Abstract

Communicating thoughts, ideas, services etc. serve the basic purpose of the designed message meant for the targeted population. Various agencies try to communicate with their targeted population through conventional as well as new media. Wall writing is such a medium through which various agencies are utilising for conveying environmental messages. Depictions of the required message in the format of wall writing do have the advantage of being easily comprehensible by the common people. But, how far, the conveyed messages through wall writing have any impact on the eco-friendly behaviour of the people is a matter of concerned. Manipur, a state, known for its rich flora and fauna is witnessing the deteriorating environmental condition. The researcher makes an attempt to explore the themes of wall writing, accessibility of wall writing and environmental awareness level of the common people in Imphal City. The findings of this study give a glimpse of the ground realities of the situation and make meaningful contribution in the field of environmental education in Manipur.

1. Introduction

Generally, outdoor media refers to any kind of communication media that exists out of home or studio. In the parlance of advertising professionals, it is called Out of Home media (OOH media). OOH media is of stationary as well as transitory forms. The stationary media includes billboards, hoardings, posters; painted walls, sky writings, neon signs, shopping malls displays, rail/bus terminals displays etc. But, the transitory forms encompass of vehicle panels, back side displays of pedal -rickshaws, rear part displays of auto-rickshaws, displays on trucks etc. Now, people as well as advertisers have realised the importance of targeted, significant offering as compared to bombing customers with any and every kind of offerings. Out of Home (OOH) media, have been effective in providing not only localised, but also area-specific relevant offerings to the targeted customers. OOH media allows the advertisers with local inputs which can be tailored and updated continuously to enhance connectivity with the public. This in turn has helped them in getting more attention from public. For example, posters in a certain locality give information of...
local shops, activities, key happenings in that particular area. These are specially directed at the local population in that vicinity, thus, making it more personalised and attractive.

Imphal is the capital city of Manipur. Nearly, 10 lakhs population are residing in Imphal city. Being a capital city as well as commercial hub of the state, various governmental and non-governmental agencies vie for putting up of their respective advertisement through suitable media and at proper places. Big hoardings and billboards are ubiquitous in and around Imphal city at various roadside. Even the wall of the buildings or the fencing walls are occupied with various wall writings (letters with or without pictures) conveying various messages of the sponsoring agencies. Most of the messages are for products, services, schemes, social issues, political issues etc. But, some of them carry message for moral values and environmental protection. Manipur is an agricultural state. Nearly, 70% of the population depends on agriculture and allied activities. And, handloom industry is the largest and main cottage industry of the state. Therefore, OOH media has lesser function comparatively with other industrialized states and metro cities of India. Although, mass media like radio, television, newspaper etc. take key role in disseminating information, still OOH media have supplementary role. Hence, OOH media remains indispensable part of mass communication.

2. Operational Definitions:

- **Wall writing**: Wall writing is the art of writing on the wall of a house, offices, institutions, public places etc. for specific purposes. Particular writing is associated, sometimes, with pictures that serve the intended purpose. It’s a medium for communicating particular message to the targeted population. Visually, the components of wall writing include letters and pictures (hardly) which serve as visual language for conveying the designed message to the targeted population. An added advantage of wall writing is being an immovable medium and stands at specific place if undisturbed.

- **Environmental Awareness**: Environment refers to our physical environment. It basically encompasses both living and non-living things around us. Environmental awareness relates with an individual’s awareness about his/her surroundings. An aware person shows visible behavioural changes in one’s views and actions that are favourable to the conveyed message. Both NGOs and governmental agencies are trying hard to create public awareness through various media. Wall writing is one of OOH media which is being used by various agencies for conveying specific messages to the targeted population. Creating public awareness is the foremost step for an effective implementation of particular programmes and policies.

- **Conventional Media**: Conventional media refers to mass media like radio, television, newspapers etc. that has been existing since pre-computer era. The basic purpose of mass media is the fulfilment of informational, educational and entertainment needs of the people. Therefore, messages are designed and conveyed through mass media to conform to the said purpose.

- **New Media**: According to Williams, Stover and Grant (1994), new media had been defined as “The applications of microelectronics, computers, and telecommunications that offer new services or enhancement of old ones”. Therefore, new media encompasses mobile phones, video games, internet etc. Being possessive of unique characteristics like interactivity, multimedia convergence, hypertexuality etc, and new media had redefined the modern mode of communication.
3. Respondents’ Demographic Profile

The present study is conducted among the permanent or temporary dwellers of Imphal City. Convenient sampling technique is used for taking sample from the residents and 60 respondents were conducted telephonic interview with the pre-set schedule. The study shows that all the respondents belong to the Meitei community. The age wise distribution of the respondents are 20% (15-20yrs.), 30% (21-26 yrs.), 15% (27-32 yrs.), 35% (33-38 yrs.). Out of total respondents, 55% represent OBC, 5% belongs to SC and remaining 40% belongs to general category. Since the respondents are from Meitei community they speak Meitei Lon or Manipuri language.

Nearly 80% of the respondents know Manipuri, English and Hindi but, 20% of them know Manipuri and English only. About 75% respondents are Hindu while other 13% represents traditional faiths of Meitei community and the remaining 4% represents Christianity. Study shows that the respondents are from joint family. Majority of the respondents i.e. 65% are students while 30% of the respondents are working persons. Only 5% of the respondents are self-employed.

Income level of the respondents shows interesting pattern. Nearly, 60% of the respondents are having above 6.5 lakhs as annual income while 40% of them are having an annual income of below 6.5 lakhs. Educational qualifications of the respondents vary from under- matriculation to Ph.d degree holders. Majority of the respondents i.e. 40% possess PG degrees while the respective share of other qualifications are 30% (Graduate), 10% (Ph.D), 10% (12th pass), 10% (10th pass) and 5% (under 10th std.). Regarding the possession of mass media, the study shows an interesting pattern. Majority of the respondents i.e. 95% possess radio, television, mobile, newspapers, and internet connection whereas 5% of the respondents do not possess mobile handset. It reflects the accessibility of mass media as their source of information, education and entertainment.

4. Discussion For Wall Writing And Environmental Awareness

**Table 1-Respondents’ sighting of wall writing:**

<table>
<thead>
<tr>
<th>Sighting</th>
<th>No. of individuals</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>60</td>
<td>100.00</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td><strong>Total=60</strong></td>
<td></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Wall writing is part of OOH media in Imphal city. Any regular commuters or an irregular commuter of Imphal city is prone to see wall writing. Therefore, there is greater chance of high exposure of wall writings to the commuters of Imphal city. Survey shows that all the respondents have seen wall writing at various places in Imphal city and indicate that majority of the respondents got exposure to wall writings.

**Table 2-Places of wall writings**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office wall</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>School wall</td>
<td>17</td>
<td>28</td>
</tr>
<tr>
<td>College wall</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Hospital wall</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>Public Park</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Bus Stand</td>
<td>10</td>
<td>17</td>
</tr>
<tr>
<td>House gate</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Side of over bridge</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Market Wall</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
Putting up of particular advertisement at a suitable place is a determining factor for efficient conveying of particular message. The finding shows that nearly 28% of respondents have seen wall writing on school wall. While the respective share of other places are Bus Stand( 17%), Hospital wall (13%), Public park(10%), College wall(8%), Office Wall (8%), Market wall (6%), Side of overbridged(5%) and House gate (5%). Hence, it indicates that most of the wall writings are made on school wall while preferences to other places are comparatively less.

Table 3 – Ability to recall the themes by the respondent

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Able to recall</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>Unable to recall</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100</td>
</tr>
</tbody>
</table>

An individual’s ability to recall the themes of wall writing reflects the frequency of sighting the wall writings at their respective places. Astonishingly, the findings disclose that 100% of the respondents are able to recall the themes of the wall writings. Hence, it suggests that wall writing is putting up at places where frequent sighting do occurs.

Table 4- Ability to recall the message by the respondent

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>33</td>
<td>55</td>
</tr>
<tr>
<td>No</td>
<td>27</td>
<td>45</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100</td>
</tr>
</tbody>
</table>

Recalling particular message indicate grabbing of public attention by the specific wall writing. The finding shows that 55% of the respondents are able to recall the message whereas only 45% of the respondents are unable to recall the messages being displayed. Hence it reveals that more than half of the respondents’ attention is grabbed by the displayed wall writings. Their attentiveness arouses their interest to read particular message being displayed on the wall. Nearly less than half of the respondents’ attention could not be grabbed and their interest do not arise for reading it.

Table 5- Frequency of sighting particular wall writing by the respondent

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>2-3</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>4-5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>&gt;5</td>
<td>54</td>
<td>90</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100</td>
</tr>
</tbody>
</table>

Repeated sighting of particular wall writing by an individual indicate whether he/she is a regular or an irregular commuter of the city. It is not only the mobility of an individual has been reflected but also the frequency of exposure one is having with those wall writings. Nearly 95% of the respondents are exposed to those wall writings more than five times. While those respondents who got exposure with once and twice to thrice times have the share of 5% and 5% respectively. Hence, it indicates that all the respondents have got the exposure of wall writings.

Table 6- Knowledge of sponsoring agency:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>57</td>
<td>95</td>
</tr>
<tr>
<td>No</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100</td>
</tr>
</tbody>
</table>
Having knowledge of particular objects or ideas indicate the awareness of that person about those objects or ideas. Knowledge creates awareness. An aware person took the matter seriously and taken care of not committing the mistakes repeatedly. Nearly 95% of the respondents are well aware of the sponsoring agencies of those wall writings. Only very few of them i.e. 5% are unaware about the sponsoring agencies. Hence, it suggests that respondents are familiar with those sponsoring agencies of wall writings.

### Table 7- Communication of particular message by the respondent

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends</td>
<td>21</td>
<td>35</td>
</tr>
<tr>
<td>Family</td>
<td>14</td>
<td>23</td>
</tr>
<tr>
<td>Relatives</td>
<td>14</td>
<td>23</td>
</tr>
<tr>
<td>Others</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Not at all</td>
<td>11</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100</td>
</tr>
</tbody>
</table>

Wall writings conveyed various messages to the targeted population with certain purpose. Communication of particular message by an exposed person shows the effectiveness of the medium. The exposed person shares the message with his/her dear ones. It serves the intended purpose for which the message is being displayed. Maximum sharing of messages i.e 35% do occurs between friends. While the finding reveals an equal percentage of sharing of messages among family (23%) and relatives (23%). Nearly 18% of the respondents do not share the exposed message with anybody. While only 1% of the respondents do share the messages other than the family, friends and relatives. Hence, it indicates that mostly sharing of messages happens with family, friends and relatives.

### Table 8- Feedback from the communicated person

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>18</td>
<td>30%</td>
</tr>
<tr>
<td>No</td>
<td>42</td>
<td>70%</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100%</td>
</tr>
</tbody>
</table>

Having feedback by the communicator indicated that the communicated message serve the intended purpose effectively. Communication without feedback shows the ineffectiveness of the particular medium in conveying the certain message. Feedback is an indicator for the success of a particular communication process. Therefore, getting feedback is an essential part of a communication process. The survey shows that 70% of the respondents are not getting any feedback from their respective relations. While only 30% of them are claiming having feedback from their respective relations. Hence, it is being observed that mostly the communication of particular messages hardly find feedback.

### Table No.10- Respondents’ opinion on the role of wall writing:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Good</td>
<td>48</td>
<td>80</td>
</tr>
<tr>
<td>Better</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Best</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100</td>
</tr>
</tbody>
</table>
“Medium is the message” said by McLuhan. It shows the importance of a particular medium in conveying certain message. If a particular message is conveyed through a suitable medium to a targeted population, the success of the communication process is guaranteed. Based on the targeted population, various messages are being conveyed through suitable media to reach the message most effectively. Nearly 80% of the respondents accepted that wall writing have a good role in conveying particular message to the targeted population effectively as compare with other mass media like radio, television etc. While the respective share of better role and poor role are 10% and 10%. No respondent claim the best role of wall writing as a conveyor of particular message. Hence, it is being observed that wall writing has some role in conveying particular message.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Totally agreed</td>
<td>9</td>
<td>15%</td>
</tr>
<tr>
<td>To some extent</td>
<td>45</td>
<td>75%</td>
</tr>
<tr>
<td>Disagree</td>
<td>6</td>
<td>10%</td>
</tr>
<tr>
<td>Cannot say</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Environmental problems become an issue across the globe as it affects everybody on the earth. Efforts are being made to tackle with those issues. Bringing mass awareness is the long lasting solution to a particular problem. Various media are being utilised to create awareness about the environmental issues among the public. The study shows that 75% of the respondents opined that wall writings help in creating awareness to some extent. While 15% of the respondents totally agree with the role of wall writing and another 10% disagree with its role. Hence, maximum of the respondents perceive the role wall writing in creating environmental awareness while minority of them are not able to perceive the role wall writing.

5. Conclusion and Suggestions

Wall writings are the medium of communication. It serves as visual language for public to carry particular message. Various agencies are taking help of wall writing for conveying various messages to the targeted population. Immovability and high sighting are the important characteristics of wall writing. NGOs, Governmental departments, various organizations, institutions and individuals are talking help of wall writing to convey various socio-cultural and politico-economic messages, besides spreading words of wisdom though it. Frequent sighting of particular message reminded a person about the intended message. It creates a sleeper’s effect in the minds of the on-lookers. People across various fields accepted that wall writing took certain role in awakening and mobilizing the people. Although, various forms of mass media like radio, television, newspaper, magazine, internet etc. are available but the reach and accessibility is not satisfactory. This particular medium of wall writing is helpful in bridging the gap between the haves and haves not of modern media facilities.

The present study shows that city dwellers recognise wall writing as an important medium of communication for environment and others issues. The medium of wall writing is mainly utilised for taking information. Most of the public agreed that wall writing acts as reminder of particular message which had been conveyed through other forms of mass media like radio, television,
newspapers, films etc. Since the reach and accessibility of mass media cannot reach cent percent, wall writing takes a supplementary role in fulfilling the intended purpose. Because, making available of all media facilities is not pragmatic due to various factors. The following suggestions are being lay down for consideration so as to exploit the full potential of wall writing as a medium of visual communication –

- Publicity of wall writing should be done through Films or Video albums in order to create awareness about it to the public.
- Inclusion of pictures should be made compulsory while making wall writing so as to convey the message more effectively.
- The script of wall writing preferably should be the script of the language being communicating in the particular area. English or Hindi can be used if the local script is not available.
- Bright colour should be preferably used while writing or depicting pictures on the wall.
- Attention needs to be kept on the maintenance of wall writing by concerned authority as well as the public.
- The sponsoring agency of the wall writing should consult with concern NGOs, civil organisations before putting up of particular message regarding pertinent matters.
- Font size of the letters should not be too small or too big. It should be visible either from a distance nor a nearby place. Better to write the gist of the message instead of writing a full paragraph of the message.
- Selection of suitable place for putting up of particular wall writing should be mandatory.
- Inclusion of more environmental messages is needed.
- Involvement of local clubs will increase effective implementation of the particular activity.
- Wall writing should be encouraged in residential areas and rotational changing of themes is suggested instead of displaying particular theme perennially.
- Involvement of local celebrities is suggested and need dedicated wall for the required purpose.

Acknowledgment
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6. References