

WHO ARE THE REAL HEROES?

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ABSTRACT

This paper talks about the representation of Army in mainstream media in comparison of the representation of Bollywood. As we all know how much hype the news related to Bollywood receives, be it on mainstream as well as social media. The purpose of this research is to find out the mindsets of people in context of the representation of Army. The paper is based on a quantitative analysis, which was conducted among people in the age group of 20-25 years. The questionnaire consisted of all relevant questions related to the representation of Army and their lifestyle. After the analysis being conducted, the conclusion was drawn towards the disagreement with Bollywood Gossip news, and agreement towards showing real news. As most people were interested in knowing more about the Army lifestyle, a majority of them were only interested in the fitness part of it, which involved a discipline lifestyle. The analysis was conducted in the end of November 2021 among the youth, and led to a conclusion that showcases the mindsets of the country's youth population.

INTRODUCTION

The purpose of my research is to decode the message the media is trying to send through the bizarre displays of celebrity culture all over the mainstream media throughout the day. It is easily noticeable that the mainstream media hides behind this kind of news due to their lack of information on major vital topics. For instance, cases such as Aryan Khan, Raj Kundra, and Sushant Singh Rajput took to the media and went on for weeks. On the contrary, news related to pegasus, farmer's strikes, and the PM cares fund were intentionally kept away from the public's eyes. My research paper focuses on the news coverage of the Army personnel and their lifestyle. If we compare that to a celebrity lifestyle, there is so much more discipline and fitness with the nation's responsibilities. There is enough material available to read up on them, but only if one is willing to read them. On the contrary, all the primetime news channels chose to telecast Bollywood news by assuming that it sells.

It is evident that media is used as a source of paid promotions by almost all the celebrities of bollywood. But, the problem here is the coverage and the screen time they take on the prime time news channels. The time must be used to show more productive and relevant content. So, as to cover up for the free time on the news channels, why not show some news related to the lifestyles of the army personnels ? That would actually affect the youth in a positive way and help them have a better, disciplined and healthy life.

This research aims to shift the media's focus on the real heroes of the country and not the ones we see in films and television. The media focuses on all kinds of Bollywood masala and spread awareness about their personal lives and whereabouts in their free time. The paparazzi culture has made these people the center of attention, due to which the real issues get lost in the race. My focus will be on bringing the focus on the lives of these real-life heroes and spreading awareness about real issues. All we see in the media is irrelevant information. Their work is to spread awareness in every genre, and all they do is stretch a single issue like a daily soap—for instance, the Sushant and the Raj Kundra and Aryan Khan case. If we do a survey, we might find people more aware of these cases than any other national security issue or anything related to the armed forces. I intend to talk sense, target this irrelevant set of information, and swap it with the more relevant ones. This research is essential, as our focus is to imply a good influence on the younger generation. No one will benefit from the useless information about the Bollywood controversies. What we need is to glorify real-life examples of leadership, strength,

and generosity. Shifting the focus from the shallow lives revolving around materialistic pleasures that eventually benefit capitalism, I'm not saying that isn't important. Still, the amount of stress on it makes it irrelevant. The work of mainstream media is to educate its viewers from knowledgeable, beneficial content and what it is doing is precisely the opposite.

REVIEW OF LITERATURE

1. Social Media as an (Un)Supportive Resource for Military Partners Coping With Military Lifestyle Challenges -

The paper talks about how romantic partners of active-duty service members saw social media as (un)supportive when dealing with military lifestyle issues. This study also looked at the coping and support paradoxes that arise when military partners use social media to cope. Interviews were conducted with 24 couples (22 females and 2 males). Participants said they usually used Facebook (e.g., spouse groups). Seeking and providing assistance, as well as maintaining and developing relationships, were all supportive responsibilities. Reinforced borders and support breakdowns were examples of unsupportive functions. (1)

The purpose of this study was to see how active-duty service members' romantic partners saw social media as (un)supportive when dealing with military lifestyle issues. This research looked at coping and support paradoxes that arise when military partners use social media to cope. Interviews were conducted with twenty-four couples. For dealing with military lifestyle issues, participants generally used Facebook (e.g., spouse groups). Seeking and offering help, as well as maintaining and developing relationships, were all supportive responsibilities. Reinforced borders and support breakdowns were both unhelpful roles. The results are addressed, with an emphasis on communal coping and coping and support paradoxes.

2. The correlation between health literacy and healthy lifestyle of military college students from the perspective of new media -

The paper explores the relationship between health literacy and a healthy lifestyle among military college students via the lens of new media to establish a scientific foundation for a comprehensive health education program aimed at improving health

literacy and promoting a healthy lifestyle. To get a scientific understanding of the relationship between health literacy and healthy lifestyle among military college students via the use of new media to build a scientific foundation for a comprehensive health education program that will increase health literacy and lifestyle. Methods A total of 1,423 military college students were randomly selected to take part in a questionnaire survey by cluster random selection. Results (46.7410.76) were the total health literacy score. Basic health concepts and knowledge received a score of 22.265.00, healthy lifestyle and behaviors received a score of 13.383.56, and health-related skill received a score of 11.113.31. (14.224.05), (20.494.05), and (30.597.28), respectively, were the ratings for awareness, trust, and use of new media. Healthy living scores were (19.333.84), (16.242.91), (13.512.67), (16.423.70), and (25.74.11), respectively, for exercise, life behavior, eating behavior, health risk behavior, and health responsibility behavior. Stress fractures are estimated to develop in 14% of US female military recruits during basic training (BT). This sort of injury causes a wide range of morbidity, from slight discomfort to long-term incapacity. This elevated incidence of a stress fracture is concerning, especially since women play an expanding role in the military. This prospective study aimed to identify characteristics that predict stress fracture in female US Army recruits during BT. The research was conducted as part of a study that used quantitative ultrasonography (QUS) to estimate the risk of stress fracture during BT. The paper gathered QUS readings and requested each individual to complete a risk factor questionnaire before the commencement of BT. We did examinations for 3758 recruits, who subsequently received 8 weeks of BT, during which time Army medics reported any identified stress fractures to us. Radiographs were used to confirm the presence of stress fractures.

3. The Impact of Lifestyle Factors on Stress Fractures in Female Army Recruits -

This paper talks about the stress fractures that are estimated to develop in as many as 14% of female military recruits in the United States during basic training. This type of injury can result in a wide range of morbidity, from minor discomfort to long-term incapacity. This greater incidence of a stress fracture is concerning, especially as women take on more roles in the military. This prospective study aimed to find out what characteristics predict stress. This research aims in female US Army recruits. Women who fractured were older than those who did not, and black women were less

likely than whites and other races to fracture. Stress fractured recruits were more likely to report present or previous smoking, alcoholic drinking of more than ten drinks per week, corticosteroid usage, and a lower adult weight than their non-stress fractured peers. Regular exercise reduced the relative risk of a stress fracture, and a long history of exercise reduced the risk even more. The lowest adult weight was inversely connected to the likelihood of fracture, even though present weight was not linked to a stress fracture. We suggest that a complete evaluation of lifestyle variables such as activity patterns, alcohol and cigarette usage, and corticosteroid and DMPA use in female military recruits should be included in stress fracture prevention.

4. The Impact of Military Lifestyle Demands on Well-Being, Army, and Family Outcomes –

The paper talks about while living in a foreign country was associated with worse physical and psychological well-being, anxiety for soldier safety was associated with lowThe impact of relocation was associated with lower satisfaction with the Army in the qualitative portion. The findings also revealed that perceptions Klinger's moving and separations were not than the actual number of movements or partitions in predicting outcomes. (4) The paper examined four military lifestyle demands—the risk of service member injury or death, frequent relocations, periodic separations, and foreign residence—and their links to psychological and physical well-being, contentment with the Army, and marital satisfaction, using M. Segal's paradigm. The impact of separations was negatively related to all four outcomes, according to survey results from 346 spouses living overseas. The foreign residence was negatively related to physical and psychological well-being, fear for soldier safety was negatively related to physical well-being, and the impact of moving was negatively related to satisfaction with the Army. The findings also revealed that perceptions of moving and separations were more relevant than the actual number of movements or separations in predicting outcomes.

5. Designing a Model of Public Sports Position in the Health-Oriented Lifestyle of the Islamic Republic of Iran Navy Personnel -

This research aims to develop a paradigm for the role of public sports in the Islamic Republic of Iran Navy's health-conscious lifestyle. The study used a mixed technique approach. Library research, content analysis, and a review of 73 semi-structured studies, as well as interviews, were used to gather data. The statistical population consisted of naval sports and health professionals in the qualitative portion. Thematic analysis was employed to describe tKlinger's qualitative traits and themes in this study. The purpose of this study is to provide a framework for public sports' involvement in the Islamic Republic of Iran Navy's health-conscious lifestyle. A mixed-methods strategy was applied in the research. Data was gathered through library research, text analysis, and a review of 73 semi-structured studies, as well as interviews. The statistical population in the qualitative section was made up of naval sports and health personnel. In this study, thematic analysis was used to characterize Klinger's qualitative qualities and motifs.

METHODOLOGY

I have conducted a quantitative analysis through a questionnaire circulated among the people between the age group of 20-25. The questionnaire consisted of questions related to the representation of Army in mainstream media in comparison to Bollywood.

ANALYSIS

I conducted a questionnaire (<https://forms.gle/VycYZ5itxCqwu9AFA>) wherein I asked questions to 26 people related to the conflict between the two. The responses I got were diverse. Most of them watched the news, and many people are not interested in Bollywood news. As my target audience was primarily youngsters, people between the ages of 20-25, it was good to know that most of them did watch the news. People's preference in watching the news was hardcore 50% mainstream media and the rest others. Now, as most of them are exposed to mainstream media, they are responsible for showing important news. The regional news channels might cover the actual report, but the mainstream media's audience is vast. Although 53.8% of the audience admitted that they were interested in Bollywood news, a good 46.2%

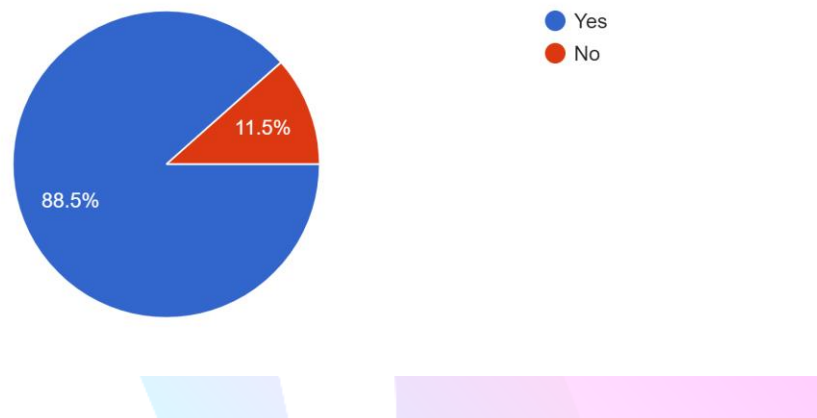
were not. That kind of news is kitsch and does not do any good to the public. In my opinion, it is just useless information.

When I asked about the celebrity cases which were out in public, most of them found out about it through mainstream media. Social media played a massive role in spreading bizarre news related to celebrity culture, mainly to generate profit. However, 80.8% of them wanted mainstream media to telecast more important news. For instance, news related to the critical issues in the nation, such as CAA, Farmers Protest, NRC, PM Cares funding, and much more. All of this vital news vanishes under the false consciousness of Bollywood masala news. A good 69.2% of them were interested in news related to the armed forces, and the rest had no clue what they were saying, so they just clicked maybe. The news pertaining to the armed forces will invoke a sense of responsibility and duty. This will also affect them personally by teaching them about the value of self-discipline, fitness, and dedication towards civil society. When asked about the part of the army lifestyle they were interested in, the majority of 46.2% said that they were interested in only their fitness regimes and disciplined lives. 76.9% of them agreed that there should be more awareness about the Army than it is now. As 53.8% people agreed that, the commercialization of the Army might give rise to national security issues.

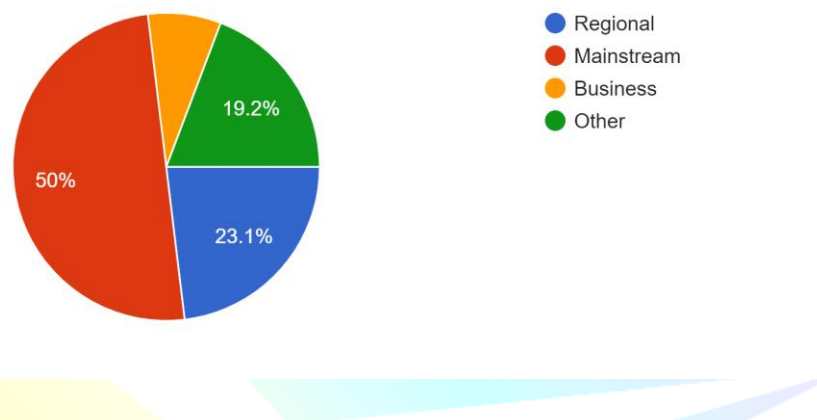
We are all aware of the terrorist activities going in and around the country. It might be tricky to share news related to the armed forces as anyone can stream the news and get valuable information that might backfire on us. So sharing news related to the armed forces is not child's play. Like the army, the media also has to be secretive and selective about which part of the news they want to share publicly. We never know which news might benefit the enemy and end us all in trouble. As 76% of them were interested in knowing just the basic general stuff and nothing in detail. It shows that people, however, are fascinated by the lifestyles of the army personnel and would like to know more about their routines and regimes. No one is asking the media to share national security details, but to look up to people who are the real heroes of the Nation and not the ones who are heroes on screen and drug addicts, abusive and aggressive individuals otherwise. We need the younger generations to look up to these heroes—the heroes who are great friends, excellent fathers, loving husbands, and caring sons.

CHARTS

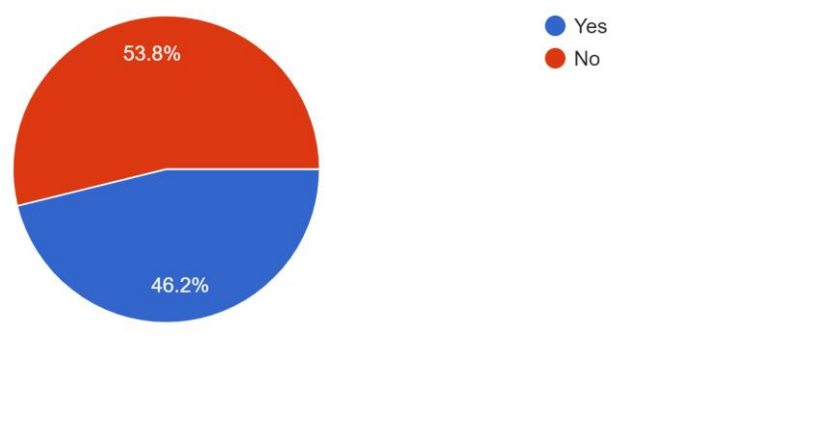
Do you watch news ?
26 responses



Which news channels do you prefer to watch ?
26 responses

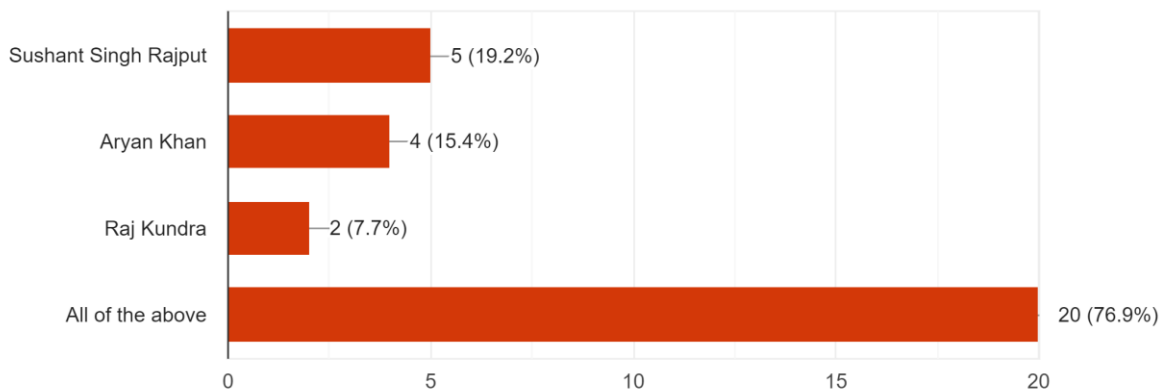


Are you interested in watching Bollywood news ?
26 responses



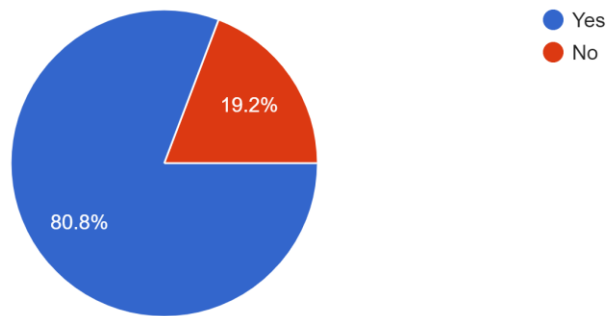
What all Bollywood related cases did you hear on mainstream news channels ?

26 responses



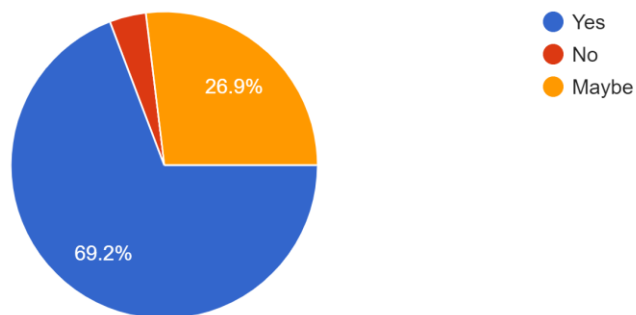
Would you prefer mainstream media covering more important topics?

26 responses



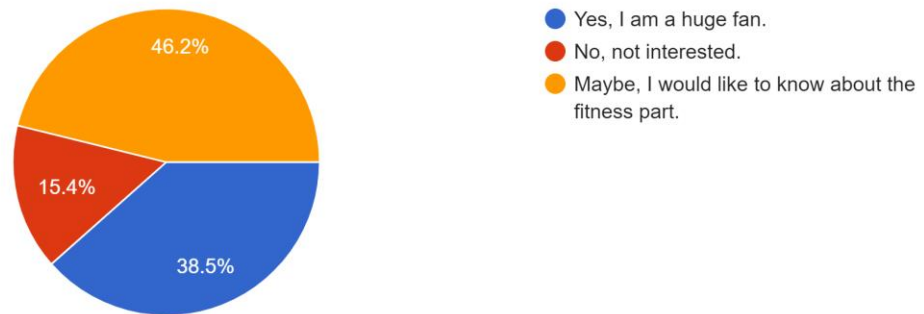
Would you prefer more news related to Indian Army, Navy and Airforce ?

26 responses



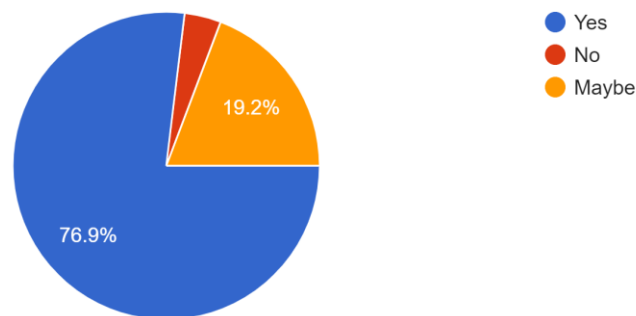
Would you be interested in knowing about their disciplined lifestyles?

26 responses



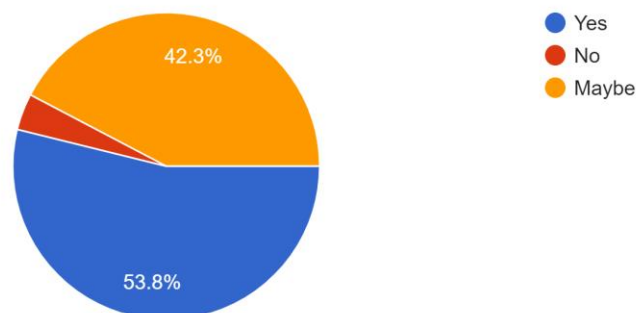
Do you think that there should be more awareness about the same?

26 responses



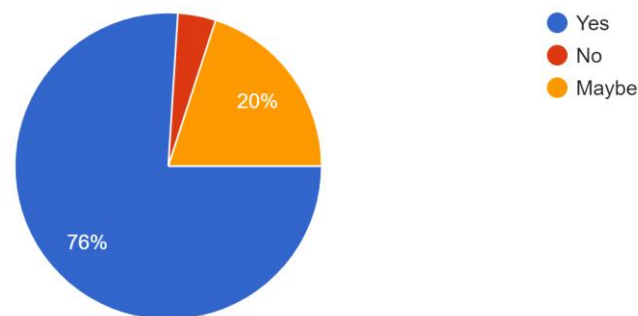
Do you think commercialization of the Army might not be good in the long run ?

26 responses



Would you prefer knowing just the basic details ?

25 responses



CONCLUSION

To conclude my analysis, most of the responses favored seeing more news related to the army. Even though it was not for the details concerning national security. Most people were

They were fascinated by their lifestyle and how disciplined they were for their health and fitness. The Bollywood factor of the research was supported by most of them, just as a source of entertainment. But, in my opinion, as a source of entertainment, it should be shown on the entertainment channels and not on the mainstream media. It takes away the light and attention from the important news. The whole analysis concludes that the news channels are expected to show more severe news and not just act as a source of entertainment to its viewers.

Throughout the analysis I noticed that although people were interested in watching bollywood news, most of them were drawn towards the fitness part of the Army rituals. According to me, that nature of news would be more productive for everyone and not just the youth. The people in their middle-age and old-age would be able to practice and learn a lot from this flavor of news. Young children would grow up looking up to a lifestyle very few have access to, which will therefore be beneficial to us as a society.

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