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**State of disarray on currency refurbishment: Critical visual analysis
of the internet newspaper coverage on currency reverse-supply
chain in India.**

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Abstract

The half-baked plan of the removal of the high denomination currency notes of rupees five hundred and one thousand, in November 2016 in India has attracted the media to report using visual images of the tensions of the public at banks. After a critical observation and experience on the daily life disarray caused due to the currency reverse-supply chain of the two high denomination currency, a research question is posted: “how are the commotions in banks due to demonetization reported by journalists using visuals in internet newspapers?” The solution to the question was sought by applying critical discourse analysis of visual semiosis in picture supported news referring to the currency refurbishment issue in India. A theoretical framework of critical visual analysis is followed to facilitate the empirical study which considers images earnestly and connects to the social conditions and effects of the image. The unit of analysis is the internet newspaper website on select news items from a sample, November 2016 to January 2017 using random sampling method. The photographs are selected which were reflecting to the process of banks daily transactions. The effects of the visuals upon the news stories have been framed by critically analyzing the visuals and the news reports.

Keywords: Banks, currency refurbishment, disarray, images, people

State of disarray on currency refurbishment: Critical visual analysis of the internet newspaper coverage on currency reverse-supply chain in India.

In a vision towards cashless and digital economy in 2016, the Government of India on the perception of curbing black money, counterfeiting currency and terrorist financing decided on a currency refurbishment by reverse-supply chain drive popularly known as demonitisation in India. The central bank, banks and the end user form the three-stage supply chain with currency as the product (Joshi, 2017). Reverse-supply chain is a series of activities to retrieve used product from the customer and either dispose of it or reuse it and will face many challenges in the process (Guide, 2002). Though currency was called back for exchange in 2016, in August 2018, the RBI admitted 99.3% of the demonitised notes were retrieved by the banking system (Nair, 2018) which questions the perceptions and the need for such an historic and expensive exercise by the Government. Nevertheless, the state of disarray in India is memorable during the reverse-supply chain period which create an opportunity to investigate and document the way the media reflected the publics state of disarray at banks.

India is predominately a cash economy and banking services remained intangible to 49 percent of India's population in 2014. The banking sector in India include twenty seven public, twenty one private, forty nine foreign, fifty six regional rural, 1,562 urban corporative and 94,384 rural cooperative banks. (IBEF, 2018). The Global Findex database shows that there is a surge in people holding bank accounts by 27 percentage resulting to 80 percent in 2017, about 310 million from the Jan Dhan Yojana scheme. By March 2018, it was reported that 48% of the bank accounts are inactive (Demirgüç-Kunt et al., 2018). This indicate that the cash economy is significant than cashless drive in India.

Innovations in the banking system are experienced by use of Information and Communication Technology (ICT). Nandan Nilekani mentions that the Aadhaar system can authenticate 100 million transactions per day, in real time which will be a core support to the Jan Dhan-Aadhaar-Mobile (JAM) initiative. The central government can, at present, link zero-balance accounts, mobile numbers and aadhaar cards of individuals in-order to facilitate direct credits of subsidies (Mohan, 2017). By use of India Stack and other technologies, it is assumed that India can become cashless economy and data rich (tech2News Staff, 2016). The banks plays

a critical role in the cashless drive with the intervention of Information and Communication Technology (ICT) in banking process. But disarray among public has caused mammoth mistrust of the governance which is evident in the currency reverse-supply chain drive in India.

ICTs have been adopted by the public for social networking, entertainment and other activities to engage one's mind. About one individual in every three minutes spent time online on social networking with digital consumers engaging time online for about 2 hours daily (Mansfield, 2016). It appears that the whole globe would be all-inclusive. By this adaption to ICTs, the innovations in banking transactions have been adopted by the account holders making it possible for convenient services to the public as a disruption. Cash remains to be the main mode of exchange, value and trust for business transactions in India. PwC in a report indicate that 98 percent of all transactions in India by volume happen in cash and include 68 percent (see Figure 1) of the total cash value. This indicates that about one fourth of the Indian Economy is untaxed or unaccounted. The businesses that run on cash post demonitisation have to rearrange their payment cycles and cash flow schedules (Jain, Nov 9, 2016). The bank is a main intermediary for cashless transactions. Majority of the public in India lack the knowledge or means to use cashless alternatives and it's evident during the November 2016 reverse-supply chain drive.

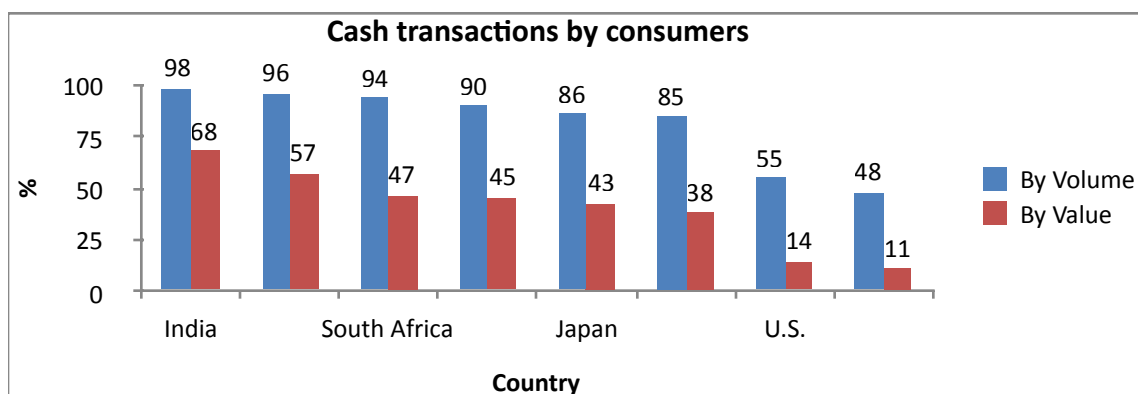


Figure 1. The cash transactions of consumers in 8 nations.
Source: PricewaterhouseCoopers(2015).

Currency demonetisation in India

On the evening of Tuesday, November 8th 2016, the day of Shri.L.K.Adwani's birthday, Honorable Prime Minister Narendra Modi declared the cessation of the existing 500 and 1,000 rupees notes as legal tender and mentioned it will be replaced by new designs of 500 and 2000 notes (WSJ Staff, 2016). In his address the same evening, he voiced out the reasons for the historic decision are to curb corruption, black money, terrorism which slows down development of the country. They include primarily, evidences on seizure of the rupees 500 and 1000 notes across the Kashmir border for terror activities. Secondly, a law being passed for the disclosure of foreign black money was imposed. Thirdly, good people in India wished to fight against black money, corruption, benami property, counterfeiting currency and terrorism. Hence, the Government had decided to support people's need and curbed the use of 500 and 1000 rupees notes as legal tender from November 8th, 2016.

To minimize the difficulties of citizens during the process of demonetization several steps were planned. A fifty days' time schedule for exchange and deposits were given to the general public between November 10th to December 30th 2016. However, due to the short supply of notes, a limit for withdrawal of Rs.24,000 per week was set. Further the people could exchange old notes for new notes in other denominations including Rs.2,000 upon producing valid identity, upon a limit of Rs.4,000 between November 25th to December 30th 2016. People who missed this deadline were given an option to transact with the Reserve Bank of India on or before March 31st 2017. ATM withdrawal per day was limited to Rs.2,000. Further on humanitarian grounds, for people to avoid hardships during the process the time to transact the two currencies was extended by another 72 hours till November 11th 2016 only at hospitals, vehicle gas stations, bus and train stations. It included consumer co-operative stores, milk booths, crematoria and burial grounds. The foreign tourists could exchange old notes to a limit of Rs.5,000/ at banks. Conversely people could transact over cheques, demand drafts and plastic cards(debit/credit).

The Prime Minister cautioned on the hardships the people will face during the demonetisation drive. He requested the citizens to extend their consent in this credibility drive-Imandaarika Utsav, PramaniktakaParv (PIB, 2016). At this historical period in India, the mass media played a vital role in reflecting the hardships of the common man conducting banking

transactions. The globe was watching India critically over media reports especially from online news. Majority of the critics had quick access to information over online media. Hence, the study was conceived to critically identify the way online news projected the visuals about the state of disarray and the public's reactions at banks during the currency reverse-supply chain drive in November 2016. Most newspapers in India have a uniform resource locator (URL) on the web.

Newspapers and Internet Newspapers

Newspapers are a trusted medium by the Indian public. The popular Indian regional language newspapers published are in multilingual and it includes Kannada, Tamil, Malayalam, Telugu, Hindi, Urdu, Marathi and Bengali. The language wise certified circulation figures for the audit period January to June 2016 are: Bengali (36,77,45), English (1,10,24,102), Gujarati (10,09,901), Hindi (2,47,26,744), Kannada (29,04,588), Malayalam (64,76,264), Marathi (38,65,164), Tamil (42,28,242), Telugu (40,78,061), others (26,92,773) ; Hindi, English and Malayalam being the top three preferred languages (Audit Bureau of Circulation, 2016). There are 99,660 registered newspapers and periodicals by language in India up to 2014 (data.gov.in, 2016).

Today most of the newspapers in these regional languages as well as in English are available on the Internet in two forms by scanned archives and e-paper designed in news article datasets. Amongst these, the Times Group has the highest number of hits. Research findings project the variations in news reach. There was a surge in news consumers' access of online news shifting from desktop to mobile phones in 2015. There has been a fall of visitors 10% in desktop access and increase by 10% in access by mobile devices (Barthel Michael, 2016). In India the shift has been prominent amongst the affluent class who access either from a link posted via the social media or by free or paid web access. Majority of the men access political, sports and entertainment news and the women access news related to entertainment, education, development and politics (Tewari, 2015). Due to this shift in behavior there was a fall by 21 percent of youth reading newspapers and it is forecasted that this figure will increase in future (Tiwari,2106). There is a growth in newspaper circulation and online access in India compared to the western nations where the newspaper circulation has dropped dramatically. Some of the

reasons for the physical publications to flourish over internet newspapers in India are due to the bad connectivity of Internet, ICT illiteracy, cost of net access and loads of ads that mask the news. The Television news channels cover vague news with less research with “shrill debates” said Arun Jaitley, India’s finance minister recently (The Economist, 2016), but remain to be the primary choice of news access by the public. The emergence of online news has created new audience to depend for happenings across the world over ICTs.

New audience to internet newspaper

The global newspaper reach in 2015 was pegged at 2.7 billion and more than 40% of all internet users read newspaper in digital format. There was rapid growth of messaging and hybrid networks namely WhatsApp, FB Messenger, WeChat, Instagram, Snapchat, and Pinterest between 2011 and 2016. The new audiences expect to be engaged as a member of a community, be immersive and experience with rich content, need instant solutions to problems and expect to receive content from a trusted source. The new audiences also have an urge to learn more about an issue. This is evident in the growth of global newspaper digital circulation revenues. From 2011 to 2015 the returns rose from \$460 million to \$3,011 million. The Mobile App usage is more than browser usage tallied at 2hrs 4 minutes per month per person and web usage at 45 minutes per month per person globally. In the US alone there is a 20 percent year-over-year growth in digital audience for news access. There are also more shares, likes and comments in instant articles. The Internet advertising has grown by 18% for Google and 59% for Facebook and 13% for others. Global newspaper digital advertising has also grown from \$6,182 million in 2011 to \$9,302 million in 2015 (WAN-IFRA, 2016). This background signifies the increase in usage of the internet for news consumption.

In November 2016, the news websites had dynamically updated information about the disarray of 50% of the population without banking account to transact with banks in a short period which was shocking to the nation. It created anguish, frustration, irritation, hardships, inconvenience, fear and loss of trust to the Indian currency by the public.

In order to contribute to the academic mediation of the cash crunch phenomenon in India due to demonetization, this study offers a perspective that focuses exclusively on the formation of visual content seeking in particular to scrutinize how the banks have been disrupted in the operations due to the unexpected rush, non-availability of cash for exchange or payments and the inconvenience caused to both the bank employees and the public through the framing techniques and visual constructs of archived online newspaper articles. It will look at visual analysis of how the media has projected the demonetization phenomena especially in the banking transactions at banks branches and kiosks. The tech savvy individuals had less problems as they used net banking and smartphones for transactions, however for currency reverse-supply chain, majority in the population of India was knocking the doors of the banks' branches.

Theoretical Constructs

The theories of social responsibility and media framing are relevant concepts in critical visual analysis in media coverage of demonetization in India. The social responsibility theory demand the media to exercise their social responsibility and gate keeping roles by drawing attention to the dramatic situation posed by demonetization in India. It has to also show the impact on this hardship situation related to political motives, social and economic of this surgical attack to the public of the nation. To collect evidence on this historical phenomena, the media recreate the reality in particular point of view, which lead to the way audience understand the phenomena of multiple effects (Odoemelum, 2012). This reformation development is known as framing a theory with in depth knowledge about how the media create and restructure reality (Gitlin 1980; Odoemelum, 2012). Scholars find that audiences gain understanding of content of news by seeing the visual and relating to the text. Based on this construct, the problem of the study related to disarray in banks and the online news coverage about hardships faced by the common man is framed.

Problem Statement

The location posed by the issues of demonetization and its impact in banks has various implications which include waiting in long queue at banks for exchange of Rs 500 and Rs 1,000,

depositing the same in bank accounts, withdrawal of money from cash counters and Automated Teller Machines (ATMs) and short supply of new currency all leading to cash crunch in India. The added effects were social unrest, haste, tensions, delayed spent on necessities and distrust on the currency. This problematic situation has incited research attention on how the media present and interpret the issue. The key question to this research is “how is the disarray in banks due to currency refurbishment reported by journalists using visuals in internet newspapers?”

Researchers have examined and found that visuals contribute a valid communication variable (Powell et al., 2015; Peak et al., 2014; Melewar et al., 2015). Since the demonetization phenomena was ongoing, there was inadequate research on this issue especially by portraying through images in the media. This gap requires to be closed by establishing visual communications have a significant role in audience insight of news content. The author makes an attempt to interpret the news visuals of the disturbances of the public at banks on the currency reverse-supply chain.

LITERATURE REVIEW

The following authors' views were considered for the review on this study. Knoblauch et al. (2008) engage in critical visual analysis of eight newspapers to ascertain its potential on the news photos. Some of them are highlighted in this section. Grady (2008) finds that visuals provide personal insights toward social relationships under social sciences. And questions like “how pattern variations occur over time?”; “how are social processes organized?” or “what is the role of emotion in social life?” need to be looked into. Bohnsack (2008) mentions one has to distinguish between the form of understanding images and gaining knowledge through pictures. He analysed different images concentrating on their formal structure, projection and picturesque choreography. The use of news photos can be correlated to the interviews with participants and gather reflexive understanding of the image by an analyst (Jenkins et al., 2008). Buildings, emphasizes Christman (2008), are artifacts that can be experienced visually and aesthetically. Hermeneutical and genre analysis finds Schnettler and Jurgen Raab (2008) are key aspects on qualitative research with audiovisual data and has many research gaps. Rose (2007) refers to Fye and Law who establish that visualization is to investigate on the source and the social connect it

projects. The process includes the understanding of the principles of principles of inclusion and exclusion, the method of image distribution and inferences.

Currency reverse-supply chain drive in foreign nations

In Nigeria when Prime Minister Muhammadu Buhari in 1984, introduced demonitisation, the economy collapsed. In 1982 in Ghana the economy was made weak due to the call back of 50 cedis note. In Pakistan people had about a year and a half to exchange their old notes to new designed notes. In Zimbabwe, President Robert Mugabe led the country's economy for a toss by demonetization. In 2010, at North Korea, Kim Jong II left people with no food and shelter in the drive to curb black money. In Australia nothing dramatic happened as only the paper currency was replaced by polymer. In Soviet Union during 1991, the ruble notes of fifty and hundred were withdrawn by Mikhail Gorbachev and it was an utter failure. Dictator Mobutu SeseSeko's in Zaire made a move to withdraw old notes in 1993 and increased in economic disruptions (Business Standard, 2016).

Empirical experience demonstrates how the volume of cash transactions in an economy varies inversely with the level of structural evolution of that economy. Countries such as Kenya, Russia, Columbia and Saudi Arabia use 90 percent of transactions using cash. Nations such as Sweden, Canada, France and Belgium are almost becoming cashless societies. Brazil, China, Mexico, Malaysia, Spain and Poland have reduced cash transactions by 7-90 percent of total transactions. About 50-70 percent retail transactions in US, Germany, Japan and Korea are in cash. A change in the volume using ICT can be only from disruptions caused by innovation (D'Souza R, 2018). But in India the Innovation of using plastic or mobile applications or internet for banking transactions in short notice was a hardship faced by the majority of the population due illiteracy in ICT among others. In India, the legal tender of 500 and 1000 was valid for business transactions for 3 days from the date of cessation and 50 days for exchanging the notes at banks. This is evident of panic and frustrations due to planning of RBI.

By review of the above articles the author confines his belief on contributing to the present historical phenomena about demonetization in India using visual analysis as a select method for interpreting the social impacts faced with transactions in banks recently.

Purpose of study and Research Objectives

The main purpose of this study is to observe how online news photographs are reported and shown about the events of cash crunch at banks in India during November 2016 to January 2017. This research study will investigate the images projected in the online newspapers about the disarray in banks from their normal operations against the inconvenience caused due to the currency refurbishment process of reverse-supply chain. The paper will interpret about the framing of the public and bank employees in news photos that shows the **disarray** in banking process and the hardships and inconvenience caused due to currency reverse-supply chain amongst the Indian public.

RESEARCH DESIGN AND METHODOLOGY

Critical Discourse Analysis(CDA), a method of qualitative research will be used to analyse the research objectives. In order to investigate the social effect due to demonetization of inconvenience caused to make the Indian public suffer, this paper will engage in CDA, of images of the public at banks. Discourse considers categories of texts, visuals and symbolic information. Since this study focuses on the images, the analytical method is known as Critical Visual Analysis(CVA). Visual literacy as perceived by Chauvin (2003) is the capability to observe, investigate, analyse, value and communicate in any form that engages reasoning process of the photographs. In this study images from the internet newspaper will be examined to signify their social impact of inconvenience and disarray in banks.

CVA as a research method attempts to find out how visuals arouse truth. CVA discriminates how images together originate and continue socially constructed opinions about the subjects projected in the photos. The impact of these images projected in the photos may arrive at similar interpretations and can create this view by the society as valuable and true due to their socio-political and economic creation and dissemination of the truth by power institutions like the press (Foucault,1980).

CVA is useful for its weightage on power and important to this paper. There is the power print, electronic and interactive media to distribute perceived truth in the cash trapped Indian banking system due to demonetization. CDA “treats the... visual choices on the screen [or paper] as subtle indicators of the power of [news imagery] to mediate the world to the world... [and] to classify the world into categories of ‘us’ and ‘the other’.” (Chouliaraki,2006)

Gathering public opinion by interview would give a better knowledge of how people respond to images and their opinion of disarray and inconvenience. The study focuses primarily on images of news photographers to establish that the Indian public have suffered due to demonetization. CVA focuses on the details of the image like the subjects, origin and the background choreographed. This research as suggested by Rose (2007), would focus on the details of individual images. CVA is an independent form of analysis and this paper examines the images based on critical discourse analysis and author’s views. The author feels that visual communication has a significant role in audience insight of news content. It is suggested that public opinion be researched to validate the findings of this study.

Data sourcing

This research selected images that have a surrounding of a bank and people doing banking transactions from online news datasets and the internet version of newspapers across popular languages in India. The information in these editions is available as hyper text markup language (HTML) and scanned images of the print version in archives. The HTML version was selected from majority of the news websites and few on scanned images. Both of which were freely accessible.

Sample Size

The sample size formula followed by Nwanna’s (1981) in the selection process (Odoemelam, 2012) was used. The formula denotes $n = NV(p)/100$. Where: n = the sample size; NV = the population value and P =expected frequency value = 3 percent. Therefore $n = ((74.27)3) / 100$. NV is the number of days from November 8th 2016 to January 20th 2017 x 27internet newspapers or websites.

n=59.94

n=60 (Actual sample size selected is 61).

Selection of the photos

A stratified random sampling procedure which is a form of probability sampling is selected which is generally used when the primary interest is in the representativeness of the sample for purposes of commenting on the population. Images from about 27 different internet newspapers covering languages as English, Malayalam, Kannada, Tamil, Hindi, Marathi, Bengali, Telugu, Gujarathi, Punjabi, Assamese, Manipuri, Nepali and Urdu were selected from newspapers dated between 8th November 2016 to 20th January 2017 were screened by the news headers in 27 newspapers (see Table 1).

The news items were then screened to identify a photograph relating to the bank and the public wanting to do banking transaction. The identified photograph was then downloaded and given credit to the source. Multiple pictures from the sample was from each of the two editions were selected for interpretations representing the sample size (n=61).

Unit of analysis

The unit of analysis is the visual photos of the news on demonetization. In this study the visual picture, in contrast to textual components, are conceptualized as photographic images in the news on demonetization in India. The study selects the still photos presented in the hypertext markup language format Internet newspaper and news datasets.

Analytic categories for critical visual analysis

Kress and van Leeuwen (1996) explain that visuals bring out the meaning as linguistic structure. It highlights various interpretations of experiences and dissimilar forms of social communication. The meaning derived from the visuals and language can overlap in part as some information can be said only visually or verbally and others both visually and verbally.

There are numerous ways to analyze a work of photograph and it normally starts with the picture. Basic picture work looks at form, genre, subject matter, medium, colour, light and size

which are the building blocks of images (Schroeder, 2006). The significance of the images are analysed to its meaning of the visual photo. Among the 27 chosen sources of Internet newspapers, many news articles concern the inconvenience and hardships of the public and banks during this period of currency refurbishment in India. By following the selection process mentioned above, the sample was restricted to 61 pictures as reflected in Table 1 and Figures 2 to 61 (see Appendix).

As the main purpose of the study is to observe how online news photographs are reported and shown, about the events of cash crunch at banks during currency reverse-supply chain process in India. An image was analysed by identifying the main picture represented and meanings indicated. The meaning and the construction of the headers of the news and the text reflecting the images were scrutinized. Themes were identified within the photo relating to inconvenience and hardships. Thereafter they were supported by other similar samples found in the research data and validates the theories of social responsibility and media framing. By this process, the audience insight of news content from visuals is assumed to be significant.

ANALYSIS AND FINDINGS

The following documents the results from a Critical visual analysis of 61 photographs from Internet newspapers and online news datasets. The research was designed to analyse the phenomena of disarray in banks due to currency reverse-supply chain activities in India during November 2016 onwards. The sample data was sourced from Internet newspapers or websites of popular news publishers in India and abroad. The flow of online news is projected between November 2016 and January 2017.

On November 8th 2016 the important news to be noted reflecting India and other nations in newspapers are on the defence ministry headed by Defence Minister Manohar Parrikar clearing projects worth Rs.82,000 crore and India entering into two Memorandum of Understandings with united Kingdom, one on the intellectual property and the other on bilateral cooperation of doing business with ease by British Prime Minister Theresa May and Narendra Modi (DHNS, 2016a; DHNS, 2016b). The media announcement by Prime Minister Narendra Modi considered as live, was pre-recorded and edited as lack of evidence for being live telecast

(Dhar, 2016). Further on, the public were stranded on their normal lives which are an outcome of the impact of the mass media projecting currency refurbishment by the reverse-supply chain drive of the Government.

In the data collected, one of the most widespread and repeated theme was the image of the serpentine queues formed by bank account holders before the public sector banks in India as the issues of demonetization emerged by shock. The visual content repeatedly showed the inconvenience, loss of productive hours, hardships and curbing people to meet the daily needs that have led to much negative debate questioning if such a move was actually to meet the objectives of calling back for old currency in order to curb corruption, black money, terrorism and counterfeiting or is it just a political promotion.

Figures 2 to 4 paradigm images are projected by BBC News (Biswas, 2016). The photographs illustrate men and women standing in queues in distress and hope to complete their transactions. While figure 4 show the display of an Automated Teller Machine (ATM) as “Sorry, temporarily out of service, please try again later” by a women having ample time to dust the machine. Such physical constructions and the implications created are an effective means of showing the inconvenience and hardships faced by the public. The narration of the photos say “Indians have queued up at banks to deposit their expired currency”; “Many say that the poor and the middle class are the worst hit by the ban”; “ Indian people are fretting about how to withdraw their money”; and “Cash machines have run out of money in many cities.” The text and illustration do have a match relating to inconvenience and hardships of the public. The other publishers too have similar depiction in photographs. The tech savvy individuals were at ease.

The New Indian Express as depicted in figures 5 to 7 indicate that the mobile ATMs, and bank branch offices cannot fulfill the public’s need to exchange old currency or receive deposit within the stipulated time. It is quite clear that each individual would have varied need to meet daily expenses from health, food, travel, shelter to several payments. The anxious wait would only result in anger, raise in blood pressure, strain, imbalance in heart beats that could damage people health and about 33 deaths were reported due to these hardships (Express Web Desk, 2016).It is questionable to a country that is governed by the democratic laws.

The foreign nationals have been left to spent less and to wait in queue to exchange their currency and youngsters wait at banks branches to do banking transactions which again is a repeat of the background compositional framing of these images as shown in figure 8 and 9 (Unnikrishnan, 2016) is of significance and relevance to inconvenience and hardships to public.

As for the Malayalam daily Mathrubhumi highlights on the long serpentine queues before ATMs and also the pension and pay day problems faced at the treasury in December as shown in figure 10 and 11 (Mathrubhumi, 2016). These too repeat on the significance and relevance to inconvenience and hardships to public.

The Hindu reported about the people ending up to borrow money and conduct weddings, women and men waiting in queue in the hot sun as seen in figure 12 to 14. The news headers as “Post demonetisation, villagers in Uttarakhand are borrowing money and rations for weddings”; “People in remote village suffer the most”; “People are affected, there may be riots: Supreme Court”; and “Explain steps taken to ease suffering of rural people after demonetisation, SC tells Centre” were some of the articles and related photographs. This remains extremely significant on asemiotic level and framing of inconvenience and hardships. Frames are important in creating representations that decide what to show and exclude (Entman, 1993).

The popular Marathi daily, Daily Salkal illustrate in figures 15 and 16 the very long wait and daily wages women being stranded due to non-transaction on time at banks (Devikar, 2016). Similar are the depictions in figures 17 and 18 by Punjab Kesari a leading Hindi daily. The repeated illustrations of people suffer by disarray in banks due to currency crunch, connotations are constructed and supported on inconvenience and hardships faced by the common man. The popular Hindi daily Ptriba showed images of closed ATMs, which is still a phenomena in many parts of the country and hundreds in queue at a bank branch with grim faces (see figures 19&20). Similar are the depiction in images published in Sakshi a leading Telegu daily (see figures 21& 22), Tamil daily Dinakaran (figure 23), and Anand Bazar Patrika a leading Bengali newspaper shows the tired senior citizens suffer waiting outside to withdraw their money(see figures 24& 25). Who could we question for these half-baked plans executed that have led to sever hate and distrust on Indian currency?

The Hindustan Times photo on the news photo, “Tourists perform on the streets of Pushkar to raise money for tickets to New Delhi after the demonetisation of high-value currency left them ‘virtually penniless,’” (see figure 26) is clear of the fear created among foreign nations to visit India. There were two groups of foreigners hailing from Germany, Australia and France who were displaying placards that read “You can help us” and “Money problem” at the Gau Ghat in Pushkar seeking financial help (Hussain, 2016). The news on “Demonetisation: Why India’s poor will no longer believe the news” project people sleeping in the surroundings of the Reserve Bank of India, waiting to transact with the bank(see figure 27), the semiotics of manner connotes in creating the hardships and inconvenience caused to the public at banks. It is a clear implication of disarray at banks creating an impact on our daily routines of cash transactions.

Figures 28 to 33 are repeat representatives of frames on inconvenience and hardships faced by the public as illustrated by the Vijayavani, a leading Kannada news daily and Deccan Herald, a local English daily of Karnataka. The article on “No holiday for banks today” have created terrible hardships for the bank employees to critically handle bank transactions and continue to shout at the misbehaved public who rarely listen to the security guards of the deployed policemen (DHNS, 2016).

The Economic Times story on “Due to bank closure tomorrow in some parts of the country, distressed people are thronging branches since most of the ATMs are out of cash”, “Restrictions at bank counters and cash machines are likely to continue even into the new year, according to top bank executives”; and “Demonetisation: Serpentine queues get longer at banks, ATMs” (See figures 34 to 36) show signs of disarray at banks and hardships by people. These figures depict people standing for long hours at the outdoors with unhappiness. The semiotic projection of the images are from a distance and of the rich and top executives have been shown to do banking transactions with convenience, which is rare to find in other images in the media.

Divya Bhaskar, a very popular Gujarathi daily, have highlighted close up's at gate crashes in figures 37 to 39. A police man and a guard try their best to control the crowd but is in vain. Ladies are crushed in the crowd, creating hate and shouting from the public and none are seen to have happy faces facing the camera. The Assamese daily Asomiya Pratidin (figure 40& 41) and Ajit a leading Punjabi daily (figure 42) depict agitation and protest due to the inconvenient and hardships caused to the public by demonetization by the Bharatiya Janata Party(BJP).

A topless women front of the RBI is highlighted by Daily Thanti, a popular Tamil daily and questioning if the plastic card and mobile banking really works at this pressure time (see figures 43 to 45). The Urdu daily, Munsif (see figures 46 & 47) portray bags of old notes being thrown on the river and people fetching the same. These images all give a negative feeling of the government who had by pressure dominated on the announcement supported by the RBI.

Prameya, a leading Oriya news daily have shown the images of the elder men and women on tears due to their health problems like tension, pressure, tiredness, giddiness, faint and pain by standing in these serpentine queues. Is the RBI and BJP humane in causing a nation-wide fear and terror in the minds of the people for some undisclosed vague objectives of the Government? (see figures 48 to 50).

The North East Today, an English daily of Meghalaya show the fret of a women who is unable to get outside the bank because of men waiting in large numbers to enter the bank (see figure 51). Similar is the depiction by Naharolgi Thoudang, a Manipuri news daily (see figure 52& 53) where women are seen squatted and standing in large numbers front of public bank branches. The Himalyan Times, a popular English daily in Nepal (see figure 54& 55) show that people are standing front of bank branches and post office from early morning, in order to do a financial transaction. The news story "India's demonetisation drive drags down Nepal's economy" in The Himalyan times also validate the effects outside India.

Amit from Reuters captures a pictures (see figure 56 to 59) showing how women protest with "anger" on the social problems related price drops of commodities and unavailability of currency for daily transactions. The images also highlight of women in wonder and without any knowledge why they have to suffer to exchange or withdraw their money. And at critical

moments when a machine has to be a working alternative, we find most cash vending machines are not working. News stories support these pictures with headers as “Anger grows in India as banks struggle to swap banned notes”; “Death of a cashless woman in India” “This is not what financial inclusion looks like”; and “Temporary hardships’ are lasting longer than anyone would like” (Khan, 2016). The Huffington Post support this with the news story on “Most deaths are of the elderly collapsing in long bank queues” and “Demonetisation death toll rises to 50”. The images of women waiting in distress are shown more by the Huffington Post (See figures 60 to 62). All these select pictures are evidence to establish that visual communications have a significant role in audience insight in news content. The evidence support the objective of the study as the findings shows there was a chaos due to disarray at banks during the currency reverse-supply chain drive in India and the public have faced inconvenience and terrible hardships.

Most pictures shown by the Internet newspapers have subjects shown from a distance representing a non descriptive group of people front of Bank branches in India. The effect is that the frames of the images (figures 2 to 62) are of the semiotics validating inconvenience and hardships faced by the public in India due to bad planning of RBI and BJP’s governance to execute the currency refurbishment with a vision of digital economy and a notion of curbing black money, counterfeiting and terrorist financing.

CONCLUSIONS

This research espouses visual focus to highlight how visual genre is effective in perception over text and focused to the frames selected on the historic poorly planned, painful demonetization process in India leading to economic slump, inconvenience and hardships to the public which was absolutely neither questioned by law on time nor actions taken by the court. The cancellation of 500 and 1000 rupee notes and replacing them with newly designed 500 rupee and newly introduced 2000 rupee note has caused undue disarray. This refurbishment process, disclose over internet newspaper that visual frames were appealed as a way of creating fear, anguish and distrust of the Indian currency and services by banks. The author would foresee common man stock money at homes than do transactions by use of Information and

Communication Technology or banking transactions due to the trickledown effect on the RBI & BJP that created cash crunch in the Indian economy. The fear of surcharges, lack of operating knowledge and insecurity by the banks and ICT based platforms for business transactions would soar in the coming years. Nevertheless, the Government can exercise for their payments and receipts using ICT based transactions, but it would take mammoth of time for the Government to remove trust from people on physical paper or coin currency from a common man's perception to switch to alternative technology based business transactions.

The new order of cashless is not new to the organized businesses and employees of organized businesses. It is absolutely new for the Government to unleash and leave the control of the lakhs of crores of rupees to be received directly by the common man. Hence, the government, the political party workers and their stakeholders for profits need to exercise what is professed on technology based business transactions, and working towards a cashless economy. The distrust on any currency denomination is just a beginning of nations distrust on the people and their process of taking business decisions that could in the long run disrupt the Indian economy.

The disarray on currency refurbishment was not only disliked by the public but equally by the bank employees who had to shout and at the same time concentrate to enter the correct banking transactions which is tedious and mentally disturbing. The literature review has shown how images in the media can be used to interpret any phenomena in society and highlight their perceptions. Critical Visual Analysis was adopted to achieve to define if the news headers and content can be objectively reflecting the images.

The social responsibility theory demands the media to exercise their social responsibility and gate-keeping roles by drawing attention to the dramatic situation posed by demonetization in India. This research has validated the situation on the frames inconvenient and hardships of the public which is evident in the critical visual analysis based on the news headers and the content relating to the images shown in figures 2 to 61. This research should be perceived as an initial enquiry towards a future study to validate externally by public opinion and other perceived frames on currency refurbishment else the methods and results would remain as convictions by the author only. Future research would benefit the fraternity of academia, media and Government for considering conducting research based on Critical Visual Analysis. The

concluded paper on state of disarray on currency refurbishment which has validated the frames on inconvenient and hardships faced by the common man can be re-investigated for objectivity in the same phenomena using text and moving visuals which are dynamic in comparison to the Internet newspapers in India. However, this research hopes to have made some contributions to the body of academic literature of communication in India for research scholars to accept CVA as a method for information dissemination and perceptions by the public especially in such dramatic phenomena which need to be questioned on its objective of political motives and governance superseding economic sluggishness and harassment to the public.

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2016/11/08/full-text-of-indian-prime-minister-narendra-modis-speech-on-replacing-largest-rupee-notes/

ANNEXURE 1

Table 1

List of newspapers language wise selected for data sourcing of images between 8th November 2016 to 20th January 2017.

Srlno	Online Newspaper / news website	Language	Website
1	BBC News Online	English	www.news.bbc.co.uk
2	The New Indian Express	English	www.newindianexpress.com
3	MalayalaManoramma	Malayalam	www.manoramaonline.com
4	Enadu	Telugu	www.eenadu.net
5	Mathrubhumi	Malayalam	www.mathrubhumi.com
6	The Hindu	English	www.thehindu.com
7	Daily Salkal	Marathi	www.epaper.esakal.com
8	Punjab Kesari	Hindi	www.punjabkesari.in
9	Patrika	Hindi	www.patrika.com
10	Sakshi	Telugu	www.sakshi.com
11	Dinakaran	Tamil	www.dinakaran.com
12	Anand Bazar Pathrika	Bengali	www.anandabazar.com
13	Hindustan Times	English	www.hindustantimes.com
14	Vijayavani	Kannada	www.vijayavani.net
15	Deccan Herald	English	www.deccanherald.com
16	The Economic Times	English	www.economictimes.indiatimes.com
17	DivyaBhaskar	Gujarathi	www.divyabhaskar.co.in
18	AsomiyaPratidin	Assamese	www.asomiyapratidin.in
19	Ajit	Punjabi	www.ajitjalandhar.com
20	Daily Thanthi	Tamil	www.dailythanthi.com
21	The Munsif	Urudu	www.munsifdaily.in
22	Prameya	Oriya	www.prameyanews7.com
23	The North East Today	English-Megalaya	www.thenortheasttoday.com

24	NaharolgiThoudang	Manipuri	www. naharolgithoudang.in
25	The Himalyan Times	English in Nepal	www. thehimalayantimes.com
26	Reuters	English	www.in.reuters.com
27	Huffington Post	English	www.huffigtonpost.in

ANNEXURE 2

BBC Online News - English

Figures 2



Figure 3



Figure 4



The New Indian Express - English

Figure 5



Figure 6



Figure 7



MalayalaManoramma– Malayalam

Figure 8



Figure 9



Mathrubhumi - Malayalam

Figure 10

Figure 11



The Hindu - English

Figure 12

Figure 13

Figure 14



Daily Salkal - Marathi

Figure 15

Figure 16



Punjab Kesari - Hindi

Figure 17

Figure 18



Patrika - Hindi

Figure 19

Figure 20



Sakshi - Telugu

Figure 21

Figure 22



Dinakaran - Tamil

Figure 23



Anand Bazar Pathrika - Bengali

Figure 24



Figure 25



Hindustan Times - English

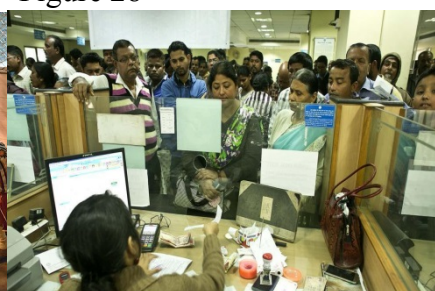
Figure 26



Figure 27



Figure 28



Vijayavani - Kannada

Figure 29

Figure 30

Figure 31



Deccan Herald - English

Figure 32

Figure 33



The Economic Times - English

Figure 34

Figure 35

Figure 36



DivyaBhaskar - Gujarathi

Figure 37

Figure 38

Figure 39



AsomiyaPratidin - Assamese

Figure 40

Figure 41



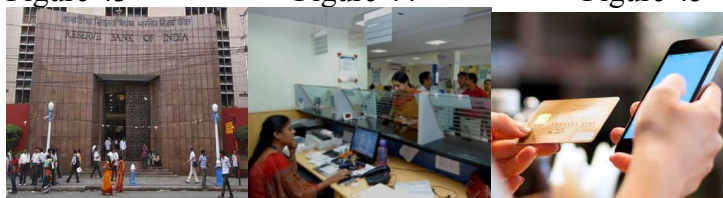
Ajit - Punjabi
Figure 42



Daily Thanthi - Tamil
Figure 43

Figure 44

Figure 45



The Munsif - Urdu
Figure 46

Figure 47



Prameya - Oriya
Figure 48

Figure 49

Figure 50



The North East Today
Figure 51 – English at Meghalaya



NaharolgiThoudang - Manipuri

Figure 52

Figure 53



The Himalayan Times - English

Figure 54

Figure 55



Reuters - English

Figure 56

Figure 57

Figure 58

Figure 59



Huffington Post - English

Figure 60

Figure 61

Figure 62

