



Indian Journal of Social Enquiry

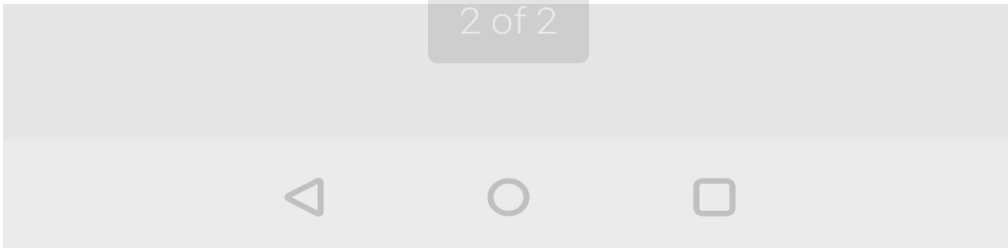
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Public Service Advertising as a Tool of Development Communication: A Functional Perspective

Shruti Goel

Introduction

Developing countries are facing a lot of developmental issues related to environment, health, sanitation, societal problems, illiteracy etc. Public service advertising has become a powerful tool of communication to address these challenges effectively. With the help of Mass Media public service advertisements have potential to reach to the target audience easily and have the ability to influence their attitude and behaviour positively. Public service advertising is a tool used by the government, NGO, and private organisations planned as part of their social responsibility. Public awareness campaigns are an integral part of social marketing (Doh, J.P., &Guay, T.R., 2006). Public service advertisement is a type of marketing that is circulated in the market without any cost and is for public welfare. These are created and broadcast for the improvement of the society and for collective well-being of community. In India, public service advertisements are very powerful, communication force to create awareness, to persuade the acceptance, to motivate for participation, and to enlighten for adoption of new innovations of the development. Public service advertisements help in changing the behaviour of community as a whole rather to make huge sales. The aim of these public service advertising is to educate and raise awareness on important social issues in order to change attitudes and behaviours and to stimulate positive social change (wallack, L.M.,1981). Thus public service advertisements are designed to create awareness, change attitudes, and even change ingrained behaviours such as reducing smoking, preventing alcohol abuse or promoting physical fitness.

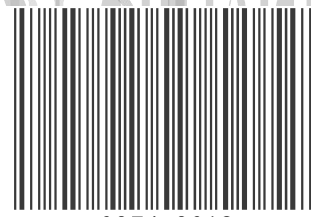
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Public service advertisement is basically directed at the social welfare of a community or a nation (Turner, J.C., W.J.1978). In this type of advertising the main objective is to put across a message intended to change attitudes or behaviour, and benefit the public at large. The first public service

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Sunil Sondhi

Relevance of Sant Kabir Das's Syncretism in the 21st Century

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Impact of Yogic Asanas at Different Altitudes

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Spiritual Media for Social Change

Sudhir K. Rinten

Abstract

Indian Media coverage is dealt in materialistic perspective due to various reasons. Content, coverage style, presentation and portrayal all are affected by contemporary 'peg' of pulling audience in to the content. Media ignores humanitarian approach in different walk of media activities. They gather and present information without keeping in mind the ethico-legal and socio-cultural aspects of affected parties. 'Journalistic sense' and 'news value' are examined on the basis of materialistic approach of media management. Requisite of the content is superseded by wow factor of the content. In such an environment spiritual media and professionals with spiritual understanding may provide a solution to the problem. This paper suggests the spiritual media as only alternative.

Keywords: *Media, Spiritual, Ethics, Karma yoga*

Media is not merely a source of information; it also functions to regulate the society in their socio-cultural and behavioural aspects. It helps the society in achieving material growth in terms of awareness related to various economic indicators. From their understanding of daily consumption to social practices, it has affected the human life to a great extent. It has an impact on socio-cultural practices and also on the thinking of the society regarding the same practices. With such an ability to influence society, media is affecting the 'mood' and 'minds' of humans as per their perceptions and reflections. With contemporary interventions in human life, media have played a vital role in the overall development of the human race, but at the same time, it has been

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Spatial Analysis

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Dr. R N Dubey and Dr. Daljit Singh

Women Empowerment: Prospects and Impediments

(In reference to media interface and portrayal)

Vivek Vishvas

Abstract

This paper is an attempt to analyse the role of media in women empowerment. It is found that the concept of Abla Nari is gradually weakened with time. They are building their own models of success in each and every field. The government is also making new plans for women upliftment. Different NGOs and NPOs have also become an essential part of women's right activities, helping women overcome the challenges posed by the society. Media has given voice to women and their causes. Despite all this, it's also found that acceptance of unequal gender norms are still prevalent in the society and media portrayals. Women's exposure to media is also relatively less to men.

Key Words: Women Empowerment, Gender equality, Media Interface, Media Portrayal, Media Coverage.

Introduction

Time has changed. We entered in the new era, called Women Empowerment. By breaking age old stereotypes, the woman is making her new identity today. They are building their own models of success in every field. In the present society, the status of every woman from each class has been improved. Even the sky and beyond is no longer untouched by them. From Valentina Tereshkova (USSR) to Kalpana Chawla (India/ US) among others are the best examples of it. It is true that the concept of Abla Nari is gradually weakened with time. The government has formulated new plans for women upliftment at various levels. NGOs and NPOs have also become an essential part of women's right activism, helping women overcome the challenges posed by the society. Government initiatives have had lasting results as "today women are comfortably playing



NEWSPAPER COVERAGE AND TREATMENT OF SOCIAL CRIMES: A STUDY OF RELATIONSHIP BETWEEN VICTIM AND PERPETRATOR

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Introduction

The December 16th 2012 gang rape of a 23 year old student of physiotherapy in a moving private bus on busy roads of Delhi has witnessed world-wide humiliation, not only bringing disgrace to the country's reputation or to its countrymen. But was also a huge backlash on the legislative provision which lacked in providing safety and justice to women, toothless rape laws enactment and threw a light on negligence of law makers and government in implementing strict laws for sexual harassment, providing speedy justice to the victim and also for being inattentive towards the needs of the vulnerable section of society i.e., women and children.

Based on these recommendations of Justice Verma Committee, Criminal Law Amendment Bill, 2013 was passed by the parliament of India in March 2013 and President Pranab Mukherjee gave his consent on 2nd April 2013. This way Criminal Law Amendment Act, 2013 deemed to be in force from 3rd February, 2013 and is now considered as one of the stringent anti-rape law in the country until now. Various sections of Indian Penal Code (IPC) were revised and amendments were made in the Code of Criminal Procedure (1973), the Indian Evidence Act (1872) and the Protection of Children from Sexual Offences Act (2012).

The anti-rape law of the country first time witnessed the recognition of some of the sexual deviance. The newly incorporated terms is voyeurism, stalking, disrobing and acid attack added as an offence of violence and is punishable under law. In its ambit definition and punishment given to first time offenders and regular offenders related to rape, sexual harassment, stalking, voyeurism, disrobing, acid attack and gang rape has been expanded. The Criminal Law Amendment Act, 2013 newly inserted section are 354A for Sexual Harassment, 354B for Disrobing, 354C for Voyeurism and 354D for Stalking in the range of Indian Penal Code (IPC).

Despite the establishment of law and the due changes made during the amendment in criminal law act 2013, there is a spurt of growing number of gang rape cases. With this the spurt or trend in coverage of such crime by the Indian national dailies has tremendously improved. In this light, the necessity to ascertain the coverage and treatment given to such social (sexual) crimes by leading newspapers becomes imperative. Nearly 68,000 rape cases were registered across the country during 2009-11 but only 16,000 rapists were sentenced to prison, presenting a dismal picture of conviction of sexual offenders (NCRB). The National Crime Records Bureau (NCRB) data shows there were 1,22,292 cases of molestation during 2009-11 but only 27,408 people could be convicted for the offence.

The spurt of sexual crimes is witnessed in Indian society, countrywide. Disturbing social code of society by deviant behaviour is termed as social crime. It is "an anti-social act" (Mowrer, 1959). According to Nisbet (1970), "crimes are the activities which threaten social order, offend morality and endanger person or property". Nisbet in his definition of crime, points out the phenomenon of social crime disturbing the societal order, including violation of morals which could be a threat to individuals at one level and society at another. He explains this concept with an example that pornographic material (books, films or internet porn) damages the morals of individuals as well as of society.

As media is acknowledge as the major source of information of people or society to build views about various social issues like social crime. Therefore, quantitative and qualitative content analysis of media content may provide with the essential data on 'what the media is constructing' and 'how audiences is perceiving' such content. The present research analyzes the content, treatment and coverage of these social crimes under the ambit of amended anti-rape law (2013) in two English national dailies i.e. Times of India (TOI) and The Hindu.

Objective

Research objectives give a sense of direction or are pre-defined goals formulated for a particular study. The objective of the study is to examine the type of coverage and treatment given to social crime stories to understand various characteristics of social crime. The study also proposes to examine the various characteristics of both the offender and the victim especially in

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Rachita



NEWSPAPER COVERAGE AND TREATMENT OF SOCIAL CRIMES: A STUDY OF TYPES OF ASSAULTS

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Introduction

The brutal incident of Delhi bus gang rape attracted many youngsters to protest together and who had massively supported the survivor and also raised their voice for a better and just environment for women to survive. The support which started as a protest increased in a short span of time leading in to a social movement by the youths not only in Delhi but also saw a steep rise of protest in other parts of country too. The protester use to gather around India Gate at Delhi (national Capital of India) and March towards presidents house in order to gain attention of sleeping politicians and heads of the country who have the power to amend and bring required changes and suggestions in the law. According to Justice Verma Committee, it is highly unfortunate that such a horrific gang rape leading to the subsequent death of the victim was required to trigger the response by the citizens or government and by all needed for the preservation of the rule of law—the bedrock of a republic democracy.

The justice verma committee was constituted on December 23, 2012, to look into the possible amendments in the criminal laws related to sexual violence against women (Committee report, 2013). The committee (committee report, 2013) requested all the countrymen to give their valuable suggestion for the amendments of sexual violence against women in order so that citizen themselves should participate in the due process of law-making. Also oral consultation for interaction with the representatives of several stakeholders, particularly the women's social action groups, experts in the field, National commission, a group of young lawyers, law graduates and academics who worked around the issue to do the necessary research and studied to bring in the required result for the amendment of the criminal law.

The committee took 30days to complete the required task and brought several changes in the new anti-rape law by submitting its report and recommendations on 23rd January 2013 to provide safe and dignified environment for the women of India. Based on these recommendations of Justice Verma Committee, Criminal Law Amendment Bill, 2013 was passed by the parliament of India in March 2013 and President Pranab Mukherjee gave his consent on 2nd April 2013. This way Criminal Law Amendment Act, 2013 deemed to be in force from 3rd February, 2013 and is now considered as one of the stringent anti-rape law in the country until now. Various sections of Indian Penal Code (IPC) were revised and amendments were made in the Code of Criminal Procedure (1973), the Indian Evidence Act (1872) and the Protection of Children from Sexual Offences Act (2012).

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This new anti-rape law has recognized certain act as 'social offences' like sexual harassment, voyeurism and stalking. These new offences are incorporated in to the Indian Penal Code (IPC) with the criminal law (amendment) act, 2013. Delhi police data reveals that in the year 2015 national capital has reported an increase by 20 percent in cases of crime against women from 2014. Of which 27 percent increase is witnessed among registered rape cases. However, molestation cases saw a rise in 2014 with reported 4,179 cases against 3,345 cases in the year 2013. In cases of harassment 1,282 number of cases were registered in 2014 whereas in 2013 only 879 cases of harassment was reported to Delhi police.

Turkowitz (2010) examined the different narratives that the press (newspapers) is constructing about rape and rape victims through content analysis of over 200 news articles from over 30 newspapers around America. The study also explore the

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