

## OFFICIAL COMMUNICATION BY DEFENCEPR IN KARGIL WAR AND BEYOND

Categorisation of content by released by Directorate of Public relations, Ministry of Defence, Government of India

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### Abstract

Official communication gained significance with the evolution of the Public Relations Department of the Ministry of Defence in India, from being run by the British Army officers to having become a part of the civilian bureaucracy headed by a Director General. He is an officer of the Indian Information Service, with a team of PROs who are from the same service and some officers of the three forces and other defence establishments.

Within themselves the military and the public relations officials decide both the news gathering and news making process and this is then passed on to the press officially, which releases it to the public through the various media. Give the public what they must have, is the theory on which the DPR works and the press helps in the dissemination of this information.

Public relations and journalism are two sides of the same coin in defence journalism. Keeping in view the convolutions in the flow of information within the official structure of DPR it becomes imperative to explore the disbursement of information by DPR to the media through its own channels, like the Press Information Bureau, e-mails sent and press releases distributed to the various media organisations .

In this study the researcher has tracked the disbursement of news by DPR from 1999 to 2008, a period of ten years starting from the Kargil War.

Key terms :Official Communication, Defence PR , Kargil War and Beyond and Directorate of Public relations, Ministry of Defence, Government of India .

### Key Terms

The four key terms in the study will be Official Communication, Defence PR , Kargil War and Beyond, Categorisation, and Directorate of Public relations, Ministry of Defence, Government of India .

### Official Communication

According to the American Heritage Dictionary of the English Language, Fifth Edition the word official means the following concepts.

1. Of or relating to an office, its administration, or its duration

2. Sanctioned by, recognized by, or derived from authority: an official statement.
3. Appointed by authority, especially for some special duty
4. Having a formal ceremonial character: an official dinner.
5. A person who holds a position in an organization, government department, etc, esp a subordinate position

As per Random House Dictionary the word official is defined as follows.

1. A person appointed or elected to an office or charged with certain duties.
2. Of or pertaining to an office or position of duty, trust, or authority: official powers.
3. Appointed, authorized, or approved by a government or organization.
4. Holding office.
5. Public and formal; ceremonial.

In the context of this study the most apt definitions are “Sanctioned by, recognized by, or derived from authority: an official statement” and “Of or pertaining to an office or position of duty, trust, or authority: official powers.”

As per the Collins English Dictionary the word communication has the below mentioned meanings.

1. The imparting or exchange of information, ideas, or feelings
  2. Something communicated, such as a message, letter, or telephone call
  3. A connecting route, passage, or link
  4. The system of routes and facilities by which forces, supplies, etc, are moved up to or within an area of operations in military usage
1. As per the Random House Dictionary the following definitions of the word communication are given.
    1. The act or process of imparting information.
    2. The imparting or interchange of thoughts, opinions, or information by speech, writing, or signs.
    3. Something imparted, interchanged, or transmitted, esp. a document or message giving news, information, etc.
    4. Passage, or an opportunity or means of passage, between places.
    5. Means of sending messages, orders, etc., including telephone, telegraph, radio, and television.
    6. Routes and transportation for moving troops and supplies from a base to an area of operations.

The definition most appropriate in the context of this study is “Something imparted, interchanged, or transmitted, esp. a document or message giving news, information, etc.” or “Something communicated, such as a message, letter, or telephone call”.

Several definitions of the term ‘official communication’ have given by the various governments of the world. The dictionaries have defined the terms official and communication separately.

In the Indian Official Secrets Act 1932, clause 6, information from any governmental office is considered official information.

The definition of "official communication" by Cook Islands Parliament , Official Secrets Act 1951 is extremely broad, covering any information held by a Ministry, a Minister in their official capacity, or a scheduled organization, information held by the courts, tribunals, commissions of inquiry, or investigative material held by the Ombudsman's office is excluded.

Official Secrets Act, 1963, Irish Statute Book, Produced by the Office of the Attorney General, defines “official communication as any secret official code word or password, and any sketch, plan, model, article, note, document or information which is secret or confidential or is expressed to be either and which is or has been in the possession, custody or control of a holder of a public office, or to which he has or had access, by virtue of his office, and includes information recorded by film or magnetic tape or by any other recording medium.

"Official Communication" is defined in section 2 of The Official Information Act 1982 Act, New Zealand Cabinet manual, as any information held by a department or organisation (as defined, "organisation" includes most agencies in the wider state sector) or a Minister of the Crown in his or her official capacity.

All information held by a Department, a Minister of the Crown in his or her official capacity, or an organisation subject to the OIA or Local Government Official Information and Meetings Act (LGOIMA) is official information. This includes information held by an independent contractor engaged by an agency, and information held by any advisory council or committee established for the purpose of assisting or advising a department, Minister or organisation.

The Ombudsmen of the Parliament of New Zealand consider that the definition of official information also includes knowledge of a particular fact or state of affairs held by officers in such organisations or Departments in their official capacity. The fact that such information has not yet been reduced to writing does not mean that it does not exist and is not “held” for the purposes of the Act.

Definition of Official communication given by Ministry of Justice ,NewZealand , in 1987 is, “ Official Communication is disbursement of any information held by the Government.”

Definition of the United States Department of Defense military term "official communication " 8th November 2010. It is imparting information that is owned by, produced for or by, or is subject to the control of the US Government.

Official information is any information generated by a Government agency for an official purpose, including unclassified information, sensitive information and security classified information, as per Australian Government's Protective Security Policy Framework, 2011, Glossary of security terms.

### **Defence PR or Defence Public Relations**

Defence in this study has the connotation of protection of the nation by its security forces which are commonly called the armed forces. In this study the term Defence is used for the Army, Navy, Airforce, Coast Guard and other allied organisations coming under the Ministry of defence.

Public relations in this study is the art or science of establishing and promoting a favorable relationship with the public. In this study the connotation of Defence PR or Defence Public Relations is the process of creating a bridge between the public and the Defence forces by the defence forces through the media.

### **Kargil War and Beyond**

The phrase Kargil War and Beyond can be construed as two different parts. The first one Kargil War and the second one 'Beyond'. For the purpose of this study Kargil War is operationally defined as the war fought under the name of Operation Vijay in the year 1999 from May to July. Beyond includes the period of ten years post Kargil War till 2008. So the total study is from 1999 to 2008.

### **Directorate of Public Relations, Ministry of Defence, Government of India**

The organization which looks after the Public Relations of the Defence Forces is the Directorate of Public Relations (DPR), Ministry of Defence, Government of India. This term can be construed as three different terms. First Directorate of Public Relations, second Ministry of Defence and third Government of India.

Directorate of Public Relations is also called DPR. DPR is the nodal agency for the dissemination of information to the media and the public about the past event, events, programmes, achievements and major policy decisions of the Ministry, Armed Forces, Inter-Services Organisations and Public Sector Undertakings under the Ministry of Defence.

The Directorate is responsible for providing support to media to ensure wide publicity in the print, digital and electronic media. It also facilitates media interaction with the leadership and senior officials of the Ministry of Defence and Armed Forces by conducting regular interviews, press conferences and press tours.

The Directorate brings out a fortnightly journal, SainikSamachar for the Armed Forces in 13 languages. The Broadcasting section of the Directorate coordinates and produces a 40 minute programme 'SainikonKeLiye' that is broadcast daily on All India Radio for the Armed Forces personnel. The Photo Section of the Directorate provides photo coverage to important

events related to Defence. Media publicity for the major events is arranged by DPR. Coverage is also arranged in the form of photographs and news reports for various military exercises and assignments including those abroad. Visits of the Indian Defence Minister and Armed Forces Chiefs abroad and the visits of foreign dignitaries to India are also prominently covered. Major decisions of the Union Cabinet and the Ministry of Defence (MoD) including the Armed Forces are also informed by the DPR.

The DPR also conducts media tours to various places across the country for major events and familiarization of visits. This Directorate also arranges all media facilities related to the Republic Day Celebrations and brings out a commentary for the parade on the Rajpath. Other important calendar events such as the Independence Day celebrations at Red Fort, Combined Commanders' Conference and NCC Rally addressed by the Prime Minister and Defence Investiture Ceremonies at RashtrapatiBhawan were also accorded due publicity.

Annually the DPR conducts a Defence Correspondents' Course where it selects journalists covering defence and takes them to various peace and field formations for a month long familiarisation trip.

The second part of the term is Ministry of Defence. The Ministry of Defence (RakshaMantralay) (abbreviated as MoD) is responsible for co-ordinating and supervising all agencies and functions of the government relating directly to national security and the Indian armed forces. The Ministry of Defence provides policy framework and resources to the Armed Forces to discharge their responsibility in the context of the defence of the country. The Armed Forces it controls are Indian Army, Indian Air Force, Indian Navy and Indian Coast Guard which are primarily responsible for ensuring the territorial integrity of the nation. Under the MOD are also Inter-Service Organisations like National Cadet Corps, National Defence Academy etc. and some civilian organisations like Border Roads Organisation, Defence Research & Development Organisation(DRDO) etc.

The third part of the term is Government of India. The Government of India (GoI) is the union government created by the constitution of India as the legislative, executive and judicial authority of the union of 29 states and seven union territories of a constitutionally democratic republic. It is located in New Delhi, the capital of India.

### **Categorisation of content disbursed by DPR**

This phrase means arrangement or an orderly grouping of the releases disburse by DPR placing them as separate units and then putting the stories of the same kinds into one category.

### **Statement of Need**

In an era when defence not only makes headlines but also takes away the majority chunk of the annual budget of the country, government announces the mother of all deals, ever volatile borders and not-so-friendly neighbours, defence cannot remain a holy cow. Matters military

matter to every citizen of the country and is the right of the exchequer to know how his taxed income is spent on keeping the nation secure.

The message is important but so is the messenger. And thus it is essential to study what is this message formed by the messenger and what influences the content of the message. In this research study the message is the content in written form disbursed by the DPR, MOD and messenger is the Directorate of Public Relations, Ministry of Defence, Government of India. It is the content released by DPR which needs to be studied and understood, as the basis of maximum defence reportage are the MOD press releases, events, exercises and press conferences.

DPR is the medium that links the Clauswitzian trinity of “People, Army and Government.” Through its effective content it can act as a force multiplier and strategic enabler for the military.

The influence of defence reports released by the DPR has a major influence on defence relations between India and other nations, sale and purchase of arms, ammunition and equipment, policy decisions, R&D in defence, international polity and security operations. Hence in the current era this makes the content released by the DPR, all the more important and the critical analysis of this primary source of information a very important study. Hence the research proposal is very timely.

But all this has its genesis in the Kargil War which was an event which saw the Defence Public Relations coming to its own and becoming very important, as war was no longer fought in the battle field but in our own drawing rooms where the common man saw, heard and read what was happening at the Indo—Pak battle front through the eyes of the media which got its information from an authentic government source - the DPR. And the DPR never looked back after 1999. The media had learnt to rely on it for information and the interest of the public in matters military which rose during the war, sustained in the following years of peace.

But the query in the mind –were we getting all that we need to know and all that was there to inform or was the disbursement selective- makes this study needful.

“As per the Army Rule 21 and Defence Service Regulations(Regulations for the Army), paragraph 322 gives guidelines for public relations and interaction between the media and the army. The guidelines ensure that no information on a Service subject is communicated to the media without the prior sanction of the Government of India. Even articles on subjects as innocuous as sports, arts and culture require the approval of a superior officer before publication. In 1981, the army decided to rationalise policy through an act of self-legislation contained in Special Army Order 15/S/81. Unfortunately, the effort came to nought with the issue in 2001 of yet another Special Army Order 3/S/2001/MI which timidly reiterated the provisions of the previous rules and regulations on the subject,” informed K Nanavattin his research paper published in the Claws Journal , Summer 2009.

These facts make the study more and more relevant in an era when international relations have become fragile, border disputes recurring, low intensity conflict rampant and the armed forces being put to use in any situation and anywhere in India.

### **Review of literature**

The study of literature has been done with the objectives taken up in the study. There were some books, a few papers and articles which helped the researcher to understand the nature, scope and conceptual framework of defence coverage and took them in the literature review to zero out on the topic and plan the research design.

The research for this paper was carried out in the Indian context, keeping in mind its contemporary relevance and conceptual significance. The findings of the research could be reflective of results which could be measured in the global context.

There were some papers, articles and a few books where defence public relations was mentioned .

The Military and Public Relations : Issues, Strategies and Challenges, Col. (rtd) John Adache PhD, (2014)

Adache(2014) states that public relations practice, its approaches and methods have become widely and deeply entrenched in business, government and in many other complex organizations especially in the developed nations of the world. In same manner, its relevance and utility as tool of institutional promotion have equally come to be appreciated in the Armed Forces. Given the perpetual need to constantly keep the military in the public eye', the book strongly points that it is appropriate that public relations be properly positioned as the strategic machinery through which the military could seek to identify with the people and invariably, national interest in order for them to render accounts of their performances and seek informed public support as obtains in developed democracies.

The Soldier and the State: The Theory and Politics of Civil-Military Relations, Samuel P. Huntington,(1957)

Huntington(1957) clarified the distinct roles of government and military in the formulation of defence policy, where the publicity department of the defence has a major role to play. Chapter four is a discussion of civil-military relations in theory. He defines subjective civilian control (where military professionalism is reduced due to co-opting of the military by civilian political groups) and objective civilian control - where military professional thrives as it is far removed from politics.

He states that the self-image of the military professional is also important, and it is essential that this self-image closely parallels the image of the military professional in society. The maintenance of a high level of prestige for the military institution is a critical factor in successfully achieving the dual roles of military professionalism and professional competence, he added.

The Professional Soldier, Morris Janowitz, (1960)

Morris Janowitz(1960) has argued that it is a fallacy to believe that the military can be divorced from a political role. In relation to newly independent states Janowitz has identified that a new nation is confronted with the issue of whether the population at large accept its to do so in the early years of the Irish Free State. The Army Organisation Board of 1925 noted that its work was “seriously handicapped by the fact that we had no clear definition of Government policy regarding national defence.” He states, “the military establishment becomes a constabulary force when it is continuously prepared to act, committed to the minimum use of force, and seeks viable international relations, rather than victory. And it is here that the role of military and the ministry of defence use propaganda as a tool to project themselves. ” With this new concept, the military would look toward the image of a police force for inspiration rather than of the warrior.

The Covert Military, Douglas C. Lovelace (Jr.),(1985)

Lovelace(Jr.)(1985) states, “the visual compositions which please the makers may not be as acceptable to view as in commonly as assumed. This signifies that while journalists perform their function of the surveillance of the environment, socialization, educating of their audience and cultural transmission, journalists themselves would see their jobs as the echoing of everything, rather than be at core for things.

Battle Lines: Report of the Twentieth Century Fund Task Force on the Military and the Media (background paper), Braestrup, Peter,(1985)

Braestrup(1985) accused the media of responsibility for losing the war. In his view, a properly working media would suppress negative news, stress the positive, and serve as a propaganda arm of the military establishment. Logically the high level military personnel who provided these handouts, or made even more pessimistic assessments of the war’s progress, should have kept quiet or lied, and they also should have been condemned and shared with the media the guilt of losing the war through failed news management.

Propaganda technique in the World War, Harold D Lasswell, (1927)

Laswell(1927) examined in his book Propaganda Technique in World War I procedures involved in organizing and executing propaganda campaigns. His study set the stage for scholarly communication and gave insight into ideas that would later develop gatekeeping research. The processes through which a propagandist operation was developed relied heavily on key decision makers and various strategic points in communication, foreshadowing what Lewin 1947 and White 1950 (cited under A Gatekeeping Model for News) would later call gatekeepers and gates. This classic book on propaganda technique focuses on American, British, French, and German experience in World War I.

Status of Military Psychology in India: A Review by Swati Mukherjee, Updesh Kumar, and Manas K. Mandal of Defence Institute of Psychological Research, Delhi, published in the Journal of the Indian Academy of Applied Psychology, July 2009, Vol. 35, No. 2, 181-194.



Covering conflicts :The coverage of Iraq War II by The New Zealand Herald, The Dominion Post and The Press, PhD Thesis, Ali Rafeeq of University of Canterbury, Christchurch , New Zealand , 2007

Rafeeq(2007) found out that despite the appeal by US officials for correspondents to maintain patriotism and not to damage national interest, American correspondents did their best during this period to inform their readers of the true nature of the situation in Vietnam. However they were not very successful, because in the early years of the American involvement, the administration misled Washington correspondents to such an extent that many an editor, unable to reconcile what his man in Saigon was reporting with what his man in Washington told him preferred to use the official version (Knightley, 2000, p 412).

The slow but steady flow of news to the world from Vietnam forced the US administrations to take measures to minimise the information impact on the public. President John F. Kennedy's administration did everything in its power to ensure that the existence of a real war in Vietnam was kept from the people(Knightley, 2000, p 412). The infamous Cable 1006, a directive from the State Department to the US Information Agency in Saigon, warned against providing transport for correspondents on military missions that might result in the correspondents producing undesirable and unfavorable stories (Knightley, 2000; Paul, 1996b; Thrall, 2000).

defence journal.com

‘The Role of Media in Peace’, ColumnistGpCapt SULTAN M HALI,(2000)

Hali (2000) opines that the military are disciplined, hierarchical and live within a homogenous, closed culture that can be —and often is — hostile to outsiders. The news media, are often unpopular with the brass, for they function independently, without rules, regulations, or even a Code of Conduct except for some that are self-imposed. The media's Newspapers, Radio, TV and Cable have a variety of interests of their own and set goals to be achieved. They have their fulsome share of rogues, incompetents and avaricious vultures. Yet at their best, the media provide the nation with a vital service it can get nowhere else. It is one of the pillars of the state.

When the two institutions meet during a conflict, clashes are inevitable. The media wants to tell the story, and the military wants to win the war and keep casualties to a minimum. The media wants freedom, no censorship, total access and the capability to get their stories out to their audiences quickly. The military on the other hand, wants control. The greatest fear of a military commander in a pre-invasion scenario is that something might leak out that would tip off the enemy. Otherwise, too, surprise is the most potent weapon in the Commander's armoury. On the other hand, the media fears that the military might stifle news coverage for enhancing their public image or cover up their mistakes. Those are fundamental differences that will never change. At times the military and the patriotic media also have worked together in harmony but usually animosity tarnishes their relationship. There is definitely a need for better understanding between the two. A perfect co-operative union of the media and

the military is likely impossible, given the differences in missions and personalities but there are wise heads in both institutions who recognize the mutual need. The media is hungry for stories while the military need to tell their story. Above all they need public support. The media can tell their story and if there is a rapport and understanding, they can tell it well and effectively. Both institutions will work better during the tension and the fog of war if they learn to get along in peacetime.

In the website socialistworker.org media becomes a "branch of the war effort", Pro-war propaganda machine, March 21, 2003. The website reviews the book Iraq Under Siege. ANTHONY ARNOVE, editor of the book, looks at the tide of pro-war propaganda flooding out of the corporate media--and explains why you'll see little dissent from the U.S. government's horrific war on Iraq. According to him in May 2002, CBS news anchor Dan Rather acknowledged, "What we are talking about here--whether one wants to recognize it or not, or call it by its proper name or not--is a form of self-censorship. It starts with a feeling of patriotism within oneself. It carries through with a certain knowledge that the country as a whole...felt and continues to feel this surge of patriotism within themselves. And one finds oneself saying: 'I know the right question, but you know what? This is not exactly the right time to ask it.'"

Globalissues.org in the article War, Propaganda and the Media by AnupShahon, September 30, 2012 explained the relationship of the trinity. Shahon(2012) emphasized that those who promote the negative image of the "enemy" may often reinforce it with rhetoric about the righteousness of themselves; the attempt is to muster up support and nurture the belief that what is to be done is in the positive and beneficial interest of everyone. Often, the principles used to demonize the other, is not used to judge the self, leading to accusations of double standards and hypocrisy. Probably every conflict is fought on at least two grounds: the battlefield and the minds of the people via propaganda. The "good guys" and the "bad guys" can often both be guilty of misleading their people with distortions, exaggerations, subjectivity, inaccuracy and even fabrications, in order to receive support and a sense of legitimacy.

In defense of peace journalism, a paper by Samuel Peleg in the journal Conflict and Communication Online, Vol 6, No.2, 2007,Peleg(2007) refers to two of the most prominent critics of Peace journalism — Thomas Hanitzsch, of the IPMZ at Zurich university and BBC correspondent David Loyn. They are united in their disrespect for the burgeoning orientation journalism may take and they don't spare any description to disparage it. They do, however, differ in their emphases and nuances, and some of their concerns have strength that deserves careful and comprehensive response. While investigating the role of peace journalism Samuel says that although they seem plausible, such allegations misfire: Peace journalism aims at individuals as agents of change and as harbingers of an innovative mind-set toward the ethics and practice of journalism.

In the research paper titled Army-Media Relations in Sub-conventional Conflict published in Claws Journal of Summer 2009, written by Lieutenant General R K Nanavatty (Retd), former

General Officer Commanding-in-Chief of the Northern Command, media is the prime medium through which the army seeks, to inform, educate, caution and advise the people about its activities in the campaign. At governmental level, it can often provide a suitable platform for purposeful discussions on the problem and its possible solutions. Informed debate helps mold people's thinking and builds support, but this is only possible if the government is unafraid and is encouraging of discourse on critical strategic issues.

'Public Relations in Defence Sector' organised by Public Relations Society of India (PRSI), Ahmedabad Chapter, November 17, 2011 where Group Captain Manoj Mehta, PRO, Defence, while delivering the key note address on the subject 'Public Relations in Defence Sector' organised by Public Relations Society of India (PRSI), Ahmedabad Chapter agreed that the Directorate of Public Relations (DPR) acts as the 'Gatekeeper' of information. It is the only authorised channel of communication for disseminating information about the programmes, policies and activities of the Ministry of Defence and all establishments of the Ministry of Defence including the armed forces. It has gained much importance during the last few years. "DPR prepares and operates contingency plans for publicity during operations and emergencies. It also provides feedback on the reaction in the media to the programmes, policies, and activities of the ministry and armed forces. And analyse the various angles of the stories. DPR acts as media advisor to the ministry of Defence including the armed forces", added Gp Captain Mehta.

In Surya Gangadharan's Blog 'Indian Defence Forum' , Aug 3, 2011 discussion on Time for an ISPR in Indian Army put forth an idea. Is it time for an Indian ISPR (Inter-Services Public Relations)? Given its Pakistani origins you could always call it something else as long as it serves the functional tri-service purpose. Many will admit the ISPR as the single point media reference is a good concept. It enables the armed forces to get their point across, timely and effectively, which is not the case in India. According to him the existing websites of the three services also requires an overhaul. The sites need to be dynamic, providing regular news briefs ranging from policy and administrative issues to updates regarding ongoing operations against insurgents/terrorists (without crossing confidential barriers). Senior officers and commanders must be seen and heard on the site, also excerpts of interviews given by key regional commanders to regional and local media apart from staples such as appointments and promotions. Not to forget a photo gallery (which TV and print journalists prize).

## Research Methodology

Met the Director General Directorate of Public Relations, Ministry of Defence in South Block, New Delhi. Explained my topic to him and requested him to grant me access to the archives for study, to which he agreed. Collected all the releases disbursed by Directorate of Public Relations, Ministry of Defence of the period under consideration 1999 to 2008.

Steps which helped in identifying the variables and categories for studying the data collected are explained here. **Step1** was the identification of frames and the researcher adapted the framing analysis given by Clase H. de Vreese. According to this the three perspectives of production, content and media are the integrated process model of framing. These helped in identification of generic news frames and gave an insight into different aspects of the data which were covered. This helped in identification of categories of the content collected. **Step 2** was the identification of the variables. This was done keeping the objectives of the study in mind, which to compare and contrast content by the DPR, MOD, GOI and its subsequent reportage in newspapers in Kargil and beyond, to know the key influences and agendas w.r.t content selection by DPR, to critically analyse the selection and salience of content in newspapers w.r.t. Kargil and beyond, to know the nature and extent of change in content dissemination during the period of the study and to compare the coverage given to all organs of defence forces by DPR and journalists

Years under consideration were clubbed as two consecutive years and coded as given below.

1.	1.	1999-2000	1
2.	2.	2001- 2002	2
3.	3.	2003- 2004	3
4.	4.	2005- 2006	4
5.	5.	2007-2008	5

Categories Based on DPR Content were coded as given below.

1. Army -1
2. Navy -3
3. Airforce-2
4. Coast Guard-4
5. Others-5

Others are three additional categories Additional Institutions, Government Administration and Joint operations & events.

Variables for Coding were identified after the complete review of the DPR data.

1. Year of Disbursement
2. Organisations Army-1, Airforce-2, Navy-3, Coast Guard-4, Others-5
3. Content disbursed – written-1, visual-2
4. Issues covered – news -1, non-news-2

5. Format –Report-1, Features-2, Editorial-3, Analyses-4,
6. Nature - Positive-1, Negative-2
7. Language-Simple-1, Difficult-2
8. Agenda- Persuasion-1, Information-2, Education-3, Perception Management-4
9. Timeliness- Appropriate-1, Inappropriate-2
10. Significance – Significant-1, Insignificant-2
11. Tone of the message-Soft-1, Sharp-2

After doing these the next step was to put each and every release disbursed from 1999 to 2008 into specific category and classify each as per the variables identified. These were all in tabular forms.

## Results

A total of 3348 pages were disbursed by DPR in the period of study identified by the researcher. 3039 stories of the DPR releases were coded.

Code Sheet DPR was the coding of all releases disbursed by DPR from 1999-2000 coded as 1 and all releases disbursed by DPR releases disbursed by DPR from 2001-2002 coded as 2. All the releases were also coded as per the identified variables as given in the Research Methodology section. As the number of releases disbursed were less the researcher clubbed the two year categories 1 & 2 in the same table.

Table1 : Code Sheet DPR : Coding of the DPR releases disbursed during the years 1999-2000 & 2001-2002

Code Sheet DPR1 was the coding of the DPR releases disbursed during the years 2003-2004. All the releases were also coded as per the identified variables as given in the Research Methodology section.

Table2 : Code Sheet DPR1: Coding of the DPR releases disbursed during the years 2003-2004.

Code Sheet DPR2 was the coding of the DPR releases disbursed during the years 2005-2006. All the releases were also coded as per the identified variables as given in the Research Methodology section.

Table3 : Code Sheet DPR2: Coding of the DPR releases disbursed during the years 2005-2006.

Code Sheet DPR3 was the coding of the DPR releases disbursed during the years 2007-2008. All the releases were also coded as per the identified variables as given in the Research Methodology section.

Table4 : Code Sheet DPR3: Coding of the DPR releases disbursed during the years 2007-2008. Code Sheet DPR was the coding of all releases disbursed by DPR from 1999-2000

coded as 1 has 61 releases disbursed by DPR and releases disbursed by DPR from 2001-2002 coded as 2 were 546.

Code Sheet DPR1 was the coding of the DPR releases disbursed during the years 2003-2004 coded as 3. The releases disbursed by DPR in these two years were 396.

Code Sheet DPR2 was the coding of the DPR releases disbursed during the years 2005-2006 coded as 4. The releases disbursed by DPR in these two years were 898.

Code Sheet DPR3 was the coding of the DPR releases disbursed during the years 2007-2008 coded as 5. The releases disbursed by DPR in these two years were 1138.

### **Conclusion**

The releases disbursed by DPR see a steady rise during the period of ten years taken into consideration. The content is disbursed in the categories of Army, Airforce, Navy, Coast Guard and Others.

The category 'Others' see a very major chunk of disbursement as they cover releases disbursed by Ministry of Defence, Joint Services Operations, National Cadet Corps, Defence Research & Development Organisation, Directorate General of Quality Assurance, Department of Defence Procurement, Comptroller of Defence Accounts, Ex-servicemen related news, bilateral ties, joint exercises both internal and international, Border Roads Organisation, Ordnance Factories, counter-insurgency operations, anti-terrorist operations, seminars and conferences organised by the ministry of defence, procurement of arms and ammunitions, visits of officials and delegations to enhance defence ties and anything related to defence but not directly under the three forces and Coast Guards.

Releases Based on DPR content during the ten years period of study were identified to be under the following categories.

1. Special events covered by DPR
2. Results of entrance exams
3. Coverage based on formats
4. Coverage based on services
5. Launches of equipment & arms
6. R&D of arms , equipment and ammunition
7. Establishment of new formations
8. Operations launched by the three services
9. Welfare activities
10. Coverage of Commanders Conferences of the three forces
11. Coverage of Defence delegations
12. Purchases/acquisitions
13. Appointments and take overs
14. Reports of joint exercises
15. Raising Days

16. Visits of Foreign Defence officials
17. Visits of Indian Defence Officials
18. News from DPSUs
19. News from Defence Minister's and Minister of State offices
20. Awards & Commemorations
21. MOD News
22. Associations News
23. NCC coverage
24. Coast Guards Coverage
25. Bilateral talks and exercises
26. Aid to Civil Defence
27. Adventure & Sports Activities
28. Parliament questions
29. Upgradations
30. Production / Make in India
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32. DRDO
33. BRO
34. Human Interest Stories
35. Deaths & Martyrdom
36. Training
37. Foreign deputation of formations
38. Accidents
39. Operations
40. White papers and documents
41. Statements released of MOD
42. Inaugurations
43. Meetings of Chiefs & Ministers
44. Seminar Reports
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