	50.0	100.0
Total	150	100.0	100.0	

Table 6 shows that of the respondents of 16 percent falls on the category of age below 20,000 rupees, around 34 percent belong to the category of 20,001 to 40,000 rupees and 50 percent on the above 40,001 rupees category.

7: Independent Viewing * Levels of Aggression Cross Tabulation

Independent Viewing		Levels of Aggression		Total
		Less Aggressive	More Aggressive	
Low Independent Viewing	Count	30	22	52
	% of Total	20.0%	14.7%	34.7%
Moderate Independent Viewing	Count	22	25	47
	% of Total	14.7%	16.7%	31.3%
High Independent Viewing	Count	29	22	51

	% of Total	19.3%	14.7%	34.0%
Total	Count	81	69	150
	% of Total	54.0%	46.0%	100.0%

The table 7 shows 34.7% of children who were involved in low independent viewing, about 20% are less aggressive and 14.7% are more aggressive. Whereas in the total of 31.3% of children who involve moderate independent viewing, about 14.7% are less aggressive and 16.7% more aggressive. And in a total of 34% of high independent viewing, about 19.3% are less aggressive and 14.7% are more aggressive.

8: Restricted Viewing * Levels of Aggression Cross Tabulation

Restricted Viewing		Levels of Aggression		Total
		Less Aggressive	More Aggressive	
Low Restricted Viewing	Count	30	32	62
	% of Total	20.0%	21.3%	41.3%
Moderate Restricted Viewing	Count	26	16	42
	% of Total	17.3%	10.7%	28.0%
Highly Restricted Viewing	Count	25	21	46
	% of Total	16.7%	14.0%	30.7%
Total	Count	81	69	150
	% of Total	54.0%	46.0%	100.0%

Table 8 shows 41.3% of children who were involved in low restricted viewing, about 20% are less aggressive and 21.3% are more aggressive. Whereas in the total of 28% of children who involve moderate restricted viewing, about 17.3% are less aggressive and 10.7% more aggressive. And in a total of 30.7% of high restricted viewing, about 16.7% are less aggressive and 14% are more aggressive.

9: Co-Viewing * Levels of Aggression Cross Tabulation

Co-Viewing	Levels of Aggression		Total
	Less Aggressive	More Aggressive	

Less Co-Viewing	Count	27	25	52
	% of Total	18.0%	16.7%	34.7%
Moderate Co-Viewing	Count	26	23	49
	% of Total	17.3%	15.3%	32.7%
More Co-Viewing	Count	28	21	49
	% of Total	18.7%	14.0%	32.7%
Total	Count	81	69	150
	% of Total	54.0%	46.0%	100.0%

Table 9 shows 34.7% of children who were involved in low co viewing, about 18% are less aggressive and 16.7% are more aggressive. Whereas in the total of 32.7% of children who involve moderate co viewing, about 17.3% are less aggressive and 15.3% more aggressive. And in a total of 32.7% of high co viewing, about 18.7% are less aggressive and 14% are more aggressive.

10: Independent Viewing * Levels of Anxiety Cross Tabulation

Independent Viewing		Levels of Anxiety		Total
		Less Anxious	More Anxious	
Low Independent Viewing	Count	27	25	52
	% of Total	18.0%	16.7%	34.7%
Moderate Independent Viewing	Count	19	28	47
	% of Total	12.7%	18.7%	31.3%
High Independent Viewing	Count	29	22	51
	% of Total	19.3%	14.7%	34.0%
Total	Count	75	75	150
	% of Total	50.0%	50.0%	100.0%

Table 10 shows 34.7% of children who were involved in low independent viewing, about 18% are less anxious and 16.7% are more anxious. Whereas in the total of 31.3% of children who involve moderate independent viewing, about 12.7% are less anxious and 18.7% more anxious. And in a total of 34% of high independent viewing, about 19.3% are less anxious and 14.7% are more anxious.

11: Restricted Viewing * Levels of Anxiety Cross Tabulation

Restricted Viewing	Levels of Anxiety		Total
	Less Anxious	More Anxious	

Low Restricted Viewing	Count	28	34	62
	% of Total	18.7%	22.7%	41.3%
Moderate Restricted Viewing	Count	21	21	42
	% of Total	14.0%	14.0%	28.0%
Highly Restricted Viewing	Count	26	20	46
	% of Total	17.3%	13.3%	30.7%
Total	Count	75	75	150
	% of Total	50.0%	50.0%	100.0%

Table 11 shows 41.3% of children who were involved in low restricted viewing, about 18.7% are less anxious and 22.7% are more anxious. Whereas in the total of 28% of children who involve moderate restricted viewing, about 14% are less anxious and 14% more anxious. And in a total of 30.7% of high restricted viewing, about 17.3% are less anxious and 13.3% are more anxious.

12: Co-Viewing * Levels of Anxiety Cross Tabulation

Co-Viewing		Levels of Anxiety		Total
		Less Anxious	More Anxious	
Less Co-Viewing	Count	23	29	52
	% of Total	15.3%	19.3%	34.7%
Moderate Co-Viewing	Count	21	28	49
	% of Total	14.0%	18.7%	32.7%
More Co-Viewing	Count	31	18	49
	% of Total	20.7%	12.0%	32.7%
Total	Count	75	75	150
	% of Total	50.0%	50.0%	100.0%

Table 12 shows 34.7% of children who were involved in low co viewing, about 15.3% are less anxious and 19.3% are more anxious. Whereas in the total of 32.7% of children who involve moderate co viewing, about 14% are less anxious and 18.7% more anxious. And in a total of 32.7% of high co viewing, about 20.7% are less anxious and 12% are more anxious.

13: Independent Viewing * Levels of Stealing and Cheating Cross Tabulation

Independent Viewing		Levels of Stealing and Cheating		Total
		More Trustworthy	Less Trustworthy	
Low Independent Viewing	Count	22	30	52
	% of Total	14.7%	20.0%	34.7%
Moderate Independent Viewing	Count	18	29	47
	% of Total	12.0%	19.3%	31.3%
High Independent Viewing	Count	33	18	51
	% of Total	22.0%	12.0%	34.0%
Total	Count	73	77	150
	% of Total	48.7%	51.3%	100.0%

Table 13 shows 34.7% of children who were involved in low independent viewing, about 14.7% are less trustworthy and 20% are more trustworthy. Whereas in the total of 31.3% of children who involve moderate independent viewing, about 12% are less trustworthy and 19.3% more trustworthy. And in a total of 34% of high independent viewing, about 22% are less trustworthy and 12% are more trustworthy.

14: Restricted Viewing * Levels of Stealing and Cheating Cross Tabulation

Restricted Viewing		Levels of Stealing and Cheating		Total
		More Trustworthy	Less Trustworthy	
Low Restricted Viewing	Count	26	36	62
	% of Total	17.3%	24.0%	41.3%
Moderate Restricted Viewing	Count	15	27	42
	% of Total	10.0%	18.0%	28.0%
Highly Restricted Viewing	Count	32	14	46
	% of Total	21.3%	9.3%	30.7%
Total	Count	73	77	150
	% of Total	48.7%	51.3%	100.0%

Table 14 shows 41.3% of children who were involved in low restricted viewing, about 17.3% are less trustworthy and 24% are more trustworthy. Whereas in the total of 28% of children who involve moderate restricted viewing, about 10% are less trustworthy and 18% more trustworthy. And in a total of 30.7% of high restricted viewing, about 21.3% are less trustworthy and 9.3% are more trustworthy.

15: Co-Viewing * Levels of Stealing and Cheating Cross Tabulation

Co-Viewing		Levels of Stealing and Cheating		Total
		More Trustworthy	Less Trustworthy	
Less Co-Viewing	Count	22	30	52
	% of Total	14.7%	20.0%	34.7%
Moderate Co-Viewing	Count	25	24	49
	% of Total	16.7%	16.0%	32.7%
More Co-Viewing	Count	26	23	49
	% of Total	17.3%	15.3%	32.7%
Total	Count	73	77	150
	% of Total	48.7%	51.3%	100.0%

Table 15 shows 34.7% of children who were involved in low co viewing, about 14.7% are less trustworthy and 20% are more trustworthy. Whereas in the total of 32.7% of children who involve moderate co viewing, about 16.7% are less trustworthy and 16% more trustworthy. And in a total of 32.7% of high co viewing, about 17.3% are less trustworthy and 15.3% are more trustworthy.

16: Independent Viewing * Levels of Absenteeism and Obsession Cross Tabulation

Independent Viewing		Levels of Absenteeism and Obsession		Total
		Less Involved	More Involved	
Low Independent Viewing	Count	22	30	52
	% of Total	14.7%	20.0%	34.7%
Moderate Independent Viewing	Count	26	21	47
	% of Total	17.3%	14.0%	31.3%
High Independent Viewing	Count	26	25	51
	% of Total	17.3%	16.7%	34.0%

Total	Count	74	76	150
	% of Total	49.3%	50.7%	100.0%

Table 16 shows 34.7% of children who were involved in low independent viewing, about 14.7% are less involved and 20% are more involved. Whereas in the total of 31.3% of children who involve moderate independent viewing, about 17.3% are less involved and 14% more involved. And in a total of 34% of high independent viewing, about 17.3% are less involved and 16.7% are more involved.

17: Restricted Viewing * Levels of Absenteeism and Obsession Cross Tabulation

Independent Viewing		Levels of Absenteeism and Obsession		Total
		Less Involved	More Involved	
Low Independent Viewing	Count	29	33	62
	% of Total	19.3%	22.0%	41.3%
Moderate Independent Viewing	Count	15	27	42
	% of Total	10.0%	18.0%	28.0%
High Independent Viewing	Count	30	16	46
	% of Total	20.0%	10.7%	30.7%
Total	Count	74	76	150
	% of Total	49.3%	50.7%	100.0%

Table 17 shows 41.3% of children who were involved in low restricted viewing, about 19.3% are less involved and 22% are more involved. Whereas in the total of 28% of children who involve moderate restricted viewing, about 10% are less involved and 18% more involved. And in a total of 30.7% of high restricted viewing, about 20% are less involved and 10.7% are more involved.

18: Co-Viewing * Levels of Absenteeism and Obsession Cross Tabulation

Co-Viewing		Levels of Absenteeism and Obsession		Total
		Less Involved	More Involved	
Less Co-Viewing	Count	20	32	52
	% of Total	13.3%	21.3%	34.7%
Moderate Co-Viewing	Count	28	21	49
	% of Total	18.7%	14.0%	32.7%

More Co-Viewing	Count	26	23	49
	% of Total	17.3%	15.3%	32.7%
Total	Count	74	76	150
	% of Total	49.3%	50.7%	100.0%

Table 18 shows 34.7% of children who were involved in low co viewing, about 13.3% are less involved and 21.3% are more involved. Whereas in the total of 32.7% of children who involve moderate co viewing, about 18.7% are less involved and 14% more involved. And in a total of 32.7% of high co viewing, about 17.3% are less involved and 15.3% are more involved.

19: Chi-Square for Independent Viewing

Independent Viewing VS Frequency	Total number of responses	Chi- Square	Asymp- sig. (2 - sided)
Age of the Respondents	150	3.529(a)	.473
Family Type	150	4.234(a)	.120
Educational Qualification	150	8.238(a)	.221
Occupation of the Respondents	150	12.282(a)	.015
Monthly Family Income	150	9.464(a)	.050
Age of Children	150	9.930(a)	.042
Gender of Children	150	5.492(a)	.240

Table 19 reveals that there is a significant relationship at 5% significance level between independent viewing pattern and Occupation of the Respondent ($x^2=12.282$, $p<.050$), Monthly Family Income ($x^2=9.464$, $p<.050$) and Age of Children ($x^2=9.930$, $p<.050$). The result also shows that there is no significant relationship between Age of the Respondents ($x^2=3.529$, $p>.050$), Family Type ($x^2=4.234$, $p>.050$) Educational Qualification ($x^2=8.238$, $p>.050$) and Gender of Children ($x^2=5.492$, $p>.050$).

Hence, it is concluded that there is a significant association between the variables such as Occupation of the Respondents and Monthly Family Income.

20: Chi-Square for Restricted Viewing

Restricted Viewing VS Frequency	Total number of responses	Chi- Square	Asymp- sig. (2 - sided)
Age of the Respondents	150	5.786(a)	.216
Family Type	150	7.955(a)	.019

Educational Qualification	150	4.130(a)	.659
Occupation of the Respondents	150	7.171(a)	.127
Monthly Family Income	150	8.014(a)	.091
Age of Children	150	9.965(a)	.041
Gender of Children	150	8.376(a)	.079

Table 20 reveals that there is a significant relationship at 5% significance level between restricted viewing pattern and Age of Children ($x^2 = 9.965$, $p < .050$) and Family Type ($x^2 = 7.955$, $p < .050$). The result also shows that there is no significant relationship between Age of the Respondents ($x^2 = 5.786$, $p > .050$), Educational Qualification ($x^2 = 4.130$, $p > .050$), Monthly Family Income ($x^2 = 8.014$, $p > .050$), Occupation of the Respondent ($x^2 = 7.171$, $p > .050$) and Gender of Children ($x^2 = 8.376$, $p > .050$).

Hence, it is concluded that there is a significant association between the variables such as age of the children and Family Type.

21: Chi-Square for Co-Viewing

Co Viewing VS Frequency	Total number of responses	Chi- Square	Asymp- sig. (2 - sided)
Age of the Respondents	150	14.572(a)	.006
Family Type	150	13.169(a)	.001
Educational Qualification	150	10.519(a)	.104
Occupation of the Respondents	150	4.784(a)	.310
Monthly Family Income	150	4.994(a)	.288
Age of Children	150	5.823(a)	.213
Gender of Children	150	5.015(a)	.286

Table 21 reveals that there is a significant relationship at 5% significance level between restricted viewing pattern and Age of the Respondent ($x^2 = 14.572$, $p < .050$) and Family Type ($x^2 = 13.169$, $p < .050$). The result also shows that there is no significant relationship between Occupation of the Respondents ($x^2 = 4.784$, $p > .050$), Educational Qualification ($x^2 = 10.519$, $p > .050$), Monthly Family Income ($x^2 = 4.994$, $p > .050$), Age of Children ($x^2 = 5.823$, $p > .050$) and Gender of Children ($x^2 = 5.015$, $p > .050$).

Hence, it is concluded that there is a significant association between the variables such as Age of the Respondents and Family Type.

CONCLUSION

One of the major entertainments for people all over the world remains to be watching television among others, although advancements in technology has given them mobile phones, computers and so on. Children, especially, are prone to watch television more, as visuals and videos keep them engrossed. The study was conducted in order to find the television viewing patterns of children under parental mediation. It was discovered through the study that children, whose parents were working and had to focus on their jobs, had unrestricted television viewing. Children had restricted television viewing when their families were a joint family and the people in the family were able to regulate the content age-appropriately. Co-viewing was found when the families were joint families which were able to offer children age-appropriate, mediated contents. On the whole, children who lived in a joint family had access to only mediated television viewing when compared to those who lived in a nuclear setup.

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A STUDY ON TITLE DESIGN IN MANI RATNAM FILMS: A SEMIOTIC ANALYSIS ON KOLLYWOOD FILM POSTERS

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ABSTRACT

Typography is a technique of arranging type to create a written language that has to be readable, legible, and appealing when displayed in print or in digital. The world of communication is filled up with a lot of memes and designs everywhere through different mediums. Posters are able to distinguish themselves from other media of communication when it comes to conveying a message to the audience. Film posters have been a part of our social and cultural life which has been used mostly for advertising for more than a century. It is the most popular tool when it comes to publicity from the beginning of cinema distribution. Posters blend in the images and the text to form a creative that is served to the audience. Title design in films plays an important role in communicating the content and theme of the film. This research paper, research is focused on the typography/ title design in Mani Ratnam's Tamil film (Kollywood) posters based on the layout, letterform, decorative elements, and the theme of the film.

Keywords: Typography, title design, film posters, Tamil cinema

INTRODUCTION

Indian cinema comprises films produced across India in different languages. Tamil cinema is also known as Kollywood, is an Indian filmmaking industry based in Chennai, Tamil Nadu. It shows a diverse and dynamic pattern of visual culture. This could be because of its multilingual and multicultural nature. Film posters being the most significant form of publicity are a symbolic visual representation of film in two dimensions where it condenses all the value and theme of a film in a single static plane. It features images and text to create a first-hand visual experience for its audience. Keeping the mass audience in mind, the use of textual content is very strategic. Because of the regional language problem and low literacy levels in the majority of the audiences, posters show minimum textual content to cater to all. The textual content generally includes film title, tagline, credit block, and names of leading characters. Title design plays an important role in suggesting the theme of the film. Due to advancements

in technology and other influential factors, title design has seen gradual changes in terms

ofform,style, texture, colour,composition, perspective and typeface.

This study is an adaptation of two research papers that deal with typography design in Bollywood film posters which has taken a semiotic approach. From this study, the understanding of Tamil types, their usage in film posters and their relevance are explained. The Tamil type comes under the Dravidian group which also includes Malayalam, Kannada, and Telugu. Despite modifications by adapting the Grantha letters or the Latin punctuation and digits there has been discontinuation in the use of some characters and there have been significant changes in the proportion of the letters, the script continued to employ its original syllabic structure till the present time.

This study is an attempt to analyse the title design of the films Roja, Dumm Dumm Dumm, Kaatru Veliyidai and Vaanam Kottattum that is directed by Mani Ratnam during four decades of his career (1990, 2000, 2010, 2020 respectively). The titles will be analysed based on its semiotic framework. The posters will be analysed based on its layout, letterform, decorative elements and theme of the film.

OBJECTIVE

- Study the layout of these selected posters.
- Study the variations of title designs in the poster.
- Study the various letterforms used.
- Comparing the title design with the genre and theme of the film.

RESEARCH PROBLEM

Early Tamil cinema used handcrafted type and imagery to promote the film, it changed with digital technology enabling the typographic design of the titles of the films to indicate the genre be it mythological, historical, patriotic, romantic or action oriented. In addition to promoting films, advertising for Tamil cinema employed the visual vocabulary of the period

to reflect the ideas, beliefs, attitudes and values of the cultural environment. The basic problem of research here is whether the type that is used on the posters are relevant to the film or is it used for aesthetic purposes and studying different variations in the titles of the film.

METHODOLOGY

Typography in cinema is required to create a meaning. Texts are part of the core language of cinema as the audiences look forward to see text elements and sequences. Semiotics is a system that tells us the reality of signs. Semiotics holds value in title designing as a theoretical approach as the transmitter and receiver have to share an understanding of symbols that would help them construct words.

Some designers experiment with letter forms that have some message in it which couldn't be decoded by the audience. The challenge for the designers here is to test how the letter forms can be modified before the audiences reject the forms.

In this study 4 posters have been selected among Mani Ratnam's Tamil films during each decade, right from 1990s to 2020s. This study covers the analysis of title design considering the poster layout, letter forms, decorative elements and the theme/genre of the film. Different variables like style (normal/bold/italic), stroke, texture, outline, shadow, perspective and colour are proposed for the analysis of letter form structure across the decades.

This research is done through content analysis. In this method the meaning and relationship of certain words and concepts are understood. The recorded information could be in the form of articles, videos, books, images and so on. It can be both a quantitative or qualitative study. Semiotics teaches us that reality is a system of signs. Studying semiotics can help us to be more aware of reality as a construction and of the roles played by everyone in constructing it. For typography, semiotics holds value as a theoretical approach because the transmitter and receiver have to share an understanding of the symbols used to construct words, sentences, and so on.

For now, a qualitative study is done to analyse and interpret the objectives of this study. The titles designed in these posters are analysed separately by syntactic, semantic and pragmatic approach.

Syntactics is a study of understanding the relationship among signs in formal structure. It helps in understanding the parts of a sign. This approach is used to see the relationship of titledesign with respect to the poster layout and letterform.

Semantics is a study of meaning created by signs in a system, where they interact with others signs. This approach has been used to analyse titledesign to see how effective is the film title in overall meaning in relationship with film story and genre wise type classification.

Pragmatics is a study of relationship between signs and signs using agents. This approach has been used to analyse how the title and the signs are working out effectively with the posters as well as the theme of the film.

ANALYSIS AND INTERPRETATION

Semiotics is the study of signs, that is a valuable tool to identify signs and its meanings. Semiotics allows for the identification of emerging trends, and to build empathy of different segments of the community. Language, cultural background, socio-economics and other factors influence how people read the signs that surround us.



Figure1
(Roja-1992)



Figure2
(Dum Dum-2001)



Figure3
(Kaatru Veliyidai-2017)



Figure4
(Vaanam Kottattam-2020)

The poster layout of “Roja, Dumm Dumm Dumm, Kaatru Veliyidai and VaanamKottattum” has the title placed in the bottom of the poster even though some variations of the same as the title placed on the top. Images are positioned in such a way that the title is given the space to be readable and understood by the audience.

The letterform for the four films is different. The title of “Roja” adapts a free-hand script style which makes the title look very simple and handwritten. The colour red goes along with the meaning of the title “Roja” which means rose. The yellow outline on the title enhances and highlights the title. The title “Dumm Dumm Dumm” depicts a set of visual signs representing vocal signs. This is echoed in the title design of the film Dumm, Dumm, Dumm, it is clear that the title is concept-driven and more than exemplifies the idea of typography standing in for the aural. The hierarchy of the font alludes to the rising pitch of the melam (drum) that accompanies any Tamil Hindu muhurtham (auspicious wedding moment of marriage) ritual. There is a drop shadow effect in the title that emphasizes the title and helps it to stand out. The title of “Kaatru Veliyidai” has taken a modern form of handwritten text. The title is styled in italics and gives more meaning to the words “Kaatru” which means breeze”. There is a drop shadow effect here too to emphasize the title on the poster. The title “VaanamKottattum” has adapted a modern typographic style where the ascenders and descenders are different. The style of the title is a little bold and simple. The title doesn’t go along with the literal meaning of the title, “Vaanam Kottattum” which means let it rain.

The decorative elements in the title “Roja” depict the meaning of the title itself. It helps the audience understand what the title is conveying. The other three films do not have external decorative elements that would be an add-on to the title as part of semiotics.

The title design of the films “Roja”, Dumm Dumm Dumm” and “Kaatru Veliyidai” goes along with the theme and genre of the film respectively. “Vaanam Kottattum” also goes along with the genre of the film as the film comes under family drama, children’s film, and romance genre. The title design is based on it but it isn’t relevant enough to the meaning of the title “Vaanam Kottattum” which means let it rain.

CONCLUSION

This study deals with title design in the context of Mani Ratnam film posters in Tamil cinema (Kollywood). Findings reveal that variation in the structural elements in title design has a lot of syntactic, semantic and pragmatic influences. Syntactic influences in structural variations include stroke thickness, weight, texture, colour and letter-spacing. In most of the cases, titles are decorated with outline and shadow to create more emphasis. The use of outline is not seen in film posters after 2010, but the use of shadow is still in use. The typographic style used is mostly in the form of italics. The positioning of the titles in the posters are mostly diagonal in nature. Semantic influence has been adapted by the use of decoration and external semantic elements. A symbolic meaning has been created by manipulating letters and use of colour. It evolved gradually and usage of external type elements. External type elements like use of rose in the bottom of "Roja" title as an underline enhances this ability by making it simpler for common viewer to read and understand the meaning behind the title. Expressive typography maximizes persuading ability of film poster. There are also pragmatic aspects involved in the title design variation like positioning of title in the film poster and context of usage. The title "Roja" goes along with the theme and genre of the film than "Kaatru Veliyidai", even though both the movies are of the same genre, the level of understanding in title for "Kaatru Veliyidai" is comparatively less as there is no such decorative elements present in it that would easily convey the theme of the film to the audience. "Dumm Dumm Dumm" and "Vaanam Kottattum" is more of a bold type. These movies have elements of romance as well as drama. The style adapted is simpler and more modern. Advancement of technology has its effect on the title characteristics across the timeline.

During the 90s and 20s, titles having outlines and long shadows are grabbing more attraction. The usage of external ornamental/decorative components is comparatively less. The samples taken for this study isn't enough to generalize any opinions, but it offers without a doubt ample empirical understanding to predict the patterns and the causes associated with them. For future study it will be interesting to regenerate these patterns by considering a greater number of posters from each decade. Future study can also explore the relationship of film title with other elements in the film poster. It will be interesting to re-investigate these trends with more samples per decade.

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THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE INTENTION

Rijitha R

ABSTRACT

Recently, social media platforms have waved their path in to Advertising and sales than entertainment and feeds. Social Networking sites like, Facebook, Instagram, Twitter, YouTube etc. describes itself as the perfect marketing tool because its developers have created an advertising system which allows businesses to use the information of each social media user for targeted advertising. These sites provide the ideal platform for direct communication between organizations and customers. This paper investigates the Impact that, social media marketing makes to Persuade consumer behavior specially their intention to purchase. The primary source of data for the study is collected from 122 Social media customers using Simple random technique. 22 Closed ended questions related with buying behavior related with, Trust, selection of reviews, ideas for buying and attitudes and purchase intention were asked through Self structured online questionnaire. The Theory of Planned Behavior (TPB) by Fishbein & Ajzen 1975 model is applied in this study, to find the behavioral intention of the consumers. Data is analyzed based on, Frequencies, mean, Correlation and regression analysis through SPSS software.

Keywords: Social media marketing, Social Networking sites (SNS), Advertising and sales, Theory of planned behavior, Consumer attitudes, Persuasion,

INTRODUCTION

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses (Twin., A. 2021). Earlier people used to go out and buy goods based on their taste and sense, but due to the digital Era and Many social Networking sites popping up, people get every single thing in one common place with great deals around. Social networking sites like, Instagram, Facebook, Twitter, Snapchat etc. are the main source for marketing. Traditional distribution channels have suffered as consumers now use online purchasing due to easier access to

product/service information (Grant, 2017). When using social media marketing, firms can allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as “earned media,” rather than use marketer-prepared advertising copy (Shamsudeen Ibrahim, S. A. & P. Ganesh babu. 2018). Social media is one of the ways to engage people in order to move forward their products through social media to take benefit of a bigger group which might not have been reachable by customary promoting mediums. Social web is a standard medium through which people share their thoughts, can post comments on different market articles and can also publicize their products, can also give response to different marketing campaigns which are initiated through online surveys (Weber 2009).

The latest statistics show that Facebook continues to reign strong as the king of social media, with 2.80 billion active users as of January 2021 with 4.2 billion active social media users are active Facebook users. Second most popular social media platform is YouTube with 2.3 billion active users and the third- and fourth-most popular social media platforms are WhatsApp and Facebook Messenger, with two billion and 1.3 billion active users respectively. Further down the list are Instagram and WhatsApp, both of which have just over 1.2 billion active users (*www.oberlo.com*) social media such as Facebook, Instagram, YouTube, LinkedIn, and Twitter have numerous users who keeps on growing every day and has attracted marketers and they have recognized that social media marketing as an important part of their marketing communication strategies. When it comes to apparel and fashion, creative and active social media engagement will help reinforce the businesses’ brand image as well as expand the reach of their social media posts and, ultimately, boost the sales (Anil et al. 2018). The interactive ability of social media with its ability to establish conversations among consumers& firms helps companies in value creation & has excited the practitioners with its potential to better serve customers & satisfy their needs. People are exposing themselves to a wide range to social media for gathering information about products, purchasing & consuming them and communicating their experiences with others (Jackson, 2011). Consumers today want to be more informed about products before they make the purchase. Most importantly, social networks are extremely capable of informing and influencing purchase decisions, as many users now trust their peer opinions, reviews more than the marketing strategists (Bashar, et al. 2012).

Scope of the Study

The scope of the study is focused on the purchase intention of Consumers through Social media marketing. social networking sites like, Facebook, Instagram, Twitter, Pinterest and YouTube were used to identify their needs, source and intention of buying through this platform.

Objectives of the study

1. To study the impact of factors of social media marketing on consumer Purchase intention
2. To study the impact of consumer purchase experiences through social media platforms on recommendation of their purchases from social media platforms to others
3. Find out Purpose of buying through Social Media Markets in relationship with aspects like, reliability, reason for buying, and their satisfaction level of the products.

REVIEW OF LITERATURE

The Impact of Social Media Marketing on Consumer Buying Behavior Towards Apparel to identify the impact of Social Media Marketing on consumer buying behavior towards apparel. Their results showed the factors such as product quality, comfort, reasonable prices, offers & discounts motivate consumers to buy apparel through social media platforms. The study also revealed that, Social Media Marketing is the most popular and preferred form of digital marketing today and contributes to different theorists and marketers who wish to work in a similar field on marketing. Few studies explore the tactics of using email marketing content to update the status so that the audience can easily receive notifications and purchase products which is been highlighted (Anil, Bhatt & Sinha, 2020). According to in their study on, the Impact of Social Media Marketing Trends on Digital Marketing analyzed the different platforms of marketing which included social networking websites and mobile phones, where they found that social networking sites and blogs allow the followers or connections to repost a post made by others about a product being promoted, which led to the promotions of those companies or brand. Results showed that, social media used email marketing wherein, social media marketers would use tactics of updating their email marketing content in their social media status updates thus promoting their brand to a larger extent. Most of the social networking sites use social media as it is trending and from a survey conducted by global statistics, in India, the number of social media users have been growing in 2021 at a

steady rate of 448 million due to deep penetration of internet connectivity among people (Ibrahim & Ganeshbabu, 2018).

The study done by Bilal, G., Ahmed, M. A., & Shahzad, M. N. (2014) was aimed at examining the role of social media (YouTube, Blogs, and Twitter etc.) and Social Networks (Facebook, Google, Linked In) on Consumer Decision Making in context of the Apparel Industry. This research provides input to different companies, particularly to those in the apparel industry, regarding what effect does having a strong social media and networks' presence has on the customers and their loyalty for the brand. The results showed that consumers in Pakistan are particularly keen on the use of a few Social Media platforms which include Blogs and YouTube. Similarly, consumers mostly prefer the Social Networking sites of Facebook and Google along with their own personal decisions. The results also highlighted the fact that the use of these online media has a strong influence on the purchase decisions of the users. Bashar, A., Ahmad, I., & Wasiq, M., (2012) This empirical research is done to understand the effectiveness of social media as a marketing tool and an effort has been made to analyze the extent social media helps consumers in buying decision making. The study is based on descriptive research design. Survey questionnaire has been designed, to know the point of view of respondent regarding the extent of social media that helps consumers in buying decision making. The results showed that, Consumer does research with search engines to locate their product/service and brand of interest. With more networks are more likely to gather opinions through their online network, read blogs and query the Twitter channel as early steps in the decision-making process.

According to In their study on. Impact of social media on consumer behavior analyzed the role of social media in consumers' decision-making process for complex purchases those are characterized by significant brand differences, high consumer involvement and risk, and which are expensive and infrequent. The research was done among internet savvy consumers in South-East Asia, and only considered purchases that were actually made by consumers. Results showed that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation (Voramontri & Klieb, 2019).

THEORETICAL FRAMEWORK

The theory of planned behavior is a theory used to understand and predict behaviors, which posits that behaviors are immediately determined by behavioral intentions and under certain circumstances, perceived behavioral control. Behavioral intentions are determined by a combination of three factors: attitudes toward the behavior, subjective norms, and perceived behavioral control (Mathew & Fabrigar (2017)). This research used TPB theory, as this study is focused on the audience purchase intention and its impact through Social marketing sites, here audience decide to buy products based on certain behavioral intentions like reading reviews and comments, posting details about their favorite brand or products and even make decisions based on the promotions or marketing provided by the sites.

Pelling EL, White KM (2009) used an extended model of the theory of planned behavior (TPB), including the additional variables of self-identity and belongingness, to predict high-level SNW use intentions and behavior in a sample of young people aged 17 to 24 years. They examined the impact of self-identity and belongingness on young people's addictive tendencies toward SNWs. Results revealed that high-level SNW use is influenced by attitudinal, normative, and self-identity factors, findings that can be used to inform strategies that aim to modify young people's high levels of use or addictive tendencies for SNWs.

McLaughlin, et al., (2015) In his study on, The theory of planned behavior: the social media intentions of SMEs. Did an empirical investigation of the social media adoption intentions of SME owner managers. The study used the theory of planned behavior (TPB), where intentions are regarded as resulting from attitudes, subjective-norms, and perceived behavioral control. Interviews were conducted to operationalize the components of the TPB. The interviewees were three academics, three SME consultants and two social media consultants. The results showed that the three most important variables to explain the social media intentions of SME owner/managers were attitudes, perceived behavioral control and subjective-norm. Owner/managers intentions solely predicted their online social media use. This research provides evidence which can be used to develop and support Irish SMEs to attract new customers, keep existing ones loyal, increase their sales and in turn contribute to the building of the Irish Economy.

RESEARCH METHODOLOGY

This study examines the relationship between Social Networking sites and its Impact on Customer Purchase Intention. Purchase intention has been divided into Four main categories: Trust, Reason for buying, Reliability and the satisfaction level of the product.

RESEARCH DESIGN

The research design used here is Descriptive as the research aims to accurately and systematically describe a population, situation and phenomenon

RESEARCH METHOD:

Quantitative Research method (Survey) is used in collecting the data. Primary data were collected from both dependent and independent variables by based an on-line survey utilizing a structured questionnaire in a web page format posted in the “wall” of My Facebook, Instagram and WhatsApp. Among 150 samples, about Hundred and twenty-two (122) samples, who are social media consumers have been responded to the uploaded questionnaire within the required time frame.

DATA COLLECTION

Data are collected through structured questionnaires with 22 closed statements measured with Likert’s scale), from social media users’ respondents.

PRIMARY AND SECONDARY DATA

The Primary data were collected using self-Administered questionnaire and the secondary data were collected from the research Papers, books and articles published in different Journals

SAMPLING METHOD

The sampling method used is Simple random sampling since the sample was taken from various groups of people who use social media. They were randomly selected and used for data collection.

SAMPLE SIZE

The sample size of the present study is 122. The primary data is collected from respondents of both males and females of various age groups and occupations who actively use social media platforms for social media marketing for purchase

METHOD OF DATA COLLECTION

A Structured Questionnaire was circulated online through Google forms for collection of data from target respondents who are on various social media platforms and have experience in online shopping.

STATISTICAL TOOL AND SOFTWARE

The statistical tools used were Frequencies, mean, and standard deviation: for the purpose of descriptive data analysis. Correlation and linear regression tests to analyze the impact of the social media marketing on the purchasing intention of the consumer and the data was analyzed and tabulated using IBM SPSS Statistics.

DATA ANALYSIS

RELIABILITY ANALYSIS-

Reliability is the extent to which a questionnaire, test, observation, or any measurement procedure produces an equivalent result on repeated trials.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.669	.671	2

Table 1: Reliability Statistics (Cronbach Alpha)

A questionnaire was employed to measure different underlying constructs. The scale had a moderate level of internal consistency as determined by Cronbach's Alpha of 0.669. Since the

score is close to 0.7 i.e., 0.669 the data is moderately reliable for further analysis. (A general accepted rule is that α of 0.6-0.7 indicates an acceptable level of reliability, and 0.8 or greater a very good level).

Demographic Analysis-

(a). Age

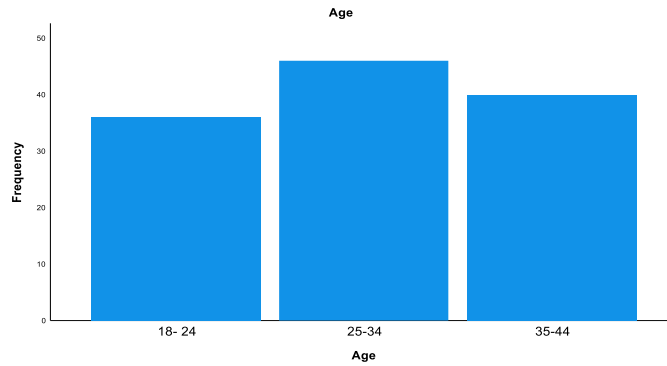


Figure 1- Age

Among a population of 122, 37.7% respondents were in the age group of 25-34, 29.5% were between 35-44 and 32.8% were between 18-24 respectively.

(b). Gender-

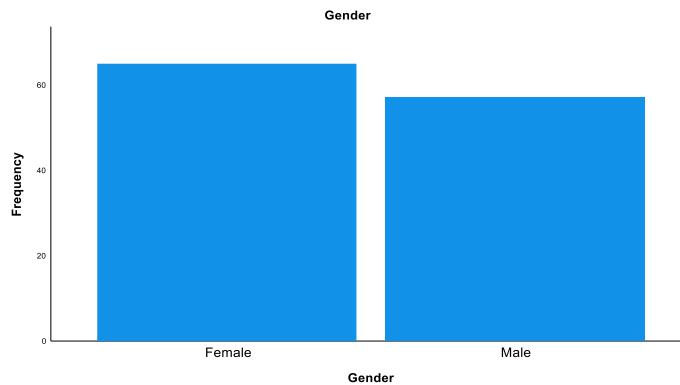


Figure 2- Gender

From 122 responses, a proportionate sample of gender can be found with 46.7% being male and 53.3% are female.

(c.) Occupation-

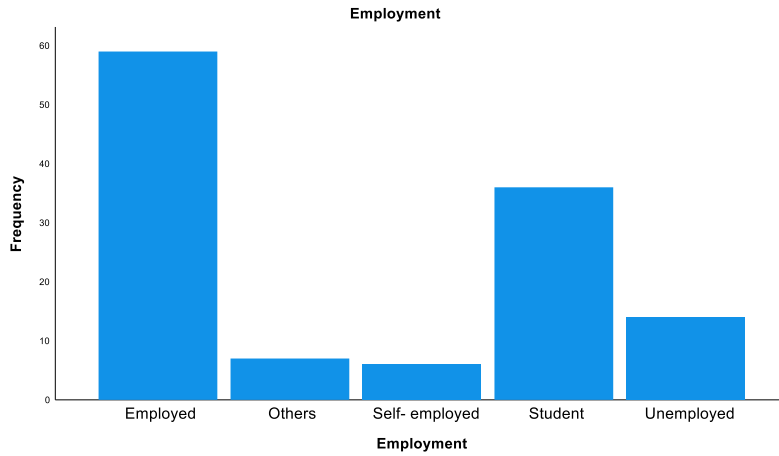


Figure 3- Occupation

The Chart shows the occupation of the respondents wherein majority of the respondents are Employed with 48.4%, 29.5% are students, 11.5% are unemployed, 5.7% fell in the other category and 4.9% were self-employed.

Social Media Purchase Intentions-

(a). Social networking site used for Purchasing online

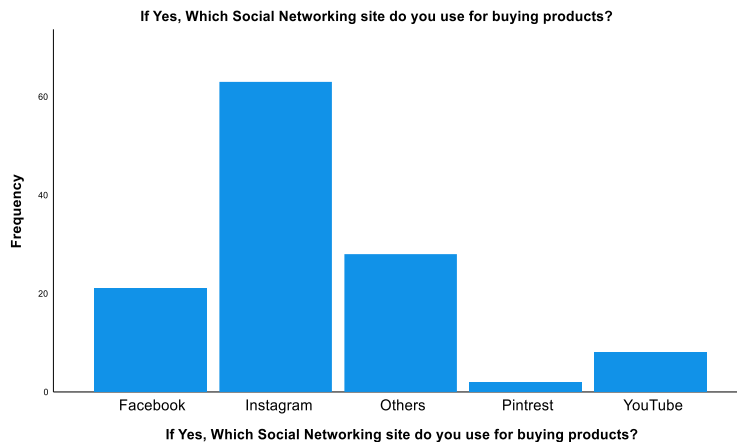


Figure 4- Social networking site used for Purchasing online

The chart shows that, 51.6% target population used Instagram, 23.0% used other sites, 17.2% used Facebook, 6.6% used YouTube and 1.6% used Pinterest for buying products online respectively.

(b). Buying Products based on-

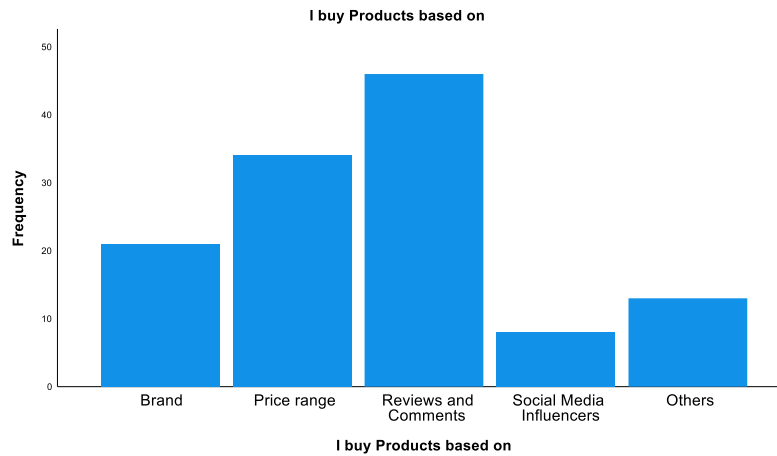


Figure 5- Buying Products based on

From the above chart, 37.7% of the target population buy products based on online reviews and comments 27.9% buy products according to the price range, 17.2% purchase based on their favorite brands, 10.7% purchase based on other reasons and 6.6% buy products based on their favorite social media influencers.

(c). Affecting Purchase Intentions-

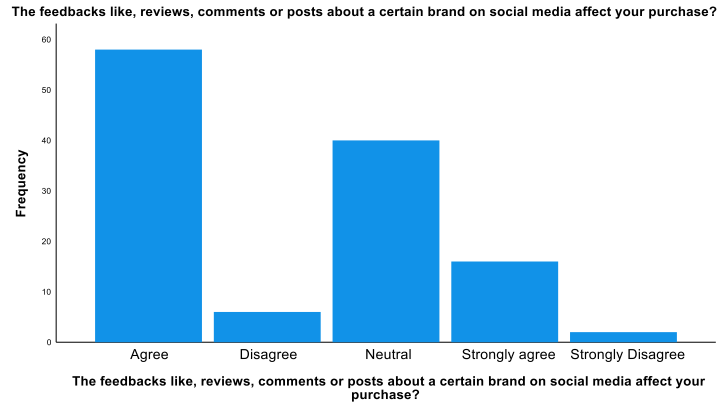


Figure 6- Affecting Purchase Intentions

According to the target population, 47.5% agree to the statement that, the feedbacks like, reviews, comments or posts about a certain brand on social media affect their purchase, 32.8% were neutral to the statement, 13.1% strongly agree, 4.9% disagreed and 1.6% of the target population strongly disagreed to the statement.

(d). Social media influence on buying new products-

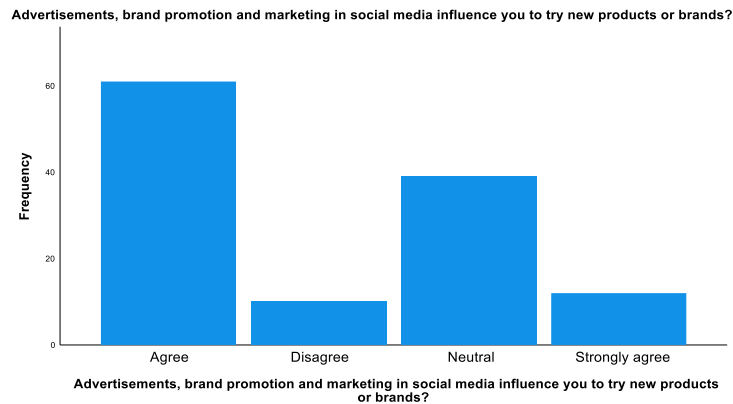


Figure 7- social media on buying new products

According to the chart out of 122 respondents, 50.0% of the target population agree that Advertisements, brand promotion and marketing in social media influence them to try new products or brands on social media, whereas, 32.0%, were neutral, 9.8% strongly agreed to this statement and other 8.2% disagreed to the statement.

(e). Social media persuades consumers attention-

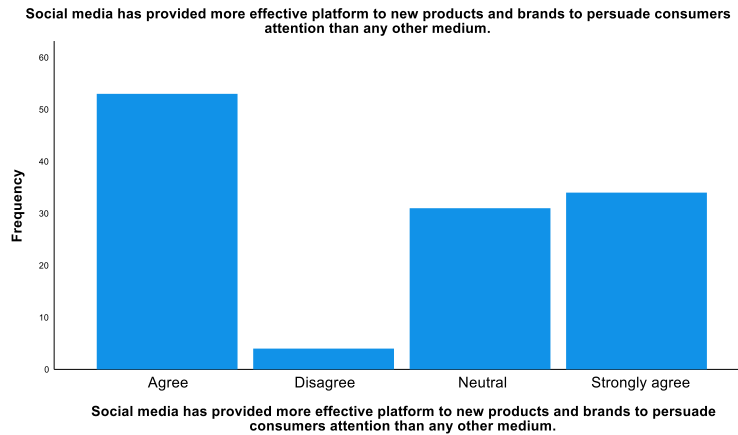


Figure 8- social media persuades consumers attention

According to the chart out of 122 respondents, 43.4% agree that, social media as an effective platform to new products as it persuades the customers attention more than any other form of medium. 27.9% of the target population strongly agreed, 25.4% of them were neutral to the statement and 3.3% disagreed to it.

STATISTICAL ANALYSIS-

(a). CORRELATION-

Pearson’s correlation is the test statistics that measures the statistical relationship, or association, between two continuous variables. It is known as the best method of measuring the association between variables of interest because it is based on the method of covariance. It gives information about the magnitude of the association, or correlation, as well as the direction of the relationship.

Correlations

		Advertisements, brand promotion and marketing in social media influence you to try new products or brands?	The feedbacks like, reviews, comments or posts about a certain brand on social media affect your purchase?	In a typical day, how many hours do you spend in social media?
Advertisements, brand promotion and marketing in social media influence you to try new products or brands?	Pearson Correlation	1	.505**	.263**
	Sig. (2-tailed)		<.001	.003
	N	122	122	122
The feedbacks like, reviews, comments or posts about a certain brand on social media affect your purchase?	Pearson Correlation	.505**	1	.134
	Sig. (2-tailed)	<.001		.142
	N	122	122	122
In a typical day, how many hours do you spend in Social Media?	Pearson Correlation	.263**	.134	1
	Sig. (2-tailed)	.003	.142	
	N	122	122	122
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 2: Pearson Correlation

From the above correlation analysis of dependent variables, Advertisements, brand promotion and marketing in social media influence them to try new products or brands have significant correlation where the p value= 0.50 which is highly significant. In addition, the feedbacks like, reviews, comments or posts about a certain brand on social media affect your purchase is also highly correlated with p value= 0.50 significance and the other variable which is, in a typical day, how

many hours do you spend in social media and has a low significance with 0.26 significance. Thus, the dependent variables are significantly correlated.

(b). LINEAR REGRESSION ANALYSIS-

Linear regression analysis is used to determine the extent to which there is a linear relationship between the dependent and independent variable. Here, it was performed to assess the impact of change in consumers attitude towards a certain brand after reading a positive comments or reviews online through social media platforms before purchase.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.388 ^a	.150	.143	.464
a. Predictors: (Constant), Are you likely to change your attitude towards a certain brand after reading a positive comments or reviews online?				

Table 3: Linear Regression (Model Summary)

From the table $F=4.577$ and p value associated with it is <0.001 , which is statistically highly significant as $P < 0.001$ on the Impact of the Independent variable Change of attitude towards a certain brand after reading certain brand after reading positive comments or reviews online on the dependent variable i.e., Gender.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.567	1	4.567	21.238	$<.001^b$
	Residual	25.802	120	.215		
	Total	30.369	121			

a. Dependent Variable: Gender
b. Predictors: (Constant), Are you likely to change your attitude towards a certain brand after reading a positive comments or reviews online?

Table 4: Linear Regression (ANOVA^a)

In the above table $F=4.577$ and p value associated with it is 0.01, which means that there is a significant Impact of the Independent variable Change of attitude towards a certain brand after reading certain brand after reading positive comments or reviews online on the dependent variable i.e., Gender.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.181	.161		13.588	<.001	1.863	2.499
	Are you likely to change your attitude towards a certain brand after reading a positive comments or reviews online?	-.280	.061	-.388	-4.608	<.001	-.400	-.160

a. Dependent Variable: Gender

Table 5: Linear regression (Coefficient)

Since p-value: $<0.001 < 0.05$, we shall reject the Null Hypothesis (H0) and accept the Alternate Hypothesis (H1)

As per the Linear Regression analysis it is found that only Changing attitude towards positive comments have significant effect as compared to other factors on the Dependent Variable thus being the most influencing factor.

Therefore, we can conclude that, “There is a significant Impact of Most Influencing Factor on Consumer Purchase Decision of Purchasing through Social media Marketing”.

H1 -There is a significant impact of consumers purchase experience through social media platforms on changing their attitude towards a certain brand after reading a positive comments or reviews online.

H0- There is no significant impact of consumers purchase experience through social media platforms on changing their attitude towards a certain brand after reading a positive comments or reviews online.

FINDINGS AND DISCUSSION

FINDINGS

The aim of the study was to study the Impact of Social media marketing on consumer purchase intention. The data was collected through google form posted on social media platforms. Among 122 respondents, 53.3% are female and 46.7% male respondents wherein, the majority of the respondents comprised of employed group with 48.4%, followed by students with 29.5%, followed by unemployed group with 11.5%, 5.7% fell in the other category and 4.9% were self-employed. For the purpose of online media marketing, majority of the consumers used Instagram with 51.6% followed by other famous sites with 23.0%, which is then followed by Facebook and YouTube with 6.6% and 1.6% respectively. 51.6% of the respondents used Instagram to purchase online as it seemed to be easier and more convenient. When asked about on what basis they purchase products through social media 37.7% of the respondents purchased based on the online reviews and comments. When asked about whether feedbacks like, reviews, comments or posts about a certain brand on social media affect their purchase, 47.5% agreed that it does affect the purchase in a positive or the negative way. 50.0% of the consumers said that, Advertisements, brand

promotion and marketing in social media influence them to try new products or brands on social media, so here social media plays a main role in persuading the people to buy new products. 43.4% Consumers of Social media marketing found social media is an effective platform to purchase new products as it persuades the customers attention more than any other form of medium.

To find out the Impact of social media marketing on purchase intention, Pearson's correlation test was conducted. It is known as the best method of measuring the association between variables of interest because it is based on the method of covariance. Correlation test was conducted with Dependent variables which stated that, Advertisements, brand promotion and marketing in social media influence them to try new products or brands have significant correlation where the p value= 0.50 which is highly significant. In addition, the feedbacks like, reviews, comments or posts about a certain brand on social media affect your purchase is also highly correlated with p value= 0.50 significance and the other variable which is, in a typical day, how many hours do you spend in social media and has a low significance with 0.26 significance. Thus, it's been found that, the dependent variables are significantly correlated with the consumers purchase intentions and they do not affect any relationships.

To study the Impact of social media marketing on Consumer purchase intention, Linear regression analysis was performed while taking into consideration of various factors and their effect on consumer purchase decision. The analysis was performed with the variable, Consumer change of attitude towards a certain brand after reading a positive comments or reviews online, the R shows the covariance between independent and dependent variables which is 0.388 and $R^2 = 0.150$, which indicates that Consumers Purchase Intentions accounted a variance of 15.0% on the dependent variable Gender. Added to it, an ANOVA table showed, $F=4.577$ and p value associated with it is 0.001, which means that there is a significant Impact of the Independent variable Change of attitude towards a certain brand after reading certain brand after reading positive comments or reviews online on the dependent variable i.e., Gender. So, it is been found that, only Changing attitude towards positive comments have significant effect as compared to other factors on the Dependent Variable thus being the most influencing factor. Therefore, we can conclude that, "There is a significant Impact of Most Influencing Factor on Consumer Purchase Decision of Purchasing through Social media Marketing" which implied that Consumer experience has a positive impact on consumer recommendation

In addition to purchasing intention, the study also revealed that the respondents 'preferred Social Media platforms the most to receive updates about the latest offers and discounts on products and to search and know about recent trends. Similarly, among different types of media platforms, the respondents considered Social Media Marketing as the most used with 43.4%, Hence, it could be implied that social media marketing is the most preferred form of digital marketing from the consumers' perspective and it has created a big impact in the lives of the consumers of Social media marketing.

DISCUSSION

The study was performed to understand the Impact of Social media marketing and consumers purchase intentions. The study focused on various factors influencing customer buying behavior towards online purchasing from various social media platforms. The research was conducted to know the what kind of impact does social media create or influence them to purchase and make decision among customers and to know whether their purchase experiences from such platforms created a positive impact on recommendation of purchase from such platforms to others. It was found that social media is the easiest platform to purchase all kinds of products among shoppers these days and its use have been remarkably increased post Coved 19. Social media marketing, now a days have created a big platform like Facebook market, Instagram posts, advertisements and promotions popping up on wall of the consumers thus creates an interest in the minds of the users. In future, digital media marketing will have a major part in all kinds of business through social media platforms.

LIMITATIONS AND CONCLUSION

LIMITATIONS

The outcomes of the study were accompanied with some limitations. Firstly, the opinion of respondents may differ based on constraints such as age, and employment details. This sample size taken in account for this study was very less due to the time constraints and it is comprised of majority of employed group and the perceptions, satisfaction and their purchase intention through social media platforms may vary from time to time and based on their interest. Secondly, the respondents may have filled the form in haste and were not wholehearted to take part as there were

time constraints. Finally, Lack of face-to-face interaction due to the Coved 19 pandemic was also seen as a limitation, which otherwise would have helped to study the matter more precisely

CONCLUSION

Through this study we can conclude that there is a positive impact of social media marketing on consumers Purchase Intention, among the factors that influenced the customers to buy products from such platforms with Brand name turned out to be the most influential factor among other factors because the consumers were following their favorite brands online and gets up to date information from them. Recently social media platforms have introduced digital marketing thorough their platforms so that the users will get everything in one single place as it is a rapidly growing platform for creating a brand identity and positive brand association, promotion and building relationships with customers.

Social media is a platform which not only connects people worldwide but also serves best for Marketing The study has also revealed that since social media marketing is the most preferred type of digital marketing as compared to the other types both for consumers as well as marketers. Social media is free to use and promote stuff and connect with customers. Here, the customers are able to review their products and purchase it so that they feel very comfortable. Also, social media sites promote the products through advertisements it makes it very simple for the users to know about new products and deals. So, the consumers are happy about the new technologies provided by the social media marketers. Social media marketing being a part of digital marketing has a great scope in the near future.

FUTURE RESEARCH

It is recommended that future studies should also consider other variables regarding customer behavior such as, problem recognition, searching of relevant information, evaluation of alternatives, final purchase decision, and post purchase satisfaction.

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Understanding Emerging Trends of OTT and Youth Behaviour

Sweta Rani and Dheeraj Kumar

Abstract

COVID-19 has been considered once-in-a-lifetime worldwide epidemic that altered the way people consume media. During this epidemic, an indisputable trend emerged; the adoption of over-the-top (OTT) services. OTTs have given consumers a never-before-seen advantage; a wide range of content, ease of access, and device/medium options. The present study explores the psychological consequences and behavioural changes that OTT platforms have on people. Binge-watching (watching the show until it gets completed or ends) is a relatively new behaviour pattern that has grown in popularity in recent years, eventually becoming one of the most popular ways to spend leisure time, particularly among youths. The objective of the present study is to explain the current state of knowledge and psychological circumstances surrounding binge-watching, and to assess the pandemic role in emerging OTT media consumption patterns and the influence of expanding content consumption on psychographics (different behaviour, attitude and other psychological changes among people). This study is based on systematic review of literature, which includes 20 studies.

Keywords: Entertainment, OTT Platforms, Binge Watching, Youth Behaviour

Introduction

The emergence of Covid-19 epidemic followed by nationwide lockdown not only hampered business development and financial results, but also spurred a shift in people's attitudes regarding product and service consumption, especially digital-based consumption. The shift in consumer behaviour anticipated by the government of India's shutdown, and it is believed that a considerable number of these societal changes are not ephemeral in nature; they are likely to last a long time. Nowadays, one of the most affected area is media and entertainment (M&E), which is heavily reliant on promotions as well as on-ground activities and events. The internet entertainment business in India has seen significant expansion in recent years. All of this has been made possible by the changing lifestyles of Indian viewers, a dramatic shift in the types of material consumed, and the emergence of numerous online video streaming platforms via which the information is delivered to them. (Rachita Ota, 2020). The country's news media and general entertainment sectors have changed dramatically in the last decade and more, thanks to the internet explosion. With the introduction of quicker and cheaper internet services in the form of mobile connections and widespread availability of broadband services, there has been a significant increase in the

number of individuals accessing online material and the amount of time they spend watching online videos. (Garima Sharma Nijhawan, 2020). OTT has become the new buzzword, and it may come as a surprise to some that OTT platforms in India are over a decade old. In the year 2008, Reliance Entertainment established India's first OTT platform. Over 40 OTT providers operate in India now, including domestic and foreign companies such as Netflix, Amazon Prime, Disney+ Hotstar, Zee5, and Eros Now. The national government began a series of economic and social reforms in 1991, under the leadership of Premier Narasimha Rao. The government has enabled commercial and international broadcasters in India to participate in restricted operations under the new laws. This strategy has been used by all following federal administrations. International networks such as CNN and STAR TV, as well as private local networks like as Zee TV, ETV, Sun TV, and Asianet, have begun satellite broadcasts.

According to the BCG research 'Entertainment Goes Online,' OTT users may be divided into three groups:

- a) Traditionalists – Audience of Traditional TV Programme
- b) OTT Experimenter – Audience of both conventional and OTT.
- c) Early Adopter – who prefers OTT platforms for entertainment. (Garima Sharma Nijhawan, 2020)

According to 2021 Ficci-EY media and entertainment sector poll, rural people will drive growth in India's Internet user base by 2021, rising from 38 percent to 52 percent. The Indian Media and Entertainment industry is expected to grow by 25% in 2021 and Trajectory expected to reach 2.23 trillion by 2023 at a CAGR of 17%. This will undoubtedly have a significant impact on the content format and language that must be developed. (<https://ficci.in/pressrelease-page.asp?nid=4137>, 2021)

In light of these complexities, it is clear that OTT adoption has increased significantly as a result of the COVID shutdown in India and throughout the world. This shift in consumer behaviour is fascinating to monitor and assess since there are many levels to this purchasing pattern that must be untangled and understood from multiple perspectives. Aspects such as the type of material consumed, consumption times for various genres, consumer age and content consumption habits,

TV channels vs. OTT providers, the influence of the medium on advertising patterns, creative bargains and discount packaging, and so on.

Online streaming has turned out to be a profitable possibility for content creators as it has grown in popularity, resulting in more and more content being uploaded to the internet. Youths are the primary target audience for web series and other internet streaming material. The 'binge-watch' approach is the emphasis of these internet video streaming providers. To further comprehend this, imagine that you've planned to watch only one episode of a web series for the day, which will take less than 30 minutes, and you're tempted to watch more and more episodes, despite the fact that you'll be wasting many hours of your day doing so. (MATRIX, 2014)

Streaming services have given people access to whole TV libraries which led to "binge-watching," in which a viewer watches multiple episodes of a single TV series in one sitting. Binge-watching is a relatively new behavioural pattern in which two to six episodes of a TV show are watched in one sitting. Multiple on-demand streaming sites, such as Netflix, HBO GO, Amazon Prime, Disney+, Voot and Zee have helped to popularise this behaviour. Binge-watchers have their own shows now. Working on this basis allows these platforms to attract young people who are searching for pleasure on their smartphones or laptops. Because today's television soaps are dull, pointless, and lack innovation, young people prefer to watch drama, humour, action, love & romance, thrill, and other genres that are available in the form of online series or episodes. (IZYDORCZYK, 2021)

Binge-watching has unquestionably become a popular and fun technique for today's audience to consume media material, such as TV programmes. Although the phenomena have been noticed since 2013, research on its psychological circumstances, such as personality characteristics, motivational, and emotional causes, is relatively limited. Excessive binge-watching has been linked to behavioural addictions including video game/internet addiction and problematic social media usage, according to recent research. This highly engaging behaviour delivers rapid reward, which may lead to a lack of self-control and the individual spending far more time watching TV programmes than they intended. There is also a link between this sort of sedentary activity and job or social connection neglect, loss of sleep, bedtime postponement, obesity, or an increase in unhealthy food consumption, according to research. (Chen, 2017)

Objective of the study

The objective of the present study is to explain the psychological circumstances surrounding binge-watching, and to assess the role of pandemic in emerging OTT media consumption patterns and the influence of expanding content consumption on different behaviour, attitude and other psychological changes among people.

Research Methodology

The present study employs systematic review of literature. Twenty research articles have been selected from online sources and offline sources concerning the nature and requirement of the study. A systematic literature review identifies, selects and critically appraises research in order to answer a clearly formulated question. This systematic review follows a clearly plan to fulfil the aim mentioned in the objective or the research question of the study before the review is conducted

Conclusion

- It has been found through the systematic review of literature that web series and internet streaming entertainment have a significant influence on Indian youth. The information created and shown on internet platforms has remained successful in capturing the attention of youths and diverting them to online platforms from traditional television soap operas.
- The content available on OTT platforms has had a psychological impact on Indian youths, who have proclaimed to experience sleeplessness, anguish and insecurity as a result of it. The teens are also losing ground academically and are becoming more vulnerable to health problems. Binge viewing also has negative impact on their relationships with friends and family.
- Binge-watching has impaired the physical, mental and psychological health in unexpected ways over time. Reduced physical inactivity, sleep issues and exhaustion, blood clots, cardiac problems, poor nutrition, social isolation, behavioural addiction, and cognitive loss are among the concerns identified by researchers.

- Binge-watchers were more likely to report to feelings of anguish, lack of self-control and loneliness. It has also revealed that there is a link between people who were depressed and those who spend a lot of time watching television.
- Watching information on any media is a matter of habit that develops over time. OTT players took full use of this inventiveness during COVID 19, and the ability to access a wide range of material on personal devices such as smartphones and tablets provided youths the choice to view whatever they desire.
- COVID 19 has aided in the widespread adoption of the medium in metropolitan areas where individuals have more disposable income than in semi-urban or rural India.
- This new media platform is fast expanding and gaining traction by the day. The youths have shifted away from traditional broadcasts and inclined toward mobile devices. The development of Reliance JIO, as well as cheaper bandwidth and uninterrupted 4G connectivity, has aided the growth of OTT platforms significantly. The media and entertainment industry has relocated to a new location.
- The pandemic has changed the concept of filmmaking and the way a movie is sold in India.
- The most significant finding is that OTTs don't have to adhere to a "traditional commercial theatrical framework" and may be unique, which has attracted new viewers. Language variables are being snapped up by OTT platforms.
- However, since the second wave, the pattern of movie viewing has shifted, with collections available exclusively on weekends. The industry is hopeful that the festival and big-name films will help to improve collections.
- All of India's prominent performers, particularly theatre stars, are supporting OTT theatrical productions. They haven't completely moved to OTT and still have a theatrical presence. The celebs are well aware that their 'box office ratings and collections' have elevated them to the status of mass heroes. The beauty of OTTs is that anyone from anywhere can become famous instantly with only one programme or film.

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Innovative Trends in Animation Technology

K. Alagappan and P. Sri Jothi

ABSTRACT

Animation is one of the fastest growing industries in the world today. Excellent career opportunities for the younger generation to choose as their career option. In the beginning the animation term focused on the entertainment industry as the advancement of the technology animation now been used to a more significant border ranges of areas like advertising, interior, fashion, marketing, medical, army etc. There are new innovations in the animation technology which we have been witnessing in the realm of animation. In this paper we will be seeing the various advancement of the technology in the animation field. How the advancement has enhancing the quality of the output in the entertainment industry like cinema, game. This paper also focuses on the how the technology advancement made the animation industry to enter the other fields. The paper will explore the various animation technology like performance capture the advancement of the motion capture, Facial motion capture which enhance the quality of output in terms of the emotion expression in the characters. The real time rendering which helps the artist to view the application of the output as when applied, which save a lot of time. The incoming of the game engine to the cinema industry gave pathway to the virtual production.

Keywords: Animation, Technology, Performance capture, Real time rendering, virtual production.

Introduction

Animation is most likely the quickest developing industry among the entertainment industry. One of the unique enterprises, we would think of it as one of the superb choices of career for current generation of students. At first centered around media outlets, the innovation has now been utilized to a more huge impact on a more extensive scope of regions including, yet not restricted to media but also in other fields like medical, education, defense etc. According to that point of view, there are a few developments we have been seeing in the domain of animation. In this paper we will look into the trends in the animation technology.

Innovative Trends in Animation Technology

Dismissing the impacts of liveliness and the advancements happening in this classification ought to, truth be told, be self-destructive for an advertiser. The most imaginative patterns you might find in the liveliness business would be one of the most incredible you can choose to put forth awesome out of your business attempts. If it's not too much trouble, note that the patterns we are discussing are just agent in nature and there are a few other imaginative impacts you would be sure very much want to try different things with. We will zero in on the chosen handful for this aggregation.

Whiteboard Animation

Obviously, whiteboard animation is one of the oldest animation techniques. Notwithstanding, more than a couple of years, there have been a ton of strategies and programming instruments that have given another aspect to the idea of whiteboard activity. Regardless of whether or not you know quite a bit about white board innovation, these apparatuses assist you with accomplishing the best outcomes.

The whiteboard videos assist you to create beautiful animation for your explained videos. Obviously, there are a few different choices accessible that would assist you make remarkable introductions with the right kind of Time slip by programming choices. You would have to comprehend the ideas which ought not take in excess of a couple of moments.

Animated Web Series

The web series has been perhaps the most generally utilized publicizing methods in the course of the last hardly any year. The creation advances and the enhancement for them have been novel by their own doing and assisted you with accomplishing the best outcomes concerning very good quality publicizing.

Brands these days have been into making animated web series featuring their items and administrations. Assuming you are equipped for making a couple of pleasant ones at that, your

clients would to be sure be drawn in and would make want more and more. Animated web series has been one of the savvy method for publicizing.

Indeed, we have been living during a time that spins around AR and VR. How might we expect showcasing and promoting stay unaffected from the impacts? Obviously, the innovation has been somewhat costly, and it would require the perfect proportion of speculation.

Not that the idea of AR and VR is anything new to manage, yet the impacts are being felt in the movement type over the recent years. The force of VR and AR lies in the way that it assists you with making a couple of stories and ideas that tend to vivid. Indeed, AR and VR are tied in with eradicating the contrast between the genuine and virtual universes. According to that point of view, we would treat selecting AR and VR in livelinesss can have enduring impacts.

As we go toward a more futuristic view of the world, more and more people are becoming enamoured with the concept of virtual reality (VR) and the capacity to engage with and experience a 3D environment that is radically different from their daily life. In 2021, virtual reality is expected to be one of the most popular video animation developments.

As Oculus Quest explains in "Oculus Quest | Reality Meets Virtual Reality," virtual reality has so far been dominated by the gaming industry. The company has pioneered virtual reality headgear and technology, allowing consumers to transform their gaming experience into a realistic one.

Real-time Rendering

The rendering ability of the game engines and the other capabilities of tools concerning the animation has been quite groundbreaking enough. The advancement in the technology arena has been setting up new standards for the animation creators. The improvement has been at the root of the changing face of animation.

The real-time rendering and creation have been helpful in offering high-end flexibility for an enhanced level of post-production and compositing.

VFX for Films: Real-Time Rendering

VFX in movies is still a time-consuming and labor-intensive process. Furthermore, the levels of approval and the number of iterations required for a shot to pass make to feel the artist as though they have little ownership over the job. When Unreal was made free, all of a sudden, every individual artist had access to this incredible technology for rendering stunning artwork without the need for a render farm. That's when the artist realised that with all of the resources they had already, Still, to combine most of those approaches, such as camera, animation, and compositing, with real-time rendering to get zero render time. It's as if the best of two worlds had collided. When Unity published Oatis studio's film Adam, the artist realised that people were already experimenting with real-time filming, and it looked incredible. That's when the artist began to adjust the workflow to be more real-time, and the artist thrilled to see how many more artists have discovered Unreal and how quickly the community has grown. Given Mandalorian's heavy use of virtual production, the artist believe real-time rendering will find its way into film and visual effects production sooner than we think. The difference in render quality between UE4 and offline rendering is already visible. The artist believe it will only be a matter of time until VFX adopts real-time as a necessary aspect of the workflow. Currently, it's primarily utilised for previsualization and on-set production, but as ray-tracing technology improves and hardware becomes more powerful, it will become more widely employed.

Death of 3D CGI

Computer-generated imagery has long been used in animations. One of the most notable parts of any animation film or related content was 3D CGI. But that is no longer the case. We've seen a significant drop in the utilisation of 3D CGI.

It could just be a hunch, but the effect of 3D CGI has been fading away slowly enough to trust. These days, 2D CGI is the hot topic, and it's often regarded as one of the best solutions in terms of quality. 2D CGI is claimed to provide more opportunities for creativity, and as a result, it has quickly surpassed its 3D cousin.

The growth of Motion graphics

Motion graphics has been steadily increasing in popularity. We feel it will undoubtedly provide more diverse alternatives for imaginative and creative filmmaking. If vivid videos are your thing, motion graphics will make sure you have a fantastic time.

Motion graphics give your animated characters a distinct aesthetic by making them appear to move rather than simply altering positions. Indeed, motion graphics can assist you in removing the cartoon-like movement. In reality, motion graphics should be the greatest choice for creating a few visually appealing and educational videos. In fact, it would be an ideal choice for generating an illusion movement impression. Get a free hand and choose from a variety of visual options.

Conclusion

The animation industry, after all, has been around for nearly 140 years, which is a very long time. Over the course of its existence, it has undergone a number of significant alterations. We have been witnessing consistent and decisive advances in response to such modifications. Lately, the changes have been extremely quick. These notions, such as 360-degree videos, have brought about fresh alterations and altered the way things have been taking shape.

of course, you may not be taking advantage of all of these capabilities and developments in your quest to showcase your talent. However, if you truly want to get the most out of animation and the new trends that are coming from it, keeping an eye on the development is a must.

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THE USE OF PERSUASIVE TECHNIQUE MISREPRESENTS THE REAL CULTURE OF AN ODIYAN: A CRITICAL ANALYSIS OF THE MOVIE *ODIYAN*

Jisha V G and J Chriso Ricky Gill

Abstract

The purpose of literary narratives and film narratives are to entertain and aware society. The only difference between literary narratives from film narratives is literary narratives visualise the incidents and events through words that have to be converted into visualisation by the readers whereas film narratives can directly visualise events. So, film narratives are more powerful than literary narratives. The present scenario is much indebted to media than literary texts hence the media manipulates matter and manners which mislead society in the wrong direction. Films are handled with different themes such as history, culture, tradition, communities, etc. But nowadays films give a wrong persuasion to the audience because they aim to make movies as blockbusters particularly the film narratives in indigenous communities' culture. The recent movie Odiyan unfolds the theme of the indigenous culture of an Odiyan who is persuaded in a wrong way through this movie. Some literary narratives are there to discuss the Odiyans, but most of the people are not much aware of these particular indigenous figures because they are considered myths. The present study focuses on how the film Odiyan misrepresent the culture and custom of Odiyans and this misleads the audience in a wrong way by using the persuasive technique.

Keywords: Film narratives, Literary narratives, indigenous culture, indigenous community, persuasive technique

INTRODUCTION

Cinema, in India, is produced at its maximum than any other country. Here films are part of peoples' life. Indian films can be divided into two categories such as popular cinema and art films. Among these two categories, popular cinema is more active and interesting because such films have been taken for commercial and entertaining purpose only whereas art films are created for a special group of people who loves arts and not for the mass audience. It gives priority to art, aesthetics etc. Cinema plays an important role to mould society just like literary works do. Many uncultured practices have been done in societies without proper awareness. Literary authors penned all these social issues through their works which gave awareness to people only those who

are literate. Comparatively film narratives are so strong and effective than literary narratives because films can enter into the lowest strata of society. Many films have been reacted against social anarchism. Cinema can influence the thinking level of the people and it also can transform society and social trends (UKEssays, 2018). Cinema also helps to understand the cultures and traditions of particular societies. It is the wish of a filmmaker to twist the real culture to make the movie more interesting and through this, he gives a wrong persuasion of the particular culture. The current paper analyses how the culture of Odiyan deviates from the reality in the 2018 released movie *Odiyan*.

Before the release of each movie trailers come out for advertising and attracting the masses. The trailers include attractive scenes which create persuasion among the people about the movie. Before the release of the movie *Odiyan*, several advertisements, trailers and stills are come out. At the time of the release of trailers only most of the people came to familiar with the name Odiyan. Only the people from north Kerala are familiar with Odiyans because they were common in these regions. Mohan Lal played the title role of an Odiyan Manikyan. The advertisement and promos of this movie gave enthusiasm to the common people because of the stardom of Mohanlal who appeared as an Odiyan. So, people expect more from this movie and they began to search for who this Odiyan is. They collected all the relevant details on Odiyans and before the release of the movie most of the people were familiar with these figures. But the film was quite contrary to all the promotions and advertisements and it disappointed its spectators (Sreedharan, 2018).

The movie *Odiyan* can be categorised as a folklore movie that tells about the folkloric element of an odiyan, a popular figure who reigned the Kerala society during the 1950s and 60s especially the northern Kerala. The real purpose of folkloric films is to produce such films for better documentation or future use or research purposes. The term folklore film is coined by Sharon Sherman (Palakkal,2019). But the movie *Odiyan* cannot be included in any of these categories as it has deviated from the actual folklore of an Odiyan. The folklore of an Odiyan goes like this. The word *odi* means to break something. Normally, Odiyans break the spinal code or nerve of the enemy and from this doing they got the name Odiyan. So, such inquires make the people more thrilling and they eagerly waited for the release. Many literary narratives are there that discuss the real Odiyans. The movie failed to stick to the real folklore instead it concentrated the commercial

success. If any movie has folkloric content can be described as the folkloric one, that focuses on the individual performer, the community and its culture and texts and artefacts (Palakkal, 2019).

As far as the Indian film industry is concerned it is the biggest film-producing country in the world. Movies can also be considered as cultural artefacts like any other art form (K. R, 2020). Histories and myths often become the central theme for films and such films pay much attention to retaining the originality at its maximum. The regional Malayalam film industry has witnessed many such movies such as *Oru Vadakkan Veeragatha* (1989), *Pazhassi Raja* (2009), *Kayamkulam Kochunni* (2018), etc. The filmmakers faced a shortage of materials for making films they turn into folktales which are transmitted orally from generation to generation. Indeed, the folk tales open a new window of culture in front of the spectators through which one can understand the tradition, culture and custom of a particular community.

It is undeniably can be said that Odiyans marked a dark era in Kerala society by using their black magic. The common notion about these figures is that they are a myth but more than as a myth they were the living figures who belonged to the slave castes such as the Pulaya, the Paraya, the Paana etc., particularly in the Paraya community. They had led a peculiar lifestyle and the details about them are not actively documented or narrated because the strong caste system did not allow for that. A few numbers of textual narratives came out on Odiyans but who remained to continue on pages for unknown for many years. Only the bookworms and the people who had experience with Odiyans know about these figures.

BLACK MAGIC IN NARRATIVE LOCATION

Odiyans were black magicians and almost all the known Odiyans were cruel people. In the period when Odiyans were believed to have existed both men and women were afraid to enter outside after dusk. Odiyans used a special kind of oil which is made from four or five-month grew up the foetus. Odiyans noted the pregnant women at their first pregnancy. They attracted the women by chanting some spells and brought them to a pre-fixed spot where they took the foetus out from the womb and they collected the amniotic fluid from the foetus. After that, the woman went back to her home and the next day, she would be found dead by bleeding. Odiyans added some medicinal plants in the amniotic fluid by chanting some manthras. They applied this oil on the back part of their ears at the time of the *odi* performance. During this time, they can be transformed into an

animal that they wished to be. They can transform into animals like cats, dogs, buffalo, etc. but these animal forms have some kind of deformities like a one-eyed dog, tailless cat, hornless buffalo etc. Odiyans did the black magic *odi* for the landlords to kill their enemies. This is the basic history of Odiyans and all these notes were absent from the movie and this story circulated from generation to generation. This history is known to a small number of people because this is the history of lower caste communities. So, most of the stories of Odiyans propagated orally. Unwritten histories are more valuable and beautiful than written. In this context, the theme of the movie is a novel one and the movie would have become a remarkable one in the history of cinema if the director had given much attention to the real side of an Odiyan. Normally, the presiding culture has supremacy in blockbuster films and the indigenous cultures get rare opportunities to bring their real culture (Bickford & Warren, 2020).

The director failed to visualise the real Odiyan through the character of Mohanlal. The character of Odiyan took different animal forms but all were in a masked form of an animal. It can be said that the shape shifting form of an Odiyan is considered a myth otherwise they are real. Odiyans had special abilities and powers and the movie itself supported this notion but it is failed to bring all these under visualisation. The character Odiyan got a lot of build ups in his special powers but in reality, all are in vain (Arikatla, 2018). The filmmaker gave a false notion on *Odividhya* which is the black magic performed by the Odiyans. Odiyans need a kind of oil that is extracted from four or five-month grew up foetus for performing this *odi*. Odiyans are known as the king of darkness because they performed this *odi* at night times. They appeared in a disguised form of animal and attack the enemy. But in this movie, *Odividhya* is shown merely as an *iruttadi* (beat in the darkness) (Bharadwaj, 2018). The director has led the audience through his wrong execution of an erstwhile culture. Odiyans had a distinctive culture that is not properly narrated in this movie. A few literary texts and folklores were discussed about the actual face of an Odiyan. It seems that the director as well as the scriptwriter did not pay much attention to know more about Odiyans. They make this movie just for commercial purposes and not to bring the unique identity of Odiyans. The black magic *odi* is a skilled art and through continuous practice, only one can perform this black magic. The *odi* can be included in the list of martial arts.

Odiyans' ability to shapeshift in its literal sense can be considered as a myth but in a real context it is impossible and they appeared in front of their enemies in the disguised form of an animal.

They can easily climb, jump and run very fast within a short period and the director failed to bring all these notes in this movie. Here Odividhya, the ability to shapeshift into an animal presented merely as a fancy dress (Viswanath, 2018).

CONCLUSION

The soil of Kerala is rich with folklore, anecdotes, superstitious beliefs, cultures and traditions. In most of them are undocumented. So, the director must study Odiyan properly and then make a movie. The film was released in 2018 on December 14 worldwide and this movie is also released in the dubbed versions in Tamil and Telugu languages. In films, persuasion is always an active element. Through this movie, the director gave a wrong perception of an indigenous community to his nation as well as the other nations.

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USE AND IMPACT OF INFORMATION COMMUNICATION TECHNOLOGY ON BUSINESS

S. Selvaganeshan, A. Mariyappan and C. Hariharasudan

INTRODUCTION

Business Development is the process of improvement that enables a business to become more efficient, profitable, and thereby creating or safeguarding jobs. Business development therefore does not only concern marketing and sales departments, but all parts of a business which constitute its value chain and requires effective communication and co-operation within a company. Over the last 20 years ICT has increasingly been identified as a major contributor to the process of business development and improvement and it has been identified that “ICT is responsible for around half of productivity growth in modern economies. It drives improved efficiency and better services and products across the entirety of the private and the public sectors.” Organizations must continuously change due to ongoing changes in the environment. In trying to improve the performance of the organization, the focus has shifted over the past years from the organizational level towards the interorganizational level. A first business trend is the use of information and communication technology (*ICT*) to decrease costs and increase capabilities. Developments in ICT such as the World Wide Web, Electronic Data Interchange, and electronic mail can be seen as enablers to cross organizational boundaries more easily when dealing with information intensive processes. From the early efforts to support existing interorganizational processes (e.g. the exchange of documents between organizations), the focus has shifted to the emergence of new ways of doing business. Examples of this include the introduction of electronic trading markets, electronic auctions, and electronic bookstores. ICT has developed from a minor force supporting the interorganizational processes into a dominant force for shaping these processes. Outsourcing of secondary activities is another business trend. Organizations concentrate on their core business and specialize in main activities to reduce costs. This is a consequence of operating in a turbulent environment. Turbulence consists of two components: instability and randomness. Instability refers to the frequency of change. Randomness refers to the unpredictability of both the frequency and direction of change.

Globalization as a business trend has been realized by international trade agreements such as the European (GATT), and the North American Free Trade Agreement (NAFTA). This has resulted in a worldwide market in which organizations must compete. The business trends mentioned above indicate changes especially at the interorganizational level: increasing and changing communication between organizations, shifting organizational boundaries, and geographically expanding relationships between organizations. In keeping with their complex nature and multiple applications, information and communication technologies (ICTs) may be viewed in different ways. The World Bank defines ICTs as “the set of activities which facilitate by electronic means the processing, transmission and display of information”. ICTs “refer to technologies people use to share, distribute, and gather information and to communicate, through computers and computer networks”. “ICTs are a complex and varied set of goods, applications and services used for producing, distributing, processing, transforming information – [including] telecoms, TV and radio broadcasting, hardware and software, computer services and electronic media”. ICT plays a crucial role in business communication and gives companies a competitive edge. Information and Communication Technology (ICT) provides business communications avenues crucial to remaining competitive in local and global economies. The three important things in ICT are as follows:

Components

ICT includes e-mail, telecommunications and the Internet, and involves the use of computers, telephones, fax machines and copiers, and a variety of mobile communication devices. The term also refers to electronic documents and other content, as well as video communication, software and external drives.

Significance

To compete in the global marketplace, companies use websites to provide ordering information and product lists online, allowing monetary exchange with customers. Websites also allow companies to receive valuable feedback on customer needs and ideas for improvement. Through e-mail, faxes, and telecommunications devices, businesses generate greater accessibility through almost instantaneous communications.

Considerations

To maximize the benefits of ICT in business communications, businesses should incorporate proper infrastructure and employee training to produce proficient workers capable of monitoring and interpreting feedback and understanding the use of e-commerce and software.

Advantages

ICTs may, however, reshape, reorganize and fundamentally restructure working methods, and ultimately the sectors in which they are used. They offer generic advantages of efficiency gains, information-sharing, communication and faster knowledge accumulation, dissemination and application, in support of the specific purposes for which they are used. They also permit new, collaborative work methods through their potential for networking. Communication and interaction between previously isolated agents pool their individually isolated resources, knowledge and experience to build a common knowledge base upon which all members can draw. ICTs can transform work and research methods by enabling group interactions based on central reserves of shared knowledge.

Disadvantages

Despite the undoubted benefits offered by ICTs, significant barriers to their effective use exist in both developed and developing countries. These barriers must be addressed to allow realization of ICTs' full potential. Some barriers may be prevalent (e.g. the generation gap, learning processes and gaining experience in ICTs). Developing countries face these or similar barriers to effective ICT use to a greater extent. In the E-Commerce and Development Report 2001, UNCTAD notes that “in developing countries, [government agencies] will have to deal with problems of telecoms infrastructure [including more restricted availability at higher prices], poor computer and general literacy, lack of awareness of the Internet and regulatory inadequacy, that also hinder other applications of the Internet there”. Technological gaps and uneven diffusion in technology are not new – “older” innovations such as telephony and electricity are still far from evenly diffused – but what may be unprecedented is the potential size of the opportunity costs and benefits forgone by failure to participate in the new “digital society”. Growth in the use of ICTs is highly uneven. There are significant disparities in access to and use of ICTs across countries. Developing countries risk

being left further behind in terms of income, equality, development, voice and presence on an increasingly digitalized world stage.

The Principal Constraints

In adopting and using ICT applications can be summarized as follows:

1. Lack of applicability and little incentive to change business models when returns are not clear;
2. Lack of trust in e-business processes and legal protection including privacy of data, online transactions, authentication, and security; and
3. Shortage of ICT-skilled labor.

Lack of Applicability and Little Incentive to Change Business Models When Returns Are Not Clear

Many firms in developing countries are not fully aware of the opportunities and benefits that can be derived from an ICT-enabled business environment. Clearly, for firms to adopt ICT strategies and applications the potential returns must outweigh investment and maintenance costs. Beyond a certain level of connectivity (PC, Internet access, and online information or marketing), many firms will stay with traditional business processes if they believe ICT is unsuitable for their business, or if expected returns are small. But the decision of whether to adopt ICT often depends on the perceived benefits to the firm's existing business. Although direct benefits are sometimes not clear, there is increasing evidence that e-business is a complex and costly undertaking that calls for substantial investments and institutional changes. Adopting ICT could affect all aspects of a company's operations and business processes, especially its distribution, supply chain, customer service, marketing, and finance. This involves costs that range from building new systems and buying new products (such as computers) and services to running dual systems or hybrid operations (incorporating old business processes) and gaining technical expertise (such as hiring skilled workers to build a Web site).

It is necessary to integrate ICT in its business operations; a typical developing country firm may still face the following obstacles:

1. Lack of understanding how ICT can help to conduct business differently;
2. Lack of accepted, coherent, and industry-specific e-business models in practice;
3. Inertia and internal reluctance to change existing corporate culture and operating structures; and
4. Logistical challenges of integrating into a real-time environment (for example, inadequate transport infrastructure to deliver the firm's products).

Lack of Trust in E-Processes and Legal Protection

From a firm's perspective, trust in e-processes implies confidence that

- Online information and communication are accountable for the quality, reliability, and legality of products and services;
- Personal information and finances are secure;
- Electronic purchases, fund transfers, and business deals are considered equal to paper-based transactions in terms of validity.

On top of the technical dimension of adopting ICT in business practices, shifting from traditional interactions to electronic transactions has led to a number of legal and regulatory concerns. The lack of a satisfactory redress mechanism when things go wrong online may strongly discourage online transactions. The cost of keeping abreast of rapid developments in the complex technological and legal issues involved in online transactions may be too high for many firms.

Shortage of ICT-Skilled Labor

Skilled labor plays an important role because it affects the absorption rate of ICT applications within a country. Some nations depend on a small set of skilled local or foreign ICT workers, which limits the development of e-business. However, this does not necessarily mean that all

countries require a highly ICT-skilled workforce to integrate the newest technologies available. The labor force should, ideally, adjust to ICT technology and applications that are used in the country and within industries. Apart from the lack of ICT-skilled and semi-skilled labor, a significant number of the firms also lack managerial understanding and skills for successfully integrating ICT applications. Many firms rely on internal ICT enthusiasts as their main source of ICT skill and knowledge. Business executives who run the firms may not know what the options are for ICT solutions; in many ways, they do not know what they need to know to make decisions about the allocation of resources and effort regarding ICT equipment and human resources. Appropriate management of ICT adoption requires a firm to have personnel who can combine both business and technology disciplines to do the following:

- select from a broad range of ICT applications (from basic use of e-mail to the much broader concept of data exchange or supply chain management) that would save time and resources for business processes and strengthen the firm's core competence;
- provide guidelines on which types of ICT technologies and telecommunications services would be most appropriate for their firm;
- avoid incompatible systems and networks between firms, clients, and suppliers; and
- maintain and upgrade ICT applications to fit business needs and technology changes.

Public Policies

The potential benefits of ICT applications in businesses are more likely to come to fruition if policy makers focus on removing these obstacles. Specifically, governments can create appropriate environments for ICT uptake. This includes liberalizing markets to expand and improve network infrastructure, providing a supportive legal and regulatory environment for e-business, and taking steps to enhance technological diffusion. Target programs to overcome market failures. often, such programs are needed in particular areas such as demand aggregation (for example, by developing e-government services and encouraging firms to use them) and skill formation (for example, by emphasizing ICT in curriculum).

The impact of ICT on Business

The use of ICT and technology has affected every aspect of business, transforming not only the way that business is conducted but also creating new business sectors and jobs. The creation of companies like Google and e-Bay which did not exist 10 years ago, was only made possible by advances in technology and the changes that this has created in the way that people behave

Some examples of the nature of this change include:

Marketing: The use of websites has allowed companies to develop new and cheaper ways of reaching new markets, offering customers the opportunity of buying goods and services whenever they want and often at reduced cost, whilst also enhancing the level of customer service.

This has been coupled with the expansion and use of e-mails which again has been used by business to market their goods and services directly to potential customers, as well as communicating with existing customers and suppliers.

Increasingly the marketing campaigns of businesses include the use of technologies such as Contact Management Systems that allows them to co- ordinate, monitor and report on various aspects of their marketing campaigns in new ways making these campaigns more targeted and effective.

Finance: Practically all companies now use software programs e.g. Sage or Excel to manage their accounts. This has allowed them to look at financial information when required, monitor and respond to their customers purchasing patterns by e.g. offering discounts and overall improve the management of their finances. The result of this has been for many companies a reduction in their accountancy fees.

Out ofoffice working: For many businesses the need for staff to be away from the office attending meetings etc. or to be based in another geographical location has grown alongside employee demands for more flexible working patterns. However effective communication and ability to access information etc. remains critical to the productivity of these staff members. Therefore through the use of technology many companies now use a range of

technologies to enable this. These include mobile phones, e-mail, broadband, laptops, etc. Thus ensuring that companies are able to be flexible and adaptive depending on their business needs.

Networks: Virtually all businesses now have or have access to a computer. The existence of two or more computers in an office almost always leads to the creation of a network. The main advantage of doing so is that resources can be shared e.g. printers, internet access, files/information can be managed and shared amongst workstations and the security of information can be better managed through a network. Increasingly networks are not just confined to the office but are being adopted so that they allow home/remote working that supports changing business needs.

This transformation has really taken place over the last 20 years and continues to transform the way business is done. No business today can ignore the use of technology as its effective use helps businesses to remain competitive and profitable, thereby creating or safeguarding jobs.

CONCLUSION

ICT is widespread in businesses across sectors and income levels. Also, ICT is playing an important role in allowing businesses to grow faster and become more productive and this alone suggests that creating an appropriate environment to exploit ICT is important. Governments can liberalize the telecommunications market to allow affordable access to network infrastructure, provide a supportive legal and regulatory environment for e-business, and overcome market failures in areas such as demand aggregation and skill formation. Many firms in developing countries may choose to stay with traditional business processes either because the more sophisticated ICT applications are unsuitable for their business, or because expected returns from business reengineering are small. Any supporting role played by ICT is crucially dependent on business processes within firms and the broader economic environment beyond them.

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PERSUASIVE MEDIATION OF FM RADIO IN DIGITAL AGE AMONG YOUTH

M.Venkatesh

ABSTRACT

This Study Examines the Usage of FM radio among Youth in Digital Age. In the digital world, people have vast choices among media especially youths have more media choices like Youtube, spotify, WYNK Music, Jio Saavn. The Main Objective of this paper is to understand how youth prefers FM radio in digital age. This study also examines youth's radio usage and radio listening habits that effect of technological development on radio use, this study used a quantitative research method among youth and found that how radio serves young adults as spend time activity, music box, entertainment and habit. The analysis will show how radio influences youth to listen FM radio in digital age, specific reference to youth among Tamilnadu.

Keywords: FM Radio, Digital Age, Youth Media Choices, Radio Listening, Motivation

INTRODUCTION

Radio is one of the most cost-effective & powerful types of traditional media, radio can be an excellent way for companies to reach a wide group of people. Radio broadcasting was the cheapest form of entertainment, and it provided the public with far better entertainment than most people were accustomed to the listeners in an economical way. Consumers of radio may choose to listen to their favorite FM Radio stations at various points throughout their day, including while they're driving, working or wherever they want. Radio broadcasting began in India in 1922. The Government owned radio station All India Radio dominated broadcasting since 1936 but through privatization and deregulation has allowed commercial privately owned talk and music stations to reach large audiences. Broadcasting in India actually began about 13 years before AIR came into existence. In June 1923 the Radio Club of Bombay made the first ever broadcast in the country. This was followed by the setting up of the Calcutta Radio Club five months later. There are So Many Changes are there in Radio at the Beginning Era. At First Private Fm Radio were not allowed, Later it was Allowed. The major private radio players in India are Entertainment Network India Limited which hosts Radio Mirchi, BIG FM 92.7, Jagran Prakashan Group's, Music Broadcast Limited which hosts Radio City (Indian radio station)|Radio City, D B Corp Ltd. which

hosts My FM & Sun Network which hosts Red FM. Currently, there are 371 private FM stations operating across 107 cities in India. Out of these, 31 are operated by micro, small & medium enterprises. The 21st century shifts from the industrial revolution to a new economic domination of information technology. In the Day to Day Life we use Digital equipment according to our lifestyle. In the Digital Era Many of Us Use Smartphones, Computers, Television & I-Pads to Listen to Music. Where We Have to Pay for The Internet & Music Streaming Apps Like Spotify, Gaana, Wynk Music, Jio Saavn. The Subscription Charge for Spotify has four Premium plans namely, Mini, Individual, Duo and Family which come for Rs 25 per week, 129 per month, Rs 165 per month and Rs 199 per month respectively. The Gaana User will get 1 year subscription of Gaana Plus at just Rs. 299. Wynk Music Allows User to Stream unlimited music with Wynk app without annoying ads at only Rs 99 per month. Jio Saavn Provides Unlimited Ads Free Music for 399/Month. Digital media not only impairs cognitive development, but it also may result in psychological disorders. And Now There is No Subscription Fees for Using Radio in this Digital Era. All We Need is FM radio Receiver and Batteries. Radio is Easily Available and Economically Reliable to the Youth. Radio has moved beyond traditional listening patterns, which has increased its availability to listeners. This study determines radio listening motivations among Youth in this Digital Era, who are Also Using The New Media Technology.

REVIEW OF LITERATURE

Radio broadcasts can provide real-time information, broadcasted 24 hours a day to provide the most recent updates to listeners. Stations have the ability to reach across borders and become a source of information where reliable news is scarce. A radio is something which you can carry around, requires neither data streaming nor Internet bandwidth, and is free of cost. Clearly the radio industry faces a key challenge in trying to compete for younger audiences in this heavily technological era where variety and choice are key motivations for listening to music. If young people continue to abandon AM/FM radio for everything but news, it will have major implications for the medium in terms of programming, its ability to attract advertising, and its long-term future. Radio is still perceived as a good second choice to the MP3, but as these audiences age will they still perceive radio as serving only these limited needs? Alan Albarran, Heather Way, Elizabeth Daggett(2007). When considering the role of the radio in older adults' everyday lives, it is also important to consider the impact of listening on people's well-being. Recognizing that music

makes up a large amount of broadcasted radio content, it is possible to draw on work done on music listening in order to hypothesize how radio listening might feature in everyday life. Music listening is one of the most common leisure activities reported across age, race, gender, and culture groups (Schäfer et al., 2013; Koehler and Neubauer, 2020). Radio stations take numerous steps to retain their listeners. Though in recent times there has been development of online radio, people tend to continue to listen to commercial radio in spite of the hindrance of advertisements. People spend most of their time on mobile phones lately. Even then only few choose to listen to radio over online games. When researched it was found that many listen to radio only at the time of travelling. Many people prefer radio for listening to music and some to get news updates. Radio catches the attention only if the programs are interesting and humorous. Dr.S. Anurekha & Ms. N.Meenakshi (2020). The study also highlights the various reasons for the urban population of Punjab to listen to radio, mainly three factors emerged as most significant which includes, Source of Entertainment, Knowledge updation & Awareness and Social Aspects of Radio. It can be concluded that the emergence of Radio equipped Mobile handsets have revived the radio industry and Radio Listening is now seen as fun and a good time pass while travelling. Private radio channels have skillfully targeted the city audience by imparting unlimited local information. Radio is now seen as a source of local news, traffic blockages in the city, movie reviews etc. The radio advertisements are also localised and hence prove fruitful for city audiences. Further, it can be concluded that many respondents make themselves updated about the surrounding social issues through radio. Kanwal Gurleen Singh(2013). According to Birsen(2012) the Participants, Preferring to Listen to the radio at home and via the internet, browse the internet pages of the stations they listen to but do not take part actively in these sites by making comments or writing opinions. The Interactive nature of the internet environment provides more than just online broadcasting of radio it open up many possibilities. The Study Stated that the Future permanence of Radio Requires Several Conditions. Traditional radio broadcasting will be replaced by specialized, interactive, radio that adapts to new technologies and targets more narrow groups. Based on the Existing Literature, This Research found Gape in Understanding to Map the FM radio usage among youth in this digital age in reference to coimbatore.

METHODOLOGY

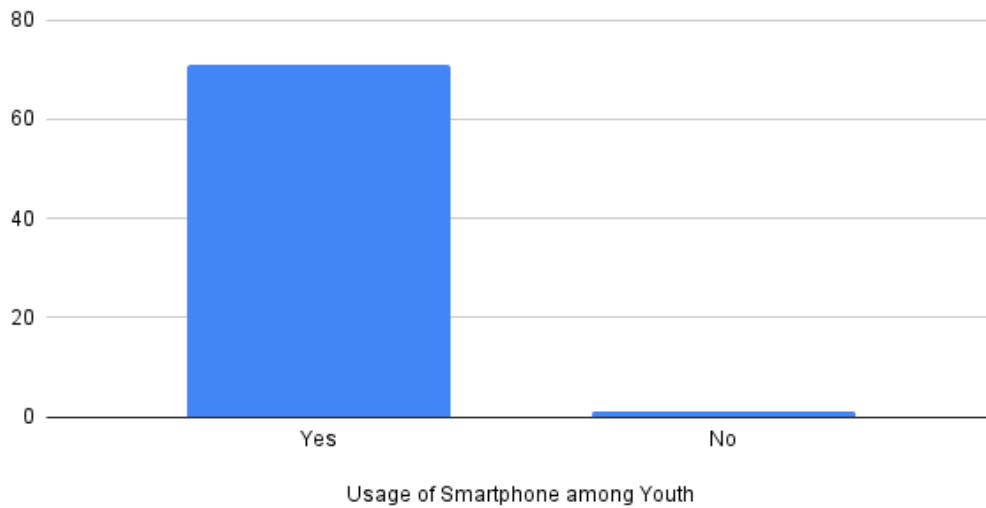
This Study is an attempt to analyse the usage of FM radio among youth in the digital age in reference to Coimbatore. The Research used in Quantitative research method for this Study. Quantitative research is a research strategy that focuses on quantifying the collection and analysis of data. It is formed from a deductive approach where emphasis is placed on the testing of theory, shaped by empiricist and positivist philosophies. Quantitative research is the opposite of qualitative research, which involves collecting and analyzing non-numerical data (e.g. text, video, or audio).

A Quantitative research Survey was conducted to study the listenership pattern of radio among youth in Coimbatore. This survey is in questionnaire format with 20 questions targeting people who fall into the category of age gap of 15-24 (For statistical purposes, however, the United Nations without prejudice to any other definitions made by Member States defines 'youth' as those persons between the ages of 15 and 24 years). The questions were clear and comprehensible to young people and also pitched in questions to understand the impact of radio advertisements on listenership patterns. The questionnaire started from general demographic questions and continued with questions to understand their opinion about radio as a medium of entertainment. Then the questions plunged into the specifications to satisfy the motive of our survey.

ANALYSIS AND DISCUSSION

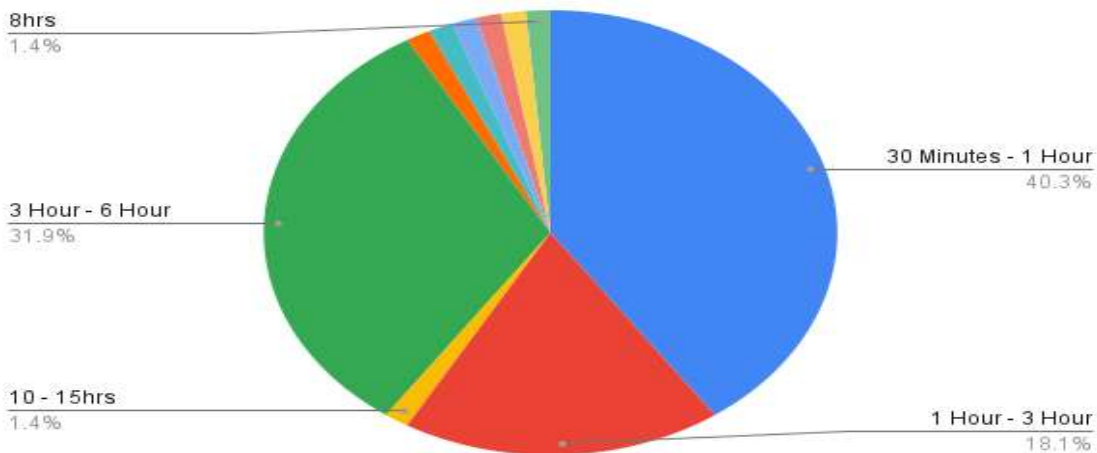
A survey was conducted to study the usage of FM Radio among Youth in this digital age in Coimbatore. This survey is in questionnaire format with 20 questions targeting people who fall into the category of age gap of 15-24. The questions were clear and comprehensible to people from different fields and also pitched in questions to understand the impact and usage of radio on listenership patterns. The questionnaire started from general demographic questions and continued with questions to understand their opinion about radio as a medium of entertainment & economically reliable mass medium. Then the questions find out the specifications to satisfy the motive of this research survey. We got about 70 respondents, with a maximum of Male (53.5%) and Female (46.5%), who attended all the questions to the best of their knowledge. The analysis of the report are as follows:

Count of Smartphone Users



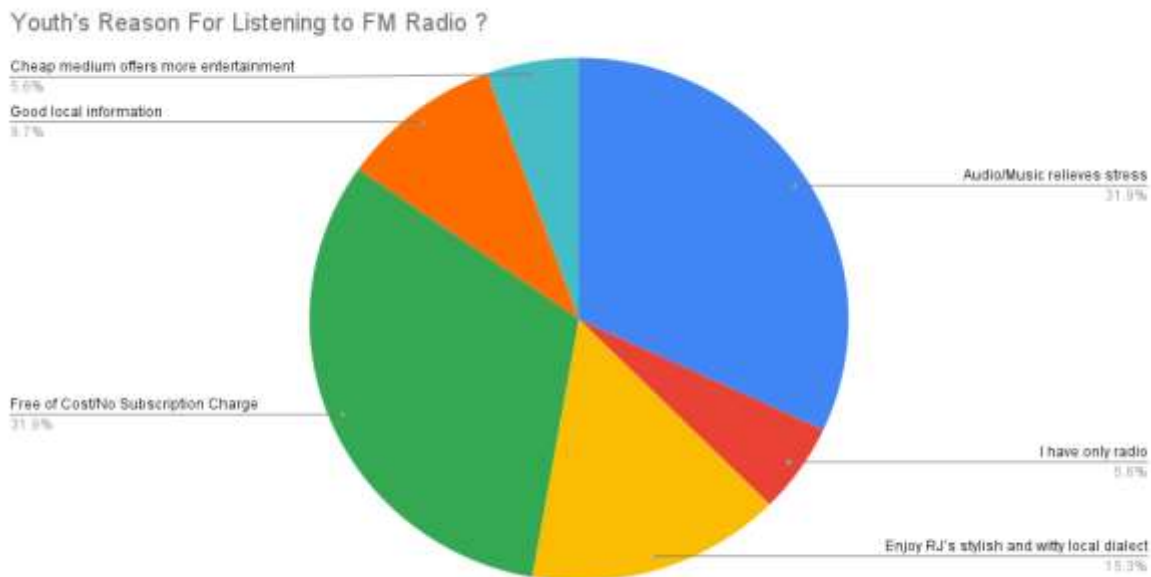
Nowadays Every Youth is a Regular Mobile user,they can come across various mediums of entertainment that is available in both paid & free of cost.According to the survey there are 92% regular mobile users and rest of them 8% are frequent mobile users.The Usage of Smartphone is also 98% in among 70 Participants,this shows the dominance of technology among the Youth.There is no doubt that a Smartphone is a handy tool. It eases communication with colleagues, friends, and relatives. But every technology that provides such benefits comes with a set of negative impacts. The impact of smartphones on youth and society is immense.

Count of How Much Time Do You Spend in Using Internet ?



The above pie chart data shows the internet usage of the youth, Nearly 40.3% individuals use internet from 30minutes – 1hour along 18.1% individuals use internet from 1hour – 3hours. And Very Huge 31.9% Use Internet for 3hour to 6hour The Usage of Internet shows how the New media dominance.

Based on our survey it is seen that the maximum number of individuals using the internet for 30minutes – 3hour which come to about 58.4%. Few of them use the internet for 3hour – 6hour which is 31.9%. And very few use the internet for the whole day which is from 6hours to 15hours. As per the survey it rounds upto 10%. There are So Many Positive and Negative Sides of using Internet among the Youth. The Usage of Smartphones and internet can cause Stress, Sleep Loss, Anxiety, Risk of Cancer, Cyberbullying, False Prestige, Obesity and vision related problems. Among the 70 Participants 95.7% are FM Radio Listeners. The FM Radio Listener motivations varied from one individual to another individual some people focused on the enjoyment that listening to the radio creates while some noted benefits to their wellbeing, such as relaxation, modifying their mood, and feelings of comfort and community.



According to the Data Collected, The Youth's specified motivations of listening to radio in this way:

Free of Cost/No Subscription Charge

I have only radio

Cheap medium offers more entertainment throughout the day

Enjoy RJ's stylish and witty local dialect presentation

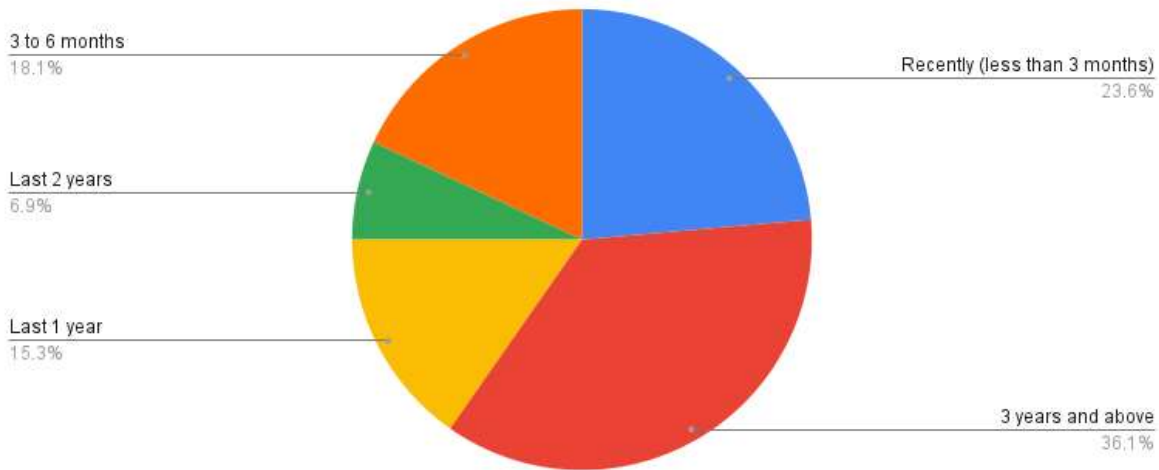
Good local information

Audio/Music relieves stress

When it comes to reasons for choosing radio for entertainment, about 32.4% enjoy music to relieve stress in listening to FM radio, another 32.4% use FM Radio is Free of Cost/No Subscription Charge, Remaining 35.2% enjoy radio for other reasons like Cheap medium offers more entertainment throughout the day, Enjoy RJ's stylish and witty local dialect presentation, Good local information and They have Only Radio. All radio stations have more or less equal listeners who might be slightly minor difference from one station to another. The percentage of radio listeners in each station are Radio Mirchi 55.1%, Suryan FM 20.3%, Hello FM 11.6%, Radio City 10.1%, All India Radio 2.9%. It seems Radio mirchi is proudly in its top position among youth in coimbatore.

Based on the Study the radio listening method of youth is mostly on the morning time, evening time and the night time. They Listen to radio while Travelling, Doing Another Works. Using radio as the entertainment medium for them becomes ease and reliable. Most of them feels that Listening to FM Radio Does not Affects their Daily Routine which is about 81.2% and the remaining 14.5% feels like maybe that can affect their daily routine and 4.3% feels listening to radio affects their daily routine. In the 70 Participants there 38% Regular Radio Listeners, 26.8% Sometimes listens to radio, 22.5% Frequent radio listeners and 12.7% are listens to radio very rare.

How long have you been listening to AIR/Private FM radio stations?



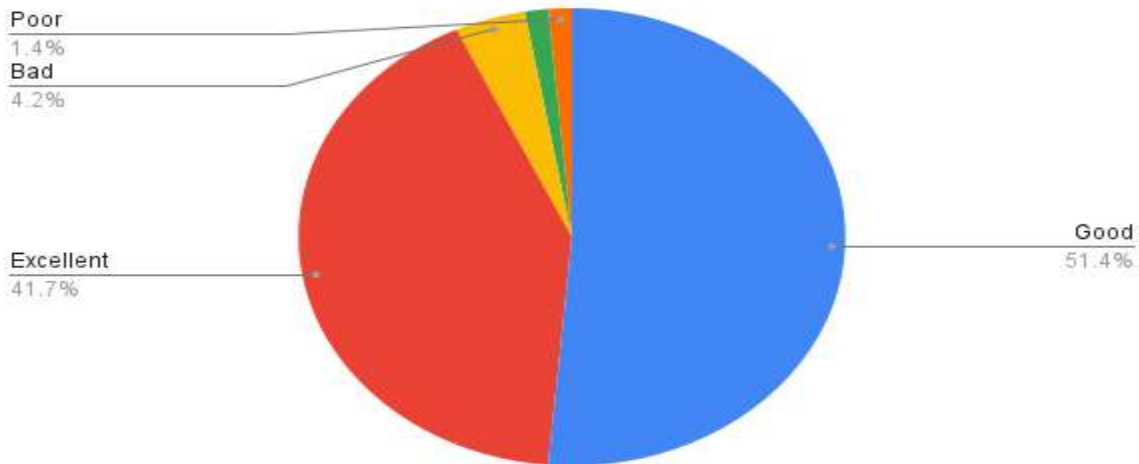
It is shocking to see such the answers for the question “How long do you listening to AIR/FM Radio Stations. Almost 36% of them listen to radio for 3 years and above. 23.6% Started to listen radio recently for 3 months. 18.1% is Listening radio from the last 3 to 6 months, 15.3% started listening to radio in last 1 year and finally 6.9% listen to radio for last 2 years. The FM Radio Listenership has been increased in the covid pandemic situation and radio evoked positivity among many individuals. Hence Radio is a Positive medium.

With the evidences from our research, it is shown 94.3% of Youth use radio because of free & there is no subscription charge. Following 5.7% are Unsure about the Subscription charges for radio. Thus Show Radio is economically reliable and easy to access among the youth. 54.9% Recommend their Friends to Listen FM Radio, 28.2% Does not Recommend their friends to Listen FM Radio and Remaining 16.9% are not sure about their opinion about Recommending their Friends to Listen FM Radio. On a Average 32.4% listen radio for less than 1 hour, 31% Listens to Radio for 1 hour, 18.3% Listen to Radio for 2-3 Hours and 18.3% listen to radio for more than 3 hours.

The Radio Listening Behavior of Youth is Slightly Convincing because of the impact of other mass mediums. In contrary, This question “How is FM Radio Listening Behavior make Changes in

Society,According to You?” is asked to see the positive aspects of radio listening behavior bring changes in society.

How is FM Radio Listening Behavior make Changes in Society, According to You ?



The Truth is that FM Radio is very beneficial for society. It can help individuals connect and deepen their social life. Radio is the theater of the mind and it was proposed that they engage the listener's imagination more actively than visual theatre. The Impact given by the FM radio is very Positive and that Create So many Changes in the Society.

CONCLUSION

The study believes that nowadays the youth people choose radio wisely with their preferences in engaging in entertainment. In this digital era radio stations take numerous steps to retain their listeners because there are so many mass mediums available to them. Youth people spend most of their time on mobile phones and other mediums to engage themselves, but few of them still listen to radio while doing work & travelling. They believe that listening to radio does not affect their daily routine work load. But radio failed to attract and hold listeners for not more than 30 minutes. Many people prefer radio for listening to music and some to get news updates. Radio catches the attention only if the programs are interesting and humorous. It is found that many listen to radio

because there is no subscription charge for listening to radio. When we questioned the youth on which radio station they preferred and listen to the most, interestingly Radio Mirchi 98.3 topped the list. The usage of FM radio is still there among the youth, they are ready to listen radio for a while, but the radio stations have to bring some new tactics to attract the young listeners. Radio is still a Powerful Medium and that has the unique ability to kindle our imagination process. Unlike eating chips and sinking into the couch, watching TV, radios make us want to visualize stuff. Getting lost in that world is a distinctive feeling which any visual medium of entertainment simply can't serve. Radio is omnipresent & Radio is still a Powerful Medium in the World.

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A STUDY ON THE BOOM OF OTT PLATFORMS DURING PANDEMIC

Preetha Kamatchi. L And J. Jone Antony Raja

ABSTRACT

OTT streaming services saw a surge in new viewers throughout the epidemic, and net viewership remained substantially higher than in the months prior to the outbreak. This study is largely focused on learning more about how OTT platforms influence consumers during pandemics. Consumer views, understanding, and knowledge of OTT platforms, as well as user difficulties In the current situation, global communication service providers have evolved to the next level in terms of telecasting their programmes. OTT Platform Services is the name for this new type of telecasting. In the preceding chapters, the data from the questionnaire survey was evaluated and analysed. The research on the topic of 'The rise of OTT platforms during the pandemic and its future scope' was effectively completed based on the analysis.

INTRODUCTION

OTT platforms in India are fast expanding in terms of subscriber base, owing to a variety of factors. Digital India is a driving force behind the adoption of OTT platforms to stream a wide range of material from across the world. The surge in viewing of OTT platforms such as Netflix, YouTube, and others has been attributed to a youth-oriented population. Because of the decrease in the cost of smart phones and cellular data, a huge portion of the population now has access to online platforms. India now has over 220-250 million smart phone users, with 500 million predicted by 2020.

Platforms like Saavn, Wynk, and others have grown in popularity as a result of their extensive music selection. YouTube is India's fourth most popular app, and as the country's population of smartphone users grows, so does the potential for increased watching.

Competition from HBO, CBS, Amazon Prime Video, Netflix, and other OTT platforms is one of the key issues that OTT platforms confront in developed countries. The production costs associated with catering to niche audiences are likewise significant. To increase subscriptions and

grow consumer affinity, you need entertaining content. Moreover, the market in wealthy countries such as the United States is saturated, resulting in high marketing expenses to increase audience.

OTT streaming services saw a surge in new viewers during the epidemic, and net viewership remained substantially higher than in the months prior to the outbreak. By July, paid memberships on the OTT video platform had risen to 29 million, a 31 percent increase in just four months. OTT Platforms are believed to have added 3 to 4 million new viewers during the lockdown.

AIM:

- The goal of this article is to figure out why OTT grew so quickly in India during the COVID-19 lockdown.
- To determine which OTT platforms benefited the most from the lockdown in terms of earnings, subscribers, and viewers, as well as the factors that promote quick growth.

OBJECTIVE

Conducting this research study has three primary aims. The questionnaire was created with the following three goals in mind:

- Examine public perceptions of OTT platforms, consumption habits, and comparisons to cinema to determine if OTT platforms are gradually displacing the most popular traditional form of entertainment.
- To find out what variables influence Internet users' decisions to choose OTT digital streaming entertainment media services over cable television and other entertainment options.
- Determine which OTT streaming entertainment media service brand is the most popular and to find out what variables influence consumers' decisions to use OTT platforms.

RESEARCH PROBLEM

There are two issues that arise as a result of the contextual background:

1. Will OTT online streaming services in India supplant conventional media in the entertainment sector?

2. What are the causes that have contributed to the quick increase in the use of OTT platforms?

THEORY USED:

USES AND GRATIFICATION THEORY

- Uses and gratifications theory asserts that people use media to gratify specific wants and needs.
- Unlike many media theories that view media users as passive, uses and gratifications sees users as active agents who have control over their media consumption.

RESEARCH METHODOLOGY

Analytical research design is appropriate for the suggested investigation. The purpose of this research is to analyse various materials-related data using appropriate financial instruments and approaches. However, as a supplementary detail, the fact and information are available. To produce an analysis and achieve a conclusion, various details linked to the material captured are taken into account.

Although the research uses secondary data sources, the basic data collection comes from a survey addressed to 100 Internet users based on the author's convenience and judgement. The number of participants was limited to 100 to guarantee that the third aim could be measured equally by men and women.

Maybe more time would have resulted in a higher aim of more answers. The sample size is tiny when compared to the total number of internet customers, yet it was necessary owing to time restrictions. There are 21 questions in all, plus two more demographic questions about name and gender.

It was utilised to speed up the identifying process by eliminating the need to number each questionnaire separately. The majority of the questions are multiple-choice, with only one option to choose from. There are no open-ended questions, and none of the questions are scale-based.

Fortunately, there was no missing data, therefore data cleaning and coding did not require any treatment.

TARGET GROUP:

The respondents selected for this research study was consumer of OTT platforms who belong to the age group of 14 to 45+.

METHOD USED: Survey Method

SAMPLING METHOD: Convenient Sampling

KEY FINDINGS

The five elements that impact customers' entertainment choices include content and watching behaviour, expenditures expended on services, changes driven by offerings/incentives, convenience, and telecom, according to empirical data and debate.

- Over 97 percent of respondents said their screen time increased after taking COVID, while only 3% said there was no difference.
- The top causes for increased OTT screen time were growing content availability on OTTs and a lack of alternative entertainment option.
- Working from home provided more freedom for respondents, allowing them to use OTT platforms at any time of day.
- Surprisingly, in contrast to the general public, engaging children or senior family members was not cited as a justification for greater screen time.
- While 36% of participants reported daily screen use of 1 to 4 hours. The significant majority of 59 percent of those polled said that they spend more than 5-9 hours every day in front of a screen.
- Regrettably, almost 90% of responders do not adhere to any kind of time management discipline.
- OTT is clearly ahead of TV in terms of platform choice, with 20% of consumers preferring it to TV.
- Despite the fact that more than 40% of respondents prefer it to television, there are still 40% or more who enjoy both television and OTT alike.

- The two key factors are content of choice (20%), limited censorship (20%), and Pace (30%) grounds for OTT preference, with gadgets of choice (5%) coming in third.
- In that order, Netflix (30%), YouTube (10%), Amazon Prime (30%), and Hotstar (15%) are the top four platforms of choice.
- In terms of expenses, more than 54% of respondents are concerned about the increased OTT cost, while 27% are unconcerned.
- Finally, despite the rising popularity of OTTs, respondents expressed worries about expensive membership fees, diversions (content overload), the necessity for high-speed internet, addictive nature, and lack of censorship.
- However, content variety, mobility, stylish, ad-free content, and platform user friendliness are all highly regarded.
- The following are the key reasons for the rapid rise in OTT consumption:
 - o Low Internet Costs
 - o OTT Pace
 - o Limited Censorship
 - o Content of Choice
 - o Direct Releases
 - o Convenience
 - o Portability
 - o One membership for four people
 - o Freemium etc

CONCLUSION

Over the last several years, the development of over-the-top video streaming services in India has resulted in the formation of diverse patterns of content consumption. For one thing, content consumption has spread beyond the home, whereas until recently, thanks to the Covid 19, the bulk of video consumption took place inside, and on a large scale.

In the previous chapter, the data from the questionnaire survey was evaluated and examined. Since individuals have begun to consume OTT more and more, the lockdown has increased. It has been proven that OTT platforms have witnessed significant inorganic expansion by absorbing market share from competing platforms.

India is a price and culture sensitive society, and the price gap between OTT and cable TV is large, therefore television viewership will continue to expand in tandem. Because viewers of English-language programmes are lower, the study argues that focusing on regional content is the key to unlocking India's digital market. Given the size of the Indian market, which is still far from saturation, growth in the user base and digital advertising bodes well for all companies in the entertainment industry.

Consistent growth in recent years indicates that OTT streaming services are here to stay, providing Indians with a new option to traditional cable television and movies. It is apparent that the entertainment industry in India is rapidly being rebranded as digital entertainment.

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THE SIGNIFICANCE OF JOURNALISTS PLACE ON THEIR PROFESSIONAL ROLES DURING COVID 19 PANDEMIC

DVP Noblin

ABSTRACT

In the midst of a public health crisis, the public seeks information to help make sense of the world around them. The news media in particular are considered a primary source for that information and context. Historically, journalists have followed a set of roles and responsibilities to ensure that they serve the public well. This study investigates the Journalists influencing public opinion on covid 19 , the journalists support towards the national development when top researchers find new evidence regarding the vaccine, the journalists motivating people to participate in civic activities and political discussions despite the uncertainty of the future during a global pandemic, the journalists enabling people to express their point of view on whether or not they agree with government mandates such as shutdowns , mask wearing , curfews etc. and the journalists educating the audience on new scientific research and what it means regarding the covid – 19 virus. Once leaders decide how they will implement the advice of medical experts, it becomes the role of the journalist to distribute that information and give it meaning and proper context for members of society. Not only do journalists choose what stories are most important to cover, they also choose how they will cover them. During a time when the world is experiencing a global pandemic, people turn to journalists.

Keywords:*Journalist. Pandemic, Information, crisis, public, vaccine, political, masks, curfew.*

INTRODUCTION

The World Health Organization declared a global pandemic on March 11, 2020. It has swept through communities and continues to reign as uncertainty permeates among those trying to navigate a new type of world where masks are required and embracing loved ones is prohibited. As society tries to navigate what many are calling “our new normal,” they need someone to ask leaders and medical experts the tough questions, and to give meaning to orders and advice set forth

by those leaders. That someone is the news media, the journalist. In the midst of a public health crisis, the public seeks information to help make sense of the world around them. The news media in particular are considered a primary source for that information and context. Historically, journalists have followed a set of roles and responsibilities to ensure that they serve the public well. So it is crucial to know the significance of Journalist's place towards their professional roles in the context of the coronavirus pandemic, inform the public during these uncertain times, newsrooms across the country have made pandemic coverage a priority. But the ever-changing and sometimes unverified nature of COVID-19 data being released has left journalists and researchers with challenges in providing accurate information to the public. While the virus has disrupted society, it has only existed for a few months and little is yet known about the coronavirus. Many health experts, similar to journalists, are also struggling to present their findings to the public. While there is an abundance of news to be reported on the pandemic, the newsrooms hammered by decades of layoffs often lack reporters and editors who specialize in public health reporting. Journalists were urged to build relationships with researchers who have a history of reliable and scientifically-rigorous work and to build a stable of those types of experts to maintain accurate reporting.

REVIEW OF LITERATURE

Mildred F. Perreault¹, and Gregory P. Perrault explained that the journalists described their responsibility to share information that might help readers save their lives and the lives of others. For journalist, the challenges of reporting in a pandemic centered on providing adequate coverage for the community despite a lack of prior experience of reporting in a crisis. Journalists indicated that they saw the pandemic as revealing—and at times accelerating—the already endangered nature of their profession. From the perspective of journalists, newsrooms were already facing challenges before COVID-19. In other words, “It’s clear that the coronavirus didn’t start the industry garbage fire as much as it threw accelerant on it”. During times of disaster, journalists have repeatedly shown they can find ways to get information to the people who need it most; however, some events are so unprecedented that there is little knowledge to fall back on in terms of how to reestablish journalism practice (Cheung & Wong, 2016). These stories require a drastic change from the everyday work rhythm that journalists are used to and often take over the news cycle (Berkowitz, 1992). It can be argued that the COVID-19 pandemic falls into the category of

these frame-breakers—stories that tend to be surprise events that challenge organizational values and established production routines, while still demanding a swift response (Olsson, 2010). They require a complete reallocation and even stretching of personnel and equipment to give the story the treatment it needs (Berkowitz, 1992). The unprecedented

As industry press articles suggest, journalists trying to cover the pandemic while adhering to the same social restrictions placed on the public, found themselves in completely uncharted territory. Anecdotal evidence suggests newsrooms were mostly shut down, which presented communication issues between management and those creating content. Many were forbidden from going into the field, which required them to cover the news via phone and Zoom. This presented logistical nightmares as many of their typical sources were also at home and suddenly unreachable. Those few in the field had to come up with innovative ways to gather audio and do interviews from 6 feet away to protect both themselves and those they were interacting with (Farrish, 2020; King, 2020; Newberry, 2020; Willis, 2020; Wright, 2020). These changes were unlike any experienced by journalists, even those who have covered disasters such as hurricanes or tornados. Therefore, to understand how the COVID-19 pandemic disrupted the daily work of local journalists early in the pandemic, the following research question was advanced.

Aim

To study the significance of journalists' place on their professional roles during COVID-19 pandemic.

Objectives:

To examine the Journalists influencing public opinion on COVID-19.

To analyze the Journalists support towards the national development when top researchers find new evidence regarding the vaccine.

To figure out the Journalists motivating people to participate in civic activities and political discussions despite the uncertainty of the future during a global pandemic.

To find out the Journalists enabling people to express their point of view on whether or not they agree with government mandates such as shutdowns, mask wearing, curfews, etc.

To find out the Journalists educating the audience on new scientific research and what it means regarding the COVID-19 virus.

Research problem

Once leaders decide how they will implement the advice of medical experts, it

Becomes the role of the journalist to distribute that information and give it meaning and proper context for members of society. Journalists have an inherent say in how people think about what medical professionals and government leaders do during a public health crisis by how they choose to frame the information they share. Not only do journalists choose what stories are most important to cover, they also choose how they will cover them. During a time when the world is experiencing a global pandemic, people turn to journalists.

SCOPE OF THE STUDY

Additionally, understanding the perceived role of a journalist during a health crisis is particularly important for furthering journalistic academia due to the prominent role the news plays during any crisis occurring within society. Journalists are essential to providing the public with information during a crisis. If scholars use this analysis of how well journalists are perceivably doing at providing crucial information during an uncertain time, then they can be further prepared to train upcoming journalists on what methods work and what methods do not work when trying to serve the public well during a health crisis.

RESEARCH METHODOLOGY

The Researcher analyzed the significance of Journalist's place on their professional roles during covid 19 pandemic by having relied on the purposive sampling which is a form of non-probability sampling which is selective and so, selected three journalists to participate in the survey and they provided in-depth and detailed information about the phenomenon under investigation. Journalists were selected from print media and electronic media from reputed organizations.. Researchers found that journalists considered themselves to be citizen spokespeople more than disseminators of information. The findings of the surveys align with the goal of the current study when it comes

to understanding what journalists feel on their professional roles and responsibilities during the covid 19 pandemic.

Results and findings

Journalists had and have a very significant role to play especially during times of a national/global disaster such as the pandemic. It is a well-known fact that any abnormal event spurs speculation and misinformation, especially in these times of social media revolution. The onus falls on those in the journalism profession to clear the air about any misgivings and ensure the public get the correct information on time. AGAINST: However, this is not to say journalists with a penchant to make headlines and create sensationalism will also be conscious of public sentiments. They may indulge in fear mongering and have an extremely unfavorable impact on the society. This will also cause problems for the government. Journalist played a very important role in shaping up public opinion on Covid during the height of the pandemic. To instruct the public on Covid appropriate behavior, access to government resources and helping them keep up with the changes brought in by the pandemic. For example, when the vaccine drive was launched there were a lot of fake news which created hesitancy among the general public. Journalists helped dispel those fears by providing accurate, fact checked news. In Tamil Nadu, the death of a popular and beloved comedian created panic among people due to fear that the Covid vaccine was responsible for his death. However, Journalists brought out the truth by talking to experts and allayed the fears of the public.

Mass media like in every aspect of human activity, played a huge role during COVID 19. With people spending a large amount of their time indoors during the first lockdown, the amount of consumption of information disseminated by mainstream media was huge among the citizens. The media played a stellar role in circulating information, influencing public behavior positively as part of their efforts to curtail and contain the epidemic. Print media carried extensive news reports on how the disease originated, what exactly it is, how it spreads and also about the do's and don'ts, while television media carried visually appealing and easy to understand clippings on the same topics.

The Journalists support towards the national development when top researchers find new evidence regarding the vaccine.

Also, when it comes to vaccines, there are several misgivings and rumors which can affect the pace of inoculation. Also, when there are several vaccines in the market, a journalist can help a citizen take an informed choice. However, some journalists may like to favor only some vaccine makers and ensure a favorable review for such products ignoring products made by other companies. Journalists have consistently reported on the various new developments with regards to vaccine in a simple manner to help the general public understand them. There has been constant questioning of the latest developments: whether the findings have been peer reviewed, the validity of various trials, approval methods of various agencies and their pitfalls etc. When research comes out in a rapid manner during uncertain times it becomes important to keep a close watch on them which becomes the responsibility of journalists and the media. New findings from various countries have been consistently reported by Journalists. But for a section of the fringe media, which had its own inherent bias and agenda or even motives against vaccine not just initially, but also for a very long time, most responsible media took a much matured position. While completely supporting the vaccine would have amounted to taking part actively with the government's propaganda machinery, journalists did not a lot of research and took plenty of expert advice to encourage people to take part actively in the country's vaccination drive.

The Journalists motivating people to participate in civic activities and political discussions despite the uncertainty of the future during a global pandemic.

Also, journalists can find out people's opinions on matters such as whether or not they agree with government mandates such as shutdowns, mask wearing, curfews, etc. since they have the pulse on the feelings and opinions of the citizens. Journalists are always in touch with the masses and this bestows upon them the immense power to influence public opinion. Negative: But there are always rotten tomatoes everywhere and some journalists may indulge in weaning away public opinion from what is right to what is wrong and this may actually create additional problems for authorities or those in power

The media plays a very important role in political discussions in the country. It gives people information, perspectives, analysis on various aspects that becomes fodder for conversations and discussions. During a global pandemic, due to the ever-changing situation and new challenges it becomes important to stimulate discussions on the changes to discuss pitfalls and come up with better solutions. For example: online education was adopted during the pandemic. But the fact

remains that most of India does not have access to internet or mobile phones. For the privileged, city dwellers the option was feasible but it was not for the rest. The media highlighted this inequality which led to the government coming up with alternative measures.

During the second Covid wave, the situation in the country was worse for wear with people dying due to lack of oxygen. Journalists worked in tandem with the civic society to help the public to get access to resources. Many SoS messages were amplified by Journalists and ensured that help reached the patients on time. The media continued its traditional and conventional role of encouraging people to take part actively in the democratic process of discussions and dialogues. They served as a useful bridge between citizens and the State during the pandemic – raising people’s apprehensions and doubts about vaccine efficacy and to convey back to the people not to give room for misinformation.

The Journalists enabling people to express their point of view on whether or not they agree with government mandates such as shutdowns, mask wearing, curfews, etc.

This is vital as individual choices don't matter but only public opinion does. Journalists must ask probing questions to public and gauge their opinions/choices and come to the right conclusions and publish the same. In fact, many government decisions are based on the feedback and reports of journalists in various areas such as health, politics and education. Hence, journalists are vital in gauging public opinions and choices. However, some journalists may not favor curfews and mask wearing and may manipulate public opinion/ thoughts and lead the authorities on the wrong path.

The general public express their point of view on various subjects in everyday life during discussions. Their knowledge on various topics stems from reading/watching news which comprehensively explains them. For stories about mask wearing practices, journalists have spoken to people from various walks of life to understand how it affects them. A bus conductor has his own set of problems with wearing a mask all the time. These problems are also brought out by Journalists which then helps the Government in changing/making the SOPs.

Journalists as a body or a group of people might differ on multiple issues. But as individuals, they had realized the importance of social distancing, hygiene, masking up, just like the frontline

workers. Personally, journalists woke up to the grave threats posed by the pandemic and rose to the occasion to contribute to the common good by creating enormous amount of literature in connection with awareness and other information dissemination.

The Journalists educating the audience on new scientific research and what it means regarding the COVID-19 virus.

New scientific research can herald a cure for covid and other diseases. Reporting of scientific developments must be done only by those equipped with adequate knowledge. Such reporting will be a boon for mankind. Against: Those with inadequate knowledge may misreport scientific advances and this can confuse public who may be led on the wrong path and assume some diseases are incurable and worsen a state of helplessness

Most of the reportage on scientific research has been written by Journalists in a simple, clear and concise manner to help the public understand it in a better manner. Many explainers and analysis articles written in major newspapers and online portals have helped the public to understand the complicated science. News channels have brought in experts to break down research and explain it to the audience. For instance, when Covaxin was not getting approved by various foreign governments, many explainers were written in the process of approvals and its complications to help the public understand the reasons behind the delay. During initial days of the pandemic, there were many articles written about the science behind the RT-PCR test and Rapid antigen test. These articles explained why RT-PCR test was preferred over antigen test even though the latter will provide faster results. This helped the public understand the testing system in a better manner. Journalists play a vital role in informing the public on science, specifically vaccine, developments, in an unprecedented period of scientific publishing. People in mass media continued to get updated about new trends and phenomenon and research emerging from different places of the world and shared some really useful points only after validation.

CONCLUSION

The media played a stellar role in circulating information, influencing public behavior positively as part of their efforts to curtail and contain the epidemic. When research on the new developments comes out in a rapid manner during uncertain times it becomes important to keep a close watch on them which becomes the responsibility of journalists and the media. The media continued its traditional and conventional role of encouraging people to take part actively in the democratic process of discussions and dialogues. They served as a useful bridge between citizens and the State during the pandemic – raising people’s apprehensions and doubts about vaccine efficacy and to convey back to the people not to give room for misinformation. Journalists as individuals, they had realized the importance of social distancing, hygiene, masking up, just like the frontline workers. Journalists play a vital role in informing the public on science, developments, in an unprecedented period of scientific publishing. People in mass media continued to get updated about new trends and phenomenon and research emerging from different places of the world and shared some really useful points only after validation.

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A STUDY ON HOW MOBILE LEARNING APPLICATIONS ARE EFFECTIVE ON EDUCATING PRIMARY CLASS STUDENTS

Abbin Joseph Thomas and Dr S Rajesh Kumar

ABSTRACT

In this paper, we present the design and evaluation of the utility of mobile learning applications in improving the learning experience of children in primary classes. The application was designed to improve the learning experience of children by introducing interactive learning sessions and puzzles, which encourage them to think and solve the problems put forward. Basic principle used in the construction of this application is that, students learn better with visual stimulus, i.e. pictures and demonstrations where they remember lessons taught by connecting it with the visuals shown. Mobile applications which provide visual inputs and written instructions help to teach them effectively by limiting the use of verbal instructions and reducing possible distractions. The application also helps to teach Autistic children about routine daily activities and also develop positive social behaviors with the help of puzzles and sequential images. This makes it easy for them to recall and follow these activities in daily life situations. To analyze the effectiveness of the application we conducted a longitudinal evaluation, during which a study was conducted to understand the impact of the application on children, data were collected from parents and teachers to further analyze the effect of the application. Our study shows that the application has a positive effect on the development of cognitive skills in children, improvement in attention span and improved their routine activities.

KEY WORDS: Mobile Learning Applications, Education, primary class students, pre school

INTRODUCTION

Preschool education is considered crucial for a child's development. Recent researches support that, the role of kindergarten in children's progress is very important, as this age is sensitive for their future academic and social life. Use of interactive learning is recognized as a tool that can foster the knowledge and experiences for children of this age and it also supports in specific learning areas according to the educational requirements. There are many examples on ways in which interactive learning technology can change the way children learn. Not only is

mobile learning highly engaging, it also helps children to relating their physical experiences to abstract knowledge, i.e., from running around a playground to understanding what is a cell. These innovative forms of physical digital switching are thought to lead to a more in-depth understanding of a topic. They also increase children’s opportunities to make connections between their observations and ideas that can help them understand difficult concepts and their applications.

OBJECTIVES

1. To design and develop a mobile application for pre-school readiness of children and also to identify their learning pattern.
2. To evaluate the utility of the designed mobile learning application in improving the learning experience of children.

DESIGN OF THE APPLICATION

Our learning application is designed based on the user research and literature review done with the help of teachers, parents and doctors specialized in the field. We conducted a user study, which was focused more on observing children, interviewing teachers and parents, to gather user requirements. This helped to understand the components to be included in the application to make it more useful and practical. Based on the observations, feedback from parents and teachers and evaluation of similar applications already in use, we designed a simple and easy to use tablet application, which incorporated basic education and social learning. Various Concepts such as what's next concept, identifying the right matches concept, identifying the objects concept, learning about day to day activities etc were implemented in the Application.



4. METHODOLOGY:

Collaborating with a pre-Kindergarten school, we have developed a mobile application which is based on a strong foundation of functional academics. The application is mainly meant for providing an early and primary educational intervention program to the children, between 3 to 6 years of age. A trial study has been conducted among 30 children, within the age group of 3 to 6 years. The mobile app has been provided to educators and parents and were instructed on how to supervise and assist children during their learning phase of 8 weeks. Assessment of changes and improvements in learning pattern was recorded and learning progress profile was generated individually for every child.

RESULT

Data analysis of the learning progress profile shows that 90% of the participants preferred this approach of drag and drop or simple touch and interactive visual understanding of concepts over conventional methods of classroom teachings. More than 84% of the children, who were reluctant to initiate or show interest in such learning experiences previously, were found developing interest in pre-requisite skills for writing like scribbling, tracing, dots joining, copying, etc. after using the application. 50% of the participants are reported to reciprocate the greeting etiquettes in class such as greeting teachers and their peers; improvement in daily routine activities like brushing, combing, etc.

CONCLUSION

The study shows that our mobile application made a valuable contribution to early intervention and educational programs for children by imparting appropriate learning opportunities readily available to them. Educators can use this mobile application to quantify the performance parameters and evaluate the overall progress of the child. The present study shows that the application developed can be of help in educating as well as improving the behaviour and social interaction of children.

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A STUDY AMONG COLLEGE STUDENTS ON E-LEARNING IN COIMBATORE CITY: ISSUES AND CHALLENGES

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ABSTRACT

The Study address the issues and challenges faced by the students in various arts and science colleges in Coimbatore city. The research was done because, with the development in technology there are tools provided to make e-learning possible, therefore the need to understand what college students make of the concept of e-learning, as they are the primary beneficiaries of this technology enabled learning. This study started with a descriptive survey conducted with 200 students randomly sampled from 3 colleges in the city. The outcomes of the research show that majority of the college students think e-learning is an revolutionary concept and should be encouraged, however, few issues such as continuous hours of watching the screen, Spending more time in e-tools, health problems had been discovered. Respondents also says that on line learning thru face-to-face learning, is the desired mode of gaining knowledge. The researcher recommends that concerned higher officials should make more effort to invest in tools that make e-learning possible to students from the grassroots level without any issues.

Keywords – *Online Learning, Online Classroom, ICT and Learning, e-learning*

INTRODUCTION

The progression of Information Technology (IT) has impacted on how things are being done and it influences on teaching and learning methodology and thus becomes increasingly multifaceted and pervasive. The utilization of latest technology means that one no longer needs to be situated in a usual classroom in order to be educated. Teaching and learning can be done with the assistance of technology – We call that method as e-learning or Electronic Learning. The term e-learning has been widely used in educational scenario way back from 1990's. Some studies says that e-learning as a delivery of teaching materials via electronic media, such as internet, intranet, extranet, satellite broadcast, audio/video, Smart TV, USB & CD-ROM (Engelbrecht, 2005).

During the COVID-19 pandemic, the Chinese Ministry of Education launched the “Disrupted

classes, Undisrupted Learning” initiative, providing lithe online learning to more than 270 million students from their homes (*Huang, R.H., Liu, D.J., Tlili, A., Yang, J.F., Wang, H.H., et al. (2020).*

A unify way to deliver a course with the subject of English Language for pre-school kids in China provided by New Oriental Education and McGraw Hill allows students to use an Artificial Intelligence-driven mobile application to access the learning resources and study on their own tempo during the weekdays. The supplementary activities comprise of following and imitating the reading practice, automatic grading, and group discussions via social networks. In the weekend, the lecture is delivered online by the teacher in an online platform. The learner's choices can be offered using several instructional approaches, such as lectures with tutorials, self-regulating study, conversation with peers leading to discussion, seminar groups, debates, student-led discovery approaches and educational gamification (Gordon, 2014). The students can access learning materials if its online flexibly from anywhere at anytime (Collis et al., 1997; Lundin, 1999; McMeekin, 1998). The place of learners to bring out learning activities and access to the learning materials can also be flexible anywhere at any time via mobile devices, such as college campus, home, in public transport, airport or even on a plane (Collis et al., 1997; McMeekin, 1998; Gordon, 2014). Using the platform ZOOM, group-based student discussions will help the students to interact with each other more conveniently. Video-based one-on-one tutoring was used by the instructors at Renmin University so that students can have a better poignant insight while they are addressing the course work with real-time help from the instructors. In view of the rapid growth and impending for development of e-learning, it is very needy to undertake this study to know what students think of it.

REVIEW OF LITERATURE.

A study by Venkatesh et al. (2016) asked same questions of different groups of students on a broad variety of technologies from email to course management systems to blogs. Their study, generally answered that students are more satisfied with courses where lecture-related ICTs are used (PPT, Instructional Videos), whereas lecturers felt that constructivist uses of ICTs like blogs, wikis and other search engines were more effectual Venkatesh et al. (2016). The electronic media that are accessible in synchronous learning and that are used to create a full, rich learning knowledge along with a intellect of community among participants include the following (Obasa et. al., 2013; McGreal & Elliott, 2004): Audio Conferencing, Chats, IM’s, Video Conferencing, Web

Conferencing, White/Black Jam Boarding and Application Sharing. Asynchronous Learning involves self-paced or self-contained learning and offers greater flexibility than the synchronous learning approach. This flexibility gives students a variety of options, allowing them to be taught at their own tempo and in their convenient time(Kocur & Kosc, 2009).

E-learning as any form of education is aided by the internet and its technologies, and taken in the use of the World Wide Web (www) to support teaching and to deliver course content (Masrom, 2007). Hybrid learning, unlike fully-online learning, combines face-to-face classes and relations with online learning (Allen & Seaman, 2003). In this type of e-learning, some aspects of the teaching and learning are done online, while some portions are done face-to-face. Web-assisted mode is the last type of e-learning, and makes use of the synchronous gear, where course website and tools are used, in order to augment teaching and learning. Web support learning is operated much in the same as the fully-online class with the exemption in online discussions and interactions between the learners and the teacher. Among the types of e-learning, hybrid learning (mixed mode) is thought to be a better approach (Davis, 2000), as it coalesce the elements of fully-online learning or web-assisted learning with the traditional classroom learning (Rubenstein, 2003; Ward & LaBranche, 2003). It has further been identified that, e-learning comes in three different types – fully-online, mixed mode and web assisted (Anastasiades & Retalis, 2001).

From the above studies it can be concluded that compared to the face-to-face learning, e-learning gives students the chance to learn from the institute without necessarily being physically present in the campus and hence it enables a larger number of students to be reached and educated, especially the handicapped.

OBJECTIVES OF THE STUDY

1. To find out the acceptance level of online learning among college students.
2. To evaluate the problems faced by the students in online learning.

SCOPE OF THE STUDY

1. To know about the students attitude towards online learning.
2. To bring out the possibilities of developing online learning among college students in an effective manner.

RESEARCH QUESTIONS

The following research questions guided this study:

Can the present generation adapt online learning ?

Does the students are exposed to mental or any health issues due to online learning.

POPULATION

College students from 5 colleges in the outer sets of Coimbatore city was selected. Since they are the group which uses the technology without any assistance from their parents. The age group of the respondents was from 16-26 years. The researcher first conducted an online pre-survey study to select the sample needed for the study. Out of 300 respondents 200 were selected for further study, Out of which 91 were males and 109 were female respondents. Selected respondents were given online questionnaire through Google Forms.

METHODOLOGY

1.1 Sampling technique

The method used in this study is simple random sampling. The sampling size was fixed at 200 students from 5 different colleges situated in outskirts of Coimbatore city.

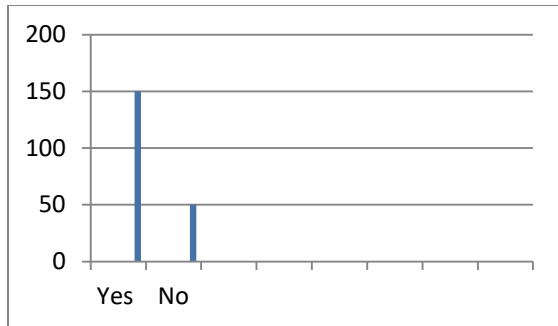
1.2 Data collection

The instrument used to collect data in this study was structured questionnaire and sent to respondents after pre-pilot study. The responses are carefully verified and validated.

1.3 Data Analysis

1. Adopting E-learning

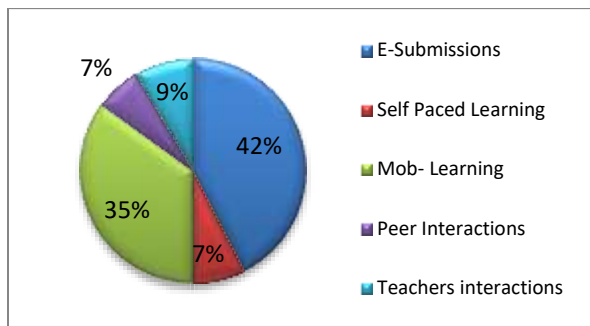
Int: It is interpreted that 75% of students out of 200 said that E-learning is easy to adapt while only 25% said they find it difficult to adopt to new kind of learning.



Adoption Level	Responses
Yes	150
No	50
Total	200

2. Features of Online Classroom learning

Int : It is interpreted that 44% find the class works that can be submitted electronically is one of the best feature of online learning, While 38% believe self learning at self pace is a good feature. But peer interaction and interaction with teachers are less and seems to be a biggest disadvantage of online learning.

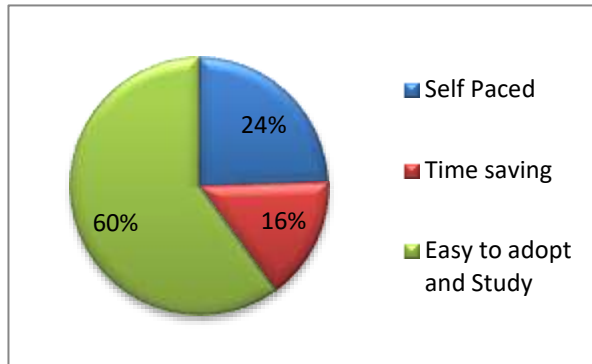


Features	Responses
E-Submissions	85
Self Paced Learning	15
Mob- Learning	70
Peer Interactions	13
Teachers interactions	17

Total	200
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3. Ease of Use.

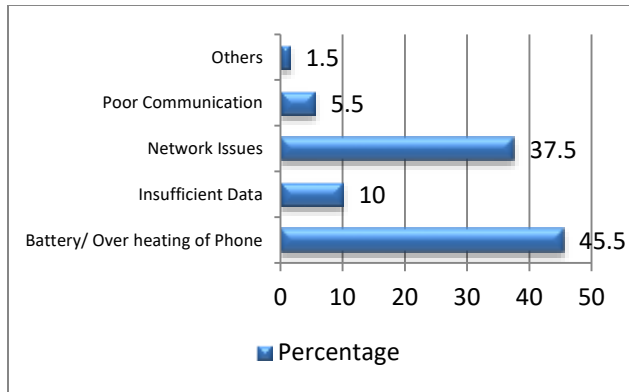
Int :It is interpreted that 64% say that online learning is easy to get adopted and study, while 25% said its self paced and 11% only said that its time saving.



Ease of Use	Responses
Self Paced	49
Time saving	31
Easy to adopt and Study	120
Total	200

4. Problems faced during E-learning

Int: It is interpreted that 45.5% of students fins that low battery and overheating of phone is a big problem while accessing the online classes. 37.5% says that they find network issues during the class hours which makes them difficult to follow the lectures.



Adoption Level	Responses
Battery/ Overheating of Phone	91
Insufficient Data	20
Network Issues	75
Poor Communication	11
Others	3
Total	200

DISCUSSION

This study was began to know the perception students' have about e-learning, as they're the most beneficiaries of this technology enabled learning. Acuity were sought with regards to how students comprehend e-learning, their views on its uses and the way they think whether it can help them to accumulate their educational qualifications. The study also explored students' objective to use or not to use e-learning within the future, and which of the kinds of e-learning are going to be their preferred choice.

CONCLUSION

This study was administered to urge the perception students have about e-learning. the most finding of this thesis is that e-learning is seemed to be useful. This usefulness includes people having the ability to study from anywhere within the world without necessarily relocating. This ability to study from anywhere within the world at any time becomes a plus to e-learning since it

provides over face-to-face learning which is often impossible in traditional face-to-face learning. It is also discovered during this research that e-learning platform and tools are seemed to be easy to use for the students. The study further concludes that students have excellent ability to figure out use of the varied tools and technologies that enables one to participate in e-learning platforms with ease.

The research further shows that as compared to, males have positive views about e-learning than females, which are more likely to pursue further studies through e-learning modes than the females . The researcher is of the view that because the choice of learning mode is gradually being shifted from fully classroom learning to e-learning, there should be a gradual training of both human resources and technological resources by higher educational institutions as well as in schools to welcome this gradual paradigm shift.

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IDENTITY FORMATION THROUGH SELFIES AMONG YOUTH IN FACEBOOK

Shijina AV and M.Shuaib Mohamed Haneef

Abstract

Selfie is a photograph that one takes of oneself, typically one taken with a smart phone or webcam and uploaded to a social media website. The word selfie has been widely throughout the social media owing to the rapid growth of technology and communication. Unlike usual photos Selfie allows people to reveal their personal emotion to others and it becomes the ideal self they aspire to be. Meanwhile, selfies also represent the alter ego of the self. Selfie can be examined through various perspectives. It is associated with the issues of self and identity, as protest to the idealized body image projected by mass media up to narcissist expression. By using Goffman's theory of presentation of self as theoretical perspective, this qualitative research aims to find out how youth of age group 20-25 construct their identity through 'selfies' in facebook and the influence of socio-cultural values in their posting of selfies as well as a comparison study of posting of selfies among male and female in the same age group.

Keywords: Selfie, identity formation, self-disclosure, self-presentation, Goffman

INTRODUCTION

Selfie is a photograph that one has taken of oneself, typically with a smartphone or webcam and uploaded to a social media website. By using Goffman's Presentation of Self (1990) as theoretical perspective, the study aims to find the self-presentation of youth in facebook through the selfies posted. Selfies has been in the news frequently and has been looked from different perspectives as an identity formation among the youth, their self-presentation and how it becomes a tool in their passing stage to adolescence for self-disclosure and identity formation. It has been strongly criticized and debated over the world as an act of narcissism. Selfies seeking for recognition and acceptance adds to the confidence in the workplace and in other social gatherings. It's about continuously rewriting yourself. It's an extension of our natural construction of self. It's about presenting yourself in the best way ... [similar to] when women put on makeup or men who body

build to look a certain way: it's an aspect of performance that's about knowing yourself and being vulnerable.

Goffman(1990) termed this behavior the “dramaturgical analysis”, which says that people portray their lives as a theatrical performance where they can control or elicit the intended reaction from the audience. Photos are powerful, emotional translators which are a right substitute to self-expression through words online where users generally navigate easily. The author states that individual tend to accentuate and suppress certain aspects of the self, depending on the context of the situation. In the presence of others people behavioral patterns are changed in a way to corresponds to the ideals and norms belong to that group. There is a constant desire to get approval of others, giving positive impressions of ourselves.

Identity is a conceptual structure interacting with the world composed of postulates, assumptions and constructs relevant to the self (Moshman 2011). Content of identity depends on the person and the culture. We have both active online identities and passive online identities. We have no control over passive online identities which is made by friends through information shared about us online. Active online identities are created by us through self made information through the facebook profile and the selfies we choose to upload.

THEOROTICAL BACKGROUND

In *The Presentation of Self in EverydayLife* (1990),Goffman developed a framework which described all face to face interaction as theatrical performances; individuals are actors engaged in scenes and behavior is the result of the interaction between the actors.Goffman (1990) believed that people usually want to engage in interactions that run smoothly and are comfortable to all involved and that it therefore is our best interest to control the impressions others have of us. This is seen in the way an actor “presents himself and his activity to others, the ways in which he guides and controls the impressions they form of him, and the kind of things he may or may not do while sustaining his performance before them”.

Self-Presentation

Self-presentation describes an understanding that people present a ‘self’ to others. With the symbolic interaction perspective, people do not interact directly, but through the use of symbols

which they use to convey information about their “self”. People are so used to presenting themselves in particular ways in front of particular audiences that they are usually not even aware of it.(Goffman,1990)

Fronts

Front is a concept for conveying information to others. Fronts are “that part of the individual’s performance which regularly functions in a general and fixed fashion to define the situation for those who observe the performance”. They are the sum of an actor’s “expressive equipment” that an audience observes. Fronts provide observers information in the form of recognizable, standardized mannerisms, appearances and settings.

Props, Settings and Gesture

Goffman identified props, settings and gestures as being three possible components of a performance. Any object can be a prop if the “user believes that the possession or display of it will affect others”(Leary,1995)E.g.: clothing, body posture, body odor.

Settings according to Goffman (1990) involve furniture, décor, and other background items that supply the audience with a sense of place. They consist of immovable items that give audiences a sense of credibility about the performance.

Gestures are another tool that actors and people may use to make their performance believable. E.g.: body language, directions of gaze, facial expressions etc.

Front stage and backstage

Individuals will not be performing all the time and Goffman distinguished these two regions of on and off of performances into front region and back region. Anywhere where the performance is given is termed ‘front region’ (Goffman, 1990). A ‘back region’ or ‘back stage is where the front, setting, and manner of the performance are constructed.For instance, a person may go through these two regions when he is attending an interview and when he is waiting outside.

LITERATUREREVIEW

Although social media has become an extensively pursued research domain, only a limited number of studies has been published on selfies. Soerjoatmodjo (2016) found that youth take selfies to

express themselves, to kill time and to record memorable events. They get a positive feeling when their social media friends respond to their selfies. College students, who are keen on presenting their profile to others through Facebook, constitute only a narrow strip of activity intended to give the impression that they are partiers, social, adventurous, risk takers, part of a community and individuals (Birnbaum, 2008). Also the students represent themselves in a way audience expects to see them. That is in front of their parents or religious leaders they are not as likely to present themselves as partiers or risk takers and they separate the various stages on which they perform and the performances they give.

Warfield (2014) points out that through selfies girls seek authenticity. They seek to be authors of themselves, originators of themselves. They want something that both fits within the photographic standards of beauty- good lighting, good composition, nice hair and makeup etc. Along with this they seek a more intangible element of 'perfection' in an image that come from an affecting and emotional place a place in themselves, a place that is felt and experienced, owned and embodied. They do not want their image to be simply one that copies the contours of their body but also that captures a little bit of an essence of who she feels and experiences herself. One that is authentic to her eye and her sense of self.

As far as the interference of traditional and communal practices of the society is concerned, online communities lack the communal aspects of offline communities (Fernback, 2007). Boyd (2008) made an ethnographic study of American teen's engagement with social networking sites and how their participation influenced self-representation, peer sociality and negotiating adult society using Goffman's concepts. Youth have tried to create an 'ideal self' (Higgins 1987) when it comes to select photos that would display the important moments in their lives. The ideal self in girls seems to be built upon the norms and values associated with the traditional female gender role (AndraSibak, 2009). Anna Wrammert (2014) documented that social structures affect the way young women display themselves online. Culture and tradition play a significant role on how individuals use self-representation on social networking sites. It concludes that young women have not been liberated through the use of digital self representation.

METHODOLOGY

This study examines selfies which constitute the unit of analysis, and self-disclosure among selfies. Ten profiles were selected using purposive sampling depending on selfies the 10 friends, five male and five female, of the researcher posted in duration of two months. Selfies selected were later analysed textually to understand self-disclosure and identity formation using Goffman's concepts of fronts, settings and mannerisms.

Research Question

- 1) To analyse the identity construction of youth by posting selfies
- 2) To analyse the socio- cultural aspects of selfies posted.
- 3) To compare the gender differences found in posting of selfies among the youth.

FINDINGS & ANALYSIS

This study analyses the selfies posted in ten facebook profiles of girls and boys between the age group of 20-25. The profiles, all of them belonging to Kerala, include students, professionals and married ones. Selfies are called by different names and the researcher has classified them into different categories based on the emergent characteristics of the profiles examined. These selfies mainly belong to group selfies or usies, professional selfies, artistic selfies, relfies (relationship), food selfies, travelling selfies, vacation selfies, funny selfies, show off selfies and selfies with kids.

Selfies have been classified on the basis of settings and props. Setting involves any background items that give the audience a sense of place, any object is a prop if the user believe that if the possession or display of it will affect others (Leary, 1995)].

Profile 1

The selfie posted connotes a smiling and happy looking face of a woman in traditional looksw. Selfies are rich in emotion and emotions are connotative. The selfie extends itself beyond the visual to the textual caption that further multiplies its meaning making potential and also the interplay between the selfie and the caption. The caption which reads "of jasmynes and of sunshines" points to the denotative setting of the photograph of the woman who wears jasmine in her tress. The selfie

is that of a smiling face in traditional looks. It is quite commonplace among women in Kerala (as in other Southern states) to adorn their hair with jasmine. This appearance in the selfie is suited to the social norms prevalent in society. Another one posted by her is in contrast to this which focuses on her face. This selfie also is posted with a description “every scar and a pimple has a story to tell” [sic].It reflects a gloomy picture of herself, may be conveying a not so happy disposition to others. It is commented“we are all a monument of our own being”.

Jasmine: a prop

Setting: home, kitchen, etc.

She has posted selfies both with a girlfriend and with a boy. She takes pleasure in showing her love and closeness with friends of both gender which is evident in the hugs and smiles these selfies have.She is more expressive of her inner feelings which she communicates through these.

“ofjasmynes..and of sun-shines..”



Profile 2

It is a selfie of a girl and her friend (or a relative) in a homely environment.She has liked the comment that it is stylish. Also one with a boy with title” beyond descriptions” she conveys the closeness with that person, her brother as per the comments. Another selfie with three people are posted. All of them are taken in a way as prepared to be posed to camera. The selfies are more

emphasized on relationships and less on the individual since no single selfies are posted. Though there are many single photos, there is an absence of individual selfie.



Profile 3

This is the selfie of the researcher's friend who captures herself and her husband at the dining table. The dining table, kitchen, dishes, accessories such as plates and other vessels including artefacts like chair and a view of another room in depth (backdrop) denote that the selfie is cool, and fun. relaxing and excited mood.

It is certainly not office time as they look relaxed. It could be their dinner or breakfast during weekend or any other holiday. Casual dressing also suggests that they are not busy. A happy time with husband is projected. Unlike the selfie of Profile, the woman here is dropping her guard for the day and this *appearance* is augmented by the *setting*. The mutual display of affection as well as the jubilant mood is patent from the facial gesture of the husband. Both their gestures (the wife sliding her tongue out and the duck-faced gesture of the husband) connote the mood that is layered in the setting. The selfie here makes a self-disclosure since the affection of the couples is put to social recognition with no hindrances.

Frequent posting of these selfies have frustrated other friends. Three of them are taken in the same way another kid selfie showing a duck face is also found in which the child also is imitating the same gesture. The kid selfie is commented "a psychological move to get likes by pleasing others", which is agreed by her. Since selfie taken with kids are more pleasant because of the touch of the

innocence of the child. She is more fond of posting selfies with varying expression unlike the usual sweet smile and most of them are of happy times with husband.



Profile 4

Different facial expressions are focused with different lighting patterns emphasizing the varying moods. All of them have the same big “potu” (sticker on forehead) and a nose ring. None of them carry a smiling face. One has well a terrifying expression of anger. Second one is expression less with a distant sideways looks. With the yellow lightening in the background the photo is a more nostalgic portrayal. Another one is taken in a lying position as on a table carrying a sad face.

Tselfies in this profile is the clear conveyance of inner feelings of her.



A selfie inside a car with modern wears and a glass stays different from these old fashioned and gloomy images. The two kind of identity is constructed one that of a bold girl living along with the changing life and another of a dreamy girl. The selection of the former identity in social place is different from that of a private situation.

Social life instincts that people behave differently in different environment, and if the people acted same way in all the circumstances it is difficult to understand them. These fronts which are learned behaviors are selected by actors and not created. Goffman(1990).

Profile 5

Setting is not always explicit. In this selfie, the setting depicted by the photograph does not present clues to make sense of the place. The description in the textual comment indicates that the selfie was taken in the boat she had travelled with a friend. The setting is inside a boat and the caption given points to the happy disposition which is in accordance with the *front* of the two persons in the selfie. Fronts are that part of the individual which regularly function in a fixed way to define the situation to those who observe the performance (Goffman 1990).

It could be deduced from the selfie that the two persons in it are active and project a happy demeanour onto the screen and the audience. Their performance constitutes a learned behavior which is in consonance with the social norms and socially accepted codes of conduct. This selfie, by virtue of its nightly background, has concealed the setting; their appearance is that of a jovial two-some capturing a few momentous occasions.



Profile 6

Kid selfies is found more. The girl child is the same in all photos and can be his relative with whom he can be spending more time as it comes frequently. Individual selfies with serious or rude look is posted. As is seen in the picture the setting is in a homely environment. The comment also goes like “sexy snap” can be seeking admiration from female friends for the looks. From a symbolic perspective Goffman (1975) argues that a person’s appearance can be expressive and symbolic, communicating to observers about their social identity, about their inner states and feelings, intentions and expectations and about the nature of their relationships. He has posted one selfie in a professional wear with full suit shirt, formal looks and taken in an office. This alone is taken from a work place.



Profile 7

Selfie with moustache, accompanied by glasses with sideways look is posted. This can be an imitation of Bollywood actors who are portrayed this way and can be called national. One taken

in a yellow lighted background took a close up of the face with a smile less expression. Goffman termed this behavior the “dramaturgical analysis”, which says that people portray their lives as a theatrical performance where they can control or elicit the intended reaction from the audience

Kid selfie taken at a high angle in a jovial mood also is posted. It could be for attracting like comments from the audiences as viewed from the symbolic interaction perspective of Goffman. A person’s appearance can be expressive and symbolic, communicating to observers about their social identity, about their inner states and feelings, intentions and expectations and about the nature of their relationships (Goffman 1975).



Profile 8

Selfie inside car with glasses and a mustache and a smile less serious expression. This look is more appreciated by friends in comments and they are adapting to this change in appearance. In the presence of others people's behavioral patterns are changed in a way that corresponds to the ideals and norms belong to that group. There is a constant desire to get approval of others, giving positive impressions of ourselves (Goffman 1990). Car selfie has been frequently posted.



Profile 9

Single selfie with a glass, moustache and spike hairstyle is with caption “life is not easy, I change it”, He can well be expecting a change in life, to make it easier with a change of look. The person is much concerned of the looks which can be known from the posting of a last selfie with long hair as per the caption and he is not focusing on face alone but even how the backside of the hairstyle looks like as seen in the selfie. These new looks are liked by friends a few has made funny comments which is taken positively by him. This behavior is in accordance with the “dramaturgical analysis” concept of Goffman, which says that people portray their lives as a theatrical performance where they can control or elicit the intended reaction from the audience.



“Life..isn’t..easy.....

I change it.... just to get a fresh look—“

Profile 10

The book named “three mistakes of life”, sarcastically represents themselves as mistakes as it is used as a prop. Any object can be a prop “if the user believes that the possession or display of it will affect others “(Leary 1995).The smiling gesture also conveys the intimacy in the friendship.



Prop: Book

DISSCUSSION

Individual selfies with looking good image

A straight and erect posture with a cooling glass in well fit outfit is found to be common in profiles of boys. This look has an appreciation among them and is more accepted. It can be a part of making up of their individuality as a grown up adult and self-admiration. Their selfies are serious in expression which is considered to be manly. This is a part of seeking identity and recognition. Human beings want to control how they are seen (Goffman, 1990). One profile is exceptional which is more expressive, varying from being happy, serious and naughty. However no sad selfies are posted by boys. In all the profiles only a single selfie related to profession is found. This negligence of professional selfies can be because they are taking selfies when only in a free time or they do not seek to be recognized in relation to their profession.

Exception to one profile single selfies posted by girls have a happy smiling good looking image, one of them has used them both for the looks as well as for expressing the feelings. This is similar to the findings of Kate Warfield who said girls do not want their image to be simply one that copies the contours of their body but also that captures a little bit of an essence of who she feels and

experiences herself. However single selfies are less posted by other girls and two of them have not posted them at all.

Group selfies that emphasize relationships.

Group selfies with family and friends accompanied by gestures of kiss and hug tell the picture of a family oriented person is common in the profiles of girls. Selfies with a close friend or partner is posted more than that of single selfies. This is against the more self-oriented selfies. It can be seen as an interdependent nature of girls, enjoying the company of a friend and who doesn't prefer to be independent. One profile alone is different in which she has posted single selfies alone with varying expressions. Boys have less group selfies. In one profile a brotherly affection with a younger child alone is emphasized and unlike girls they don't give much attention to family or friendship through selfies but is making an individuality of their own.

Selfies for and against social norms

The selfies of the married girl has freely expressed intimacy with husband or lover which is otherwise suppressed in real life social situations. This can be against conventional social norms. With the support of the partner only, she is encouraged. And is making use of the freedom found in the social media to express them. Such a disclosure of affection is not a socially accepted behavior in the offline society of Kerala which is seen accepted in the online community. In terms of Goffman's concepts of front stage and back stage (Goffman 1990), this can be described as married couple come to front stage among online observers who remains at the back stage in the offline community.

Expression matters among genders

Selfies posted by girls are more expressive, a reflection of the unfolding of their feelings, and the relationships they hold and the affinity to freedom which is restricted by the social reality. An underlying sense of tradition is found even when they are adopting to the changing lifestyles. It is the reflection of the values held by the society. They tend to incorporate and exemplify the

officially accredited values of the society Goffman (1990).Boys usually post selfies in a celebrity mood and is less likely in making a gloomy face.

Feedback

Girls usually get positive feedback even after repeated posting of their images and the comments are mostly on how they look. Comments from opposite gender are found more. Boys are also getting positive feedback on their posting of selfies which can be a motivation for them to post more selfies.

CONCLUSION

Selfies help to make an experience with the physical appearance of the youth, trying to seize an admiration from the people. Individual selfies are more of identity construction in which the external appearance is equally important for both genders. It makes an outlet of the inner self as well for girls, which explains how she feels. Whereas boys are involved in presenting them in a serious matured manly manner.Compared to other visual images posting of selfies is less among them especially in girls. Boys are posting more selfies. A few of the profiles who post photos are only studied, majority of them are keeping away from showing their face on social media. The stylish looks they adopt and the freedom of expressing affection in relationships is the mark of a change in the conventional mindset in the Kerala society to which youth are the motivators and they share a common identity in these activities mutually supporting.Selfie to them is a reflection of the image and their identity, they aspire to be, which is supported by the likes and comments of the online community.In youth it is about self-presentation and self-disclosure. Girls especially are found to have their freedom in disclosing more of their own selfand intimate relationships.However in Kerala only a few of them prefer to post selfies or single photos online while majority of them still keep their face hidden.The photograph via selfie is changing from a memorable image to a communicative image which is a portrayal of activity and the mutual relationships unlike ordinary photographs.

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