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**Special Issue**

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# MEDIA WATCH

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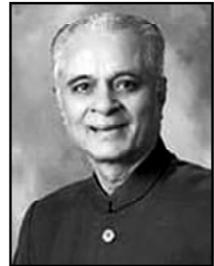
- 7 V. ESHWAR ANAND  
Limits of Freedom of Speech and Expression:  
A Study on Sedition Law and the Need to Prevent Its Misuse
- 19 DEVPRIYA CHAKRAVARTY  
Persuasive Rhetoric of Rap:  
Relevance in the Indian Context
- 30 JUI MUKHERJEE  
News That's New: A Dollop of Humour, A Pinch of Salt
- 40 SNEHA VERGHESE  
Media Reflection of Regional Subcultures:  
Looking at Social Construction of Cultural Identity
- 49 SEMANTI CHOUDHURY  
Will the Celebrities Pay for their Stardom?  
Looking into the New Consumer Protection Bill, 2015
- 57 ROMMANI SEN SHITAK  
Neither Independent Nor Self-Sufficient:  
The Story of India's Public Service Broadcasting
- 68 RUCHI JAGGI & R K MADHAVI REDDY  
Gender Representation in Animation:  
A Study on Children's Television Programming in India
- 76 POOJA VALECHA  
Multi-Screening Behavior of Young Indians:  
Implications for Programmers and Advertisers

- 87 PALLAVI DEWAN & PAYEL DAS  
Evolution of Mobile News Applications:  
App'ealing Side of News Consumption
- 101 AMEYA S. SAWADKAR & DIVYA AYALASOMAYAJULA  
What Respondents are not Telling You:  
Diving beneath Respondents' Surface-Level  
Awareness during Personal Interviews
- 112 HANSA MALHOTRA & SNEHA SUBHEDAR  
Construction, Reinforcement and Subversion of  
Socially Normalized Gender Roles in the Reality  
Television Show Bigg Boss
- 126 PREETHA MENON & RAHUL TARALEKAR  
Designing Smart Promotions:  
Using Big Data Analytics in the Telecom Industry
- 133 RUPAL RAUTDESAI & UJWAL NANDEKAR  
Online Photographs in News: Copyright Perspective

## **Symbiosis International University: In Quest of Academic Excellence**

Over the years, Symbiosis International University (SIU) has been playing a redounding role in the country's higher education system. Considered one of the three top deemed universities in the country, it has over 15 thousand students; and 31 constituent centres or departments across seven disciplines: Media, Communication and Design; Law; Management; Computer Studies; Health and Biomedical Sciences; Humanities and Social Sciences; and Engineering. Owing to the strong commitment of the management and the faculty to quality education and academic excellence, Symbiosis has become a global brand today.

The architect of Symbiosis International University's stupendous success is Dr. S.B. Mujumdar, Founder President, Symbiosis Society and Chancellor of the university. The President of India has conferred on him the Padmabhushan and Padmasri for his significant contribution to education. If the university has created a niche for itself in higher education today, it is only because of his perseverance, foresight and wisdom. His vision is to help SIU strive for *Vasudhaiva Kutumbakam* – The World is One Family. At a time when there is an imperative need for evolving the concept of global citizen in all temples of higher learning, this motto of SIU is a typical example of internationalization of higher education.



Dr. Vidya Yeravdekar, Principal Director, Symbiosis International University, has been trying her best to make SIU a leading university in the world. Significantly, her efforts are not confined to enhancing the quality of education at SIU alone. She has been at the forefront of the movement for internationalization of higher education along with other stakeholders such as New Delhi's Association of Indian Universities and Confederation of Indian Industry. She is a former Member of the University Grants Commission, Central Advisory Board of Education and the Indian Council for Cultural Relations.



Dr. Rajani Gupte, Vice-Chancellor, Symbiosis International University, is primarily an institution builder. She has been a part of the Symbiosis leadership team for over two decades. She has left an indelible impression wherever she worked: Pro Vice-Chancellor, Dean of Faculty of Management and Director of Symbiosis Institute of International Business.



## Foreword

The International Conference on Media and Communication: Prospects and Challenges was organized by Symbiosis Institute of Media and Communication at the Symbiosis International University, Pune, during October 6-7, 2016. The objective of this conference was to deliberate on key issues that are shaping the social and cultural narrative in a highly mediated context. The conference was attended by academics, research scholars and students from across India. The plenary session was delivered by four internationally renowned academics: Dr Daya Thussu from the University of Westminster; Dr Nishant Shah from Leuphen University, Germany; Dr Steve McDowell from Florida State University; and Dr Suresh Ramanathan from the Texas A & M Business School. The Inaugural Session aptly titled 'The past, present and future of Media Research' set the tone for the deliberations through the conference. Research papers and posters presented across tracks addressed the following broad themes: media and culture; media laws; new media; marketing communications; big data; advertising and public relations among others.



The conference deliberations and the discourse generated during the presentations and discussions were not only engaging but also thought provoking. Giving an overall summary of the conference proceedings would tend to oversimplify the nuanced discourse generated by the conference. Hence we have endeavoured to bring out a special issue of this journal to capture the essence of the broad research areas and the diverse perspectives through which they were addressed. The special issue is a compilation of few research papers presented during the conference. The selected compilation has undergone rigorous peer review and we have tried our best to adhere to the highest editorial standards.

We hope that the research areas addressed in this special issue are able to contribute significantly to the body of knowledge in the media and communication context both nationally and globally. Your valuable suggestions and feedback on the content of this special issue will be highly appreciated.

*Dr. Ruchi Jaggi*  
*Director*  
*Symbiosis Institute of Media and Communication*  
*Symbiosis International University, Pune*

## Preface

The media and communication landscape in India has been at the crossroads for a few decades, witnessing a tug of war between traditional and new media in India whereas in some Western countries, traditional media have been shown the way out of the door in the face of new media. India continues to be a land of dichotomies where parents or grandparents still prefer to read the headlines in the hardcopy newspaper whereas the younger generation are more likely to gather their news via a live Twitter feed. Despite 40 per cent of the country's population being under 20 years, the country has witnessed a 7.5 per cent growth in hardcopy newspaper circulation, whereas in other parts of the world, media magnates have been forced to shut down print circulation and migrate to mobile platforms.



Given the Indian context, one can examine if new emerging media has really changed the face of India, and if so, how? Have the somewhat rapid (express) changes in technology really brought about societal and cultural change in terms of communication in Indian society? Has communication truly empowered 'the common man'? Have new media advantaged a few over others? The problems of social transformation and inclusiveness are not just national or international social problems, but they are also media communication problems. The widening gap between rich and poor has an obvious communication dimension. The uneven and often skewed benefits of globalization are evident in the geographies of the information rich and the information poor, of those who have access to media, and those who are not so endowed.

On one hand, the rapidly changing communication environment is radically changing its settings resulting in significant consequences for social inclusion and positive transformation, and social exclusion and dislocation. In our literature this gap between the have and the have not's is referred to as the digital divide. Exploring the social and political consequences of these changes requires recognizing a fundamental paradox. They are now attached to quite different media, priorities and ends. Newer media platforms and services are recalibrating our very understanding of 'what is a medium'? New and evolving media then increasingly challenge our understanding of earlier media. This makes assessments of the social and political significance and impact of these changes all the more critical.

Within this context, this inaugural journal issue, born out of the 2016 International Conference on Media and Communication (ICMAC) hosted by the Faculty of Media, Communication & Design at Symbiosis International University is a welcome and much needed addition to the Communication research landscape in India. The conference witnessed several insightful presentations on tracks such as Media, Culture and Society; Media laws, ethics, and policies; and Business and Marketing Communication and media analytics. Of these, a few chosen contributors have published their papers in this issue covering a gamut of topics such as media, media law, consumer behaviour, journalism, performance studies, research methods, communication, and social media. I commend the volume editors, Dr. Ruchi Jaggi and her colleagues, for putting this volume together, which I am sure is one of more such volumes to come.

*Prof. Aparna Hebbani (PhD, Communication)  
Dean, Faculty of Media, Communication & Design  
Symbiosis International University, Pune*

Plenary address of Prof. Daya Thussu at ICMAC 2016:  
***International Communication in a Digital Age***

Despite the unprecedented growth of media and communication industries in such large countries as China and India, global media continues to be dominated by the US. Given its formidable political, economic, technological, and military power, American or Americanised media are available across the globe, in English or in dubbed or indigenised versions. The US media's imprint on the global communication space, by virtue of the ownership of multiple networks and production facilities, gives the US a huge advantage.



As during most of the twentieth century, the US remains today the largest exporter of the world's entertainment and information programmes as well as the software and hardware through which these are distributed across the increasingly digitised globe. In almost all media spheres, US media giants dwarf their global competitors: from entertainment and sport, to news and current affairs, to financial media and digital media. US entertainment and information networks - sources of its 'soft' power - cannot be separated from American economic, political, and military supremacy, expressed in its more than 1,000 military bases across the globe and its enormous defence budget, unmatched by any other nation.

While the US-inspired opening of media and communication markets, where there was previously state control, has meant more dynamic media, challenges to state censorship, and a widening of the public sphere, they have also contributed to the concentration of media power among private corporations. The exponential growth of multichannel networks has made the global media landscape multicultural and multilingual. Digital communication technologies in broadcasting and broadband have given viewers in many countries the ability to access simultaneously a vast array of local, national, regional, and international media in various genres.

Such connectivity has also meant that the West's hegemony of international media is being increasingly challenged. In international TV news, for example, the growth of English-language news channels notably Qatar's Al Jazeera and Russia's RT have provided a different narrative on global affairs. Despite a strong tradition of English-language journalism, India remains one of the few major countries whose presence in the global news space is almost negligible, at a time when global television news in English has expanded to include input from countries where English is not widely used, including China, Japan, Turkey and Iran.

Will the Internet make a difference? India already is the world's second largest Internet user, after China: by 2016, the number had reached more than 460 million. The convergence of corporate interests in the digital space, notably Reliance's Jio project, and Modi government's 'Digital India' programme, can transform India's communication structures. The projected growth in Internet users is likely to be the highest in the world, given its demographic dividend - more than 65 percent of India's 1.25 billion population is comprised of people below the age of 35. Will this digital and demographic convergence in the world's largest democracy contribute to the emergence of an Indian voice in the international communication space or will India act as a surrogate to the continued US hegemony of global media?

*Daya Thussu is Professor of International Communication and Co-Director of India Media Centre, University of Westminster, London. He is author or editor of 18 books, the latest being *Communicating India's Soft Power: Buddha to Bollywood* (Sage, India, 2016).*

