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Public Relations as a Management Function: Evidence from India

Uma Bhushan

Knowledgeable managements acknowledge the comprehensive role of public relations in organizational relationship management with their many publics. Such recognition acknowledges that all organizations, regardless of size, orientation, geography or industry, must engage in public relations, their only choice being the quality and positioning of the function (O'Dwyer, 1993). This paper investigates whether public relations is a management function in Indian business organizations by employing five prerequisites identified from an exhaustive literature review .

Inter-Spousal Communication in Reproductive Health

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Inter-spousal communication has been recognized widely for sustainable family well-being. Such communication especially has immense significance in overall health care and reproductive health care in general and family planning services in particular. Yet demographic studies have tended to focus on women alone. The utility of Reproductive and Child Health (RCH) and success of services depend upon certain aspects of inter-spousal communication. Therefore, with regard to decision making, data required are to be collected from both the spouses who can answer questions about couple communication, negotiation and the degree of men's influence on fertility or contraceptive usage. Family size, conception, pregnancy, spacing and choice of contraception are directly linked with spousal communication. The International Conference on Population and Development held in Cairo in 1994 and the Fourth World Conference on Women held in Beijing in 1995 emphasized the importance of reproductive rights and reproductive health for both men and women and greater involvement of men in reproductive health.

MEDIA LITERACY: In School Curriculum and Teaching; some Indian Initiatives

Anubhuti Yadav¹

Today children are bombarded with powerful images, words, and sounds from various media, which are designed to win their minds and hearts. Adults have life long experiences, the advantage of age, backed with education, as filters to navigate these powerful messages. But children do not. For them mass media is everywhere, all the time in school, at home, at shopping malls, in parks. They are growing up in a media saturated environment and with this burgeoning media availability problems like television's connection to increasing obesity, body dissatisfaction, aggressive behavior, promoting stereotypes etc are associated. The paper looks at two aspects of media. The first aspect is the impact of media on children both negative and positive and the second aspect is media literacy as solution to outweigh these negative impact.

Vivaah: Reinforcement of Regressive Subjectivity of Women?

Kalpna Tallur Rao¹

Women are the site where cultural values are articulated. The acceptance of neo-liberal economic policies by India in the decade of the '90s redefined the manner in which women were represented in the Indian media. A new woman - more emancipated, sexually liberal and aspirational was constructed by the market economy. This subjectivity of the woman was reflected in Hindi television fiction, advertisements and films. Around that time, Bollywood films from Rajshri Productions, among others, starting with 'Maine Pyaar Kiya' (1989), 'Hum Aapke Hain Kaun' (1994), 'Hum Saath Saath Hain' (1999), and 'Vivaah' (2006) represented women who are spatially ensconced within the domestic sphere and defined with reference to their relationship with the male. This was a reversion to the non-threatening 'Bharatiya nari' image where women are seen as an epitome of Indian culture and family values. The success of these films and also others indicated a reversion to and reinforcement of the traditional image of women in Indian society. However, since 2000 few films with such a theme were released. But 'Vivaah' released in 2006 November from the Rajshri banner was a commercial hit which reminded us of the predominance and popularity of the 'Bharatiya nari' image of women in Indian cinema. This study attempts to understand this representation of women in Hindi films in the context of the neo-liberal economic policies and patriarchy.