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1.	Individual Happiness and Media Content Manu Sharma	03
2.	Communicating Disaster: Participatory Development Communication in West Bengal Srabani Roy	36
3.	Public Opinion, the Internet as a Public Sphere: The Tata Tea's <i>Jaago Re</i> Campaign Daivata Patil	55
4.	Print Media Coverage of Violence against Dalits: Case Study of Paramakudi Firing Ratnamala Vanamamalai	76
5.	Book Reviews	88
6.	Communicator Articles Index (R)	94

Individual Happiness and Media Content

Manu Sharma

Mass media has the power to create as well as to alter the pre-existing attributes of individuals with respect to their values, belief systems and, experiences. It affects our ability to learn, interpret, observe, react, understand, construe the meanings related to social reality, our daily routine, values, needs, experiences, motivations, wants and in turn life which develops/ destroys our ways of existence. It has the energy to trigger actions; shake up the political, societal, religious or even family structures at the grassroot level and has the ability to makes us feel things like fear, lust, sadness, anger and happiness. This exploratory study is an effort to correlate and analyze how media leads to alterations in lifestyle and how these alterations affect individual happiness.

Communicating Disaster: Participatory Development Communication in West Bengal

Srabani Roy

In any kind of disaster the importance of information circulation is evident. It is believed that the scope of a disaster can be substantially reduced if people are well informed about measures they can take to reduce vulnerability. Information based training may be the only form of disaster preparedness that the poorest people can afford and respond to in order to minimize the consequences of disasters. This study proposes a participatory development communication approach for disaster risk reduction (DRR). Examining established theories in the field, this study uses participant observation and field based interviews to arrive at the conclusion that information is the key to any disaster management strategy.

Public Opinion, the Internet as a Public Sphere (The Tata Tea's *Jaago Re* Campaign)

Daivata Patil

Tata tea has managed to be successful in terms of both market share and brand value over the years. It appeals to a large number of audiences spread over all demographics. After achieving market leadership through their initial marketing communication focused on physical and functional aspects of the brand like packaging, freshness, taste, energy, etc , Tata tea decided to move on to the highest level of Maslow's Need Hierarchy i.e. self actualization through their campaign 'Jaago Re' (Wake Up). This study seeks to examine issues such as the effect of this campaign on the public, whether it is leading to generation of public opinion in the public sphere. Does use of the Internet help in reaching the maximum number of target audiences? Both Quantitative and Qualitative Content Analysis have been used to analyze content collected from 30 videos downloaded from YouTube. Based on the findings of this study, it appears that the internet does lead to generation of public opinion in the public sphere, whether positive or negative is a secondary issue. Use of YouTube can be useful only in reaching wider audiences but may not be always useful in reaching target audiences.

Print Media Coverage of Violence against Dalits (Case Study of *Paramakudi* Firing)

Ratnamala Vanamamalai

The present study is aimed at examining print media coverage of violence against Dalits with special reference to the Paramakudi Firing. Six Dalits were shot dead at the police firing on Sep 11, 2011 in Paramakudi. The Dalits were assembled to pay homage to Immanuel Sekaran, a Dalit leader on his death anniversary. This turned violent following the arrest of their leader John Pandian. Content analysis is the primary research method for this study. To study the inclusion and exclusion of Dalits in print media, samples from both the English and Tamil dailies are selected. The content analysis suggests that the themes of the news, the photographs and the news language is biased and one sided. The voice of the victims was absent in the news items. Like Indian society, the Dalits' views were excluded from the news reports. This is also a form of social exclusion.