



Organ Donation – A Study with Special Reference to Media (Tamil Films)

S. Ramya

Doctoral Research Scholar, Dept. of Business Administration, Annamalai University
Annamalai Nagar, Chidambaram, TN – South India

Dr. M. Ramesh

Professor, Dept. of Business Administration, Annamalai University
Annamalai Nagar, Chidambaram, TN – South India

Abstract

Organ donation and transplantation is likely to be one of the important medical accomplishments of this century. India lags behind in organ donation when compared to other countries. The concept of organ donation and transplantation can be reached to a huge audience through mass media. Among mass media, films and broadcast media like television reach more people, even the illiterates. In this study, organ donation storylines in Tamil films are analyzed to understand whether it promotes organ donation or act as a counter-campaign for organ donation by promoting fear and myths among the public. The films with organ donation story lines are identified through a focus group discussion, and they are analyzed for various themes. Eight different themes emerged from the storylines. They are spirit possession, organ sale, organ trafficking, impulsive unthinking donation, live donation consequences, reunion and organ donation procedure. These themes are discussed in detail to find whether it contributes to the knowledge or myths about organ donation.

Key words: Organ donation, Mass media, social marketing, Tamil films.