

TELEVISIONING 'KATHMANDU'
(DISSECTING THE INDIAN MEDIAS' 'GUERRILLA BROADCASTING' OF
NEPAL 'DURING THE CRISIS')

A Thesis

Submitted to the Central Department of Sociology
Faculty of Humanities and Social Sciences, Tribhuvan University

In the Partial Fulfillment of the Requirements for the Master of Arts
In Sociology

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Letter of Recommendation

This is to certify that the dissertation entitled “**Televising 'Kathmandu' (Dissecting the Indian Medias' 'Guerilla Broadcasting' of Nepal 'During the Crisis')**” submitted by Deepesh Chhangchha for the partial fulfillment of the requirement for Master Degree of Arts in Sociology completed under my supervision and guidance. Therefore, I recommend this dissertation for final approval and acceptance.

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Letter of Acceptance

This thesis entitled “Televising 'Kathmandu' (Dissecting the Indian Medias' 'Guerilla Broadcasting' of Nepal 'During the Crisis')” submitted to the Central Department of Sociology, University Campus, by **Mr. Deepesh Chhangcha** for the partial fulfillment of Master of Arts in Sociology has been accepted.

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Acknowledgements

This dissertation entitled **Televising 'Kathmandu' (Dissecting the Indian Medias' 'Guerilla Broadcasting' of Nepal 'During the Crisis')** is initially meant to fulfill the requirement of the Master Degree of Arts in Sociology. At this moment, I could not stay without remembering the individuals whose supports, advice, enhancement and motivation have become an immense guidance for me.

Nonetheless, I would like to extend my sincere gratitude to **Dr. Krishna Bahadur Bhattachan** for approving my research proposal. I would like to express my sincere gratitude to **Dr Manahari Dhakal** for undertaking enabling completion of this dissertation and ultimately completing this degree. I am equally thankful to **Dr. Tika Ram Gautam** for taking part as External Examiner of this thesis, as well all the professors, readers, lecturers and the administrative staffs of the Department for their kind cooperation.

I would also like to thank all my friends in "*BAT-31: Bhrikuti*" for being witness to my premier presentation on the topic of nation-building and nationalism and further thanks given to Nepal Administrative Staff College for engage me in writing and exploring more on this topic.

Most importantly, my heartiest gratitude goes to my parents for their unconditional support and love. And to all others, especially Bhupal and Niroj, who directly and indirectly were involved and supported me are also in my deep remembrance of the mind.

Deepesh Chhangcha

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CHAPTER I

INTRODUCTION

Nepal and India have had relations since time immemorial; ever since birth of Buddha in 563 B.C. Kapilvastu (now Nepal), the arrival of the Lichchhavi lineage from Vaishali (India), the Malla lineage from Kushinagar (India), and the Shah lineage from Chittaude (Rajasthan, India) (Department of Information 2013). Not only that, there has also been various administrative relations between the two nations; ranging from Treaty of Sugauli in 1815, Treaty of Peace and Friendship in 1950, Koshi Agreement in 1954, Gandaki Scheme in 1959, Kathmandu-Kodari disapproval in 1961, Nepal's Zone of Peace disapproval in 1971, Tanakpur Disagreement in 1990, and the Delhi Compromise in 2005. The architect of Nepal's foreign policy, King Prithivi Narayan Shah immortalized Nepal as a 'Yam between two boulders' for its location between China in north and India in east, west and south. His words also contained a fair warning about the 'shrewd' nature of the 'king of the South'. Rather it became the Queen of England, represented by The East India Company, who lived-up to those words with the Treaty of Sugauli in 1816¹, resulting from various border disputes and confusion at the center.

Relations between the two nations have been that of a big-brother (India) and small-brother (Nepal): the need to protect the barriers of Nepal from being crossed or weakened by India had been a primary concern of a new and independent India² (Sharma, 2006); as well as the need to coordinate with India's policy to formulate Nepal's own foreign policy³ (ibid. p.83) due to a 'certain geographic compulsions'. Geologically positioned over two tectonic plates, Eurasian and Indian plates, the continental drift so many-millennia ago granted the diverse terrain elevation ranges from lower levels of 59 meters to upper heights of 8,848 meters. Worldwide, Nepal ranks 11th and Kathmandu ranks 1st on earthquake-prone zones around the world. The earthquakes of 1310 BS were of the first recorded natural-crisis in Kathmandu (Nepal) when King Avaya Malla was in the helm. Times since, Nepal has witnessed events of various magnitudes (regicide, civil unrests, and so many earthquakes) but nothing has deterred its valiant spirit of nationhood.

1.1. The Study Context

Baishak 12, 2072 BS (April 25, 2015) marked a true-test for Federal Democratic Republic of Nepal; a earthquake measuring 7.8 on Richter scale shook Nepal at 11:56 AM local time (+5:45 UTC)⁴ with tremors lasting almost 3-minutes; following aftershocks were felt the entire day and weeks to come in central Nepal. The aftermath of this geological event has left more than 8,800 dead, over 23,000 injured and fourteen districts declared on crisis-alert (Ministry of Foreign Affairs 2015).

News concerning the quake spread quickly, especially due to overtly active users of social media (Facebook and Twitter)⁵. The well-wishing nations responded by sending relief-aid along with rescue-engineers and first-responders to help underprepared Nepal. Among them, dear neighbor India were in haste, just after three-hours after the quake; and three-hours after India's proposal for aid, Nepal's own Council of Ministers (under late P.M. Sushil Koirala) agreed to request and accept aid from the international community during this crisis (Chauhan 2015).

In addition, the world had seen the reporters of the tragedy in Nepal; thanks to CNN, BBC, Al Jazeera and many other international media who were all present to report briefly on the crisis in Nepal. Among them, the Indian-media were also present in numbers in Nepal post-earthquake to provide both live coverage and prepared broadcast-packages of 'Ground-Zero Nepal'⁶. And thanks to their technological 'know-how', the broadcasted footages were made available on YouTube⁷ for everyone to 'relive the events.'

1.2. Rationale of the Study

This study garners much interest from the outrage generated on the social media on the aftermath of 'great-earthquake of 2072' by the portion of the citizens who had access to electricity as well as cable television broadcasting Indian news-media channels while majority of the citizens were under tarpaulin on open fields. Online trends⁸ such as #GoHomeIndianMedia and #NepalEarthquake were two trends which garnered a lot of following after the great-quake. In brief, analytics⁹ for the tweets¹⁰ on a popular social-networking website Twitter™ were accumulated for the time-frame between April 25th, 2015 and May 5th, 2015; the analytics data shows a total of 1,394 tweets logged¹¹ for #NepalEarthquake, whereas #GoHomeIndianMedia accumulated total of 1,290 tweets.

Although the numbers may not be as significant for the event to be labeled an outrage, tweets for #GoHomeIndianMedia were accumulated in time-frame of 5 days, whereas the trend #NepalEarthquake tweets represent all 10 days. What is notably sensational about the outrage is the agitation began trending on the eve of World Press Freedom Day¹², 2015.

Much of the agitation arose from reports that the Indian air-force were occupying the air-parking area with idle airplanes and helicopters, rescue helicopters preoccupied by transporting Indian media crew rather than being involved in rescue works as well as operating under-capacity for more ‘ground coverage’ for their reporters, the seemingly unfretted access to the International Airport’s airstrip (runway), as well as temporary airbases which not only risks security of Nepal¹³, but of all nations who transport their people on aircrafts to Nepal.

1.3. Statement of Problem(s)

Any state in the world is vulnerable to threats at any given time; domestic, foreign, natural or artificial. In the interest of 20th century open-diplomacy, adherence to the Panchasheel Principles and the Non-Alignment Movement¹⁴ has been the highlight of Nepal’s foreign policy after Nepal’s democratic movements in 1950s. Despite embracing them, the diplomatic relations have never really been on firm grounds between Nepal and India. As such, media-houses don’t represent national foreign policy of any nation; however they do manage to channel their national sentiments. For the short period of time the Indian-media was in Nepal, the viewers of Indian news-media felt agitated; describing the broadcasts as being irresponsible, insensitive, as well as ‘shrill and jingoistic’ (Biswas 2015).

The main issue this study will aim to address will be to analyze in way which the Indian news-media broadcasted Nepal during the crisis. The following questions have been formulated to guide the study further;

1. How was Nepal represented on the Indian news-media during the coverage of Nepal during the crisis?
 - a. How did the Indian news-media representatives present themselves on the broadcasts?
 - b. How were the ‘frames’ of Nepal presented to the audience?
 - c. How did the respondents (general population) portray themselves to the Indian news-media representatives in the broadcasted footages?

2. In what ways did the Indian news-media advance India's domestic policy, if any, during their stay in Nepal during the crisis?
3. How does the general population of Nepal feel they were represented in the Indian media during the crisis?
 - a. Is this a one-shot event or has there been such occurrences in the past?

1.4. Objective(s) of the Study

This study will consider general objective of the study to analyze the reports/footages broadcasted by the Indian news-media as well as the responses of those participants who, of all nationalities, interacted with the Indian news-media representatives during the crisis in Nepal. Further, the study will attempt to describe the broadcasted content by the Indian news-media's coverage of Nepal during the crisis.

Specific objectives of the study are as follows:

1. Describe how Nepal was presented on the Indian news-media channel broadcasts.
 - a. Describe how the stories are presented to the audience.
 - b. Analyze how the stories were created by the participants on the 'frames'.
 - c. Explore how the 'presenters of the story' portrayed themselves on the broadcasts.
2. Describe the backlash following the broadcasts made by the Indian media.

1.5. Definition of Terms

Nepal 'during the crisis,' here will be used to refer to a specific timeframe of around eight (8) days, from April 25th to May 3rd 2015, when the Indian news-media were overtly active on broadcasting reports from Nepal. The great quake will refer to 7.8 Richter scale earthquake of April 25th 2015.

The term 'guerilla' defined as 'a person who engages in irregular warfare especially as a member of an independent unit carrying out harassment and sabotage' (Merriam-Webster Dictionary 2015). This term with roots in Spanish meaning 'little war' is use of irregular tactics (social, political, and geographical advantages) against conventionally superior forces (Oxford Dictionary of Sociology 2009). During the brief period following the great quake, the Indian

news-media were at ‘ground-zero’ broadcasting Nepal during the crisis, some describing a familiar trait of filming the incidents in Nepal.

The channels broadcasting the news along with anything else fit to be broadcasted as part of their daily programming will be referred to as news-media. For the purpose of our study, we will focus on India’s television news-media to which Nepal also has broadcast permits.

At the time of the crisis, Nepal was a centralized nation placing Kathmandu at the forefront of all domestic as well as international affairs. Thus as the administrative hub of Nepal, Kathmandu will become our focus and the research will examine how Kathmandu has been portrayed, how it comes to us (the viewers), and how the stories (events) are being created by the Indian media channels.

CHAPTER II

LITERATURE REVIEW

Relations between the two nations can best be defined as ‘on the rocks’. Nepal has always held resentment and familiarity regarding their relations with India (Chaturvedy and Malone 2012)¹⁵. Nepal’s poor economic conditions, due to its landlocked status coupled with multitudes of administrative impotence, has made it ever-reliant upon the geographically encompassing neighbor. ‘The Treaty of Peace and Friendship, 1950’¹⁶ laid the basis of relations between the two nations; and even though both nations face multitudes of problems deriving from the open-border situation with India, the revision of the treaty has remained farfetched. For India, relations with Nepal have remained a delusional subject; to treat them as the neglected north-eastern states¹⁷ or a sovereign country. This is further elucidated by Rajiv Sikri, former Indian diplomat, who regards the approach as being dismissive and neglectful, that “the Indian government and public have never shown adequate sensitivity to Nepali pride and uniqueness.”(Ibid.)

2.1. Nationalism

Sentiment, aspiration, loyalty, and consciousness are all terms applied to what constitutes nationalism. Nationalism can be of two types; ethnic and civic. Ethnic nationalism is rooted into biological necessity rather than individual choice, whereas civic nationalism is based on political and legal terms which implies commitment to certain duties and rights¹⁸.

Ernest Gellner’s writings suggest that history is a succession of changing technologies, each of which generates the need for a specific socio-political order. Within this paradigm, social identities are viewed as integral aspects of an overall sense of self; those rooted in radical or national groups are found to be particularly important for self-esteem; and it is difficult for people not to think nationalistically, to feel loyalties to their given national community. (Scott & Marshal, 2009.)

2.1.1. “Outside Interference”

Nation-building isn’t a one-sided process anymore. For example, an instance when an Indian film actor Hrithik Roshan, in late 2000, was rumored to have remarked that he “hated Nepal and its people.” (ABC NEWS 2000) Soon after, riots had started against the actor as well

posters of his new movies and the theaters screening them were vandalized. Local cable TV operators had cut broadcasts of Indian channels fearing the same. Demonstrators were quoted as shouting the slogan, “down with Hrithik, down with Indian elements!” during the riots.

This incident provided opportunity to show strength in the name of ‘wounded national pride,’ especially by the left-wing political parties at the time of monarchy. This activism has its roots in the vision of nation; the most powerful political concept of the day and no Nepali mainstream political party wants to lag behind in appealing to ‘nationalism.’ In Nepal, the worst crime is to be ‘anti-national’ or ‘unpatriotic’. Nation as understood can never encompass everyone, particularly in the diversity that marks this country of hill, plain and high mountain (Bose 2001).

2.2. Communication and Media

A lot can be presumed on media; television, radio, newspaper, films, internet, pictures, paintings and so on. In a broad historical sense, media was defined as the ‘medium’ between the object (message being sent) and the subject (the receiver of the message). (Laughey 2008)

In contemporary sense, C. Wright Mills, in *The Power Elite (1956)*, discusses media having the distinct power to communicate to a great number and audience having no way of replying but only internalize them (Oxford Dictionary of Sociology 2009). The photographs of British aerial bombing during World War I, radio propaganda of the Nazi German regime, and the television for the ‘imperialist American agenda’ are examples of effective utilization of modern media communication.

In Nepal, the first entry of global media was marked during 1949 when cinema hall for public was opened in Kathmandu (Liechty 2008). The cinema-going experiences during later in the 70’s was highlighted as a party, a day out, a recreational activity. Most of the films screened at the time were Hindi and few English; distinctions were made between the upper-class and lower-class audience by the price of their respective seating arrangements. Above all, the basic effect of the experience was the consumption of the content – the ideology which was being embedded upon the audience - was entirely same for all.

2.2.1. South-Asian Connection (in Media)

The 90's decade was a revolutionary leap for media not only for Nepal¹⁹ but the south-Asian continent. STAR (Satellite Television Asian Region) network began transmission by reprogramming a scrapped Chinese satellite a whole range of channels by relaying transmissions from all over the globe (Kohli, 2003). Zee TV made its entry into the Star satellite in 1992 as India's first satellite channel enabling it to gain better market-penetration, as well in Nepal with the utility of a UHF antenna²⁰. Moreover, Hindu epics Mahabharata and Ramayana,²¹ with Hindi dialogues, were also aired by Nepal Television on syndication. These events help build much more 'special affinity' of the general population of Nepal with India; Amitabh Bachchan, Anil Kapoor, Shahrukh Khan, Salman Khan, all became honorary ambassadors of India to Nepal. In few ways, the ability to access foreign television channels redefined the barriers between the classes of the population.

2.2.2. News and More

Consumption of media was revolutionized by the Cable News Network (CNN) which launched the first around-the-clock news broadcasts in the early 1980s. It later rose to prominence by broadcasting the Gulf War live in 1991, redefining how news was produced and consumed. During this time, CNN reportedly started revenue collection from cable-service providers who bundled their programs in the broadcast-packages, reportedly charging up to \$1 per subscriber (ibid. p.69) which helped build their global empire today.

Turn of the millennium brought arrival of media as a business in terms of audience as well as advertisement. Literacy became a quirky characteristic which limited audiences. However this didn't prove hindrance for television as no-literacy or even comprehension of spoken language is necessary to consume the broadcast content. However a common factor of all media outlets (television, radio, press) is that they incessantly require financial support; and television has always been brought in more revenues than anything. For instance, AajTak²² – an Indian news-media channel- created a record by earning a reported 600 million rupees²³ on its first operational year (ibid. p.34); mostly due to its visual and easily comprehensible broadcast material.

Visuals are an effective mode of communication. The phrase ‘picture is worth a thousand words’ sums up the effects of images in media today. The Indian news-media however have faced domestic criticisms; alleged of broadcasting ‘paid-news,’ that news stories are being telecasted in over-sensationalized and ritualized manners. (Das 2011)

2.3. Theories of Media

Media is generally understood as a medium between the object (sent message) and the subject (the receiver of the message). A variety of theories are conceived to explain the role of media in general society; behaviorism, modernity, interactionism, structuralism, post-colonial, post-modernist, consumerism are but few approaches. (Laughley 2008)

Behaviorism talks of ways in which media effects influence the audience. Earliest pioneer in this theoretical approach Harold Lasswell introduced ‘chain of communication’; it goes “who (control analysis) says what (content analysis) in which channel (media analysis) to whom (audience analysis) with what effect (effect analysis)?” (Ibid. p8.) Cultivation theory of George Gerbner discusses the inescapable encroachment of media into everyday life, and in-effect this cultivates the viewer (audience) over period of time which eventually nourishes, reiterates and confirms values and perspectives (ibid. p20). Agenda setting approach of Maxwell McComb looks at media as a structuring medium of social and political reality. This is made possible by the rhetoric cues such as repetition of phrases, prominence in which items are displayed, degrees of conflict, and framing of items. Here, media acts to confer status, enforce norms, and for narcotizing social dysfunction (ibid. p22).

Modernity theory of media talks of the transition of traditional (pre-modern) to advanced civilizations in which the form of medium of communication has transitioned (ibid. p30). Basic idea of this theory is the access to media in which prehistoric terms were first cast on stone, then written onto papyrus whereas today technology to reproduce information in mere moments have revolutionized media. However the ‘literacy effect’ could also lead toward unhealthy influence of mass media and modernity. For Jurgen Habermas, modernity has also led to decline of debate-culture in public sphere which is being replaced by a mass-mediated public sphere consumption culture (ibid. p52).

Postcolonial (political economy) theory looks at cultural and media dominance of the international over domestic markets (ibid. p122). Culture industry theory of Herbert Schiller

describes the role of media as rendering the masses socially and politically inactive, and media imperialism argues that one nation can dominate the economic and cultural values of another (ibid. p127). Not far off, postmodern theory describes media role as flattening of hierarchy and bringing forth a breakdown of distinction between culture and society, and further emphasis on style than substance.

2.3.1. Redrawing the 'Battlefield'

With end of Cold War and rise of neo-liberalism and accelerated speed of globalization has integrated and fragmented the world while radically reducing time and space constraints (Kaldor, 1999). In this age, media plays an integral role in conduct and commencement of war. In his article 'Watching What We Say: Global Communication in a Time of Fear,' Ted Magder mentions the advancements made in electronic communication mediums has reduced space as a barrier to communication effectively turning the world into a 'global village.' As such, dominance in flow of media and information is identified as a strategic asset and a 'soft power' (defined by Joseph Nye as the ability to get others to want what you want' through the expression and demonstration of values that others find worthy of emulation.)

Madger provides substantial evidence that media coverage of foreign events closely follows the interpretative frames offered by one's political elites. Once a key phrase (i.e. national security or international peace) emerges, the mainstream press is likely to adopt a preconditioned position. Piers Robinson, in recent examination of 'the CNN effect,' says that in times of policy uncertainty and elite dissensus there may be considerable space for typically marginal actors to influence the framing and interpretation of international events. By this, it can said that the policy actors have the upper hand in setting and framing the agenda. I.e. Narendra Modi's 'Operation Maitri,' and Indian Media's '#BeefInRelief' shortly after revealing few relief packages from Pakistan contained 'beef masala' in food items.

2.3.2. Creating the 'News'

Jean Seaton, in his article 'Understanding Not Empathy,' remarks how news has transformed into the greatest political and artistic forms of animating contemporary and private lives dealing with 'how we understand our condition.' At times we have read and watched the fall of Monarchy by sacking of King Gyanendra or the regicide of 2001 with casual indifference – or prefer other sillier and lighter things in life. In any such case, news doesn't 'just happen,' even the

breaking news as it unfolds in-front of our eyes, require tremendous amounts of efforts of organization and discrimination in order to create and present as a vivid and convincing reality.

Seaton remarks the news as presenting us, the audience, a tragic disruption of everyday life; that it encourages the audience to spectate the modern disasters while remaining close to comfort. The journalism that presents us with the suffering of others is already a more complete act of witnessing as it both observes and articulates the condition of distant victims; thus process of news making is concerned with securing the trust of the audience in its accounts and this is important because of how media has framed the eye-witnesses to be unreliable and motivated only by self-interests or often confused about what they have seen.

News is, thus, how we know ourselves and the world. It is thus a commodity always subject to market pressures and is dynamic in nature. For news to be fruitful, it has to entertain the audience to grab their attention. In this way, role of news in democracies can be as mobilizing device around their interests not to be opposed. Entertainment is always good, and democracy requires news to be good and popular. In this way, creating the news becomes a challenge; to attract audience attention to things that matter (as well other things which don't but what they enjoy). And the competition in the market for audience is desperate and the source of such independent power that the media exercise. Sometimes the shaping of stories makes them like drama (serials) with resolutions which are predictable rather than tragedies. Thus, there seems to be a growing pressure for news to please the audience rather than illuminating the anxious variety. I.e. **how on 9/11 'America Under Attack!' to 9/12 'America Strikes Back!'**

News is a collective transitory efflorescence that as a form changes over time. As such it is a revealing and a powerful contemporary collective cultural product. News has a difficult job of helping us sympathize with the people by elucidating how like us they are. It is common complaint that all too often the news makes the people dismissible because they are portrayed as the 'other' and not quiet human in the same way that the consumer/audience are. Thus eliciting of empathy is also a good way of selling the news because it involves using our feelings ourselves, which tend to be strongly held and vivid, in order to construe how someone else responds to the worst things that can happen to people. But however attractive empathy is, there is always something self-reflective about it and it runs the danger of telling us about ourselves and not about the difficult things we need to know.

More the drama, attention-grabbing and can be enormously high-stakes, it is that much news worthy and priority of news makers. Not only that, but scale and intensity of an event, its location, where the participants come from as well its tragic implications comes into effect here.

2.3.3. Live News: How it all Began

News has become a genre of its own in today's media-saturated world. Given the fierce competitive commercial environment within which television has to function with constant flow of words, sounds and images, television has to be live and the most important feature has become the news – facilitated by a market-led broadcasting ecology and the availability of satellite links. There is no doubt that CNN, which now calls itself ‘the world’s news leader’ established the concept of global round-the-clock news which changed the international news system, especially during time of conflict and crisis. This 24/7 news format has been adopted by many news networks around the world, importantly in India by Zee, DoorDarshan, and Aaj Tak. The global influences of these channels vary greatly- but their proliferation give a sense of democratization of global news flow.

Demands of 24/7 news has led to sensationalization and trivialization of often complex stories and a temptation to highlight the entertainment values/aspects of news. That features of news is infotainment- using high-tech reporting, appealing formats (video games or serials), with complex graphics and satellite imagery and on-the-spot interviews.

Television has become the most global of the media, taking advantage of its capacity to transcend linguistic and geographic barriers; images carrying greater influence in shaping opinion than words where people cannot read or write. As such, television news is seen as ‘authoritative’ and thus trustworthy (i.e. during the 1991 Gulf War, with armed conflicts everywhere, ‘live reporting’ helped CNN become trusted and ‘most influential news organization.’)

Going ‘live’ to the sites of unfolding news is one of the defining characteristics of news today. The pressure to be the first with the news creates a tendency among news channel to sacrifice depth in favor of widest and quickest reach of live news to an increasingly heterogeneous population. As such, television journalists work under tremendous pressure of

‘deadlines every minute’ leaving little time to investigate a story, research and reflect on it before it is transmitted whereas the editors want to make story timely and dramatic as possible.

Given demands of 24/7 cycle however the reporters may find it difficult to obtain sufficient material to fill the airtime. In absence of new information on an unfolding event and tight control in the name of security, journalists may use unattributed sources, indulge in idle speculations or provide slanted reports influenced by rumors. As such reporters tend to use any new information, even remotely connected to the story, just to be first with an exclusive.

One result of proliferation of 24/7 news channels is a growing competition for audiences and crucially, advertising revenue at a time when interest in news is declining. In a consumer-oriented broadcasting environment, operating in a fiercely competitive and increasingly fragmented news market, contemporary television journalism is tending toward infotainment – news where presentation becomes important as the content of a report. Emerging during 1980’s, the term ‘infotainment’ has become a buzzword – a neologism referring to genre mixture of information and entertainment in news and current affairs programming.

For television news executives, infotainment appears to be the means to attract a younger generation of viewers who have been influenced by post-modern visual aesthetics – including fast-paced, eye catching visuals, computer animated logos, and rhetorical headlines. Such ‘McNuggets/MoMos of news’ seem to resonate with a generation growing up on computer games and MTV-style information (Kurtz, 1993). The increasing popularity of online news, with multimedia approach, also is affecting the presentation of television news.

The growth of new hybrid genre of ‘reality TV,’ blurring the boundaries between fact and fiction, using documentary style narrative and soap-opera style characters owes its success to ‘tabloid sensationalism and similarly reflects the need to entertain and retain large audiences’ (Roscoe and Hight, 2001). Though these new genres of television, which combine the factual approach of documentary with entertainment values of television drama (Paget, 1998), may be making more audience interested in television news, this seem to be happening at expense of serious factual programming, which they often replace, with danger of further eroding the level of public understanding of global affairs, prompting critics to declare that the ‘international documentary is virtually dead’ (3WE, 2002).

Some, like Brants, have cautioned against the ‘infotainment scare.’ Lifestyle programmes, reality TV, consumer oriented news reports, docu-drama and docu-soaps may represent a greater diversity than traditional hard news, thus having a liberatory potential and a more democratic character (Sparks and Tulloch 2000). However the perceived dilution of news and information as a result of market driven television journalism can have serious repercussions on the quality of public debate (Baker 2002; Gitlin 2002; Glasser 1999). Given the growing power of media transnationals, there is a risk that the role of the media in contributing to an informed citizenry, essential for genuine democratic discourse, may be undermined (Bennett 2003; Gitlin 2002). If television news is trivialized and reduced to easily digestible sight-bites, it is likely to contribute to a structural erosion of the public sphere in a Habermasian sense, where the viewer, who has been bombarded with visuals, may not be able to differentiate between public information and propaganda from a powerful military-industrial-information-entertainment complex.

War as infotainment: apart from occasional positive news stories, good news simply does not make for compelling television, which thrives on violence, death and destruction – be that from natural causes (earthquakes, floods, hurricanes) or human causes (riots, murders, wars). Television news requires visual impact and a dramatic story and, on this measure, war and natural disaster score more highly than peacetime events. In fact, it is argued that the rolling news networks have to be conflict-driven or else they will cease to operate as successful businesses (Hachten 1999).

Given the characteristics of television news- arresting visuals, dramatic pictures – wars and civil conflicts are particularly susceptible to infotainment.

‘The uniformity of TV’s view includes not just war’s victims, but wars themselves. As the medium subverts all overpowering commitment, all keen belief and pain, so it equates jihad, class struggle, imperial assault, blood feud, and border strife, never capturing whatever is peculiar to specific conflicts, and thereby reducing all wars to a vague abstraction known as War (Miller 1989).

There are implications of infotainment for public opinion forming and its manipulation; as western styles of presentations are becoming global as news channels attempt to reach more

viewers and keep their audience from switching the channels. As such tone and tenor of most of reports broadcasted are directed at influencing its audience towards a desired path.

As such, promotion of India's own humanitarian 'Operation Maitri' was given the grandest of promotions by the Indian media in high moral tone with moral superiority and India's capable human resource prioritized in such event. Moreover, footages abroad the helicopters showed vast machinery and aid 'made available' by the Indian Air Force to Nepal at times of need.

2.4. Engineering of Consent

21st century democracy along with freedom of speech and press have also brought forth the unconscious right of persuasion, and with the rapid expansion of modern media and communication has enabled for opening doors for formulation of public opinions and influencing the audience (Bernays 1947).

Edward Bernays, in his article *The Engineering of Consent*, describes the two levels of communication systems; commercial media in forms of newspaper, radio, television, billboards are present for circulation of messages to the masses, whereas specialized media owned by organized groups allow for spread of message not only by means of formal written words but also through lectures, meetings, discussions in in forms of education and seminars. In these ways, the significance of modern communication is not only a 'highly organized mechanical web' but also as a potent force for social good or evil; and only by understanding this can leadership be exercised in a modern democracy.

For Bernays, a democracy can only function when the leader is able act to attain the consent, an agreement or permission, to attain socially constructive goals and values. For this the engineering of consent, as well persuade and suggest, via the fundamental human rights of freedom of speech, press, petition, and assembly make all this possible; that although the leaders are remote physically their followers can still have familiarity with them through systems of modern communication. By this, the engineering approach is the application of scientific principles and practices to the task of getting people to support ideas and programs.

For such engineering is to be successful, communication remains the key element in social action. Words, sounds, and pictures accomplish little unless they are the tools of a soundly

thought-out plan and carefully organized methods. And when the public is convinced of the soundness of an idea, they proceed into action translated by the idea. They may adopt a philosophy stressed by it; i.e. good neighbors or bad allies. Such things, however, must be engineered, they are not granted.

2.5. Social Media

Among the most popular websites, this research will focus on Facebook and Twitter. Facebook started its services in early 2004 and currently has over 900 million users. It describes itself as “a social utility that helps people communicate more efficiently with their friends, family, and co-workers.” Users can edit their personal privacy as well search for any relevant trends they may find interesting.

Twitter, on the other hand, has over 350 million users at current. It describes itself as a “real time information network that connects you to the latest information about what you find interesting.” In it users can follow and search for trending hashtags (like #MakeNepalGreatAgain). With its established limit of 140 characters per message, communication tend to be precise as well creative in Twitter.

2.5.1 Social Media Movements

Social media can be understood as websites built upon foundations of Web 2.0 (allowing for creation and exchange of content amongst users). Today, users with access to these websites can perform numerous tasks such as create and join specific groups, get updates on various events and activities, read and post comments on events of past or upcoming. By this, it has become an ‘instant gratification’ route since one doesn’t have to wait for a single respondent to be available and the online audience, which transcend national boundaries, can respond anytime. Infact by these means, one can just sit comfortably at home and start a trend without actually taking any physical action, like standing.

In cases of activism, activities such as attending meetings, workshops and rallies are no longer the norms. Instead hordes of un-committed individuals can join a Facebook group or follow a Twitter feed at home, giving them some measure of anonymity but not necessarily motivating them to physically hit the streets. With low organizational and communications costs,

a movement can depend less on funding, allowing it to create the perception of being a purely indigenous movement and one with wider appeal than it may seem (Papic & Noonan, 2011).

2.5.2. The Theory of Ties

An important part of communication, especially relevant in case of social media, involves the theory of ties. Sociologically, weak ties are loose acquaintances that can help a friend generate creative ideas, find a job, and transfer knowledge, while strong ties are those of trusted friends and family which can affect emotional health and often join together to lead through difficult times (Granovetter, 1973). According to Mark Granovetter, an economic theorist, weak ties can help job seekers who rely on their connections for leads and references.

What can be noted, however, in cases of social movements has been the matter of a participant's degree of personal connection toward a certain cause and that activism is a 'strong-tie' phenomenon; and that if strong ties are essential for social change and social media does not foster strong ties, then social media can lose its relevance here (Gladwell, 2010).

But the issue here is that the internet and social media in general has been utilized in that way. For example, in case of recent Nepal earthquake, many people with little or no strong connection with Nepal donated money. People were motivated to do good when they saw news of the situation as well posts and tweets about the situation. This way, awareness was raised via a network of weak ties; that one person making a small donation didn't make a difference in the relief effort but rather when the trend started a 'snow-ball effect' and became a bigger movement than envisioned. (Sheedy, 2011).

This is where we can see the strength of the weak ties and especially in social media; that the trends which garner same amount of enthusiasm and passion within two unrelated persons is enough to create that tie towards that movement. By doing so, and in case of social media these days where people especially in strong ties can witness that and also participate in that movement. In this way, the weak ties influence a wider net of individuals who otherwise were unknown to each-other.

CHAPTER III

RESEARCH METHODOLOGY

3.1. Site of Study

This study will primarily focus on the broadcasted footages by the Indian news-media of Nepal during the crisis. Since the majority of coverage were concentrated around Kathmandu, it will be the primarily site of the study. Also due to varying nature of the available data, additional areas covered by the Indian news-media shall also be included accordingly for the purpose of the study, if found relevant.

3.2. Research design

The study will be descriptive in nature; it will look to describe the situations in which interactions occur and how the participants in the frame present the situations. For the purpose of the study, no testable-hypothesis is introduced; rather one may be introduced upon the basis of the study findings. The study will actively be looking at the data to describe its contents to generate the basic characteristics of the available data.

3.3. Units of Analysis

Units of analysis will be made at individual and organization. Individual shall refer to the participants who participated on the broadcasts of Indian news-media. Organization will be used to refer to the Indian news-media houses who broadcasted reports of and from Nepal during the crisis.

3.4. Nature and Sources of Data

For this study, secondary data (broadcast footages) will be the primary source of data. Data is collected via verified sources on the internet. The number of footages collected shall ensure inclusiveness of various Indian news-media channels as well as the issues covered by the news-media of Nepal ‘during the crisis.’ However due to the availability and access to the data for analysis, the selection of media-houses shall be limited to those who have made their broadcasts accessible.

3.5. Data Collection Methods

For this study, the data collection phase will primarily be dependent upon the availability of the broadcasted data online (verified online resources.)

3.5.1. Sampling

For the purpose of the study, a non-probability judgment sampling technique will be utilized for selection of data. This sampling technique will allow for narrowing down, first, the major Indian news-media outlet who were actively reporting from Nepal, and secondly those who have made available their broadcast archives to the public, and third whose programs are accessible to the general public of Nepal.

3.5.1.1 Sampling Procedure

At present, there are over 80 major Indian news channels which broadcast in India; out of which are 20 Hindi and 8 English language-based channels. A current, there are 10 channels which are transmitted to Nepal (inside Kathmandu valley only, numbers outside the valley may differ). Among these, due to limited amount of broadcast footages which were archived, four channels will be selected for the purpose of the study.

3.5.2. Archival Study

Broadcast footages of the Indian news-media channels will be collected from verified online resources (verified YouTube channels.)

3.5.3 Survey Questionnaire

Survey will be conducted via online means and made accessible for Nepalese respondents who are active in online social media websites.

3.6. Data Analysis

The collected media will be analyzed in various stages. First, the media will be organized by channels and original date of broadcasting. As per study requirements, the media shall be transcribed, indexed, and translated. Along with the speech, the visual elements (frames, angles, emphasis) shall also be mapped for analysis.

Due to extreme technical constraints and absolutely-zero budgetary considerations shown towards the study by idiotic academic institutions, all data will be hard-coded by pen and paper and not be made available.

Due to the extensive amount of footages to be examined, the research will employ a non-probability judgment sampling method. In this, the select channels (from initial eight) will be dependent upon key factors as 1. Knowledge of the news channel by the Nepalese audience, 2. General popularity of the news channel, 3. Channel transmission/broadcast in Nepal, and 4. made available by major subscription (cable or satellite) television provider.

Further the research will be divided into two primary time-frame for the research;

1. Initial coverage – For this, the available data (videos of broadcasted news) from the first two-days, April 25th and 26th, will be examined to establish the theme and the nature of the news coverage by Indian News Media.
2. Extended coverage – In this phase, the data after the initial coverage, April 27th and onwards concerning only the earthquake

3.7. Limitations of the study

For this study, the media referenced will only account for the ‘participants’ who were interviewed and filmed by the media personnel/interviewers (representatives of the Indian news-media); in addition, the ‘participants’ as well the media personnel who make their appearance in the footages are unlikely to be available for further inquiry; thus the analysis would be made on the presented interaction during their brief encounter at the given time-frame.

Due to hindrances in data collection techniques employed for the study, the study will be limited to those Indian media-houses whose broadcast footages were made available online. This study will be limited to a specific time-frame when the media houses were present in Nepal ‘during the crisis’.

Further in the course of the study, due to vast amount of data available, only footages from four channels will be used in this research. It may be unlikely that Nepal and India may be the only countries to be represented in any form during the presence and any other issues; additional data, if found relevant to the research question(s), shall be included in the study.

CHAPTER IV

PROFILING ‘KATHMANDU’

4.1. Federal Democratic Republic of Nepal

Situated along latitude 26.22N to 30.27N and longitude 80.4E to 88.22E, total area of 147,181 sq. km. and a population of 26,494,504, Nepal is a landlocked developing country of the South-Asian continent. Having extensive ecological diversity, it is most notable as the home of Mount Everest which is said to be formed by clashing of the India plate with the Eurasia plate approximately 60 million years ago.

Nepal’s modern history within the continent begins with the Sugauli Treaty in March 3rd 1816 with the East-India Company, who after controlling the Islamic Mughal Empire of Hindustan (India), decided to agitate the rulers of Nepal. The treaty, result of the defeat to the company, surrendered most of Nepal’s territories to the control of the British Empire. But due to the continuous support towards the British Empire against the Indian unrest, notably by Jung Bahadur Rana in 1858 at Sepoy, Nepal was able to reacquire some territories in south-western Nepal from the British Empire which gives Nepal’s current unique location.



Figure 1: Nepal and India’s border-provinces (Sikkim, Uttarakhand, Uttar Pradesh, West Bengal, and Bihar)

Surrounded on three sides by India, Nepal's 26 districts and India's 5 provinces share a common border. Diplomatic relations were formally established with an independent India on June 13, 1947 and since then there have been numerous treaties between the two countries, however the Treaty of Peace and Friendship Between the Government of Nepal and the Government of India²⁴ has remained the basis for state-relations between the two countries. The Treaty contains various debatable provisions but most notable article on the treaty allows for the free flow of people from both nations into each other's territories enabling a 'bread and daughter' relationship and granting them same treatment as of respectable citizens.

4.2 Earthquakes in Nepal

Geologically, Nepal is the 11th most earthquake-prone country in the world and Kathmandu is said to be the most earthquake prone city in the world. It is also believed that draining the lake of Kathmandu Valley could have been caused by an earthquake. Ever since the first recorded earthquake of 1255 AD that killed King Abhaya Malla along with one-third of the population of the Kathmandu Valley, Kathmandu (Nepal) has experienced major earthquakes and destruction to property every few generations. The last great earthquake of 1934 AD, measuring 8.4 in Richter scale, resulted in more than 10,000 deaths in the Kathmandu itself. In same, it can be said that earthquakes have also caused severe human, physical, and economic loss to the nation.

4.2.1 The 'Great Earthquake' of 2072

On April 25 of 2015 (Baishak 12, 2072), its epicenter at Barpak of Gorkha district, an earthquake of magnitude 7.6 with hypocenter at a depth of around 15 kilometers unfolded at exactly 11:56:26 NST (+5:45 of Coordinated Universal Time).²⁵ The earthquake occurred as the result of thrust faulting on (or near) the main thrust interface between the subducting (going under) India plate and the overriding (continental crust) Eurasia plate to the north. Geological reports note that India plate is converging with Eurasia at a rate of 45 mm per year towards the north-northeast – a fraction of which (about 18 mm per year) is driving the uplift of the Himalayan mountain range, triggering avalanches and numerous landslides around rural areas

and the mountains, notably on Mount Everest itself which resulted in 21 deaths on April 25th, 2015.

Four hours after the initial shock, the Cabinet of Ministers, Nepal Government declared emergency in 14 districts; Gorkha, Sindhupalchowk, Dhading, Kavre, Dolakha, Nuwakot, Ramechhap, Sindhuli, Rasuwa, Kathmandu, Lalitpur, Bhaktapur, Makwanpur and Okhaldhunga. The government also formed a Response Coordination Center as a central command post to accelerate the Search and Rescue operations and coordinate between government and international organizations as well appealed to International Communities for their assistance at a time of crisis.



Figure 2: Earthquake affected districts of Nepal highlighted in map.

4.3. Profile of the Affected Districts

In this section, we will look at the prevalent information/statistics of the earthquake affected districts.

4.3.1. Population: General Profile

As stated earlier, 14 out of the total 75 districts were severely affected, some more than others. Total estimated persons affected, either directly or indirectly by the earthquake amounts for roughly 5,368,513 (of 14 affected districts), roughly 20.26% of total national population.²⁶

Districts	Population	Literate	Education: SLC and above
Okhaldunga	147,984	86,326	11,802
Sindhuli	296,192	160,588	24,793
Rammechhap	202,646	116,150	15,923
Dolakha	186,557	107,238	14,753
Sindhupalchok	287,798	157,469	19,655
Kavre	381,937	247,049	48,889
Lalitpur	468,132	361,996	149,027
Bhaktapur	304,651	232,657	87,696
Kathmandu	1,744,240	1,408,199	650,598
Nuwakot	277,471	152,903	22,319
Rasua	43,300	21,197	3,457
Dhading	336,067	192,337	24,602
Makwanpur	420,477	259,375	41,865
Gorkha	271,061	164,424	21,798
Total	5,368,513 (20%)	3,667,908 (28%)	1,137,117 (35%)
Nationwide	26,494,504 (100%)	13,320,642 (100%)	3,234,993 (100%)

Table 1: General Social Characteristics of the Population compared to National figures (percentages rounded to nearest whole numbers.)

4.3.2. Access to Facilities

In accordance with the census, this includes various utilities which are used by the general population. The census has tallied this information per household instead of entire population. For our purposes, relevant data are listed as follows;

<i>Districts</i>	Households	Television	Subscription Television	Personal Computer	Mobile Phone	Internet Access
Okhaldunga	32,466	1,667	782	229	13,908	153
Sindhuli	57,544	10,472	5,163	942	26,007	236
Rammechhap	43,883	5,573	1,340	427	22,006	111
Dolakha	45,658	9,692	3,421	969	24,184	238
Sindhupalchok	66,635	22,599	4,580	1,021	39,543	395
Kavre	80,651	41,295	9,181	5,468	53,834	1,648
Lalitpur	109,505	72,539	60,745	36,470	94,440	17,895
Bhaktapur	68,557	56,708	37,578	20,224	59,588	8,964
Kathmandu	435,544	325,621	284,890	154,522	395,183	84,354
Nuwakot	39,194	18,191	5,234	1,381	35,583	443
Rasua	9,741	2,271	1,336	231	5,464	83
Dhading	73,842	16,686	7,162	1,666	46,895	526
Makwanpur	86,045	33,151	22,843	5,720	57,427	2,037
Gorkha	66,458	21,470	7,294	1,161	40,950	315
14 District Total	1,215,723 (22%)	637,935 (32%)	451,549 (43%)	230,431 (58%)	915,012 (26%)	117,398 (65%)
Nationwide	5,423,297 (100%)	1,976,603 (100%)	1,048,348 (100%)	395,034 (100%)	3,504,929 (100%)	180,746 (100%)

Table 2: 'Access to Utilities' with National figures.

4.4. Subscription Television in Nepal

Information is power; and moreover, more the information, more empowered the individuals. Subscription television (cable) allows for more than free standard over-the-air television channels than normal. They provide countless hours of idiotic fun as well interesting and unnecessary information to the viewers. At the time of field survey, there were total 9 Indian news channels which are broadcasted in Nepal. These are, of course, today made possible to view by the subscription television (cable TV) providers. At current, the number of cable operators is innumerable.

	Zee News (Hindi)	Aaj Tak (Hindi)	ABP (Hindi)	Doordarshan News (Hindi)	India Today (English)	Times Now (English)
Dish Home	✓	✓	✓		✓	✓
Sim TV	✓	✓	✓	✓	✓	✓
Sky Cable	✓	✓	✓	✓	✓	
Subisu	✓	✓	✓		✓	
Space Time Network	✓	✓			✓	

Table 3: Indian news channels made available in Kathmandu Valley by major cable providers. (Source; Field survey)

4.5. News Channels of India

Due to close proximity, many Indian television channels are also transmitted cross the border. Here are brief introductions of the few Indian news channels which can be viewed in Nepal.

4.5.1 ABP News

Previously known as Star News, it became ABP News in 2012 when it separated from 21st Century Fox. It is one of the premier news channels which started broadcast on February 18, 1998. Currently it airs in Hindi medium.

4.5.2 Aaj Tak and India Today

Aaj Tak is currently the most watched Indian news channel in India.²⁷ It started broadcast on December 31, 1998 and airs in Hindi medium. India Today, an English medium channel previously known as Headlines Today, began broadcasting on January 1, 2003 and is the sister-channel of Aaj Tak; both are owned by parent company, India Today Group. The network's slogan is: 'सबसे तेज' (English: 'The Fastest').

4.5.3 Zee News

Zee News is a public-owned company. It started broadcasting around 1999 and airs in Hindi medium. The network's slogan is: 'सोच बदलो, देश बदलो' (English: 'Change the Thinking, Change the Nation').

4.5.4 Doordarshan News (DD News)

Doordarshan News is part of Prasar Bharati network, a semi-autonomous body of the Indian government. It started broadcast on November 3, 2003 and airs in Hindi medium.

4.5.5 Times Now

Times Now is currently the most watched English news channel in India.²⁸ It started broadcast on January 23, 2006 and is part of The Times Group. The network's slogan is: 'Action Begins Here.'

4.5.6 News 24

News 24 started broadcast on December, 2007 and airs in Hindi medium. It is part of B.A.G. Films and Media Limited.

CHAPTER V

TELEVISIONING ‘KATHMANDU’ ‘DURING THE CRISIS’

In this section, we shall look at the data gathered from the broadcasted footages and examine how Kathmandu has been televised by the Indian News Media.

5.1. Initial Reporting

Here we will examine the first two days; the 25th and 26th of April, 2015 where at the time the earthquake had just struck as well camera persons and news reporters were just arriving in Nepal to capture the devastation caused by the earthquake.

5.1.1. Day 1: April 25, 2015

The initial broadcasts made by the Indian news-media were of the earthquake primarily revolved around the locales and malls of Delhi. At the time of 11:46 Indian Standard time, the Indian meteorological Institute had concluded that Nantital, India was the epicenter of the disastrous earthquake. No later, news segments of upto 5-minutes in lengths went on to display the movements of the hanging monitors, lights, and sign-boards in newsrooms as well gather initial reactions from their own personnel.

At the earliest, only still images of the fallen Dharahara (Bhimsen Tower) flashed the screen as the news reporter announces 4 teams of National Disaster Response Force (India) were leaving for Kathmandu without any knowledge. At the time, the reporters also state no communication with Nepal was possible and the extent of the damage remained unknown.

Soon after Baba Ramdev, Indian yoga guru and proprietor of Patanjali, who was present in Nepal during the earthquake gave a telephone interview; in the 10-minute exchange, he mentioned 'seeing the destruction with his own eyes' as he had just 'concluded his program with over one lakh people were present at Tudikhel for his yoga-event,' and now his team were 'assisting in relief efforts' and also distributing 'Patanjali biscuits.'

The local time (in India) is 16:40, 'ताजा तस्वीर' (Fresh Images) of destroyed buildings, emergency beds and ambulances are shown in the television screens as few experts who have

attended the television interviews explain how earthquakes are caused by Indian and Eurasian tectonic plates.

At this time, the Indian Prime Minister Narendra Modi also expresses his condolences to Nepal in a speech subtitled "Nepal's Pain is Our Pain," where he states the India Minister's cabinet decision to aid Nepal, his communication with the then Prime Minister of Nepal Late Sushil Koirala of providing aid for Nepal, and expressing that "1.25 billion citizens are with you (Nepal) - and pray to god to ease the pain - and will provide with these giant hands to help those affected with the power to overcome - we are with you." In the same time, a short interview with India's Minister of State of Home Affairs Mr. Kiren Rijuju also reiterates that it's the "bigger countries responsibility to send help to smaller countries (Nepal)."

As stated, Nepal isn't the only one affected during the earthquake, few interactions Afternoon footage from Lucknow, India where reporter has exchange with person under distress:

Reporter: *What happen? Why are you scared?*

Respondent: *(Struggling) I got scared.*

Reporter: *What? Scared? Scared of the earthquake?*

Respondent: *(Struggling for breath) Yes.*

In this short footage, the reporter shows no apathy towards the respondent (who was Indian) pressing her at time of stress for the latest news. After few minutes, another interview with one individual from somewhere in Kathmandu also airs where people are sitting an open ground;

Reporter: *At this time, in Nepal people are feeling rapid tremors from the earthquake, that's why there are people out here in the open. At this time we will talk to them to understand what is going on in their minds. (Points to person sitting on the ground) So at this time why are you out here?*

Respondent: *I'm afraid of the earthquake. Government isn't responding, so I'm really scared.*

During this footage, the reporter presents nothing new than what they have already presented, however the respondent was calm due to his youth and responds accordingly to the reporter. Its now 20:05, reporters have landed in Nepal as part of relief teams. The initial broadcasts are

made from Tudikhel and of the stranded Indian citizens in Nepal. Brief interactions with them transitions into short interview with Baba Ramdev, present in Nepal, praising Nepal's "courage and spirit to act under distress."

Time being just 21:30, misrepresentation begins by showing Pashupati as before, Durbar Square footage as after, announced as Janaki Mandir, further displaying lack of appropriate research done by the reporters for quick and latest news segments.

5.1.2. Day 2: April 26, 2015

Day two of coverage begin around local time 7:00 A.M. with reminder of India's effort by sending NDRF team to Nepal to aid in search and rescue. At this time, we are also reminded of the team of reporters to bring the viewers 'ताजा खबर' (Fresh News) as promised.

Local time is 9:00, they announce their "team has arrived to give you the report of each and every details, but first," they present "Operation Maitri" in full swing in Nepal. As well, breaking news as Indigo and SpiceJet are denied permission to land in Kathmandu followed by dispatching 100 buses to Nepal in efforts to step-up 'rescue operations - by Government of India to people stranded in the earthquake hit Nepal.' Fresh images from Pashupati Temple grounds are shown where there are people waiting for rescue buses.

It's also a day for PM Modi's "मन कि बाद" (Heart's Voice) where he highlights "earthquake in Nepal has shook India and the world, causing damages and destruction, but Nepal's suffering is incomparable and unimaginable," that India has sent aid for rescue operations including 'team of experts' and 'sniffer dogs.' This is shortly followed by segment called "इण्डिया का देवदुत" (Angels of India) to help Indians to get out of Nepal where the 'rescued Indian'

The fresh images keep coming from all corners, with interview from hospital;

Respondent: *She got injured in earthquake, we had one daughter at home.*

Reporter: *What happen?*

Respondent: *(Hesitatingly) She's done.*

Reporter: *Death?*

Respondent: *Yes. (How?) Everything, bricks all fell and then she died.*

Reporter: *(Pointing to patient on hospital bed) What happen to her?*

Respondent: *Her legs got crushed so her legs aren't working.*

At this time, they also state that India is moving massive amount of relief material with 10 planned flights to Nepal as well the Indian Air Force had rescue around 546 Indian citizens trapped in Nepal during the crisis and brought them back to India. Shortly after, the rescued individuals were quick to praise, "proud to have a Prime Minister like Modi who gave the flight and escaped Kathmandu," as well "Modi is excellent," just to name a few.

Local time is 20:30, the video cameras capture scenes of people staying under tents. At the same time, the managing editor of the news channel who after his '10 hours flight to Kathmandu' that 'toilets starting to smell bad' due to supply of electricity and water supply being hampered by the earthquake.

Somehow they manage to get more interview;

Reporter: *What's going on here?*

Respondent: *Everything is bad, its raining, coming again? (Again?) Yes afternoon.*

Reporter: *Are you getting food or anything? (Nothing.) From Government?*

Respondent: *Nothing at all.*

In this short segment, the reporter not only

5.2. Televising 'Kathmandu'

After the initial two days, the reporters from India had arrived in Nepal promising reports live from Kathmandu for the rest of the days to come.

5.2.1. Day 3: April 27, 2015

Morning news starts with mentions of NDRF (India) to mobilize 10 teams for rescue operations. News is filled with footages of destruction, hospital beds, people under tents on open grounds all paired with suspenseful music. After few hours, a reporter reaches Tribhuvan International Airport full of mostly Indian citizens trying to leave for India. After following the reporter for few moments, the shouts of, 'sir, I have few words for the Indian government.'

Reporter: *So what plans do you have for returning home?*

Respondent 1: *Sir I want this, please take money from us and give us ticket to return home.*

Respondent 2: *Baba Ramdev I met him at Tundikhel ground and he said personally, don't worry, we will go together but he left on his own!*

Respondent 3: *We have no water or food, please help us please.*

Respondent 4: *Sir, my request with Indian Government is that Indian citizens please protect these Nepalese citizens and all the airlines (cuts off.)*

Reporter: *So right now we can say is NDRF, Indian Airforce and Embassy will coordinate accordingly. People are staying here without food, without water, reducing their stress and their evacuation will be the continuous efforts of this news channel.*

In this short but detailed and field coverage, the reporter is clearly gathering responses from the Indian citizens who were in Nepal during the crisis, however seemed only interested at cries of pleas of the respondents.

Another early morning reporting starts with a broadcast titled "Detailed Coverage, #IndiaWithNepal," contains an interview with the local family during a meal;

Reporter: *Finally some respite for the people living here in the relief camp in Tundikhel ground, we can see a family having rice and chicken early in the morning instead of breakfast. These people had gone early in the morning to the house, cooked the food, and come back again to this field, and they are all having breakfast, early in the morning with the fear if they remain in their houses, the earthquake might come. and out of that fear, they cooked their food, their home is one kilometer away, and they are having food, eating in the open field. its bright and sunny in the morning. Now let me talk to them. (In Hindi) Now you eat food, you went home to eat to make food or eat here?*

Respondent 1: *We brought prepared food and eating here. (Why?) Because we heard earthquake may come so that's why.*

Reporter: *So until when will you stay alert? Are you afraid?*

Respondent 1: *They are saying 72 hours, its only been 48 hours and 24 hours remaining.*

Reporter: *So you guys will stay here for 24 hours? (Yes.) In this open ground. Okay so let's talk to few children here. (Moving to a child) So you understand Hindi? Are you*

feeling scared? (Moving to next child) How about you? Is this troubling here?

Respondent 2: Yes, troubling.

Reporter: So very troubling. Now let me talk to the lady here who might have cooked the food and brought them here. So tell me, you made food at home?

Respondent 3: Yes I went and made food. (any government benefits you get here?) No, nothing we know, no benefits.

Reporter: So we see there are family members panic stricken, panic still written on their faces and so apprehensive of going back to their homes that they cook food there and came back again and having food in the open sun, and this is kind of plight they are going through and spend all day and night over here.

During the day, different reports from the location are aired on split-screen setup displaying different sites showing people under tents or hospital beds. On location broadcast begins with sounds of drill-hammers trying to cut the concrete where one person is sitting by as the reporter approaches him:

Reporter: As we see lots of efforts are still being put but your two kids are trapped inside, how hard is it that they haven't found them yet?

Respondent: Nobody knows where they are, haven't found way inside as well, they may be trapped under everything so no way is there. how they will come out, no idea on it.

Reporter: Even their mother might not be feeling well, what's her condition?

Respondent: Her condition is bad, not getting to her children, neither dead or alive. No way in, what to do. It's been three days.

In this segment, the local rescue teams are conducting rescue attempts for the bereaved parents, whereas the reporter has found the parent's story as the lead for the coverage for Nepal's pain and loss caused by the earthquake.

Not to get lost however, the reporters mention that 'as far as the eye can see, there are houses, businesses, schools being reduced to rubbles, dreams and lives shattered,' and that the assistance from Indian government to Nepal has been 'many-folds from Indian Airforce bringing in relief materials to the NDRF helping in rescue operations to stranded people being flown out

of the country,' so what happens to issues of 'food, medicine, water, milk? This is where the role of the Indian Airforce begins.'

Just shortly after, brief interview in segment titled "Quake Survivor Recounts Horror; Report from Civil Hospital;"

Respondent: *(lying on bed) 9-10, and have a son, small baby.*

Reporter: *And nobody died? Not even a wound?*

Respondent: *Daughter died.*

Reporter: *Daughter died? Your daughter? How old?*

Respondent: *10 years.*

Reporter: *10 years old daughter died? (Yes.) How many kids did you have?*

Respondent: *Two.*

Reporter: *So you still have one? One is alive, and one is dead?*

Respondent: *Yes.*

In this segment, the reporter repeatedly, forgetfully, asks about the two children of the respondent, whereas the footage creates a transition into a heartfelt music filled with messages of 'Indian Angels' coming, rather going, to Kathmandu to assist in the rescue efforts of the Nepalese people at the time of need.

Evening broadcast starts with place-card titled; "अब तेरे दुख मेरे" (Your Pain is Mine). The reporter mentions lack of electricity and water facilities, at the same time Operation Maitri by P.M. Modi is trying to aid in 'wiping the tears of Nepal,' and now the television narrative tells us "what is Operation Maitri exactly, who and why was it given this name. Now we will show you that every Indian army is aiding in rescue of Nepal, every aid given by India. How India is sending relief materials for Nepal and will show you this through our reporters on the ground who are at every corner of Nepal, how Indian aircrafts are distributing relief materials and images of rescued individuals from Nepal." Later, tweets made by P.M. Modi's tweets mentioning "our great culture, which teaches us 'Seva Parmo Dharma' (Service is the highest religion)" as well " If we want to thank anyone, it should be the 125 crore people of India who have made Nepal's pain their own & extended all help."

5.2.2. Day 4: April 28, 2015 and Beyond

News is slow, a slideshow of children with sorrowful music plays on the television, narrative saying 'earthquake is something I never heard of, we played in houses and ran around them, in my books were houses, but they never had earthquakes.' "Will they ever read this book again?"

Short segment of aid coming in from the international communities at Nepal's only airport briefly mentions the problems of coordination in Nepal, while mentioning "only India that brought in MI-17, Dhruv, and Cheetah helicopters could reach and distribute relief materials with Nepal Army."

In a segment called "नेपालको भारी मदद" (Help for Nepal), reporter mentions P.M. Modi has "opened his heart out" by sending 16 NDRF teams, each with 1000 trained officials currently in Kathmandu, Bhaktapur and Lalitpur districts, as well 20 aircrafts (Dhruv helicopters, aircraft C130 Globemaster) buses, aid centers, water supply as well team of doctors. Segments hereafter mostly followed the reporters going around to those sites as well capturing interviews with the Indian accomplices in aid effort (rescue workers, doctors, etc.)

5.3. #BeefInRelief: An Unholy Affair

Just as rescue efforts were gathering pace and relief materials were pouring in, Pakistani aid packages containing 'beef masala,' where beef-products are banned in Nepal, was found and eventually trumped up by the Indian Media. With this a shift from #OperationMaitri to #BeefInRelief.

A segment called "Ready-to-Eat Beef Meals," a respondent named Dr. Balwinder Singh recalls the incident as, *"I was very surprised while reading this packet, we were very hungry the first day we arrived here, we were searching for water and food and surprisingly we got this, and read it and it said beef masala and in a Hindu dominated country you get beef, and we looked for media people about this." "Maybe it was relief material, tons of packets which were meant to be for far-flung areas and there are poor illiterate people in need of food and I don't think they will read it, they will rather just have it."*

Another respondent Dattatreya Hosable (senior RSS Functionary) comments, *"it is highly commendable if its true. The Government of Nepal should take all the care that who is distributing what." "I appeal the Government of Nepal should not allow any such thing to happen."*

In another segment called "राहत के नाम पर ये क्या?" (What in the name of relief material?), the relief material from Pakistan contained beef raising conflict in Nepal subtitled "पाक कि दलील", further reporting Nepal has banned any material from Pakistan. Another segment containing comments from Baba Ramdev, mentioning that Pakistan had "supplying beef-masala in name of relief to a Hindu nation." Further the segment also mentions that this was firstly discovered by Indian doctors who had went to Nepal for relief operations.

There should had been a higher authority (in Pakistan) to check what was going on. Unlike what has been going on from India and across the world, there have been concern with what is being sent, how much is being sent and why is it being sent." And "there is a need of sensitivity from side of Pakistan, which has been lacking in this case."

CHAPTER VI

#GOHOMEINDIANMEDIA

The earthquake of April 25, 2015 measuring in Richter scale of 7.6 left most of central Nepal devastated. The immediate response of the Indian government was much welcome.²⁹ Along with the Indian rescue brigade came the Indian Media whose job became to document the tragedy of the Nepalese people during the crisis.

As we could see, the Indian media coverage didn't intensify until the 26th of April, when their field reporters had arrived in Kathmandu. But it was the coverage which began from 27th of April draws special ire of the Nepalese people where majority of the 'news' seemed to not only focus around the efforts of the Indian rescue brigade and focused on remarking the success of the Indian rescue efforts in Nepal's time of need, there was also the need for covering the most .

On this backdrop, trends of #NepalEarthquake as well #GoHomeIndianMedia reportedly gained lot of following. In brief, analytics for the tweets on Twitter accumulated for the time-frame between April 25th, 2015 and May 5th, 2015 shows a total of 1,394 tweets logged for #NepalEarthquake, whereas #GoHomeIndianMedia accumulated total of 1,290 tweets.

Tweets per day: gohomeindianmedia, nepalearthquake, and dontcomebackindianmedia

April 11th — May 11th

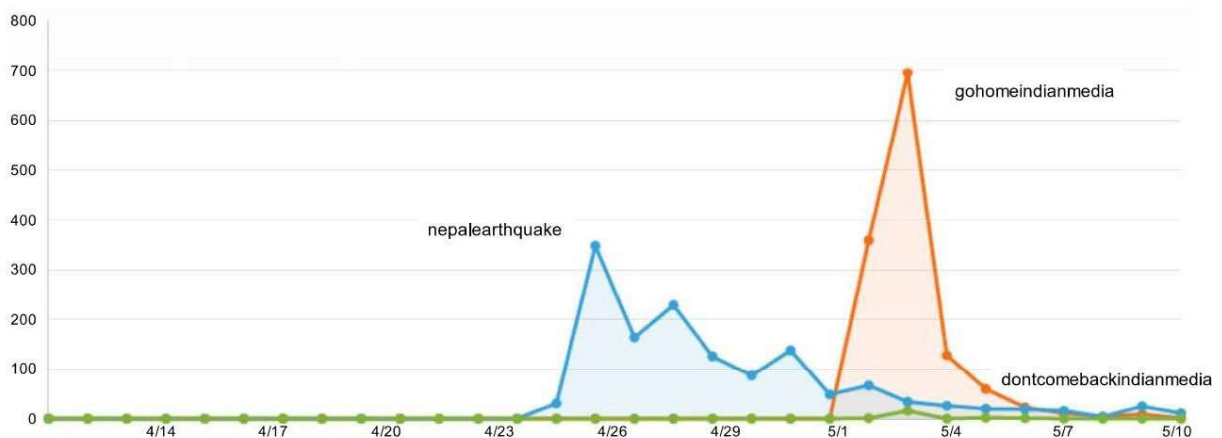


Figure 3: Twitter Analytics for #NepalEarthquake, #GoHomeIndianMedia, #DontComeBackIndianMedia (Retrieved May 28, 2015 from Topsy.com)

Though the numbers may not be as significant for the event to be labeled an outrage, tweets for #GoHomeIndianMedia were accumulated in time-frame of 5 days, whereas the trend #NepalEarthquake tweets represent the 10 days. What is notably sensational about the outrage is the agitation began trending on the eve of World Press Freedom Day, May 3, 2015.

Although what is remarkable is that the agitation wasn't started by a Nepali citizen, rather an Indian-Kashmir based political cartoonist named Mir Suhail who published a cartoon featuring an Indian army with aid package on his shoulder and cameraman in his pocket. Least to say, the trend picked-up quickly in Nepal.

In reality, nobody denies that India's response to the tragedy has been enormously helpful; India is leading the search-and-rescue efforts with 704 personnel on the ground, followed by China (168), Bangladesh (140) and the US (120). But the grumbling noises in Nepal began before the backlash against the media. There has been some discontent over the unsurprising access that Indian media were getting on the relief sorties being run by the Indian air force planes. Many in Nepal believe that the air force was more interested in rescuing stranded Indians rather than helping evacuate quake affected people. Nepalese people watch a lot of Indian TV which is freely available in the country. Recalling Soutik Biswas, in his article 'Why is Indian Media facing backlash in Nepal,' the Nepalese are used to watching shrill and jingoistic prime time talk shows on some Indian news channels usually excoriating Pakistan. Suddenly, with scores of Indian TV reporters flooding Nepal in the aftermath of the quake, the Nepalese, he says, find themselves at the receiving end of similar jingoism.

Not only that but there were also allegations that the air force planes had virtually taken control of the airport, thus slowing down other international aid efforts; as well many in Nepal feel that the "outsized" coverage of the Indian effort had put to shade heroic efforts made by the Nepalese army, its armed police and the beleaguered local officials who have tried their best to work in very difficult circumstances. To add further, Indian media's overdependence on access-based journalism means that a disproportionate amount of coverage often ends up on eulogizing how their government and its agencies handle crises was highlighted during the crisis. (Biswas, 2015)

6.1. About a Cartoon

It is to be noted that the agitation wasn't originally started by a Nepali citizen, the original illustration was drawn by an Indian-Kashmir based political cartoonist named Mir Suhail; published a cartoon featuring an Indian army with aid package on his shoulder and a cameraman in his pocket.



Figure 4: Comparison of cartoon related to relief efforts.

In fig. 4, we can see the comparison between the two tweets/posts, one by the original cartoonist and other by Kanak Mani Dixit, a Nepalese journalist. It can be briefly compared that the post made by a relatively recognized figure of the Nepalese population garnered more recognition than an Indian 'fellow' who is completely unrelated to Nepal.

6.2. Past Affairs

In retrospect, the population of Nepal has always had its fair share of animosities regarding India. Past instance when an Indian film actor Hrithik Roshan, in late 2000, was rumored to have remarked that he "hated Nepal and its people," (ABC NEWS 2000) riots had started against the actor as well posters of his new movies and the theaters screening them were vandalized. Local cable TV operators had cut broadcasts of Indian channels fearing the same. Demonstrators were quoted as shouting the slogan, "down with Hrithik, down with Indian elements!" during the riots.

This incident provided opportunity to show strength in the name of 'wounded national pride,' especially by the left-wing political parties at the time of monarchy. This activism has its

roots in the vision of nation; the most powerful political concept of the day and no Nepali mainstream political party wants to lag behind in appealing to ‘nationalism.’ In Nepal, the worst crime is to be ‘anti-national’ or ‘unpatriotic’. Nation as understood can never encompass everyone, particularly in the diversity that marks this country of hill, plain and high mountain (Bose 2001).

Later in 2013, an Indian media house by the name of Zee Tv created a television show named "Buddha" in late 2013. A trailer screened by the aforementioned channel sparked an outrage in Nepal when it declared that Gautam Buddha was ‘born in India,’ despite the mounting evidence against the statement. Facebook was at the center of the youth movement. Immediately, numbers of cable operators in Nepal singled out Zee TV and blocked its broadcasts in Nepal.

In the aftermath a post citing, "we respect all your sentiments-our recent post on Lord Buddha was to clear any doubts related with the birth of Lord Buddha, which is in Lumbini, Nepal and to express the feeling of Government of India," on the official Facebook Page of 'Embassy of India' in Nepal. The series actor Kabir Bedi also posted on twitter, "Yes, my friends, I mis-spoke. Forgive me. Lord Buddha was certainly born in Lumbini, Nepal. My apologies to all whose feelings were hurt," tweeted.

Such apologies helped to calm the situations, as well Prime Minister Narendra Modi’s assurances to Nepalese parliament of the fact that “Buddha was,” in-fact, “born in Nepal!”

CHAPTER VII

CONCLUSION

Social media trends are transformed into movements; when other people agree to the sentiment of the original source, it gains momentum. With social media, and its magnificent engineering to promote such trends, it has exponentially enabled the growth of such movements in rapid manners (not only in Nepal but everywhere around the world). The use of internet and moreover ICT is growing at an unprecedented rate in Nepal. Not only that, people from all-over the country are getting connected and influenced by each-other transcending local boundaries. It has led not only to growth of knowledge but also a tool for social awareness and activism. Going further, if we examine the three instances in which nationalist elements were activated, they all had a certain element of loyalty towards the nation at the cost of belittling the opposition.

Further comparing the results of the two surveys conducted, none of the online respondents had seen the footages in which the controversial statements were made in the case of #BuddhaBornInNepal incident. On the case of #GoHomeIndianMedia, 57% of respondents saw the news footages and only 10% of the respondents replied positively to posting under #GoHomeIndianMedia, whereas 64% of the respondents posted #BackOffIndia. Few respondents remarked at the tendency of Nepalis to overreact during situations such as these.

Such opportunities to heal ‘wounded national pride,’ where the worst crime is to be ‘unpatriotic,’ has always had its place. And with the growth of use of ICT in Nepal, such efforts have gotten easier as well cost effective to organize. As such, weak ties amongst the citizens are activated for a common purpose of nation-building and nationalism in Nepal. Going unchecked and underestimated, these efforts may not only leave the larger population abandoned but also form negative sentiments towards our immediate neighbors in international realm.

7.1. Summary of the Study

There is definitely no doubt on the conduct as well the content or the quality of the news broadcasted by the Indian television-news media during the crisis in Nepal. While there is no denying the enormous aid granted by the Indian government as well wall-to-wall coverage provided by these television-news channels, however feels shortchanged to the fact that news

during this period did nothing but glorify the Indian relief effort, as well use as a public relation tool; as such the Indian Minister of State for Home Kiren Rijiju told the Parliament that India had emerged as “a leading nation in disaster response,” which may be gratifying to India but the uneasy question being asked is whether India should be concerned with appropriate relief efforts in Nepal.

Nepal, during the crisis represented by Kathmandu itself, was broadcasted as a disaster zone waiting for the 'angels' to save its downtrodden citizens as well the city from wreckage. The news-media present on the location ensured they were showing the plight of the people suffering at the hands of the earthquake and made sure to know that the Indian government would do all to help those at time of need.

7.2. Conclusion

Due to the emergence of new technology, we are ever-so connected to each-other. The distance between two entities is only a device away. This has turned us into very active individuals at our own rights. The barrage of new technology also shortened our attention span, that it has made it harder to retain one's interest. The television media has recognized this fact and has worked hard to ensure the audience stays interested in their content.

In sum, the study has found some specific conclusions as listed below:

- The study found that the Indian news media has largely been utilized as a 'public relations' tool on the behalf of the Indian government, where majority of initial broadcasts were related to rescue of their own citizens, the might of the Indian Airforce (by repeatedly listing out the number as well variety of the aircrafts at their disposal), as well their skilled manpower to handle disaster and relief efforts.
- The study has found that the Indian media coverage at large has provided information regarding the earthquake as well the disaster, the coverage has largely been sensationalist in regard to following the Indian contingent present in Nepal while largely disregarding the efforts of other nations, namely Nepalese efforts of recovery.
- The study has found that the Indian media coverage has also been insensitive. While the highly referenced question, 'how do you feel?' led way for the research, the research largely found the invasion of privacy of individuals/victims at various locations, i.e. open

grounds, hospitals, collapsed buildings, as well probing into their sorrow at the time of despair displayed the insensitivity as well their primary objective of their presence in Nepal during the crisis.

- The study has found that the notions of nationalism and belonging has played a large part in the backlash against the Indian media. By this, the original cartoon referring to the relief efforts was only well received after a Nepalese figure had posted the same cartoon, even after five-days of original posting.
- The study has also found that the emergence of social media has enabled for the Nepalese population to unite for a common cause; in accordance to theory of ties, the weaker ties are able to be influenced by a wider net of individuals who otherwise were unknown to each-other.

ANNEXURE

Survey I: Survey Questionnaire Regarding Television Viewing in Nepal (In relation to Baishak

12 Earthquake coverage)

PART I

Do you have a television (TV) at home? Yes () No () {If no, skip to Part 3}

PART II If you selected (YES) in Part I;

How many hours would you say you watch the TV per week? Less than 5 hours () 5 to 10 hours () 10 hours or more ()

Do you have access to subscription channels (cable or dish)? Yes () No ()

If Yes; Subisu () Dish Home () Others (Please Specify) _____

What would you prefer to watch on the television? (One or more) News () Sports () Serials/Comedy ()

Do you watch foreign (Hindi or English) channels? Yes () No ()

Do you watch the news on television? (One or more)

() Hindi News (Zee, Aaj Tak etc.)

() English Channel News (BBC, Headlines Today etc.)

() Other language

PART III Related to Earthquake of Baishak 12, 2072 / April 25, 2015

Could you share where you were during the Earthquake of Baishak 12, 2072? _____

Do you know/hear about the '#BeefRelief' trend on Twitter? Yes () No ()

Do you know/hear about "Operation Maitri"? Yes () No ()

Do you know/hear about the '#GoHomeIndianMedia'? Yes () Yes, and tweeted it () No ()

Did you watch news broadcasted by Indian Media relating to the earthquake? Yes () No ()

PART IV (If selected YES in Part III);

Any Indian channel in particular you were displeased relating to 'earthquake news'? _____

Could you share what actions taken by the Indian media angered you in general? _____

Survey II: Survey Questionnaire Regarding Social Media Trends (of Nepalese users)

Part I: General Information and Usage Statistics

Which social media websites do you use currently? (Choose which apply)

Facebook () Twitter () Reddit ()

How often do you check your accounts on these websites?

Once an hour () More than once per day () Once per week ()

How often do you post your content/opinions these websites (Facebook, Twitter, Reddit)?

Most of the time () Sometimes () Re-post what others have posted ()

In general, how many other user's posts do you follow/subscribe to? (Approximately)

More than five () More than ten () More than twenty (too much to count really) ()

Part II: Knowledge on Trends

Do you know about "#GoHomeIndianMedia"? Yes () Yes, and also posted about it. () No ()

Do you know about "#OperationMaitri"? Yes () Yes, and also posted about it. () No ()

Do you know about "#BeefInRelief"? Yes () Yes, and also posted about it. () No ()

Do you know about "#BackOffIndia"? Yes () Yes, and also posted about it. () No ()

Part III: (Only if respondent has selected "Yes" or "Yes, and also posted about it" to the responses of 1 and/or 2)

Regarding "#GoHomeIndianMedia" please select appropriate responses;

Did you see the footage of Indian news media regarding the earthquake coverage? Yes () No ()

Where did you hear about this trend first? Newspaper () Social Media ()

Can you say what did you do when you hear about it? _____

Would you say if the response of the social media users was appropriate? Yes, it was appropriate () No () Was bit unnecessary ()

Regarding "#BackOffIndia" please select appropriate responses;

By implementing a blockade, is India meddling into Nepal's affairs? Yes () No ()

Where did you hear about this trend first? Newspaper () Social Media ()

Can you tell us what did you do when you hear about it? _____

Would you say if the response of the social media users was appropriate? Yes, it was appropriate () No () Was bit unnecessary ()

Select Illustrations Regarding the Indian Coverage



Frames of Indian News Broadcasts



Images from inside the Studio.

Getting instant reactions from panic-stricken respondent.



First in scene at Nepal.

Nepal: Before and After?



PM Narendra Modi: Sharing Nepal's Pain.

Interviewing a Father who lost his child.



Night time footages.



More help coming from India.

Day 2 of Coverage begins.



Footage from Pashupatinath Temple: Buses arrive for rescue (evacuation) efforts.

Interviewing from hospital bed (On-Location coverage)



Media-People reminding us that we can 'chew and talk' as well stay 'stressed' at the same time.



"Indian Angels (इंडिया का देवदूत)" arrive in Nepal, with cameras.



25 Cameras Imaging Earthquake and the Collage of Images; keeping the audience engaged with events.



AjTak: From the perspective!

Sending even more aid for Nepal, #ThankYouIndia



Getting the News, by any means necessary!



PM Modi, Sharing Nepal's pain. "Operation Maitri" by India.



Bereaved Parents; Face of the Earthquake Coverage.



Effective Storytelling: Unrelated Images Relating to Nepal's Tragedy. (Except the final frame.)



Getting news done right: On location coverage.



Coverage of "Beef in Relief," also reminding us to tweet to support the "outrage."

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ENDNOTES

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- ¹ This treaty forfeited the disputed regions, as well as blocking Nepal's access to the sea; virtually suffocating Nepal into being dependent upon the 'seasonal-watering' by the dominant southern neighbor. Currently, many other nation-states as well as multi-national organizations help keep the 'yam' fresh-as-ever.
- ² Jawaharlal Nehru's Foreign Policy Speeches.
- ³ Matrika Prasad Koirala in an interview with Indian newspaper.
- ⁴ Although 7.6 Richter scale measured by National Seismology Center of Nepal, Ministry of Foreign Affairs and the United States Geological Survey has measured 7.8 Richter.
- ⁵ Internet websites- created for purposes of creating and sharing of user-generated content with other clients.
- ⁶ A label used by the international media-houses for their coverage of the 'Great Earthquake' in Nepal.
- ⁷ An Internet web-space primarily used for video files, open for anyone to attach digital media for public or private audience.
- ⁸ A hashtag (#) is used in social-media (originally Twitter, Facebook recently implemented this feature) to initiate discussions with other social-media users on specific issue/trending topic.
- ⁹ Twitter™ analytics provided by topsy.com which measures the number of original tweets. Data generated on May 11th, 2015.
- ¹⁰ Term used for a post on Twitter™.
- ¹¹ Only original posts are counted.
- ¹² May 3rd every year, as designated by UN.
- ¹³ In S.D. Muni's 'Bringing the Maoists down from the Hills,' he articulates the ill-feelings between two nations due to the incident relating Flight IC 814 Kathmandu-New Delhi on 24 December 1999 where he mentions Nepal's security shortcoming which enabled the 'Pakistani terrorists' to hijack the plane. Fifteen years after, India manages to reinforce Nepal's international airport security infrastructure.
- ¹⁴ Nepal, along with India is a founding member of the NAM in Bandung, Indonesia on 1955.
- ¹⁵ In 'Nepal in Transition,' edited by von Einsidedel, Malone, and Pradhan.
- ¹⁶ Full text available at http://untreaty.un.org/unts/1_60000/3/9/00004432.pdf. Signed on July 31, 1950.
- ¹⁷ Assam, Nagaland, Manipur, Meghalaya, Mizoram, Arunachal Pradesh, Tripura and Sikkim.
- ¹⁸ Constitution of Nepal art. XLVIII, § 1 refers to duties of citizens as "to safeguard the nationality, sovereignty, and integrity of Nepal while being loyal to the nation."
- ¹⁹ Nepal Television begins morning and evening broadcast.
- ²⁰ Ultra High Frequency-Yagi aerial antennas intercepted unscrambled television signals, i.e. Zee TV.
- ²¹ Hindu epics developed into television serials by India's Door Darshan (DD) media house.
- ²² Around the clock news channel of India; started broadcasting December 31, 1998.
- ²³ Figures in Indian rupees.
- ²⁴ Signed on July 31, 1950 by Prime Minister Mohan Shamsheer Jang Bahadur Rana and His Excellency Chadreshwar Prasad Narayan Singh, Indian Ambassador to Nepal.
- ²⁵ According to 'Nepal Earthquake 2072: Situation Update as of 11th May,' Ministry of Home Affairs, Nepal.
- ²⁶ As per National Population and Housing Census 2011: General and Social Characteristics Table.
- ²⁷ According to Broadcast Audience Research Council India report for July 2-July 8, 2016.
- ²⁸ Ibid.
- ²⁹ The Indian government had already decided to aid Nepal 3 hours after the initial shock of 11:56 NST whereas the Nepalese government had decided to accepted international aid after 6 hours of the initial shock.