

Emphasizing Heterogeneity of Rural India Through Multimedia Journalism - A Qualitative Study on People Archives of Rural India (PARI)

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ABSTRACT:

The study explores how People Archives of Rural India (PARI) emphasizes the heterogeneity of rural India through multimedia journalism. This news and archival portal have created a huge database of original and published stories, videos, photos, and audio from different parts of the country without any revenue from advertisements or subscription following the Gandhian principles of journalism. Descriptive content analysis is used as a research tool to examine how the media content of PARI Portal reflects the heterogeneity of rural India and how PARI Portal uses multimedia tools to emphasize heterogeneity and grassroots level journalism.

Keywords: Heterogeneity, Developmental Journalism, Descriptive Analysis, Multimedia, Grassroots Journalism

Methodology

The project work is a qualitative study, using the techniques of descriptive content analysis to make inferences about the media content in PARI. Content analysis is typically called quantitative as it involves counting and summing phenomena, to even support studies of more qualitative nature. Krippendorff (1980) calls it primarily a symbolic method as it is used to investigate symbolic material, conducting many interpretative works, relying on a good knowledge of the texts under examination. This method of textual analysis is frequently combined with other methods in qualitative research. Through this method, researchers are attempting to uncover, analyze and dissect the media content in the portal, which are plural, historically specific, and can be realized in different genres and different modes or combinations of modes and can be interpreted in very different ways. In this study, researchers have analyzed both the textual content and multimedia techniques used for emphasizing rural Indian heterogeneity with the following objectives:

Objectives of the Study

- To study how the media content of PARI Portal reflect the heterogeneity of rural India
- To study how PARI Portal uses multimedia tools to emphasize heterogeneity and grassroots level journalism.

Findings

The best multimedia portals are multidimensional. They construct a dynamic web architecture that can handle videos, audios, photos, textual data and response feed to bring in high interactivity with the user. News portals adopt a similar kind of architecture to structure their

contents and bring dynamicity and interactivity. Moreover, news portals across the world are an also commercial establishment that looks forward to maximize revenues through advertisements and subscriptions. People's Archive of Rural India (PARI) has used dynamic web architecture and has integrated multimedia tools for reporting developmental news stories and archiving India's diversity through its web portal. This news and archival portal have created a huge database of original and published stories, videos, photos, and audio from different parts of the country without any revenue from advertisements or subscription following the Gandhian principles of journalism.

The current study identified that the diversity of content is maintained through the selection of diversified reporters. Current trends like COVID, farm bills were dominating in the selection of topics in the recent past. Most of the news items analyzed by the researchers had currency, negativity or tragedy, impact (through the individualistic representation) and uniqueness or human interest as predominantly used news values. The present study also identifies two unique initiatives of PARI that are highly commendable. The two sections like foot soldiers of freedom and rural sports highlight the depth of issues, achievements and uniqueness of people from different parts of the country.

The usage of dynamic web architecture, responsive web design to make the webpages compatible with accessible devices, Application Programme Interface (API) widgets and plugins to bring interactivity in multimedia contents. Observing and analyzing the technical aspects of PARI webpages, one of the important aspects to bring in heterogeneity is by enabling the stories in multilingual reading using 'Google Translate' in a simple but effective way.

PARI webpages will be a prototype that can be adopted by media institutions to innovate developmental communication.