<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>TITLE &amp; NAME OF THE AUTHOR (S)</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Implementation of The Literature and Culture Program (LCP) in The Malaysia National Service Program (MNSP). Dr. Chew Fong Peng</td>
<td>1-21</td>
</tr>
<tr>
<td>5</td>
<td>Challenges To Be Faced By The Dealers Of Household Appliances In The Changing Business Environment With Special Reference To Coimbatore City. Dr. (Mrs.) A. Kumudha and Mr. K. Prabakar</td>
<td>84-95</td>
</tr>
<tr>
<td>6</td>
<td>An Integrated Approach to Rural Digital Services-Case Study on Common Service Centres in Hundred Thousand Villages of India. Sambhu N. Mukhopadhyay and Jayanta Chatterjee</td>
<td>96-121</td>
</tr>
<tr>
<td>7</td>
<td>Understanding Effect of Mass Media on Disaster Management: A Case Study. Ganesh Desai and V L Dharurkar</td>
<td>122-132</td>
</tr>
<tr>
<td>8</td>
<td>Operational Adequacy Of Working Capital Management Of Selected Indian Automobile Industry - A Bivariate Discriminant Analysis. Dr. N. Pasupathi</td>
<td>133-158</td>
</tr>
<tr>
<td>9</td>
<td>Indian Mutual Fund Industry: Emerging Issues And Challenges. Preeti Aggarwal and Chhavi Bhardwaj</td>
<td>159-181</td>
</tr>
<tr>
<td>10</td>
<td>Role Of A Business Plan In Business Promotion. C. S. Ramanigopal and G. Palaniappan</td>
<td>182-202</td>
</tr>
<tr>
<td>11</td>
<td>Cultivation Practices of Small Cardamom Growers - A Study in Western Ghats of South India. Dr. S. Manivel, Dr. K. Manikandhan and Dr. K. Gunaseela Prabhu</td>
<td>203-230</td>
</tr>
<tr>
<td>12</td>
<td>Causal Factors of School Dropouts (A study of Aligarh district, Uttar Pradesh, India). Dr. Saba Khan and Ms Gauri Pandey</td>
<td>231-241</td>
</tr>
<tr>
<td>13</td>
<td>The Changing Buying Behavior Of Customers In Organized Retail Sector Of Pune City. Atul Kumar</td>
<td>242-263</td>
</tr>
<tr>
<td>14</td>
<td>A Study On Viability Of Bt Cotton In Andhra Pradesh. Dr. A. Balakrishna</td>
<td>264-288</td>
</tr>
<tr>
<td>15</td>
<td>Quality Identified Of A Manufacturing Organization From Supply Chain Perspectives: A Case Study. Bhupender Singh and Mahesh chand</td>
<td>289-301</td>
</tr>
<tr>
<td>16</td>
<td>British Educational Policy And Its Impact In Tamilnadu. C. Jeya Paul</td>
<td>302-317</td>
</tr>
<tr>
<td>17</td>
<td>Does Spatial Usage And Physical Attributes of Thinnai, (House Front Sit Out) Promote Prosocial Behavior Of The Occupants: An Empirical Investigation With Regional Context. K. Premkumar</td>
<td>318-354</td>
</tr>
</tbody>
</table>
Chief Patron
Dr. JOSE G. VARGAS-HERNANDEZ
Member of the National System of Researchers, Mexico
Research professor at University Center of Economic and Managerial Sciences, University of Guadalajara
Director of Mass Media at Ayuntamiento de Cd. Guzman
Ex. director of Centro de Capacitacion y Adiestramiento

Patron
Dr. Mohammad Reza Noruzi
PhD: Public Administration, Public Sector Policy Making Management, Tarbiat Modarres University, Tehran, Iran
Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran
Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

Chief Advisors
Dr. NAGENDRA. S.
Senior Asst. Professor,
Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

Dr. SUNIL KUMAR MISHRA
Associate Professor,
Dronacharya College of Engineering, Gurgaon, INDIA

Mr. GARRY TAN WEI HAN
Lecturer and Chairperson (Centre for Business and Management),
Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

MS. R. KAVITHA
Assistant Professor,
Aloysius Institute of Management and Information, Mangalore, INDIA

Dr. A. JUSTIN DIRAVIAM
Assistant Professor,
Dept. of Computer Science and Engineering, Sardar Raja College of Engineering, Alangulam Tirunelveli, TAMIL NADU, INDIA
Editorial Board

Dr. CRAIG E. REESE
Professor, School of Business, St. Thomas University, Miami Gardens

Dr. S. N. TAKALIKAR
Principal, St. Johns Institute of Engineering, PALGHAR (M.S.)

Dr. RAMPRATAP SINGH
Professor, Bangalore Institute of International Management, KARNATAKA

Dr. P. MALYADRI
Principal, Government Degree College, Osmania University, TANDUR

Dr. Y. LOKESWARA CHOUĐARY
Asst. Professor Cum, SRM B-School, SRM University, CHENNAI

Prof. Dr. TEKI SURAYYA
Professor, Adikavi Nannaya University, ANDHRA PRADESH, INDIA

Dr. T. DULABABU
Principal, The Oxford College of Business Management, BANGALORE

Dr. A. ARUL LAWRENCE SELVAKUMAR
Professor, Adhiparasakthi Engineering College, MELMARAVATHUR, TN

Dr. S. D. SURYAWANSHI
Lecturer, College of Engineering Pune, SHIVAJINAGAR

Dr. S. KALIYAMOORTHY
Professor & Director, Alagappa Institute of Management, KARAIKUDI

Prof S. R. BADRINARAYAN
Sinhgad Institute for Management & Computer Applications, PUNE

Mr. GURSEL ILIPINAR
ESADE Business School, Département of Marketing, SPAIN

Mr. ZEESHAN AHMED
Software Research Eng, Department of Bioinformatics, GERMANY

International Journal of Research in Social Sciences
http://www.ijmra.us


**Editorial Advisory Board**

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution/University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. MANJIT DAS</td>
<td>Assistant Professor, Deptt. of Economics, M.C.College, ASSAM</td>
</tr>
<tr>
<td>Dr. ROLI PRADHAN</td>
<td>Maulana Azad National Institute of Technology, BHOPAL</td>
</tr>
<tr>
<td>Dr. N. KAVITHA</td>
<td>Assistant Professor, Department of Management, Mekelle University, ETHIOPIA</td>
</tr>
<tr>
<td>Prof C. M. MARAN</td>
<td>Assistant Professor (Senior), VIT Business School, TAMIL NADU</td>
</tr>
<tr>
<td>Dr. RAJIV KHOSLA</td>
<td>Associate Professor and Head, Chandigarh Business School, MOHALI</td>
</tr>
<tr>
<td>Dr. S. K. SINGH</td>
<td>Asst. Professor, R. D. Foundation Group of Institutions, MODINAGAR</td>
</tr>
<tr>
<td>Dr. (Mrs.) MANISHA N. PALIWAL</td>
<td>Associate Professor, Sinhgad Institute of Management, PUNE</td>
</tr>
<tr>
<td>Dr. (Mrs.) ARCHANA ARJUN GHATULE</td>
<td>Director, SPSPM, SKN Sinhgad Business School, MAHARASHTRA</td>
</tr>
<tr>
<td>Dr. NEELAM RANI DHANDA</td>
<td>Associate Professor, Department of Commerce, kuk, HARYANA</td>
</tr>
<tr>
<td>Dr. FARAH NAAZ GAURI</td>
<td>Associate Professor, Department of Commerce, Dr. Babasaheb Ambedkar Marathwada University, AURANGABAD</td>
</tr>
</tbody>
</table>
Technical Advisors

Mr. Vishal Verma
Lecturer, Department of Computer Science, Ambala, INDIA

Mr. Ankit Jain
Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA

Associate Editors

Dr. SANJAY J. BHAYANI
Associate Professor, Department of Business Management, RAJKOT, INDIA

MOID UDDIN AHMAD
Assistant Professor, Jaipuria Institute of Management, NOIDA

Dr. SUNEEL ARORA
Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

Mr. P. PRABHU
Assistant Professor, Alagappa University, KARAIKUDI

Mr. MANISH KUMAR
Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

Mrs. BABITA VERMA
Assistant Professor, Bhilai Institute Of Technology, DURG

Ms. MONIKA BHATNAGAR
Assistant Professor, Technocrat Institute of Technology, BHOPAL

Ms. SUPRIYA RAHEJA
Assistant Professor, CSE Department of ITM University, GURGAON
Title

UNDERSTANDING EFFECT OF MASS MEDIA ON DISASTER MANAGEMENT: A CASE STUDY

Author(s)

Ganesh Desai
Research Student, Department of Mass Communication and Journalism, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Maharashtra.

V L Dharurkar
Professor and Head, Department of Mass Communication and Journalism, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Maharashtra.
Abstract:

The general social science literature on media and disaster needs to focus on issues related to ethical concern that dominates the mass communication and journalism literature. To endeavor the benefits to the society a great deal about human and organizational behavior in crisis and disaster needs to be studied in order to reduce the dichotomy in the area of social sciences and mass communication and journalism.

Since the creation of this world, human beings are experiencing disasters and in spite of desperately trying to grapple with the disaster, there is any significant progress in this field. The very basic reason behind this is the complex nature of the system where this disaster takes place. Disaster can be broadly categorized as natural disaster and man-made disaster. The advancement in science and technology has made significant contribution to mitigate natural and some manmade hazards. However hybrid disasters like terrorism, which include bomb explosions, kidnapping, killings and hijacking are difficult to mitigate, as victims are targeted with a planned strategy. The one of its type is the recently experienced Mumbai terrorist attack of 26/11.

Mass media plays a significant role in humanizing disaster by emphasizing “human interest” stories as well as portrayals of the bureaucratic nature of the disaster management agencies. However, there exist up to some extent the portrayals of fiction too particularly through newspaper and movies. Mass media took up the cause with every major and minor disaster reported worldwide. But by doing so, what effect does it leads to, in case of hazards like that of Mumbai terrorist attack of 26/11.

This paper investigates and identifies the role of mass media in mitigating the disaster of Mumbai terrorist attack of 26/11.

Keyword: Manmade disaster, Mass media, Mumbai terrorist attack 26/11.

1. Introduction:

Disaster is a sudden, calamitous event bringing great damage, loss, and destruction and devastation to life and property. Disasters are of two types – natural and manmade disasters. The most disrupting among the manmade disaster is the –terrorism. Unlike the other manmade
disaster and natural disaster, terrorism not only influences the mental, socio-economic, political and cultural state of the affected area, but the entire state, country and many a times the world. The November 26, 2008, terrorist attack in Mumbai, which killed at least 172 people [i], has been referred to as “India’s 9/11.” The attacks, carried out by a Pakistan-based Islamic terrorist group using automatic weapons and grenades, began on 26 November 2008 and ended on 29 November 2008. Eight attacks occurred in South Mumbai: at Chhatrapati Shivaji Terminus, the Oberoi Trident, the Taj Mahal Palace and Tower, Leopold Cafe, Cama Hospital, the Orthodox Jewish-owned Nariman House, the Metro Cinema and a lane behind the Times of India building behind St. Xavier's College. There was also an explosion at the Mazagaon docks in Mumbai's port area and a taxi blast at Vile Parle [ii].

The prolonged incident, which went on for 60 hours with the steadily mounting death toll, made it a slow-motion shoot-out and siege that mesmerized the world’s news media. The mass media was definitely a source of minute to minute updates of the situation holding the entire world in front of TV screens and many getting it from blogs, twitters and newspapers. However looking towards the role of mass media in giving coverage to Mumbai terrorist attack it has been criticized by many. As stated in [2], media with its 24 h coverage of the incident with fear provoking headlines like ‘Is India safe?’ and full coverage of the rescue operation by the security forces, actually helped the terrorist achieve their goals.

This paper investigates and identifies through survey the role of mass media in mitigating the disaster of Mumbai terrorist attack of 26/11.

2. Methodology:

The methodology adopted for the present study is based on conducting survey and analyzing the results based on following questions:

1. How responsible was media in broadcasting sensitive information and sensationalizing the news coverage?

2. How ethical was the journalism in covering Mumbai terrorist attack?

3. What do you think about media’s ability to draw the line at showing sensitive news about the movement of the security forces?
4. What was the media interest in TRP for gaining higher rates for advertisements during the crisis?

5. Was the media more interested in giving coverage to Taj and Oberio attack, then CST?

6. How will you rate the usefulness of the mass media communication during the crisis to the actually affected people?

7. How will you rate the usefulness of the mass media communication to the attackers?

8. What was the role of media in relaying situational information to the mainstream media, which was monitored by Mumbai terrorist?

9. Any proactive measures communicated to general public by mass media considering the lesson learnt from Mumbai terrorist attack?

10. What was the role of mass media and journalism in succeeding rescue operation of Mumbai terrorist attack?

3. Result Analysis:

The survey conducted shows that media is responsible in sensationalizing the news. 33% of the people said that there should have been some restriction on the news broadcast and live coverage. 28% of the people said that few of the footage were recursively played that made the situation more sensitive and also spread panic throughout.

The issue of whether it was ethical or unethical journalism in covering Mumbai terrorist attack was unbiased outcome of the survey. Figure 1. Below shows that around 25% of the people believe it to be unethical whereas as the severity of ranking goes on decreasing to mark it ethical.

2% of the people had no opinion about it.
Figure 1 How ethical was journalism in covering Mumbai terrorist attack?

Figure 2 reflects the public opinion about media and their interest in TRP at the time of crisis. Media sensationalized the incident and came to cash with human emotions for their TRP. The opinion reflected in [iii] says that November 26 is one of the most hated days in the memory of Indians, not only because of the terror attack on Mumbai but also due to the insensitivity of the media. The media covered the NSG operation live to raise their TRP ratings but at a huge cost — security. Media’s ability to draw the line at showing sensitive news about the movement of the security forces was a failure. It was portrayal of the situations from which terrorist would learn lesson and give plan accordingly.

Figure 2 Media interest in TRP

Though there were eight different places were the terrorist attack took place on 26/11, it was observed that more than 30 television news channels were more interested in giving the coverage of Taj and Oberio. The reason could be again TRP or say the media was more interested to give coverage of high profile elements of the society.

80% of the people believe that the coverage by media was hardly useful to the victims as it created more panic and loss of faith in the Government system.
In addition to concern about information that needs to reach the public but does not, some participants in the survey expressed concern about the impact of the information that does reach the public.

4. Conclusion:

Manmade disasters like terrorism which are the consequences of intended action are in itself a question mark on humanity. Mass media today are authorized with unrestricted relay. The media should take into consideration the law of unintended consequences and have a clear demarcation between ethical and unethical journalism which will truly help people to get courage to face situations like Mumbai terrorist attack of 26/11. The recent bomb blast of 13/7 in Mumbai shows that we have not learnt lessons from 26/11 and media needs to play an awareness creation role. The vital factor in effective communications is the creation and repetition of precise, effective messages, both through mass media and other alternative forms of communications. Such messages can empower people to take practical steps to protect themselves from hazards.


iii. The Hindu, (news paper) 26th November 2009