

Pattern of Mass Media Exposure and New Communication Technology among the Youth of AWGP

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The present paper is aimed to analyze the Mass Media Exposure and New Communication Technology among the Youth of AWGP. The study was conducted on a purposive sample of 100 youth associated with training of the Akhil Vishva Gayatri Pariwar (AWGP), Shantikunj, Haridwar in 2012 through a highly structured interview schedule. The paper is divided into three sections. First section deals with the concept of New Communication Technology and Mass Media. In the second section social background of the respondents is analyzed. Patterns of Mass Media Exposure and New Communication Technology are discussed in the last section.

1.1 New Communication Technologies

The emergence of the New Communication Technologies – examples include the Internet, computers, interactive multimedia systems and digital telecommunications – has dramatically altered theoretical and practical assumptions about the role of communication technologies in development. Today, the role of the ICTs in developed and developing societies has become the subject of academic focus and research, regional and international seminars and conferences. As the new millennium approaches and as we contend with the expended uses of the information superhighway, the interface between communication and development calls for serious reconsideration. While advocates are hopeful that the new technologies would provide urgent solutions to present and future problems, pessimists disagree, pointing to the dangers and pitfalls of the new communication technologies, such as: (1) the marketing of pornographic products on the Internet; (2) the damage to children in terms of creating a virtual world divorced from nature; (3) the perpetration of organised crimes; (3) the likelihood that they may widen the existing gap between the 'information rich' and the 'information poor', and; (4) further cultural impoverishment by continuing the one-way communication between North and South. More centrally is that ICTs create an information based economy and not a communicative society (Inayatullah and Leggett, 1999).

Among the new communication Technologies internet and mobile phones have tremendous capacity to penetrate the remote corners of the society and thereby creating at least two new social strata of *Information Rich* and *Information Poor* in all major types of social formations: the

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tribal, the rural and the urban. The most important characteristic of Internet is that it has blurred the notion of time and space, in the sense that the communication through Internet can take place in a fraction of a second connecting two or more people at the same time from any corner of the world, which has important implications for social processes both for the developed and developing societies (Singh, V.P. 2006).

1.2 Meaning and Definition of the term 'Communication'

Communication deeply rooted in human behaviours and societies. It is difficult to think of social or behavioural events from which communication is absent. Indeed, communication applies to shared behaviours and properties of any collection of things, whether they are or not. Communication is the art of transmitting information, ideas and attitudes from one person to another. The word 'communication' comes from a Latin verb 'communicare', which means to make common to share, to impart and to transmit. Through communication, people share each other's perceptions, control one another's behavior and organize themselves into groups. *The Oxford English Dictionary* defines communication as the transmission and reception of symbolic stimuli or message and commands. According to Schramm (1964), communication is the discriminatory response of an organism to stimulus. Communication occurs when some environmental disturbance impinges on the organism and the organism does something about it. Charles Morris (1946) has defines communication as follows: the term, communication, when widely used covers any instance of the establishment of common age, i.e. the making common of some property of a number of things. Lundberg (1939) defines communication in terms of the use of sign and symbols. He has used communication to designate interaction by means of signs and symbols. The symbols may be gestural, pectoral, and verbal or any other which would serve as stimulus to behavior. Rogers and Shoemaker (1973) defines communication as the process by which messages are transferred from a source to the receiver. They describe the communication process in terms of this S-M-C-R model- A source (S) sends a message (M) via certain channel (C) to the receiving individual (R). Harold Laswel (1948) proposed five questions to indicate what he left to be important variables in communication: Who? Says what? In Which Channel? To Whom? And With What Effect? Who is the generator of the message; 'Says What' is the messages which is separated; 'In which channel' indicates the media used for the messages to be imparted; 'To Whom' is the attributor of meaning (receiver); and 'With What Effect' refers to the impact of the communication process.

1.3 What is 'Communication Technology'?

Globalization and technological change processes that have accelerated in tandem over the past years have created a new global economy "Powered by technology, fueled by information and driven by knowledge." The emergence of this new global economy has serious implications for the nature and purposes of society and their institutions. Communication Technology is comprised of two words like "Communication & Technology." The first word 'Communication' is an integral part of human existence. It is communication that decides the vary identity of human beings Modern society is turning into an information society and communication is the exchange of information. It is the process and transferring information from a sender to a receiver with the use of a medium in which the communication information is a understood by both senders and receiver. The second word 'Technology' is the practical form of scientific knowledge or the science of application of knowledge to practical. 'Communication Technology' implies the knowledge, skills and understanding needed to exchange information verbally or non-verbally. It is processing of information in terms of accessing information, decoding information and sending it via a medium and changer to the receivers. Medium or channel can be written or oral or gesture form of information through speech, action or

any electronic machine. In short, communication technology is the activity of designing and constructing and managing communication systems.

1.4 Communication System

In the late sixties, some important developments have taken place in systems of communication. The advent of satellite communication marks every bit as a dramatic break with the past. The first satellite communication was launched only just over 30 years ago. Now there are more than 200 such satellites above the earth, each carrying a vast range of information. For the first time ever, instantaneous communication is possible from one side of the world to other. Other types of electronic communication, more and more integrated with the satellite transmission, have also accelerated over the past years (Giddens 1999). Pye (1963) formulated three models of communication system which are traditional communication, transitional communication and modern communication system. He made a clear cut distinction a theoretical level and discussed at a length the problems of transformation of traditional societies to a modern one. The first, **Traditional Communication**, he argues that the traditional communication was not organized as a distinct system sharply differentiated from other social processes. Traditional systems lacked professional communicators and those who participated in the process did soon the basis of their social or political position in the community. Information usually flowed along the lines of the social hierarchy or according to the particularistic patterns of social relations in each community. Thus the process in traditional societies was not independent of either the ordering of social relationship or the content of the communication. The second, **Transitional Communication**, in transitional societies only in an erratic form does the urban-based communications process penetrate into the separate village-based systems. There are no systematic patterns of linkages in even a single country, and idiosyncratic considerations are often decisive in determining in any community the individual who plays the role of transmitting and interpreting the communications of the mass media to the participants of the local system. Differences in the particular social and economic status of these transmitters from community to community can have decisive consequences on how the difference sub-system are related to the mass media system. The third and the last, **Modern Communication**, involves two stages, the first is that of highly organized explicitly structured mass media, and the second is that of the informal opinion leaders who communicate on a face-to-face basis, much as communicators did in traditional system. Both as an industry and as a profession the modern field of communications is self-consciously guided by a distinctive and universalistic set of standards. (Pye, Lucian W. 1963:24-29)

1.5 Mass Media Communication

The term 'mass communication' came into use in the late 1930s, but its essential features were already well known and have not really changed since, even if the media themselves have in some ways become less massive. Early mass media were quite diverse in their scale and condition of operation. For instance, popular film could be seen in village tents as well as metropolitan pictures palaces. The newspaper press ranged from popular city dailies to small local weeklies (Mc quail, 2010).

Mass media communication is considered as an important vehicle of modernity as it is an integral part of the modern communication system (Pye, 1963). It is generally assumed by a number of social scientists that mass media play an important role in the process of transformation of society from traditional society to modern society (Parsons 1951, 1964, Moore 1963, Smelser 1959, 1963, Hoselitz 1960, 1964, Eisenstadt 1966, 1970, Lerner 1958). This is the reason that growth of mass media has been an essential component of development planning in India. However,

this view has been questioned by a number of scholars (Frank 1967, Amin 1974, Wallerstein, 1984) who have not only been skeptical but also critical to this kind of assumption of modernization theorists.

1.6 Globalization of Mass Media

New Media has evolved as an interconnected network of audio, video and electronic communication that will blur the distinction between interpersonal and Mass communication (VOICU, 2013). New media refers to on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, and creative participation. Another aspect of new media is the real-time generation of new and unregulated content. Mc Quail (2010) notes that the expression 'new media' has been in use since the 1960s and has had to encompass an expanding and diversifying set of applied communication technologies. He further define new media as "a disparate set of communication technologies that share certain features, apart from being new, made possible by digitalization and being widely available for personal use as communication devices (Mc quail, 2010).

Most technologies described as "new media" are digital, often having characteristics of being manipulated, networkable, dense, compressible, and interactive. Some examples may be the Internet, websites, computer multimedia, video games, CD-ROMS, and DVDs. New media does not include television programs (only analog broadcast), feature films, magazines, books, or paper-based publications – unless they contain technologies that enable digital interactivity. Wikipedia, an online encyclopedia, is an example, combining Internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers (Wikipedia).

With digitalization all the media become translatable into each other—computer bits migrate merrily.... A movie, phone call, letter, or magazine article may be sent digitally via phone line, coaxial cable, fiber optic cable, microwave, satellite, the broadcast air, or a physical storage medium such as tape or disk. If that's not revolution enough, with digitalization the content becomes totally plastic—any message, sound, or image may be edited from anything into anything else" (Brand, 1987). Akin to the energy generated by nuclear fusion, the communication power which can be generated by media fusion will be formidable. The ability to digitally mix all media on a common palette provides one with the ability to present and simultaneously illustrate any idea or concept with multiple windows of audio & visual, text & graphics. Multimedia offers one the unique opportunity to combine a unified field of media with an open field of experience. As defined in *Multimedia: Gateway to the Next Millennium*: "Multimedia is the next step in the social and technological evolution of publishing and sets the stage for even more profound means and experiences of communications. Multimedia is, in the simplest terms, the digital processing of binary-coded electronic signals....of voice or data, text or images, music or video" (Rosan, 1994). Herein, it would appear that, at present, multimedia is evolving toward revolutionary status.

The mass media communication can be broadly classified into three categories namely, the broadcast media, the print media and the audio-visual media (Singh, 1995), and new media & social media.

(a) The Broadcast Media (Radio)

The broadcast media include mainly radio. Radio is an electronic auto-medium for broadcasting programme to the audience. This medium is cosmopolite in approach and is suitable

for communication to millions of people widely dispersed and situated in far-flung areas availability of low cost receiving sets operated with electricity or battery helped radio to penetrate deep into the rural life. Radio is suitable for creating general awareness amongst the people, build up desirable change in attitude and reinforce learning. The medium is extremely convenient for communication in times of crises and urgent situation. People with no education or very little education and those who are not in a position to attend extension programme personally, can take full advantage of this medium and build up adequate knowledge and skill. It reaches a large number of people at a very low cost. The programmes may be listened while one is engaged in farming or household work (Kumar, 1998).

(b) The Print Media

The print media include printed matter such as newspapers, magazines, pamphlets and posters etc. which are circulated among the masses for the purpose of disseminating information. The print media has been relatively a major resource of leisure in today's modern societies. It can be broadly classified into two categories namely; newspaper and magazine. The first, newspaper is one of the important media of mass communication in modern society. The reading of newspaper has now become a part of life as it disseminates information among the masses. One of its principle functions is to process description of events into printed form. The second, magazine is a leisure time activity. The advantage of this medium is that one can read a magazine not only in the house but also outside. It not only provides information about important events but also provides entertainment. Some magazines cover the general topics while the others are devoted to specific subjects like sports, films, science and so on (Singh, 1995).

(c) The Audio-Visual Media

Television and cinema are main audio-visual media. The audio-visual media provide pictures with words and sounds effects. These media are cosmopolite in approach and can be used to create instant mass awareness. It can deal with topical problems and provide solution. They contribute information and speeds up the process of adoption.

(i) Television

Television is strong in providing the stimulus, exposing the audience to a whole of ideas and experiences. In comparison to motion picture, television can create more impact due to its flexibility, less time taken to record and telecast programmes and wider coverage. Compare to radio, television has, however, less impact in rural India, mainly because of low availability of this medium and due to high cost receiving sets. Coverage of more area by increasing the transmission facility of television does not necessarily indicate the availability of this medium to the rural audience (Singh, 2002).

(ii) Cinema

The cinema is very attractive medium for Indian masses. The main reason for its popularity is that it does not require any initial money to invest in comparison o other audio-visual media like television. Indian masses are not in a position to invest a huge amount of money on these items. Naturally, cinema going is relatively cheaper (Singh, 2002).

2. Social Background of the Respondents

Social background of a person is closely related to his value orientation, role perception and role performance. It involves an analysis of his age-group, sex, language, caste, marital status,

education and place. In the present paper an attempt is made to analyse the social background of the youth under study in terms of their age-group, sex, language, caste, marital status, education and place.

2.1 Age group

The subject can be classified into three age groups (i) 15-20 years, (ii) 21-30 years and (iii) 31-35 years. Most of the respondents (47%) belong to the age group of 21-30 years of age. While 42% of the respondents belong to the age group of 15-20 years of age. Those who belong to the age group of 31-35 years of age constitute 11% of the respondents.

On the basis of their age the subject can be classified into three age groups (i) 15-20 years, (ii) 21-30 years and (iii) 31-35 years. The data suggests that about half of the respondents were youth (21-30) and about two-fifth (42%) of the respondents were below 20 years.

2.2 Sex

Most of the respondents (67%) are male and the remaining 33% of the respondents are female. Sexwise distribution of the respondents indicates that the AWGP has very high representation of male youth with 67% while the representation of women is low in the AWGP.

2.3 Language

Most of the respondents (85%) have their mother tongue Hindi. While 9% of the respondents have their mother tongue Gujarati. Those who have their mother tongue Oriya constitute 5% of the respondents. Only 1% of the respondents have their mother tongue Marathi. The representation of Hindi language youth was highest with 85% of the respondents.

2.4 Caste

More than half of the respondents (56%) belong to General category. While 36% of the respondents belong to Other Backward Classes category. Those who belong to Scheduled Caste constitute 5% of the respondents. Only 3% of the respondents belong to Scheduled Tribes. It suggests that the mission has followers in all sections of Hindu Society. On the basis of the caste the data suggests that highest representations among the respondents is of general caste (56%) while a little less than two-fifth of the respondents (36%) were of OBC.

2.5 Marital Status

Most of the respondents (85%) are unmarried while 15% of the respondents are married. As the study was of youth most of the respondents were unmarried with 85% in AWGP.

2.6 Education

The data reveal that more than one-third of the respondents (38%) attained education upto graduate (12+3) level. While 32% of the respondents attained education upto Intermediate (11-12) level. Those who attained education up to Post Graduate level constitute 16% of the respondents. Only 7% of the respondents attained education up to High School (6-10) level. Remaining 7% of the respondents attained Professional/Technical qualification. On the basis of the education the data suggests that majority of the respondents are highly educated while rest of them are educated up to secondary level.

2.7 Place of Origin

A little more than one-fourth of the respondents (28%) belong to Uttar Pradesh, Uttarakhand (15%) and Madhya Pradesh (15%). While 9% of the respondents belong to Gujarat followed by Jharkhand (8%), Bihar (7%) and Chhattisgarh (7%). Those who belong to Orissa state constitute 6% of the respondents. Only 2% of the respondents belong to Rajasthan followed by Maharashtra (1%), Himachal Pradesh (1%) and Nepal (1%). In order to know their place of origin data suggests that there were twelve states representation in the study. UP is the highest state with a little more than two-fifth (28%) of the respondents. It suggests that most of the respondents were from Hindi speaking states.

After analyzed the social background of the respondents It was found that On the basis of their age the subject can be classified into three age groups (i) 15-20 years, (ii) 21- 30 years and (iii) 31-35 years. The data suggests that about half of the respondents were youth (21-30) and about two-fifth (47%) of the respondents were below 20 years. Sexwise distribution of the respondents indicates that the AWGP has very high representation of male youth with 67% while the representation of women is low in the AWGP. The representation of Hindi language youth was highest with 85% of the respondents. On the basis of the caste the data suggests that highest representations among the respondents is of general caste (56%) while a little less than two-fifth of the respondents (36%) were of OBC. As the study was of youth most of the respondents were unmarried with 85% in AWGP. In order to know their place of origin data suggests that there were twelve states representation in the study. UP is the highest state with a little more than two-fifth (28%) of the respondents.

3. Patterns of Using Mass Media

Mass Media is playing a crucial role in today's human society. It has become a powerful instrument of social change and influencing the daily life of the people. The mass media can be classified into three categories, namely the broadcast media, the print media and the audiovisual media. (Singh, 1995). The broadcast media include mainly radio. Therefore, questions related to frequency of radio listening in a week, type of programmes listen on radio, were asked. Print media include mainly newspapers and magazines. Therefore, questions related to their habits of reading newspapers, total time spend on reading newspapers in a day, types of newspaper read, and habits of reading magazines were asked. Audiovisual media include two media, namely Television and Cinema. Therefore, questions related to watching T.V., total time spend on T.V. watching in a day, place of watching television , programmes watched on television, subscriptions of Cable T.V. connections, types of Channels watched on Cable T.V., monthly frequency of cinema going, types of films preferred and language of film preferred by them were asked.

3.1 Newspaper

Most of the respondents (88 percent) subscribe newspaper. A little more than half (51%) of the respondents read Dainik Jagran followed by Amar Ujala (25%) and Hindustan (25%). A little less than one-fourth of the respondents (23%) read Pragya Abhiyan and Dainik Bhashkar followed by Times of India (19%). The data reveal that a little less than three-fourth of the respondents (73%) read newspaper for less than one hour. While a little more than one-seventh of the respondents (15%) spend 1-2 hours on newspaper. Remaining 12% of the respondents don't read newspaper.

Most of the respondents (57%) are interested in reading sports, headlines (53%), spiritual articles (50%), editorial, politics and current affairs (41%) each, international issues (40), foreign news (38%), entertainment and first page news (37%) each, stories (36%), cinema (30%), zodiac sign (29%), defense related matters (27%) and employment (23%). While advertisements (18%),

business (17%), reader's column (17%) and matrimonial (2%) are read by relatively a less number of the respondents.

3.2 Magazines

Most of the respondents (75 percent) subscribe magazine and only (25 percent) of the respondents do not subscribe magazine. Most of the respondents (34%) read India Today. Most of the respondents (24%) read Pratiyogita Darpan. Many types of magazines are read by the respondents. The most popular magazine among the respondents is Akhand Jyoti (72%). Yug Nirman Yojana (50%) is the second most popular magazine among the respondents. India Today (34%), Pratiyogita Darpan (24%), Balhans and Champak (15% each). Most of the respondents (38%) spent their time in reading magazines for less than one hour. While a little less than one-fifth of the respondents (18%) spend 1-2 hours on magazines. Most of the respondents (49%) are interested in reading Spiritual parts of a magazine while Health (38%), Literature (37%), Environment (35%) and Art & Culture (31%) are read by a good number of the respondents. Other parts of magazines such as Politics (25%) and Economy (17%) are read relatively a less number of the respondents. Only 5% of the respondents read other parts of a magazine.

3.3 Television

Most of the respondents (67%) have Television set and the remaining (33%) don't have Television but even they also watch television. Most of the respondents (50%) watch T. V. 1-2 hours in a day. While 9% of the respondents watch T. V. 3-4 hours daily. Those who watch T. V. more than 4 hours in a day constitute 5% of the respondents. Remaining 36% of the respondents have no response. Most of the respondents (44%) watch T. V. Daily/regularly. While 13% of the respondents watch T. V. Rarely/occasionally. Those who watch T. V. only 5-6 days in a week constitute 7% of the respondents. Only 4% of the respondents watch T. V. 3-4 days and 1-2 days in a week. Those who do not watch T. V. are only 2% of the respondents. Remaining 26% of the respondents have no response. Most of the respondents (45%) watch TV with their family while remaining (55%) of the respondents don't watch TV with their family.

3.4 Cable connection/DTH (Direct to Home) services

Most of the respondents (52%) have Cable Connection and the remaining (48%) don't have Cable Connection. A little less than one-third of the respondents (30%) have DTH connection and the remaining (70%) don't have DTH connection. The data reveal that one-tenth of the respondents (10%) have DTH Connection of Tata Sky followed by Air Tel (10%) and Dish TV (10%). While 5% of the respondents have other types of DTH Connection. Only 2% of the respondents have DTH Connection of Reliance. While 30% of the respondents have Local Dish/Cable Connection. Remaining 33% of the respondents don't have Cable Connection. The data reveal that most of the respondents (60%) watch T. V. at home. While 10% of the respondents watch T. V. at neighbor/relatives/friends home. Those who watch T. V. at shop+home constitute 4% of the respondents. Only 1% of the respondents watch TV at shop. Remaining 25% of the respondents don't watch TV.

Most of the respondents (70%) are interested to watch News followed by Religious/Spiritual programmes (54%), Feature Film (49%), Sports (44%) and Music (42%). While Serials (33%), Mythological Programme (31%), Educational programme (30%), Debates on current affairs (29%), Children's Programme (27%) and Dance Programme (25%) are watched by relatively a less number of the respondents. Other Programmes such as Drama, Documentary, Business/Marketing, Fashion and Interior designing are watched by only a few.

Most of the respondents (61%) are interested to watch Comedy films. While Romantic (30%), Action (28%) and Art (24%) are watch by relatively a less number of the respondents. Other types of films such as Commercial, Adults and other are watch by only a few.

Most of the respondents (73%) are preferred to watch Hindi films. Most of the respondents (24%) are interested to watch CID followed by Indian Ideal (20%) and Crime Patrol Dastak (20%). Most of the respondents (33%) are interested to watch Devon Ke Dev Mahadev. While Savdhaan India (10%), Dil Se Di Dua Saubhagyawati Bhav (9%) and Amrit Manthan (4%) are watched by relatively a less number of the respondents. Other Programmes such as Alaxmi Hamari Super Bahu, Best of Laugh India Laugh, Main Laxmi Tere Aangan Ki and Hamne Li Hai Shapath are watched by only a few.

3.5 Television Channels

Star Plus is most popular channel among the respondents (45 percent) followed by Aastha and Aaj Tak with 44 percent and 43 percent viewership respectively. Sony and D. D. National-1 are at IV rank with 40 percent viewership while Sanskar TV and Life OK are at V rank with 36 percent viewership followed by Discovery and Zee TV with 35 percent viewership each. 9XM and SUB TV are at seventh and eighth rank with 32 percent and 31 percent viewership respectively. Colors is at ninth place with 28 percent viewership followed by Zee Cinema and Star Sports with 27 percent viewership each. Cartoon Network, Max and Star Gold are at eleventh rank with 26 percent viewership each. Sahara One is at twelfth rank with 25 percent viewership followed by Star Cricket, Ten Sports and Pragya with 24 percent viewership each. MTV is at fourteenth rank with 21 percent viewership followed by NDTV India and Zee News with 20 percent viewership each. ESPN has 19% viewership. Filmi (18%), UTV Action (17%), Animal Planet (17%), Pogo (16%), ABP News (16%) and IBN7 (15%) are the channels having low viewership among the respondents. UTV Movies, Neo Sports, India TV, Sony Mix, and Star Movies have 14% viewership each. HBO and Mahua TV have 11% viewership each. All others channels - Movies OK (10%), Ten Cricket (10%), Fox Travellor (10%), Zoom (9%), Channel V (9%), History TV (9%), Bindass (9%), Disney Channel (8%), ETV Gujarati (8%), BBC World (7%), UTV Stars (7%), E24 (7%), Sadhna TV (7%), Shraddha TV (7%), Hungama (6%), TV9 Gujarati (6%), NDTV 24x7 (6%) and VHI (6%) also have low viewership among the respondents.

3.6 Cinema

Majority of the respondents have the habits of cinema going (58%) and remaining a little more than two-fifth (42%) of the respondents don't have the habits of cinema going. Most of the respondents (42%) watch films on VCD/DVD and the remaining (58%) don't watch films on VCD/DVD. Most of the respondents (16%) watch films once in last one week. While 6% of the respondents watch films four times. Those who watch films three times in last one week constitute 5% of the respondents. Only 4% of the respondents watch films twice last one week. Remaining 69% of the respondents have no response. Most of the respondents (17%) watch Cinema more than four times in last three months. While 13% of the respondents watch Cinema twice. Those who watch Cinema once in last three months constitute 7% of the respondents. Only 4% of the respondents watch Cinema three times while 4% of the respondents also watch Cinema four times in last three months. Remaining 55% of the respondents have no response.

3.7 Radio

Most of the respondents that is little less than one-third (32%) have Radio Set while remaining (68%) of the respondents don't have Radio Set. About one-fifth of the respondents (17%) listen

Radio regularly and the remaining (83%) don't listen Radio regularly. A little less than one-fourth of the respondents (24%) listen Radio regularly on their Mobile Phone and the remaining (76%) don't listen Radio on their Mobile Phone. Most of the respondents (18%) spend less than one hour in a day on Radio. While 6% of the respondents spend 1-2 hours in a day. Those who spend more than 4 hours on Radio constitute 2% of the respondents. Remaining 74% of the respondents have no response. Most of the respondents (26%) listen News on Radio. While 20% of the respondents listen Filmi Songs, Bhajans (18%), Lokgeet (13%) and Educational Programmes (11%) on Radio. Those who listen Sports News on Radio constitute 10% of the respondents followed by Plays (10). Only 8% of the respondents listen Classical Music on Radio while 1% of the respondents listen other programmes on Radio.

4. Pattern of using New Communication Technologies

4.1 Mobile Phone

Most of the respondents (91%) have Mobile Phone while remaining (9%) of the respondents don't have Mobile Phone. Most of the respondents (41%) spend one hour in a day on Mobile Phone. While 17% of the respondents spend 1-2 hours in a day. Those who spend 2-4 hours in a day on Mobile Phone constitute 16% of the respondents. Only 6% of the respondents spend more than 4 hours in a day on Mobile Phone. Remaining 20% of the respondents have no response. Most of the respondents (16%) send 1-5 SMS in a day. While 13% of the respondents send more than 20 SMS in a day. Those who send 11-20 SMS in a day constitute 10% of the respondents. Only 6% of the respondents send 6-10 SMS in a day. Remaining 55% of the respondents have no response.

4.2 Internet

Most of the respondents (61%) use Internet and the remaining (39%) don't use Internet. Most of the respondents (52%) have Internet and the remaining (48%) don't use Internet. A little more than one-third (36%) use Internet at Mobile Phone. About one-fourth of the respondents (24%) spent one hour in a day. 40 percent of the respondents are interested to search E-mail on Internet and Academic (34%). While News (23%), Download MP3 music (19%), Entertainment (18%), Religious/Spiritual (17%), Information (16%), Download free software (16%) and Chatting (15%) are searched by relatively a less number of the respondents. Other Programmes such as Watching Video Clips, E-commerce, Video Conferencing, Inviting and Other are searched on Internet by only a few.

4.3 E-mail Account

Most of the respondents (55%) have E-mail account on Internet while remaining (45%) don't have E-mail account on Internet. Most of the respondents (50%) have made their E-mail account on Gmail. While 8% of the respondents have made their E-mail account on Yahoo. Those who have made their E-mail account on Reddifymail constitute 2% of the respondents. Only 2% of the respondents have made their E-mail account on Hotmail. 40 percent of the respondents are interested to search E-mail on Internet and Academic (34%). While News (23%), Download MP3 music (19%), Entertainment (18%), Religious/Spiritual (17%), Information (16%), Download free software (16%) and Chatting (15%) are searched by relatively a less number of the respondents. The data reveal that about one-third of the respondents (29%) know about Skype while remaining (71%) don't know about Skype.

4.4 Social Group/Blogs

Most of the respondents (43%) have made account on Social Networking Websites while remaining (57%) have not made account on Social Networking Websites. Most of the respondents (49%) have made their account on Facebook. While 6% of the respondents have made their account on Twitter on Social Networking Websites. Those who have made their account on YouTube constitute 4% of the respondents. Only 1% of the respondents have made their account on LinkedIn on Social Networking Websites.

5. Research Methodology

The study was focused mainly on Shanti Kunj Haridwar, headquarter of All World Gayatri Pariwar (AWGP). The main thrust of the study was to analyse the social background of those persons who participate in the Prashikshan shivirs (training camps) of the AWGP at Shanti Kunj Haridwar. Although, initially it was proposed to study two Centers for Gayatri Consciousness one from UK and one from the USA, but this could not be materialized due to lack of response from these centres despite of many efforts by the present investigator. Therefore, major focus of the study remains on the activities of AWGP from India. The study activities of Abroad Cell and Multimedia Centre of All World Gayatri Pariwar at Shanti Kunj Haridwar were understood in terms of the adoption of new communication technologies, such as internet, e-mails, sms, etc. used to disseminate the spiritual messages to the *parijans* (followers of Gayatri pariwar are called *parijan*) in India and abroad. The study also covered Gayatri Tapobhumi at Mathura, main centre of publication of literature and distribution of the books, magazines of the Gayatri Pariwar. The study was focused on a purposive sample of one hundred parijans associated with All World Gayatri Pariwar in India. From India, These youth were selected at Shantikunj Haridwar at the time of their visit in training camp in December 2012 organized by Shantikunj Haridwar. A highly structured interview schedule, having questions related to their social background, media habits, patterns of using new communication technologies and religious practices was administered on the study sample. Apart from this study of the contents of Ashwamedh Yagna performed at Madurai in 2005-2006 were also analysed from two VCDs prepared by Multimedia centre of AWGP. A video clip of Ashwamedh Yagna of Brisbane was also downloaded from awgp website in order to understand its activities abroad. A brief study of one of the TV channels, Pragya TV, established in 2007 derives from the teachings of renowned social reformer Pt. Shriram Sharma Acharya who says "Hum Badlenge, Yug Badlega". Awgp website also provided a lot of material for analysis in the course of the present study.

6. Conclusion

The exploration of the present study reveal that It was found that most of the persons associated with this type of training are youth come from upper and middle order castes background. In order to know their place of origin data suggests that there were twelve states representation in the study. UP is the highest state with a little more than two-fifth (28%) of the respondents. There were 67% Male and 33% Female among the respondents. As far as the educational level of the respondents is concerned 38% of the respondents have completed their graduation while 32% have passed intermediate. They represent to 12 states of the country belong to General category and between the age group of 21-30 years. Most of the respondents (85%) use Hindi as their mother tongue. Mass Media exposure of the respondents was high as 88% of the respondents read Newspaper, 75% read Magazines, 67% of the respondents watch television while 58% of the respondents watch cinema. Majority of the respondents have the habits of cinema going (58%) and remaining a little more than two-fifth (42%) of the respondents don't have the habits of cinema going. Most of the respondents that is little less than one-third (32%) have Radio Set while remaining

(68%) of the respondents don't have Radio Set. About one-fifth of the respondents (17%) listen Radio regularly. Most of the respondents (91%) have Mobile Phone while remaining (9%) of the respondents don't have Mobile Phone. Most of the respondents (61%) use Internet and the remaining (39%) don't use Internet. Most of the respondents (43%) have made account on Social Networking Websites while remaining (57%) have not made account on Social Networking Websites.

7. Findings of the study

The major findings of the study can be summarised as follows: 1. They are mainly youth having certain degree of education at least graduate and higher secondary level of education; 2. Sexwise distribution of the respondents indicates that the AWGP has very high representation of male youth with 67% while the representation of women is low in the AWGP; 3. The representation of Hindi language youth was highest with 85% of the respondents; 4. As the study was of youth most of the respondents were unmarried with 85% in AWGP; 5. There were twelve states representation in the study. UP is the highest state with a little more than two-fifth (28%) of the respondents; 6. Mass media exposure suggests that they have exposure to various kinds of channels and programmes. So they have exposure to both types of contents modern as well as spiritual; 7. Caste wise they are from General Category; 8. They are having mobile phones with internet connectivity. However among them very few have access internet through computer and laptop; 9. They are using Audio-CDs and VCDs of the programmes and the messages of Gayatri Pariwar regularly; 10. They subscribe magazines like India Today, Pratiyogita Darpan etc. as well as spiritual magazines Akhand Jyoti and Yug Nirman Yojana; 11. A subsequent number of youth listen Radio on Mobile phone particularly F.M. channels; 12. Very few uses traditional Radio programmes at home; 13. More than half of youth used to go to Cinema and watch all types of films; 14. They are using new media and social networking websites like Facebook, Twitter, and YouTube etc.; 15. They are also using e-mail and SMS services of internet. So, we can say that the Youth of All World Gayatri Pariwar have high exposure of mass media due to use TV, Newspaper and Mobile phones which require further social investigation.

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