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Content

Mass Media Vs Cultural Exchange

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Abstract

Communication is the substratum of any culture. There is a stronginter connection between culture and communication. Dialect, dressing, taste, values of life, lifestyle and whatever that creates any given culture are articulated through communication. Media as fourth pillar of Indian democracy considered as strongest tool of communication. The media through their several tools of development and transformation have always played an important role of transmitting and transporting cultural heritage across generations and borders. Media performs as a bridge between various cultures and people. Media are an instrument to bring cultural exchange and cultural globalization. Cultural globalization means transmission of ideas, meanings and values all over the world in such a way as to encompass and strengthen social relations. This is an issue of international concern and needs an effective solution, because different nations are recognized and remain diverse from each other on the basis of their significant cultural differences. Here comes the role of media to uphold this responsibility of shaping and transmitting culture. Through this paper an attempt has been made to understand media's role in contemporary society. A descriptive study has been done to highlight and underline the influence of mass media on cultural exchange. An attempt has been made to accentuate that media's role in Globalization, Modernization and social change.

Keywords: Society, Cultural Heritages,Mass Media, Global Culture

Introduction

The term society indicates a group of people who share a common dwelling and who are dependent on each other for their survival and well-being. We all are interconnected to the world through our societal membership.The beginning of human beings living in wholes upsurge the concept of society.Man started organizing his experiences and behaviour in an ordered form which introduced a systematized practice of life. This established his culture. Both the rise and establishment of society and culture went hand in hand. Culture derivedfrom Latin word cultura or cultus. Cultus means to cultivate. The understanding of the word culture has changed from its root meaning as an activity to a condition, a state of being cultivated. The expansions of media have facilitated

he rapid development of complex interactions of dispersed groups of people with shared interests, or at times contradictory goals, across the world. It is of great importance to notice that all culture is erudite rather than biologically inherited. "One learns one's culture by growing up with it, and the process whereby culture is transferred from one generation to the next one is known as "enculturation". In India whether directly or indirectly Media are affecting social belief which can be described as social environment and cultural ethos. Being Fourth Estate of democracy media acts as a guardian of public interest, and a watchdog of all government and social activities. Media performs as a protagonist in national development it can be analysed from political, economic and social perspectives. In the political domain, media's role can be found in the areas of democracy and good governance, political transparency, human rights, foreign policy, terrorism, and public relations. In economic sphere, media plays a significant role in the areas of economic policy and growth, economic liberation, promotion and tourism, business and stock etc. In social segment, media covers social issues like corruption, criminal violence, communal conflicts, prostitution, population control, education, food security, and public health. Mass media are a significant force in contemporary culture, particularly in India because India is acknowledged for its rich cultural heritage. Sociologists mention it as a mediated culture where media reflects and creates the culture. There is no doubt that the media have an important role in our society, but how the role is pursued and carried out is a matter of great concern. Where the media follow professionalism, truth, fairness and impartiality, then the society enormously gets benefits. But where the media become selfish in making profit and personal advantages, then the society is at a great loss. Therefore checks and balances are also become mandatory in modern democracy.

Review of Literature

Culture is not simple and it is not established by one or two elements. Somewhat it is a complex one and is instituted by a large number of aspects of life which range, as shown in the definition, from knowledge to law to customs. Mr. R.K Chaudhary described that culture is constituted by a large number of units, called traits, culture has to be understood in totality, the whole. He mentioned that culture includes habits acquired by man while living and interacting in society with other members. All the traits are so well assimilated that each one gets almost espoused into the other.He underlined characteristics of cultureas complex whole, Culture is learned, Culture is inculcated, Culture is social, Culture is commercial, Culture is gratifying, Culture is adaptive, Culture is integrative, and Culture is cumulative. Mr. Chaudhary marked in his research that culture is more than a biological phenomenon. To conclude culture is all-encompassing of man's mature behaviour learnt from his group by conscious learning or by a taming process, techniques of various kinds, social and other institutions, beliefs, and patterned modes of conduct.The productiveinterchange between social, cultural factors and individuals makes society a civilised place to live in. All these featuresall together work and strengthen each other. The absence of any one could mean the non-existence of others. Mr. Sharaf N. Rehman of Northern State Universitydescribes that mass media areperforming twin role in global understanding. In one hand the media are making a very affirmative contribution by projectingtruth and on the other side some media organizations are running behind TRP rather than quality content. He suggested that teachers, artists, critics, and the practitioners of mass media make serious efforts to move away from geocentricism and ethnocentrisms. He advised tol cuddle ideas, philosophies, and wisdom of other cultures into our own professional and creative endeavors.

Media as the Fourth Estate

Fourth Estate, the media guarantee toperforms as a watchdog of government officials and defend public interests. In modern explanation of Fourth Estate, the media are seen as the fourth "power" which checks and counterpoises the "powers" of executive, legislature and judiciary.Mass media are a persuasive force and can be "central nervous system" or the "Fourth tate" of democratic societies. Media can build or destroy any social thus it can either be aneffective force in provocationof divisiveness and violence or positive instrument of peace.

Globalization

Two words, 'media' and 'globalization' seem to be repeated over and over again.With its unique and flexible nature, media have brought human interaction and society to a highly interconnected and multifaceted level. The mass media are avital social institution which provides social and economic needs of wider social groups and it has been playing dynamic role in India. Especially in the post globalization age, mass media have to coach people for changing their traditional attitude to suite the modern progressive needs. Now media are extend to all people, rather than of a limited audience. The rapid development of media have become the main force for accelerating the drift of globalization in society during the last few decades.

Mass Media

Mass media can be defined as communicating any messagewhether written, broadcast, or spoken that reaches a large audience. The mediums are television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth.In a society like India, mass media have a responsible role to playin nurturing democracy, plurality and communal coherence. Apart from all these media are responsible for Information and education, Political awareness,Socialization, Cultural communication, Entertainment and the most important role is Catalyst to national development.The mass media are the key conduits through which communication flows. Through socialization, the mass media make peopleabsorb and engross the values and behaviour of a group. This learning process is done through observing, listening and reading. Thesesuperlative functions of mass media in society, ascertains that mass media area direct contemporarytool of mass communication. Nevertheless mass media are considered as the fourthestate of democracy. It is thevoice of the people & the society as whole.In the last 50 years the media influence has grown compassionately with the advance ofdigital technology, The journey was started from pictures ,newspaper first there was telegraph,then to radio, the newspaper of different languages and types, magazines, televisionand now the internet. We live in a society that depends on data andcommunication to keep moving in the right direction.Media plays a crucial role in our daily activities such as work,entertainment, health care, education, personal relationships, traveling etc. Influence of media on social change Mass media are animportant part of society. Watching, reading, and interacting with a nation's mass can provide ideasthat how people think, especially if anassorted combination of mass media sources are perused.As a common set of ideas, values, discernments, and standards of behavior, culture is thecommon denominator that makes the actions of any person intelligible to other members oftheir society.On the other hand, culture is socially created or learned behaviour. Dominick described it as a "complex concept that refers to the common values, beliefs, social practices, rules and traditions that bind a group of people together.Society may be defined as an structured group or groups of codependent people whogenerally share a common territory, language, and culture and who act together for unitedsurvival and well-being. The way in which these people depend upon one another can beseen in such features as their family relationships and their financial, communication, anddefense systems. Mass communication is a primary forum where we debate cultural values with power to shape our definitions and understanding. The history of human communication began withthe oral or spoken tradition. The dissemination of messages grownfrom oral tradition, to script, print, wiredelectronics, wireless electronics and finally digitalcommunication.Communication is the bedrock of any culture. Language, dressing, music, lifestyle, taste, values of life, and whatever that establishes any given cult ure are expressed through communication.Culture and society are such closely related concepts, there can be no culture without a society. Equally, there are no societies that do not exhibit culture.The media through their several phases of development and revolution have always played the role of transmittingcultural heritage across generations and borders. Global culture means that people irrespective of their variances and differences will have a uniform worldview, lifestyle, values, and uniformity of thought on all issues. This is impossible even among identical twins and is only feasible with cloned beings.The mass media are akey transmitters of culture. In modern society, it is

hard to imagine society without media. Because media are embedded in our day to day life that we cannot truly discuss any segment of life without referring to media. Even most of our activities and events are now linked up with media. If we talk about digital India Now we prefer online shopping to feel hassle-free shopping, We book all tickets through internet, through social networking sites we upload photos and videos, tag their friends, post comments on each other's walls, create groups, add fans, invite friends of events, post bulletins, and integrate applications.

Modernization and Mass Media

Today, culture does not depend only on the spoken word or on the printed word but also on expressions. Creation and maintenance of a more or less common culture occurs through communication, including mass communicationModernization and mass media. Media construct and maintain any culture. The rapid expansion and growth ofmedia have been the main force accelerating the trend of globalizationand modernization in society.Media havefetched human interaction and society to a highlyinterconnected and multifaceted level, but at the same time there are so many challenges in front of media. Because it is expected to distinguish media as fourth pillar and a strongest tool of cultural exchange it should not be criticized as the medium of cultural damage and cultural loss.Modernization literally refers to something "in the presenttime." The central idea behind this concept is that "becoming modern".

Conclusion

Today, social institutions have beenincorporated by, and are largely filtered through, mass media. More than ever before, themass media have replaced families as caretakers, worship places as arbiters of cultural values,schools as sites of education, and the state as public agenda-setters. After going through the above mentioned role of media and relation between mass media and society we thereforeunderstand that media interactions contribute ominously to the creation and transmission of cultural expressions. The question arises whether media truly working as an engine of social change or not. Media should come out of infotainment syndrome. Media are the medium of socialization. Media can fortify

moral and spiritual values in the cross cultural and multi-dimensional society. Mass media in India have to connect urban rural gaps, because the fruits of development are not equally shared by people in villages. In India it has been observed earlier there were limited desires of the people and our life was "peaceful and fruitful ". In order to fulfill increasing hopes and ambitions of millions of people in India, media have to act like mirror of our hopes and aspirations. There are communication gaps between media and society.Bringing awareness at different level is more important. India requires communication on more coequal basis is ethically correct and practically more relevant and useful. Thus, there are many challenges in front of media for bringing social change in India. At present mass media are not properly useful for encouraging sustainable rural development. Hence the future perspectives can be more reformist if media's power is properly used. If media areused properly it can generate growth rate at one hand and it can also awaken people for sustainable development. For the media to successfully contribute to national development, there are certain roles expected of them. These roles include providing checks and balances in democracy (Fourth Estate), setting public agenda, gate-keeping, watchdog, and force multiplying.

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Bourgeoisie – Proletariat Relationship in Shakespeare's The Tempest

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Abstract

On a peripheral level, there may not be any close connection between the sixteenth century dramatist Shakespeare and the nineteenth century philosopher Karl Marx. However, a close examination reveals the world of Shakespeare is structured on class relationship that Marx addressed in his writings. One of the plays of Shakespeare that opens up the world of class struggle and class oppression is The Tempest. Informed by the theoretical percepts of Karl Marx and Louis Pierre Althusser, this article aims to investigate the class differences and the resulting exploitation, victimization, and commodification in The Tempest.

Introduction

Bourgeoisie - Proletariat Relationship in Shakespeare's The Tempest Shakespeare's The Tempestdepicts the struggle between two classes, the bourgeois and the proletariatas represented chiefly by Prospero, the exiled Duke of Milan and Caliban, the savage half-man respectively.The chief mode of production, which is defined by Karl Marx as "the relations of productions [which] constitute the economic structure of society, the real foundation, on which arises a legal and political superstructure," wascheap labor in this enchanted island. (Early Writings 425). Caliban and Ariel belong to the infrastructure that is governed and controlled by a single person,Prospero, who is the embodiment of superstructure.Prospero was successful in repressing the conflict in the existing relations of productions through theemployment of different state apparatus. The mode of production and the tension between the different classes in the mode of production was clearly established at the outset of the play developed through the conversation of the Boatswain and the nobles on the ship. In the very first scene, Shakespeare takes the readers to the ship which was trapped in a storm,and in which the mariners were work ing very hard to save it from the imminent capsize. The master of the shipalready gave an order to the Boatswain to work hardand save the ship, and Boatswain, in turn,stirred his mariners to work with all their might. But the nobles, as in any master-servant set up, notbeing satisfied with their work and to extract the full potential of the mariners, interfered and agitated already hardworking Boatswain and the team.The conversation with Boatswain and the nobles didn't turn out to be a humanitarian one, but a typical-bourgeois type.The dissatisfaction with the existing mode of production was reflected in Boatswain's conversation with the nobles. Boatswain, in fact, thought that they were assisting the storm with their interference, and thus making the workerspowerless in their fight with the storm. Boatswain told them that their authority couldn't help them in this situation. He said to the nobles, "None that I more love than myself. You are a councilor; if you can command these elements to silence and work the peace of the present, we will not hand a rope more"(Tempest 1.1.18-20). Here in this instance, we find a tension brewing between the classes in the mode of production. The revolution within the existing mode of production, according to Marx, is necessary. In Marx's words, "At a certain s

tage of development, the material productive forces of society come into conflict with the existing relations of production …or with the property relations within the framework of which they have operated hither to" (Early Writings 425).When the Boatswain mumbled against the nobles, they threatened him with gallows and hanging once theywould arrive back in the country safe from the storm. So there wasviolence from the part of both the workers and the nobles. This brewing tension between the masters and the workers could be carried over to Caliban's struggle against the authority figure, Prospero who exploited him to the maximum to serve his purpose. Just like in the opening scene of the Tempest, where the workers of the boat, who had the real knowledge of the working of the boat and the sea,were supposed to be in control but in fact turnedout to be mere slaves of a few people, whose interest they had to support, and were put down to the level of mere machinery,Caliban, the native of the Island who knew each nook and corner of the Islandand could distinguish edible items from poisonous, became a worker and wasdemoted to the level of a mere slave- and was controlled by another human being Prospero, an intruder to the Island. When we began hearing the story of Prospero one would imagine that this was the story of his revenge, but soon it turnedout to be a story of class consciousness and class struggle. The story ceased to be Prospero's story of revenge to his brother, who sacked the dukedom of Milan violating the trust entrusted on him, and the king of Naples, who supported the sacking and kept silent about the whole affairs. The story soon turned to be a story of Prospero's reconciliation with the usurpers of his dukedom, and forgiving Sebastian and Antonio for plotting to kill the king of Naples. Prospero's anger was channelized to the native of the country, Caliban, whose IslandProspero conquered through his magical powers and trickery. Caliban was turnedto be a slave when he tried to ravish the daughter of his master to efface the difference between master-servantrelationships. Caliban turned to

be the chief villain and enemy instead of the cunning brother who threw Prospero into the turbulent sea to be perished there slowly.The villainy and wile plots of Sebastian and Antonio became a side story and the comic side of the lower class people Trinculo, Stephano and Caliban became the central part of the story. The relationship between Prospero and Caliban didn't just start out as a master-slave relationship. It was rather a mutual friendship, a friendship for survival for Prospero and a friendship taken forgranted by Caliban. When Prospero came to Caliban's Island as a refugee, Caliban was the master of the Island. Prospero showered love on him in order to learn the secrets of the Islands, but once he appropriated the knowledge from Caliban, he distinguished himself from Caliban, and his old class conscious reemerged in him, and that made him master and Caliban a slave. Caliban describes their relationship:

> When thou cam'st first,/ Thou strok'st me and made much of me, wouldst give me / water with berries in't, and teach me how / to name the bigger light, and how the less,/ that burn by day and night. And then I loved thee / and showed thee all the qualities o' th' isle,/ the fresh springs, brine pits, barren place and fertile./Cursed be I that did so! All the charms/ of Sycorax, toads, beetles, bats, light on you!/ For I am all the subjects that you have / Which first was mine own king, and here you sty me / in this hard rock, whiles you keep from me / the rest of o' th' Island. (Tempest 1.2.335-346)

When Caliban imparted Prospero with the Geographical knowledge of the island in order to sustain there and to take care of the basic needs like food and shelter, Prospero taught him notonly about the sun, moon and the working of the universe but also his language. Miranda also took part in teachingCaliban language. She says that she "took pains to make [him] speak, taught [him] each hour." (Tempest 1.2.356) It was through this language that they tried to inculcate in him their ideology and world view. Thus Prospero put him into his family and began educating him. According to Louis PierreAlthusser, the Marxist critic,

family and education are the major centers where children are initiated to the ideology, and thus controlled. Althusser distinguishes between two types of apparatus for the state to hold its power. For him, state functions only as state power and the two apparatus to seize and conserve power are the State Apparatus and the Ideological State Apparatus. Althusserconsiders "the Government, the Administration, the Army, the Police, the Courts, the Prisons etc" as the state apparatus in Marxist theory and he calls these apparatus as Repressive State Apparatus because they function by violence(Althusser 1489). On the other hand, the Ideological State Apparatus such as family, education, law etcare not immediately visible. They are ideological as they try to inculcate the ideology of the mode of production and try to create false consciousness in the base structure. That is, to create a consciousness apart from the real consciousness that is formed out of the material conditions in which the workers live. Prospero first tried to put the ideology of the bourgeois class into Caliban through the ideological state apparatus, education. Prospero also had to teach his daughter class consciousness, obedience and virtuous comportment appropriate to a good princess. Thus Prospero was imparting two different types of family values and education to Miranda and Caliban. One was being shaped in the bourgeois mold and the other on the proletariat moldto work for Prospero.Althusser considered education as the dominant ideological State apparatus. Hewrites,

[Educational institution] takes children from every class at infant-school age, and then for years and years in which the child is most vulnerable squeezed between the family State apparatus and the educational State apparatus, it drums into them whether it uses new or old methods, a certain amount of 'know-how' wrapped in the ruling ideology. (Althusser 1494)

Prospero used the ideological state apparatus education to turn Caliban into a good worker and Miranda into a bourgeois in his own image. It worked out for Miranda and that helped her to find her suitor in Ferdinand who belonged to the same class.But for Calibanit seemed to work for about ten years until Miranda came to the age of sexual maturity. Caliban's rape attempt on her proved that the edu-cational state apparatus was a failure for him. Caliban, the native of the island, was not the product of the bourgeois society like Prospero, so their cultural values, indeed, were different and Prospero's attempt to inculcate the values of the bourgeois society and mould him into a proletariat didn't work. In Marxian view Caliban's conscience was made out of the existing material conditions of the society and that was not a bourgeois model in the beginning of their relationship, but rather that of a co-existence in the nature. For Caliban, Miranda who now became a woman was ready to carry his seed and fill the island with his sons, a thought that surfaced from the pre-bourgeois society. Caliban tells Prospero about his wish, "O ho! Oho! Would't had been done!/ Thou didst prevent me; I had peopled else/ This isle with Calibans." (Tempest1.2.352-353). It is evident from this that Caliban's consciousness was purely based on the then existing mode of production. Marx explained his concept of consciousness in his book The German ideology:

Men are producers of their conceptions, ideas, etc. –real, active men, as they are conditioned by a definite development of their productive forces and of the intercourse corresponding to these, up to its furthest forms. Consciousness can never be anything else than conscious existence and the existence of men in their actual life-process. (Marx47)

Caliban was not fully assimilated into the capitalist society that was on the making. That seemed to be the reason why he tried to violate Mirandaand tried to produce and fill the islands with Calibans. But Prospero on the other hand was the product of the bourgeois system and he considered himself as the Duke of Milan even though he was just a refugee in the Island kingdom of Caliban. He couldn't tolerate Caliban's violence on his daughter, so through trickery and his magical charms, he made Caliban, the native king of the island who tried to violate the class boundaries, into his slave. Prosperounderstood that he cannot have his bourgeois mentality when the relationship with Caliban is mutual and used the Repressive State apparatuses to keep him as his slave When the Ideological State Apparatus failed, Prospero turned back to the Repressive State apparatuses.Prospero confined Caliban to a rock and made him a bonded laborer working

for him. This was the full transformation of the system into a capital society, where Prospero began using Caliban solely for his advantage. Caliban's condition became worse. He was not rewarded for his work and if he ever hesitated he would be severely punished. Prospero told Caliban, "Hagseed, hence! / Fetch us in fuel, and be quick, thou'rt best, / To answer other business. Shrugg'st thou, malice? / If thou neglect'st or dost unwillingly / What I command, I'll rack thee with old cramps…"(Tempest1. 2. 368-373) Thus Caliban was pushed to the base structure of the society along with other character Ariel. Ariel was another bonded laborer who worked for Prospero without any rewards but the promise of freedom after he would get back his dukedom in Milan. Whenever Ariel demanded her freedom Prospero reminded her of the dreadful situation wherefrom she was rescued by him. It was through promises and threatening that Prospero managed the bourgeois mode of production after his appropriation of the island. In this bourgeois mode of production Prospero became the superstructure as he controlled both the Repressive State Apparatus and the Ideological State Apparatus. The base structure was represented mainly by Caliban and Ariel along with other spirits in the Island whose work was essential for the very existence of the Island bourgeois society ruled by Prospero. Even though the education, the ideological state apparatus failed in Caliban's case, Prospero could still keep Caliban in the base structure through force and threatening

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English Communication in the College Classroom– A Study

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Introduction

Information explosion, globalization, and the technological innovation are the three aspects which go hand in hand along with the spread of the English language. This language is also used as a lingua franca in many countries. English acts as influential in the purpose of foreseeable future and in this perspective, recognizing the importance in the social and economic welfare is imperative. Moreover, non-English-speaking countries around this world have started to integrate English into the educational system.

Review of Literature

In this paper, the major focus is given on the matter of English communication at the college classroom. However, the marginality in terms of language barriers and discourse contents are quite noticeable in some countries, where English is not taken as the first language, but higher education requires English knowledge as a result of colonized culture. There are different subcultures and social groups in terms of fluency of language speaking and basically, we can find these subcultures through lifestyle, habits. These social groups are closer to each other. However, the necessity of English communication in the classroom is two fold. Communication in English enhances the prestige of the student among peer groups as well it is necessary for higher education as there is no other option. More than opportunities, there are challenges for English communication because the current stage does not allow them to learn a new language discourse. This study will present a cumulative argument on English communica

tion in the classroom and their procedures. It will explore the language content discourse and Foucault's theory on discourse to present a theoretical perspective. We can see the use of technology to improve the English communication in the classroom but the hierarchical and subcultures with the social groups are more important to consider. Fostering critical thinking and task activities will be some other ways to improve communication in English in the classroom. In the non-English speaking countries, English learning is regarded as a crucial part in order to meet the demands of increasing globalized world. In this perspective, the challenges associated with this is to equip the learners in the classroom with important productive and receptive skills for performing well in a competent way (Al Hosni, 2014). This language is important to acquire in-depth knowledge of grammar, comprehension and in so many uses. Analysis of the Foucauldian discourse is important for focusing on the power relationship at the society of Oman expressed through practices and languages. This is helpful in expressing by behavior and language along with relationship in between power and language. This method is also beneficial in analyzing social world which is expressed by language and this is affected by power sources. This language is important to acquire the in-depth knowledge in grammar, comprehension and in so many areas. This is the approach proposed through social constructivism (Al-Issa, 2014). According to Foucault, power structure is alreadythere in the classroom where teachers or educators are empowered with the strength to control teaching-learning process of English. Hence, the political autonomy of educators helps students to balance space and time with learning strategies for bette

r understanding of usage of English language. In Oman, English language is currently used as a necessary tool for the purpose of acquisition of advancement in technology and knowledge. English language provides multilingual nature in the Omani workplace particularly at private sectors and in higher education. In the public schools English language has been well taught since 1970 and from 1986 at higher education. This has been using as fundamental tool in order to achieve modernization, acquisition of technology and science, nationalization and expanding the bilateral relations.

Discussion and Analysis

The following is the Omani students' group into three categories. As mentioned by Al-Mahrooqi and Tuzlukova (2014), there is one group of students who study in the government colleges of Oman as compared to the students whose L1 is not English and who generally do not study at English-medium schools. When those students go for studying in college in English, their lack of English communication is observed profoundly. There is another group of students who belong to educated families and attend private schools are able to speak English fluently. In future, they get their desired jobs easily in both private and public sectors. The third group of students belonged to poorly educated family backgroundswho continue their education totally on scholarships and this is one reason they do not get the opportunity to grow their English communication skills. The first and the third group of students thus try hard to communicate in English language. At the time of pursuing higher education mostly for degree programs, they experience difficulty because of their poor oral as well as written English communication skills. Issues which arise are - difficulty in using correctvocabulary in English communication. For this reason, in a college classroom scenario they do not feel the urge in taking part in classroom discussion due to inhibition in this language. Most of them either are afraid of doing any mistakes in front of the whole classroom or sometimes their shyness compels them to do so. Another reason for the inhibition regarding English is that they do not have proper opportunity to communicate in English outside the classroom and lack of adequate exposure to this language with situations of real-life. This ultimately becomes unfit to them in employment in several jobs. On the other part, challenges in communication in the college classroom often are faced by the epistemological motion and different understandings of people on knowledge (Al-Mahrooqi, Abrar-Ul-Hassan and Cofie, 2016). However, in spite of this, the students of higher education mostly pursue their graduation degree with poor oral as well as written English communication skills. This ultimately becomes unfit to them in employment in several jobs.

Conclusion and Suggestions

Constructive paradigm and reflective thinking must be taken for better assimilating knowledge. The major change which is required is encouraging students in learning English from the very beginning of education. Apart from this, utilizing proper communication strategies are necessary, such as remain engaged in different interaction activities in a classroom by innovative and interactive teaching learning process such as showing documentaries, stories, and educational videos, increasing the number of English classes, offering different summer courses in English for continuing language exposure. Hence, this paper has undermined that there are some important factors which are underlying in gaining English proficiency and communication with the college students. In this respect proper strategies can be adopted in minimizing the issue and progress can be achieved.

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The Fair and Lovely Phenomenon: A case study into a country's obsession with fairness and the media that pursues it

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Abstract:

This study aims to focus on the media that propogates the fairness ideal followed by a large number of women, and even men, around the globe. Media personnel have a social responsibility to avoid promoting unrealistic beauty standards; however, a sizeable amount of advertising agencies continue to support a company that feeds this very flame. This paper attempts to look into the company's ideals and the ethical connotations that its policies entail. I conclude that media has had an adverse effect on body image; however, change can be brought about by socially responsible media. The methodology adopted in this study will be mixed (Qualitative and Quantitative).

Keywords: Social Responsibility, Advertising, Marketing, Campaigns, Public Relations

Introduction

Beauty standards around the world have been a large topic of debate and the introduction of a certain 'skin whitening cream' lead to an awkward acceptance that the westernized standard of beauty should be one that must be pursued. Fairness being equated to the epitome of beauty (The Daily Records, 2017), prolongs this orthodox notion. Moreover, advertisements portraying various women and men achieving great feats simply by changing the colour of their skin, further submits to a cultural norm that fair is, in fact, lovely.

Review of Literature

The idea of fair being lovely is a topic that has been widely covered. Especially with the new age of Social Justice Warriors or SJWs; this topic in particular has been brought under a new light. It is collectively agreed that the most recognizable practitioners of fairness routines have been Indian women who believe, "A fair skin is like educa tion, regarded as a social and economic step up" (Luce and Merchant, 2003). Further, in his case study, Aneel Karknani (2007) exhibited how Fair and Lovely's popular commercials typically showed women being depressed over the darker complexion of their skin resulting in hardly any prospects of a brighter future professionally or personally. They only achieved success, "after becoming markedly fairer, which is emphasized in the advertisements with a silhouette of her face lined up dark to light." Another example of such advertising as stated by Shareen Pathak (2014) portrayed both a combination of sexism and fair-skin bias where "A retired father with money problems laments that he didn't have a son to bail him out. His dark-skinne d daughter decides she'll "be a son" and uses a Fair & Lovely cream to land a coveted job as a flight attendant." This kind of advertising became a norm and even reached within the proximity of men. Suneera Tandon (2017) in her article for

quartz India very clearly reflected her frustrations on India's obsession with turning everyone white, "For generations, companies have been selling fair skin to young Indian women. However, over the last few years, men have became a favoured target audience." In Ancient China and Japan, men of pale skin were revered as handsome; they were even required to cover their face with a shield lest the sun's rays "lessen their handsome looks" (Lasco, 2016). Moreover, The colour of one's skin determined social class, the dark-skinned were attributed to the class of a labourer who worked in the hot sun (Jablonski, 2012). This kind of situation also found itself most notably in America where blacks and browns (mexican-latinas) alike, faced certain atrocities or ambivalence based on the colour of their skin (Adams, 1996). This is further highlighted in a book by Marita Golden (2005) who highlights her own story walking within the confines of her colour and how it was treated by those who interacted with her. However, there finally seems to be a decline in colour/fairness based marketing as cited in Rajiv Singh's (2013) article in the Economic Times where people seem to finally be getting over their obsession with the 'fairness' bug.

Objective of Study

☐ To review Unilever policies and their dissemination of the 'Fair and Lovely' marketing, especially in the Indian context.
☐ To analyze the ethical implications of such advertising and their impact on society.
☐ To study the effects of corporate benefit versus societal well being.
☐ To recognize the role of the media as a distributor of ethical and socially responsible content.

Research Methodology

This paper incorporated a mixed methodology focusing on the possible psychology behind why a majority of a society may condone the propagation of fairness ads in the media. The methodology was carried out in the form of a questionnaire that targeted males and females between the ages of 15-45. As in the literature review, considerations have been taken from journals, books and advertisements to further highlight the problem that fairness ads may create on the psyche and perception of one's own race.

Result and Discussion

Age, Nationalities and Products Used Of the 58 respondents targeted, a majority (56.9%) were between the ages of 15-25. 27.59% belonged to 25-35 year olds and the remaining 15.51% belonged to ages 35 and above (See Fig. 1). Nationalities focused on were Indians where the fair and lovely phenomenon seems to be most prominent; however, other nationalities were appraoched to see if the problem extended to these as well (See Fig. 2). Out of these, 55.17% of the respondents have used a fairness cream at at least one point in their lives. Products used varied among respondents; however it can be agreed (See Fig. 3) that Fair and Lovely has always been a leading brand in fairness.

☐ Fairness Pressure and Reasoning

Focusing on the methodology, a majority of the respondents did not feel pressured into caring for their fairness (See Fig. 4); nonetheless, the problem seemed to surface within one's own perceptions and external ideologies. Predominantly, fairness was equated to the possibility of finding a life. partner or proposal in marriage. Respondents stated that potential suitors almost always had 'fairness' as a criteria for their perfect bride or groom. This, when broached further, seemed to exist from societal acceptance that fair was equal to beautiful. Moreover, these ideologies seem to be further fueled by media and its wide endorsement of fairness brands (Gupta, 2015). Although many of the respondents agree that the reasons were never valid (See Fig. 5); however, it did not dissuade them from trying fairness creams altogether for the reasons above specified.

Present Care and its impact on Self Image

Presently, respondents still show a sense of care for their complexion; however, the reasoning seems to now vary leaning more to

wards just overall self care and better looking skin. This tilt towards a more positive image could be attributed to recent media promoting more self acceptance and general maturity of the average respondent. Social Campaigns made by the Women of Worth (2009) such as the

'Dark is beautiful' campaigns, propogate ideas of colour acceptance and natural beauty. They exist specifically to 'challenge the belief that the value and beauty of people, is determined by the fairness of their skin.'

Dark is Beautiful even began a petition lobbying the Advertising Council of India to legislate against adverts that discriminate against dark skin (Hoskins, 2014). This kind of non-violent warfare seems to be making a difference as advertisements showing people with darker skin as being inferior are being banned by the Advertising Standards Council of India (Pathak, 2014). Nonetheless, many respondents still shed light upon the injustices they felt growin up when it came to skin colour. One respondent specifically spoke of how she was reprimanded for playing in the sun for fear of getting tanned and ruining her natural complexion.

☐ Unilever and the Fair and Lovely Product (Policies and Ethical Connotations) Unilever's mission stems from 'transforming the lives of women who desire fairer or even-toned skin.' This gave birth to a variety of ads that showed depictions of women feeling better after using their brand of fairness cream and getting the job they deserved. To this day, their website continues to show ads that involve the above mentioned set-up. Nonetheless, the campaign now seems to steer more toward women empowerment and boosting self-confidence to achieve what women were initially denied (Hindustan Unilever, 2018). However, despite these efforts to change brand image, it still continues to receive criticism on its reason of continuance in the first place.

To answer this possibility, it is seen that fairness creams still continue to boom in sales. The fairness cream industry in India alone boasts an estimated $432 million a year and showed growth of at least 18% annually in as recent as 2010 (Pathak, 2014). This, along with their 'changed' mindset may seem to still bring in the money and seal the customer base for the product. Their brand tries to appeal to 'young and bright customers' and, this marketing strategy seems to be working as the growth of the fairness brand doubled in 2015 (Unilever Annual Report, 2016). The Unilever brand now further dabbles in philanthropy toward women through their 'Fair and Lovely Foundation' that seeks to provide scholarships to women who deserve it (Hindustan Unilever, 2018) and; moreover, accompany the previously sexist brand image to that of Women Empowerment. These and other efforts seem to be working in the brand's favour and they still continue to have record sales through the years; however the question remains, do creams with bleaching agents need to exist at all; and does media have to endorse it?

Conclusion

A Socially Responsible Media.

It cannot be denied that media has come a long way from the previously, quite sexist and demeaning nature of ad campaigns, to its present setting of gender empowerment and self acceptance. Fueled by movements such as feminism and racial studies, media has pivoted towards campaigns that seek to empower rather than oppress. However, the faults of the past cannot be over shadowed by the success of the present. It must be taken with a grain of salt and accepted for what it symbolised, a past that can be changed.

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Why is Media being Unethical?
A Case Study on Al Jazeera News Network

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Abstract

Media plays a very significant role in present society. News is the audio, visual and written construction of events and incidents. News attempts to inform people about the things that took place and uses media channels to perform this. Media channels are the mediums that are in mass communication to reach a large number of people. This involves; TV, radio, newspapers and magazines (MBN, 2018). The function of news is to inform. Therefore, news channels attempt to inform viewers with happenings around the world and persuade its audience to believe its points of views

Keywords:- Media Ethics, Al Jazeera News Network, Public Opinion

Introduction

News is the audio, visual and written construction of events and incidents. News attempts to inform people about the things that took place and uses media channels to perform this. Media channels are the mediums that are in mass communication to reach a large number of people. This involves; TV, radio, newspapers and magazines (MBN, 2018). The function of news is to inform. Therefore, news channels attempt to inform viewers with happenings around the world and persuade its audience to believe its points of views (MBN, 2018). In another world, news media is expected to be ethical. It should be fair, balanced and unbiased. In reality, news media is a fine example of violation of ethics through defamation, lying, slander, and fabrication of news as well as provoking and biasness (Forbes, 2017).

Review of Literature

Based in Qatar, Al-Jazeera is one of the most popular news channels in the world. It is considered to be the first Arabic news channels, broadcasting news and in-depth reports on hourly basis. The channel is "highly active", considering its role in reporting the 9/11 attacks and the Afghanistan War, the 2003 Iraq War and its role in the 2011 Arab Spring (JSC, 2018). While the channel claims that it is a platform for all opinions, critics criticized its behavior which is very sympathetic towards the foreign opinions of the State of Qatar. Critics complain about the channel's silence and absence from the social issues that face the Qatari society (Arab media, 2018).

When the February 17th 2011 Revolution took place in Libya, Al- Jazeera stood as a platform for the rebels. It turned its back to the Libyan Government and named the Libyan Security Forces as "the regime's mercenaries". Qatar supported and armed the rebels against Colonel Qaddafi, and used Al- Jazeera to defame the Colonel. Libya was subjected to various lies and the Colonel was pictured as a "blood-seeking" dictator (Al Aswad, 2017).

Various lies have been told. The channel broadcasted tragic pictures of slaughtered civilians, rape victims and demolished cities and claimed that they were taken from Libya. Reports ensured that they were taken from Gaza in 2009 following the Israeli Aggression. Likewise, on February 22nd, Al Jazeera conducted a call with a witness who spoke about the Colonel's aggression on Tripoli and Benghazi using Israeli jets. Knowing the Islamic World's paranoia of Israel, Al Jazeera knew that such news will gain sympathy. However, observers ensured that no attacks took place on that eve (Al Aswad, 2017). Similarly, Al Jazeera took Qatar's point of view during the 2011 Revolution in Yemen. It broadcasted a video of prisoners being whipped and beaten by "Yemeni forces". The very same video was broadcasted a few years before the start of the revolution in Yemen and was taken in Iraq

Analysis

The American Department of State Internal Communication criticized Al-Jazeera for its coverage of news that is done to suit Doha's political interests. This is reflected on the channel's approach and coverage of the 2015 Saudi-led coalition in Yemen before and after the 2017 embargo on Qatar by Saudi Arabia (Arab Media, 2018) In 2015, the Iran-backed Houthi Rebels overthrew the government in Sana'a- Yemen's capital- and seized power. Saudi Arabia and Iran are two regional powers that share ultimate hatred towards each other. Saudi Arabia lead a coalition to fight off the "Iranian hegemony" in the Yemen. Several countries joined the coalition and Qatar was not an exception (Arab Media, 2018). Nevertheless in 2017, a dispute between Qatar and Saudi Arabia erupted. Qatar was kicked out of the coalition and an embargo was enforced on it. It was during this time that Al-Jazeera's coverage changed dramatically. Just prior to the embargo, the coalition was pictured as Yemen's last hope to build the impoverished country and stable its unstable economy. The International denounces against the humanitarian crisis caused by this coalition were ignored. But as of June 2017, Al-Jazeera started to cover the famines, malnutrition, cholera and other health diseases that were caused by this coalition. It even conducted inter-

views with Houthi rebels who were previously called "thugs" and "mercenaries" (INSS, 2017). After years of silence, Al- Jazeera focused more on Saudi Arabia and the United Arab Emirates, both of which are among the countries that enforced the siege on Qatar. Al- Jazeera discussed the bad treatment of labor in UAE and the oppression of women and minorities in Saudi Arabia. Critics criticize such coverages as they only came following the dispute (Arab Media, 2018). The channel also came-up with "unheard" off news like Houthi attacks on Abu Dhabi International Airport despite the geographical impossibility (Fawzi, 2017). Al Jazeera is seen sympathetic and friendly towards Qatar's allies like Turkey. It persuades viewers that the Turkish intervention in the domestic scenes in Iraq, Syria and Egypt are "support for freedom". The channel brings no reports on the supposed Turkish support for chaos-causing opposition groups in the mentioned countries. It also showed its full support for the Turkish president during the 2016 coup attempt. Al Jazeera's criticism is based on the fact that the channel comes up with assumptions that harm country's reputations and the national security or lead to rage. In 1999, Al Jazeera translated a power cut in Algeria as a government attempt to stop Algerians from watching a documentary that was to be broadcasted by Al Jazeera about Algerian dissidents. Egypt imprisoned 3 Jazeera journalists due to their provoking against national security. In 2015, India stopped Al Jazeera from airing its shows as the channel kept showing maps of India without Jammu and Kashmir and the Andaman Islands.

Nevertheless in 2017, a dispute between Qatar and Saudi Arabia erupted. Qatar was kicked out of the coalition and an embargo was enforced on it. It was during this time that Al-Jazeera's coverage changed dramatically. Just prior to the embargo, the coalition was pictured as Yemen's last hope to build the impoverished country and stable its unstable economy. The International denounces against the humanitarian crisis caused by this coalition were ignored. But as of June 2017, Al-Jazeera started to cover the famines, malnutrition, cholera and other health diseases that were caused by this coalition. It even conducted inter

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Conclusion

News attempts to inform, convey messages, persuade and raise awareness on certain issues. This often results in media choosing superiority and biasness to report its news. It is not surprising that Al Jazeera is taking such behaviors to report its news. Even though, Al Jazeera is not sole in this matter; it remains superior due to its popularity. The channel's unethical practices enforced many countries to take actions to shut down Al-Jazeera's offices and imprison its journalists. Despite being unbiased, Al Jazeera insists that it works independently from any au-

thorities but questions on Jazeera's silence on issues in and on Qatar remain unanswered.

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A Study on Stress and Self Esteem among the Orphans and Non Orphans

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Abstract:

The aim of the study is to find is there a relationship between stress and self-esteem among the orphans and non-orphan children. The sample of the study consist 60 children, ranging in the age of 8-12 years were selected from various orphanages and schools. The samples responded to Stress Inventory (Natesan & Menon, 2005) and Rosenberg Self-Esteem Scale (Rosenberg, 1965). t-test and correlation were used to analyse the data. Findings indicate there is significant difference between the level of stress and self-esteem among the orphans and non-orphans and there is an inversely proportional correlation between stress and self-esteem.

Key words: Orphans, Non-orphans, stress & self-esteem.

Introduction

Most of us assume that childhood is a period when children are cheery, with no reservations or responsibilities; however studies state that a lot of children experience extreme stress and have similar symptoms as those of adults, (Ruffin, 2009). Stress is a complex psychobiological process with biological, emotional, mental, and behavioural consequences, all of which influence one another, (Karina Quevedo, 2007) Responses to stress are associated with mental orientation toward threat, mobilization of energy for self-defence, and emotional arousal states Lupien et al. Studies have shown that stress related to school is one of the main causes of fatigue, headaches, stomach aches, allergies and other chronic ailments such as asthma and diabetes among children (Elias, 1989).

Symptoms of Stress in Children:

Behavioural symptoms include trouble falling asleep, nail biting, enuresis and loss of appetite. On the cognitive realm, stressed children are anxious about going to school, are worrying about a lot of things (De Anda et al., 1997; Jones Sears & Milburn,1990).

Self Esteem in Children:

Simon and Schuster (1997) define self-esteem as the disposition to experience oneself as being competent to cope with the basic challenges of life and of being worthy of happiness. Self-esteem is strongly connected with happiness and confidence; low self-esteem may lead to poor academic achievement, physical and psychological outcomes including anxiety and depression, Baumeister, (2003)

Review of Literature:

Seema Irshad, (2017) conducted a comparative study which indicates that stress and alienation are highly correlated with each other. This indicates that when a person is under stress they tend to alienate themselves from others and vice versa. Results clearly show that this phenomenon is more prevalent among orphans than children who have at least one parent. Ahmad et al. (2005) followed-up on Or

phans' competence, socio emotional problems and symptoms of post-traumatic stress in orphanages in Iraqi Kurdistan. They found that orphans were more likely to be anxious, depressed and to display anger. They also showed significantly higher feelings of hopelessness and suicidal ideation. Markos Abiso Erango, Ayele Taye Goshu, (2015) conducted a research and the findings revealed that prevalence of low self-esteem among the child orphans was 57.3%. Several risk factors were found to be significant at 5% significance level. Increased risk to low self-esteem was due to parents not living together before death, weak relationship between parents before death, low average monthly income, death of both parents, death due to AIDS, change in home circumstance for orphan, lack of love, care and support from care givers, stigma and discrimination. There were many orphans with low self-esteem in their study area. The factors negatively affecting self-esteem of the orphans mainly include an unhealthy social life..

Methodology

Null Hypotheses:

1. There is no significant difference in the level of stress between orphans and non-orphans

2. There is no relationship between stress and self-esteem among orphans

Sample: The sample for this study comprised of 60 children (30 orphans from orphanages and 30 non-orphan children residing in and around Coimbatore).

Tools:

Stress Inventory (Natesan & Menon, 2005) is used to measure the level of stress. The measure consists of 30 items with reliability and validity scores of 0.95 and 0.80 respectively. Rosenberg Self-Esteem Scale (Rosenberg, 1965), is used to measure the Self-Esteem. The measure consist of 10

items on a four point Likert scale ranging from 3=strongly and 0=strongly disagree. Reliability of the measure is .88 There is significant difference between the level of stress and self-esteem among the orphans and non-orphans. Hence the null hypothesis, "There is no significant difference in the level of stress between orphans and non-orphans is rejected. According to the study conducted by Farooqi and Intezar in 2009 also states there is a significant difference in self-esteem of the orphan children and the children living with their parents. The orphan children reported lower self-esteem than the children living with their parents. The findings of this research have implications for understanding the emotional state of mind and personality development of the children living in orphanages as compared to those who are living with both parents.

Conclusion

The finding of this research suggests that there is significant difference between the level of stress and self-esteem among the orphans and non-orphans. There is an inversely proportional correlation between stress and self-esteem. The children living in orphanages have unmet mental health issues, the orphans had trouble interacting with outsiders. Most of the orphans go through Erik Erickson 4th stage of psychosocial development "Industry Vs Inferiority", trouble interacting with peers, unmotivated and inferior, which in turn pulls down the self-esteem. Studies states that low self-esteem is caused due to unhappy childhood where parents were extremely critical. On the other hand children living with parents show high self-esteem and less stressful as proper care and nurture is provided. These children state that parent's participation and quality time enhances their self-esteem and reduces stress. Proper care and nurture should be given to the orphans by appointing a counsellor in the orphanages.

Limitations

• Sample size is small

• Gender differences could have been formed

• Interventions such as stress management could have been given to the children who's stress is high
Recommendations

• Individual counseling and support groups can be formed.

• Stress management workshops can be conducted.

• Interventions to improve the psychosocial and developmental outcomes.

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Table 1:–

Significance of mean between Stress and Self-Esteem among Orphans and Non-Orphans

Groups	Variable	Mean	SD	t
Orphans	Stress	8.7	2.68	0.00 **
Non-Orphans	Stress	11.2	3.28	
Orphans	Self- Esteem	19.3	3.53	
Non- Orphans	Self- Esteem	19.2	3.47	0.94**

Significant at .05 level

Table 2:–

Correlation between Orphans and Non-Orphans

Groups	Variable	Mean	SD	t
Orphans	Stress	8.7	2.68	–0.60
	Self- Esteem	11.2	3.28	
Non- orphans	Stress	19.3	3.53	
	Self- Esteem	19.2	3.47	–0.53

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