

Effectiveness of Visual Effects as a Digital Storytelling Tool in Short Films: A Perception Study of Film Viewers

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Abstract

The present era of digital revolution is characterised by the growing impact of technologies like graphics and animation, websites, search engine optimization, engaging social media platforms with innovative content and application of artificial intelligence tools. Amid these, visual effects have emerged as one of the most attractive tools of Digital Storytelling. Presently, short films are also making widespread use of this cutting-edge technology to deliver stories in an engaging manner. The study employs Primary Research Method and conducts survey among the young Indian film viewers and comes to relevant conclusions regarding the effectiveness of the usage of this technology in the perspective of short films.

Keywords: Digital; Engaging; Short films; Storytelling; Visual effects.

Introduction

India has always been known in the global diaspora for being one of the countries which produces highest number of films of different languages and genres and its steady growth by leaps and bounds bears testimony to this fact. Films have been influencing the mindset of the masses for ages and whether its parallel cinema or the box-office oriented commercial hits or presently the exciting web series on OTT platforms, all have their typical elements and their own fanbase. Several factors have played a significant role in making the films more impactful and popular amongst the viewers thus leaving a deep imprint on their minds.

In the present era, short films have been very successful in grabbing the attention of the audience and creating a stronghold for themselves in the



“The Portrayal of LGBTQ Community in Indian Web Series: Thematic Analysis of the Married Woman & Four More Shots”

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Abstract:

The OTT (over-the-top) video platforms are rising as the consumers are spiking in India. While local streaming services such as Hotstar and Jio Cinema have grown in popularity, global players such as Netflix and Amazon Prime have steadily increased their market share in India. The effects of media content served over the OTT platform has the elements of entertainment, raising consciousness and awareness about the issues and concerns of the society. According to PwC’s Global Entertainment & Media Outlook 2020-2024, the Indian E&M industry’s long-term prospects are bright, with a 10.1 percent CAGR predicted to reach 55 billion USD by 2024. According to Denis McQuail (2000), the media content informs, shape the beliefs and values of people and the media is thought to have not only objective effects on society, but it also performs a social function. The media has repeatedly played an important role in promoting awareness regarding community problems and have featured LGBT-related content. The study aims to evaluate web series in the perspective of Indian society. Indian media has portrayed LGBT in the conventional ways, depicting them as fragile, meek, and helpless, and has oppressed them in a variety of ways but in the current scenario, they are being depicted in various shades. The objective of this research paper is to determine how the LGBTQ community is portrayed in the web series “*the Married Women & Four More Shots*.” The research would be qualitative, with a thematic analysis technique used to better identify the types of content representation of LGBTQ Indian web series.

Keywords: LGBTQ, OTT media content, Web series, Section 377





Figure 1B Metastatic (amelanotic) tumour deposit in the third part of duodenum with contact bleeding (Patient 3) was noted in the distal duodenum, biopsies of which identified malignant melanoma (Figure 1B). He later underwent small bowel resection, with histology confirming metastatic melanoma with clear resection margins.

Discussion

Cutaneous melanoma can metastasize to the GI tract in up to 60%¹ of cases, although symptoms only occur in approximately 1-5% of cases.² Our three patients demonstrate that when GI symptoms do occur, they are similar to those expected of primary GI tumours.

As symptoms are often insidious, there should be a high index of suspicion for metastatic recurrence in patients who have a previous diagnosis of melanoma, regardless of the timeframe, as demonstrated by the 15 year interval in our third patient.

Upper GI endoscopy is a first line investigation if GI malignancy is suspected. However since up to 58%³ of metastases occur in the jejunum and ileum these may initially go undetected, presenting a diagnostic challenge. In addition, standard CT imaging has been reported to have a limited sensitivity (60-70%¹) for detecting these metastatic lesions.

Endoscopy may identify nodules, ulcers or polypoidal lesions which may be amelanotic, again confounding the endoscopic diagnosis, prior to histological identification.

The above patients highlight the importance of a strong clinical suspicion in patients with a previous history of melanoma who present with anaemia or abdominal symptoms.

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A QUALITATIVE EVALUATION OF INFOGRAPHICS AND ITS USES IN HEALTHCARE COMMUNICATION

Keywords: Diabetes, Graphics, Healthcare, Infographics.

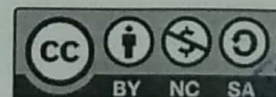
Editor,

Infographics are graphic visual representations of data, knowledge or information that are meant to deliver information quickly and clearly. Using infographics, complex information can be easily communicated to the general audience through a variety of platforms, including social media, websites, newspapers, poster designs, televisions and film advertisements. Recently, infographics have been proven to be incredibly effective in informing patients to better understand the procedures and pathological conditions involved in their diseases. Most of the Healthcare industries and professionals engage in infographics to explicitly communicate medical information to their patients. The goal of this research is to emphasize the importance of infographics in information design on type 2 Diabetes in order to provide adequate health information to patients, thereby improving the patients' decision-making abilities and the practitioner-patient relationship. The infographics were discussed with endocrinologist, Dr. Mahavir Singh of the National Institute of Medical Science (NIMS), Jaipur, India.

A total of 200 people from Jaipur's urban and rural hospitals participated in the study. Government Primary Hospitals and Private Hospitals were the target areas for the sample data collection. Visiting patients, patients admitted to hospitals, and their guardians were among the participants, who were of both the genders and the age ranged from 20 to 90 years (Figure 1). For this investigation, a questionnaire with two sections was constructed and used. The demographic information is collected in the first section of the questionnaire (name, gender, age, department and nationality). The second segment includes ten questions that are graded on a five-point Likert scale. The Likert scales for the questions were (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree. In this research, data was gathered utilizing a Purposive Sampling approach and Quantitative Research Methodology (Figure 1). An infographic design was also mentioned, which incorporates Type 2 diabetic information (Figure 3).

After the survey, the data were analyzed and the following graph was developed based on the research questions as shown in figure 1 and 2.

From the studies, we have discovered that data containing visuals is more adequate and comprehensible than facts containing only textual content. We additionally located that few of the patients who are not able to read the text supplied within the infographics can apprehend the visuals very easily. We would like to conclude that if we exhibit infographic information to the patients, it will help them in better understanding and provide comprehensible information concerning any disease.



UNSEEN ROLE OF ADVERTISING IN EMPOWERING WOMEN

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INTRODUCTION

"*Naari Shakti*" (woman power), a term used to describe and symbolise women who take charge of their own lives. Oxford gave recognition to *Naari Shakti* as the word of the year in 2019- the idea of woman power gets clear here (Today, 2019). Women empowerment has been a matter of concern from a long time. The first wave of feminism began in 19th and early 20th century in the western world that focused upon primary issues such as gaining the right to vote; second wave of feminism was started in 1960s which threw light and demanded equality against political and personal discrimination with the slogan, 'personal is political'; the third wave of feminism began in 1990s and is a post-modernist movement that focuses upon redefining the ideas of how women are portrayed in terms of beauty, sexuality, gender roles etc. Now is the time of fourth wave of feminism that began around 2012 and focuses up on women empowerment through technological tools like internet and many other.

Advertising is a medium of communication that effectively conveys messages to persuade the target audience to buy the respective products, is also known for portraying a real image of the society, just like films, in order to connect to the masses creatively and in an efficient manner. Various emotional appeals have been used in advertising since ages to develop a credible brand image in the minds of target and potential audience. In the recent times, brands have expanded their wings in terms of advertising their products- the advertisements that are being made lately are not only known for promoting the product but also to build conversations and bring about a change. Companies and brands take help of advertising campaigns to bombard the right messages with an aim of enlightening the masses about the changes that are needed in the society to uplift it and make it a better place to live in. The fourth wave of feminism has utilised tools available on internet to spread messages about women empowerment. The introduction of World Wide Web and Social Media platforms like Twitter, Facebook and Instagram have allowed the users to present their respective views about the matters of concern freely. These platforms are known to give access to people give light to their point of view and others to connect with them with similar perspectives. Advertising Campaigns have played a vital role in spreading the fourth wave of feminism correctly- digital campaigns being launched on internet have allowed numerous women to participate in the movement to empower themselves completely. Along with allowing the women to join in the movement, these campaigns have also been able to show stories inspired by real life incidents to encourage and motivate women to feel empowered and take a step forward to bring about a change in their lives.

It is interesting to note that most of the dictionaries only shows a pre-twentieth century definitions of the word empowerment as to empower, to give power to, was used first in 17th century (Mandal, 2013). Issue of women empowerment is now a global phenomenon, since the origin of United nations Organization, the issues of women's development has attracted the attention of scholars worldwide and it has become an integral part of all political agendas across world. It took 25 years for the united nations to proclaim the year 2001 as the international year for women's empowerment after declaring the women decade in 1975, when Indian also declared the year 2001 as the women's empowerment year (Asiedu, 2011) (Mandal, 2013). "Empowerment refers to increasing the spiritual, political, social, or economic strength of individuals and communities...." (Retrieved from <http://www.empowermentillustrated.com>) (Mandal, 2013). "Empowerment is an active, multi-



EFFECTIVENESS OF HEALTH RISK COMMUNICATION DURING PANDEMIC: AN EXPLORATIVE STUDY

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ABSTRACT

This article attempts to analyze the strategy adopted by the government of India to combat the COVID 19 pandemic, motivating people to take vaccine and addressing the issue of vaccine hesitancy. The study is based on the close review of various digital media platforms utilized by the government of India majorly the website and Facebook page of the ministry of Health and Family Welfare and awareness videos on YouTube. The results include a list of crucial gaps that have not been paid attention to or were ignored during information-based content development and dissemination via the official digital platforms. Also, a major gap was recorded in the set of information available in English, Hindi, and Vernacular languages. Vaccine hesitancy was one of the major issues during the pandemic. The study suggests that the issue of vaccine hesitancy was also under-addressed.

Keywords: Covid-19 Pandemic, Health Communication, Vaccine Hesitancy, Digital Health Communication, Covid Awareness.

INTRODUCTION

On March 11, 2020, WHO declared the outbreak of public health emergency of international concern and announced the spread of COVID-19 as a pandemic. (WHO Director General's Remarks, 2020) It has been past one and a half years since then and health ministries across the nations are still struggling hard to fight against the deadly virus costing innocent lives.

In India, the first case of COVID 19 was reported on January 30, 2020, and within 3 months the number grew to 1498 with 45 deaths (Times of India, 31 March 2020). After 14 hours of Janta curfew (people's curfew), 21 day's strict lockdown was announced on March 24, 2020, India received international praise for implementing the lockdown during the times when most of the leading economies were escaping it despite the severe community spread. In a research report of Oxford University (2020), India scores highest in the implementation of the strictest lockdown. However, India's battle with COVID 19 has undergone a see-saw effect since then.

The government gained international praise for the immediate strict actions to control community spread and the development of vaccines but received a huge amount of criticism in the land for not being able to provide for the rural migrants and daily wage workers. The mass migration with thousands of people walking hundreds of kilometers to reach their homes was labeled as insensitive decision-making by the ruling party. It is the biggest mass migration after the partition of India. (Mukhra et al, 2020)

On 16 January 2021, India announced the COVID vaccination drive with two 'made in India' vaccines. The priority was given to the medical fraternity and the people above 45 years of age. The first level target was to vaccinate about 300 million people by July 2021. But while the vaccination drive was yet to take a high swing; the country got hit by the second wave of COVID 19. Thousands of deaths every day, an increasing number of cases, and people's reluctance towards the COVID 19 protocol & vaccination drive turned the situation worst and distressing. According to the official data released by the Ministry of Health and Family Welfare; the vaccination



Responding to a question about qualities of Lokmat Times, the respondents said that they love to read Lokmat Times because of its easy language style. The maximum number of respondents opined that since Lokmat Times gives more coverage to school related news and local news they prefer to spend more time over reading Lokmat Times. 52 respondents of the 9th and 10th standards opined that they look forward to continuing with Lokmat Times. In response to a question about the lacunas, 49 respondents in the 8th, 9th and 10th standards opined that the news available in Lokmat Times are mainly translated and often stale news is published. When asked whether Lokmat Times can be used to help in learning, reading and speaking English language, 69 respondents responded positively and opined that Lokmat Times qualifies to be an educational aid in learning English language for the beginners.

Discussion and conclusion

The survey, which is conducted in five schools of Nashik town and adjoining areas, is representational and therefore there is scope for extensive research to know about why Lokmat Times is becoming popular in Nashik city. During Covid 19 pandemic The Times of India shut down its unit from Nashik, due to which the readers in city have only option to chose either from Deshdoot Times or Lokmat Times. But as far as the Lokmat Times is concerned from the very starting point in Nashik the newspaper achieved many milestones as in 2014 it achieved the 25,000 circulation mark. Like other newspaper the circulation of Lokmat Times is also hampered due to the pandemic despite this, the newspaper continue to establish it in Nashik. From the above data, it can be said that Lokmat Times can be used as an educational aid for the students as their first guide to learn the English language. Though the respondents have complained about the stale and translated news, but with increasing number of English medium schools, the newspaper has more opportunities to expand its base in Nashik.

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Analysis of Reality Portrayed in Marathi Film Gabhricha Paus (2009)

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Abstract

Cinema is known worldwide as the mirror of society. It reflects the people, places, ideas, thoughts, behavior, problems and various issues of society. Parallel cinema had reflected these aspects in earlier years. Some of the Marathi films were influenced by the New Wave movement of parallel cinema. Cinema is a complete process in itself. Storytelling is most important and comparatively most influential part of it. Storytelling can be divided in two ways. One is the content and events in the story, i.e. story, characters, locations; the other is the mode of delivering it on screen, i.e. film treatment, camera techniques and editing. For this research the first way of storytelling as content was chosen for narrative analysis.

The role of Indian cinema in bringing awareness and educating the masses in a country like India where nearly 70% of the population is rural based becomes important. The Marathi cinema, especially after the year 2000, came with a new approach. It has great social significance, presenting a modern, humanist point of view and has revived the popular mainstream cinema. In the 21st century, this trend of making realistic movies has been kept alive by filmmakers who believe that cinema is the art of expression and a mirror to the real world. The Marathi movie 'Gabhricha Paus' (2009) directed by Satish Manvar deals with the farmers' suicides and the bizarre living conditions of farmers, especially from the Vidarbha region. But along with reflecting reality, there is another angle which must be explored.

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“A Study on the Framework of the Relevance & Significance of Social Media for Women Entrepreneurship: Especially Covid-19”

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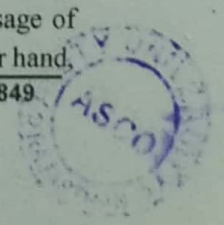
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Abstract:

The goal of this research is to give a philosophical examination of the diverse work of women entrepreneurs who use digital platforms as their major instruments for their enterprises. It's been approximately 2 decades since social media became strong tools for communicating with friends and family on a worldwide scale. Never before do we have access around the world as we do now with the help of social media, and it's been a decade in which social media has become nearly a part of everyone's life, and if we look at the statistics of developed and developing countries where more than 70 to 80 percent of their population is using the internet, and most of these are new adults between the ages of 18 and 35, and these adults spend the majority of their time on the internet and social media searching for information. Social media, with the assistance of modern technology, paves the way for millions of individuals across the world to find online employment or build businesses for others. Women's entrepreneurship is not immune to these seismic shifts. Millions of women have taken advantage of these chances, and it has been over a decade since women have utilised social media for business reasons to offer products and services. The fast spread of COVID-19, as well as the resulting lockdowns, caused major disruptions for numerous companies across the country. The epidemic has been difficult for small companies, particularly those owned by women." At the same time, data from our applications revealed that women had shown exceptional resilience, leadership, and positivity throughout these trying times. Women started twice as many Facebook fundraising events as males in 2020 and got twice as many donations, accounting for 64% of the cash donated. Furthermore, this study gives information on how women utilise social media effectively in their companies and also what factors assist these particular business women in their online company on social media. Furthermore, this research demonstrates effective techniques to apply for an online business, namely one whose primary aim is social networking. The qualitative technique was employed in the study, which included content analysis, observation, and data obtained through social sites. According to the findings of this study, the usage of social media during the lockdown period has a major impact on female entrepreneurship. On the other hand,



CONTEMPORARY MEDIA EDUCATION IN INDIA

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Abstract

Students of media at the Institutional level are being groomed according to the media market through the e-Learning Concept. Hybrid learning program, teaching technical skills and Innovative activities have changed the nature of media education. Similarly media education has developed the journalist's responsibility and ethics in the students. Today, Students studying in different educational institutions of journalism are rich in multi skill talent. An eco-system of media has been developed in these educational institutions where students are being made competitive according to the media market. Through this research, not only will the work style of the media be studied but also the media effectiveness of the students will be measured. Through this research, the curriculum of journalism being taught at the government and private universities will be analyzed.

Keywords: education, journalism, competitive.

Introduction

In this age of digital revolution, the education given in the field of media has become quite innovative. Today, students of media at the Institutional level are being groomed according to the media market through the e-Learning Concept. Hybrid learning program, teaching technical skills and Innovative activities have changed the nature of media education. Similarly media education has developed the journalist's responsibility and ethics in the students. Today, Students studying in different educational institutions of journalism are rich in multi skill talent. An eco-system of media has been developed in these educational institutions where students are being made competitive according to the media market. Through this research, not only will the work style of the media be studied but also the media effectiveness of the students will be measured. Through this research, the curriculum of journalism being taught at the government and private universities will be analyzed.

Apart from this research, the university's fees structure, media lab, strength of students and number of faculty members in the universities will also be studied. Through which the education system being given in the field journalism of education will be examined and understood. Through this research the researcher will try to identify the emerging prospects for media aspirants and claims made by Indian Institutions and also find out the different obstacles in the areas of quality media education provided by Indian Institutions. Today, the number of students taking admission in any Institute depends on the infrastructural pattern of media labs. In the related research, the possibility of this will also be discovered that the structural pattern of media is effectively improving the strength of media students. Today the curriculum of media education is being taught at the professional level. Quality education is being given to students through media education. Through this research, the learning skills of students studying in the field of journalism education will be evaluated. This assessment will also analyze the quality education given to the students. The university's course of media depends on the

**PRINT MEDIA AND 'SWACHH BHARAT ABHIYAN': A STUDY ON MEDIA COVERAGE
IN RAJASTHAN**

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1. Abstract

The media plays a significant role in our lives by informing us about the happenings across the world and shaping our opinions on various issues. In this context, different forms of media have distinct utility in the dissemination of news and other important information. Print media is one of the most powerful and omnipresent tools for spreading information to a vast number of people in a cost-effective manner. The impact of the written word has never been underestimated and it remains a strong medium of communication and conversation. It is worth noting that reading written information leaves a long-lasting and deep impact on individuals and helps guide their views on a subject. Therefore, print media is of great significance in conveying information to different sections of the society and understanding their opinions which, in turn, has an impact on policy making.

This study is aimed at ascertaining and analysing the role of print media in spreading awareness on the issues of cleanliness and sanitation amongst the people of India. In this context, the study involves the analysis of news-related data of two leading national newspapers, namely 'Dainik Bhaskar' and 'Rajasthan Patrika'. The overall levels of cleanliness in India are alarmingly low with minimal facilities for disposal of waste which is a major challenge for many people. Although there have been several programmes and campaigns drafted and launched by the government of India to improve the mechanisms of waste disposal and enhance the cleanliness levels across the country, the issue of waste management remains a persistent problem for most Indians.

Furthermore, the research methodology adopted for the study is 'Content Analysis' which is an appropriate technique to analyse the contents of national English dailys. The study is focused on assessing the level of importance that the aforementioned newspapers have assigned to news related to cleanliness and sanitation issues. In this context, the findings of the study have revealed that both the newspapers have provided due significance to the aforementioned issues in their news coverage.

Keywords- Swachh Bharat Abhiyan, Clean India Campaign, Media reports on Cleanliness

2. Introduction

The levels of sanitation and cleanliness across India are far from ideal. In this context, there is a lack of access to clean drinking water, tap water, adequate waste management mechanisms, and sanitation facilities for a substantial percentage of the population, particularly in rural areas. The aforementioned issues cause a range of health problems and infections which is a major cause of concern for the government of India. To address this issue, the government of India launched the 'Swachh Bharat Abhiyan' (SBA), that is, 'Clean India Mission', on October 2nd, 2014. It is important to note that the main goal of the mission was to make the entire country 'open-defecation free' by the year 2019. Therefore, the mission is aimed at ensuring that every household in the country has a toilet, with particular emphasis on rural households. In this context, the Prime Minister of India, Narendra Modi has stated that the cleanliness levels of India have a direct bearing on the country's economic growth and development, thereby inviting and encouraging participation in the 'Swachh Bharat Mission' from a majority of the population.

In addition to the above, the 'Swachh Bharat Abhiyan' is one of the largest social initiatives in the world because of the sheer size of the population of India'. The mission has increased the livelihood opportunities for the people of India and driven an increase in the 'Gross Domestic Product' (GDP) of the country. Furthermore, the mission has improved the global perception on India as a tourist destination. In this context, the aforementioned perception has registered a drastic shift from India being viewed as a country that places minimal emphasis on cleanliness and sanitation facilities to India now being viewed as a nation that places a high value on sanitation and hygiene. This has led



**TREND OF LONG DURATION ADVERTISEMENT VIDEO ADS & THEIR ROLE IN
RESHAPING A BRAND'S IMAGE, AN ANALYTICAL STUDY.**

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Introduction

Advertising industry is hustling and striving hard to make pace with the existing and unceasing competitive world of brands. They are compelled to come up with innovations in form of idiosyncratic advertisements, digital ad campaigns and strategies to gratify potential brands. In the early phase marketers used social media to simply connect with the audiences but gradually they had to change the traditional way of advertising and ad approaches to keep up with customers (Gigante). Brand interest in long form and super short video ads has revved up in 2017, marketers spent 2X much on online vide that they did on TV ads , norm of standard 30 seconds ads are not going away but brands are increasingly experimenting with a wide array of video formats that push extremes length wise (Matthews).

Advertising industry has experienced tremendous reforms in its strategies throughout the decade and is aspiring to evolve even today for the betterment. Video advertising saw an upsurge in 2017, continued in 2018, by observing the trend, new trends of live videos and 360-degree videos have led to new avenues for marketers to generate engagement (Indrajeet Deshpande). That is why now brands are doing what they always wanted to do, spending more time with the audience by using long duration video advertisements (Pierce).

This research paper talks about an evident shift in the advertising industry which breaks the norms of direct marketing of a product and dwells into indirect marketing for vital reasons. As one can discern, content has now taken the driving seat for advertisements to avoid a bumpy ride and enjoy smooth success in the journey. Advertisements now are not just product/service oriented but carry a fair platter of important components like storytelling, emotional connect, and credibility for convincing the masses and hence being the harbinger of 'Long Duration Advertisements'. The research paper elucidates about the concept/trend of long duration advertisements and highlights the main components which make them stand out with help of content analysis.

Nike released a 2-minute-long advertising campaign with a slogan: "Believe in something. Even if it means sacrificing everything" (Kaepernick). Despite of Donald Trump, the President of United States of America being the one to criticize this advertisement, it won an award for outstanding commercial at the Creative Arts Emmy (Kaepernick). Despite the blowback from some Americans, the campaign was deemed a success, and the company's stocks rose by 5% in the weeks following this advertisement's release (Kaepernick). Similarly, Gillette released a 2-minute 36-second long #ManEnough campaign on International Men's Day, featuring Lt. Col. Manoj Kumar Sinha and asking the society for #ShavingStereotypes about men don't cry (Exchange4Media). In its campaign, Gillette asks the question – Why don't men show their tears? (Exchange4Media, 2019).

The trend of long-duration advertisement has been adopted by many top-level companies who have chosen to narrate their product story rather than simply sell. Not to forget, companies like Samsung who asserts how their advertisements have helped them increase their smartphone sales evidently. "Samsung India has placed customers at the centre of its digital campaigns – just as it does while undertaking research and innovation activities" says Ranjivjit Singh. The company clearly knows how it would not be able to paint its story canvas just with 15 seconds of time length and hence opts for 2-3 minute of long duration advertisements (on an average) to narrate their best (Singh).

The research paper also reveals how rise in digital media platforms like Facebook, YouTube, Instagram has given great opportunities to long-duration advertisements. According to the research





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Diksha App and Its Effect on Learning Outcomes: Teacher Perceptions

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Use of Social Media Platforms in Marketing and Promotional Strategies by Hotel Industry (India) to Fight Against Covid Crisis, an Analytical Study

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Abstract

Covid, a global crisis has affected every aspect of life, business and economy are worst hit after loss of human life. It is imperative to study how the business communities are making their marketing communication, promotion strategies to face the Covid effects. Hospitality industry is severely hit due to lockdowns, people were scared to come out of house. A convincing message was needed to win their confidence back. This Study's objective was to identify the important social media platforms that the Hotel Industry used to promote their business during the COVID pandemic. For the study, the descriptive and analytical research design was adopted. Further, the data was collected from 96 hotels, 397 customers were approached, and data was collected using a quota sampling technique. Herein for the study quota considered was the customers who approached the hotels after seeing the advertisements of hotels on social media. Through the analysis carried, it can be interpreted that most of the approaching hotels through social media advertisements is from the age category of 31-40 years, followed by the age category between 20-30 years. Further, it was understood that male customers coming to hotels through social media influence is slightly higher than female. From the analysis, it can be further interpreted that Communicative social media such as WhatsApp, Video-based social media such as YouTube, and Facebook are the most influential social media, while blogs, website pop-up advertisements, and professional social media such as LinkedIn and Twitter are least influential social media platforms for attracting the customers to hotels.

Keyword: Social-Media, Hotel industry, COVID Crisis

1. Introduction

Covid crisis has affected all aspects of life and society, business and economy are one of those. Many longitudinal studies will be required to sum up or to reach on the conclusions about the losses Covid crisis has done worldwide to humans and economy. After 2019, the businesses were



PalArch's Journal of Archaeology
of Egypt / Egyptology

IMPACT OF ADVERTISING ON CONSUMER BEHAVIOUR

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Dr. Archana , Impact Of Advertising On Consumer Behaviour , Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(7). ISSN 1567-214x.

Keywords : Advertising, corporate, response, ethical.

ABSTRACT:

The study was conducted to search out the impact of advertisement on consumer behaviour (N = 25). For this purpose, a self-explanatory questionnaire was wont to measure the results of advertisement. The results revealed that advertisement persuades the patron to a minimum of buy the merchandise once in a very lifetime. The model utilized in the commercial influenced the consumers more as compared to keyword / caption. Results also revealed that buyers considered advertisement as a reliable source of information as compared to others, (friend, neighbours, reference group) opinions. Advertisement can affect any income group, but expensive product and repetition of advertisement didn't affect the purchasing attitude.

1. INTRODUCTION:

Advertising:

An Advertisement is one in all of the compelling systems of the various brands for the progression of their thing. the place of mass advancements is to recognize thought for the item, ensuring deferred relationship with buyers, or for the mark of audit of their thing in customers' cerebrum. Today, most of the advancements join 'enormous name upholds'. People need to wear



The 'Swachh Bharat Abhiyan' for a Clean and Green India Content Analysis of the Coverage by 'Dainik Bhaskar' in Rajasthan

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Abstract

The 'Swachh Bharat Abhiyan' (SBA) or the 'Clean India Mission' was launched by the government of India on October 2nd, 2014 with the goal to improve the levels of hygiene and sanitation across the country. In this context, the mission is one of the largest social programmes in the world because of the huge population of India who are the intended beneficiaries of the mission. One of the main goals of the mission is to make India 'open-defecation free'. According to a 2017 report of the government of India, around two lakh villages across India had become 'open-defecation free' because of the work done under the SBA. Furthermore, there has been substantial improvement in the levels of access to drinking water and the establishment of toilets in rural households. During the course of its implementation thus far, the mission has achieved an enhancement in the levels of cleanliness and sanitation facilities across the country. However, there is still a significant way to go before the goals of the mission are achieved in entirety.

In addition to the above, the issue of waste disposal remains a major challenge for the government. Around 60 million tonnes of garbage are generated in India on a daily basis and almost three-fourths of this waste is left undisposed and untreated. According to some reports, the amount of garbage produced by the urban parts of the country on a daily basis is estimated to increase to 170 million tonnes by 2040. Furthermore, the utilisation of the compost generated from the treatment of urban waste remains very low. Although the government has been engaging in various awareness and education initiatives to drive public participation and support in the implementation of the mission, there has been minimal shift in the attitudes and behaviours of people with regards to hygiene and sanitation, particularly in the rural areas. The print media plays a significant role in disseminating information and generating awareness amongst the people on various issues and campaigns. Therefore, this study is aimed at assessing and analysing the coverage of the 'Swachh Bharat Abhiyan' by the national daily 'Dainik Bhaskar'. In this context, the study has utilised the data analysis technique of 'Content Analysis' to assess the impact generated by the aforementioned newspaper's reporting of the SBA.

Keywords- Sanitation, Hygiene, Clean and Green India, Swachh Bharat Abhiyan,

1. Introduction

Sanitation is an important aspect of the individual health and public health infrastructure of any nation. In this context, the levels of sanitation facilities available in a country has a direct influence on the health, education, living standard, efficiency, and safety of the population.

Furthermore, the strength of sanitation infrastructure also affects the environment. For instance, the lack of toilets in households, particularly rural households, forces people to defecate in the open, near water bodies, or in fields. Such practices have an adverse impact not only on the individual's health and hygiene but also on the environment. Therefore, it is important to ensure



Media Education in Rajasthan

Dr. Jayati Sharma*

Introduction

Rajasthan has a rich history of journalism. Similarly, journalism education in Rajasthan has also flourished immensely over time. Since 1975 till year 2021, many government and private institutions of higher education initiated various programs related to the broad field of media and communication studies. Initially, the programs were of part-time in nature or were added as a course/paper in the literature-based degree programs. However, as time passed by and the need of trained media professionals started arising, the scope, nature and the duration of programs related to media studies also grew. Currently, media institutions in Rajasthan offer a wide range of courses from certificate to doctoral degrees with a variety of specialization options.

Another significant factor in the journey of media education in Rajasthan, is the establishment of privately owned institution including private universities. After 2007, many private universities were established in various parts of Rajasthan. This growth, in terms of number of private institutions, also contributed to strengthening the foundation of media education in Rajasthan laid by the state universities over a period of time.

Present article is an endeavor to record the journey of media education in Rajasthan and offer a comprehensive view of the current

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COSMOPOLITAN SCREEN OTT: A STUDY OF THE FRAMEWORK OF CREATIVE LIBERTY VS. SOCIAL RESPONSIBILITY

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ABSTRACT

It is fascinating, it cringes, and it is OTT. With over 300 million active users per month, as per the Brand Equity Foundation, 2020 OTT has become one of the largest platforms in existence. The features of OTT have proffered modern techniques of cultural diffusion and their formation process. India, the top platform, experiences a massive boom during Covid-19, and it became a significant gateway for entertainment for viewers. As Covid-19 led to a situation like a house lockup initially and slowed the economy, this strict lockdown boosted online media and content consumption. This pandemic played a massive role in accelerating the growth of the OTT video segment in India. Netflix, Amazon Prime, Hot star, Zee5, Voot, Altbalaji, MX player, and some 30-odd platforms have mushroomed and immensely being watched by the viewers. However, in January 2019, some OTT service providers had agreed to a code of best practices for self-regulation of the content. However, these are governed by section 79 of the Information and Technology Act 2000 and exempts OTT service providers from liability in certain instances. The notification released by the central government aimed at bringing digital online media platforms, film releases on OTT, and audio-visual programs provided by the content providers within the ambit of the MIB (Ministry of information and broadcast). As per the Internet and Mobile Association of India's road map, implement the self-regulation code signed by 17 streaming platforms. This paper attempts to critically analyze the existing legal framework of monitoring OTT content in India. The paper will analyze the lopsidedness between "creative liberty" and "social responsibility." The research is conducted by summarizing the data gathered from OTT through analysis and observation. Consequently, within this framework, it uses Netnography research to scrutinize why self-regulation is not satisfactory? The data have made it possible to formalize the relationship between Creative Liberty vs. Social Responsibility.

Keywords: OTT platform, Entertainment, Streaming, Censor board, Regulation, media, Social Responsibility, Creative Liberty

Introduction

We have witnessed the rapid proliferation of video and audio content provided through over-the-top services in the recent past. According to the KPMG survey, over-the-top (OTT) and gaming did much better across geographies and socio-economic groups

during the lockdown. India is the tenth-largest market for OTT globally, with a comprehensive reference of more than four thousand crore rupees. OTT is a term used to deliver content over the internet, where a user does not subscribe to the cable or dish TV. The global OTT content market is expected to grow at

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Effectiveness of Infographics as a Communication Tool in the Era of Digital Immersion: A Perception Study of Mass Communication Students

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Abstract

In the present times when everything which is visually appealing attracts the attention of the masses, infographics with its very appealing format of visual representation of all kinds of information plays a major role. Its role is visible in the many ways we inform, educate and make people aware in the present times. It gives meaning to many situations which were earlier unexplored or complex in nature to be explained. The visual nature of infographics is an aid to comprehension resulting in better and faster communication and understanding. Messages conveyed through Infographics have a deep imprint in our mind and are also easy to recall, making it a great tool being widely used in classroom teaching methods as well. Through effective application of Infographics as a teaching pedagogy, the teachers can put information in a garb that is visually attractive and memorable and students find such information easy to assimilate and internalize. Infographics can be both static and interactive with the latter being more appealing. The purpose of the study is to explore the various facets of the effective role of infographics as a major communication tool among the students and to study the reasons behind it being successful in creating a strong impact on the understanding level and interpretation of learners. To achieve the objectives and further substantiate the study, the paper seeks the opinion of Journalism Students who are taught about the various contemporary technological tools as a part of their course content and who are aware about the growing significance of infographics as a major tool of disseminating information and learning in a visually convincing manner. The paper identifies the perspective of the students regarding the various dimensions of the application of Infographics in today's world of visual communication. The findings will contribute to focus and formalize plans and future strategies to create and implement more rigorous usage of infographics as a digital communication tool in the areas most preferred by the sample respondents.

Keywords: Appealing, Communication, Infographics, Interactive, Interpretation, Learners, Visual

1. Introduction

“Businesses today have access to more data than ever. But many are struggling to make meaning out of that information. Data visualization in infographics, motion graphics, interactive infographics, and other visual formats have the power to illuminate that meaning.” (By Erin McCoy, 2019; Killer Visual Strategies)

Infographics have emerged as a significant Information Technology tool being widely used today for delivering all kinds of information in the most interesting and effective manner. It would not be incorrect to state that Infographics have become an indispensable part of all modern educational systems and communication activities. For example, presently it is a vital information generation and sharing tool for people in various professions. The most useful part is that they help tell a story or present all kinds of complex data visually in a very simpler manner with the help of graphics which is a great help to imagination, creativity and comprehension. They are sometimes called as 'visual explanations. This means they help us to understand data by uniting images, illustrations, diagrams and graphical content so as to make it easily assimilate in the human brain. Complex data and concepts are made clear by infographics. As opined by many teaching professionals that Infographics have emerged as a significant learning tool. We also find them to be greatly used by news channels, researchers, analyst, designers & B2B planners.



THE LONG WALK HOME: India's migrant labor, livelihood, and lockdown amid COVID-19

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Covid-19 has changed the world. With curbs on movement and social distancing the only prevention for the virus, the government-imposed shutdowns around the world drastically reduced the pace of life, bringing transportation and the economy literally to a standstill in many nations. In a country like India with a population of 1.381 billion (Worldometers, n.d.), it severely exposed the problems of the poor, especially millions of internal migrant workers working primarily in the unorganised sectors as daily wagers (Umanath, 2020) with little or no culture of savings. When Covid-19-induced lockdown was announced by the Indian government on March 24, 2020 – factories, construction sites, offices, institutions, organisations and the sort came to a standstill nullifying the migrant labour force's ability to earn a living and pay bills as they were forced indoors. Then began India's biggest migration since partition (Ellis-Petersen & Chaurasia, 2020), when millions of these migrant workers based in India's big cities for employment began their march home – homes, which were hundreds of miles away in distant villages. This manuscript reflects on the issue of this sudden, reverse labour migration (from the cities to the rural hinterlands) in India during Covid-19, trying to demystify the reasons for this exodus.

Keywords: India, migrant labour movement, Covid-19, coronavirus lockdown, livelihood loss

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A Study on the Effectiveness of TV Infomercials as a Direct Marketing Channel vis-à-vis Television Advertisements

Tanushri Mukherjee

Abstract

The present market on account of being flooded by innumerable options and outlets of getting product/service centric information, has become fiercely competitive. This has made it very challenging for the organizations to grab the attention of potential customers and secure a firm and stable market positioning. In the realm of new and innovative marketing techniques emerging in the Indian scenario, Direct Marketing, because of its immediate and interactive characteristic has kept all other marketing strategies lagging behind. People are aware of the various advantages of Infomercials whether print or TV but in today's business market where almost everyday witness the entry of a new marketing strategy with its innovative features being launched in the market. In social media platforms, it becomes very interesting to note the perception of customers who are the actual recipients of such messages about the utility and the level of effectiveness of TV Infomercials in influencing the buying psychology and decisions of prospective customers in the present times. The study through quantitative survey tries to analyze whether customers are getting influenced by the advertising style and lengthy content format of TV Infomercials in the present times of invading impact of Social Media Advertisements.

Keywords: Direct Marketing, Advertising, Infomercials, Convincing, Customers, Retention, Social Media

Introduction

From times immemorial, every organization has been trying its level best to project

itself in the best possible manner by adopting new marketing strategies and tools which would enable them to create a differentiating mark for themselves in the present competitive market. The battle today is not just for producing innovative products or rendering such services but also how it is being presented in a way that can be retained and recalled instantly. Direct Marketing emerged as one of the strongest marketing strategy which has been able to draw the attention of the target audience to a great extent through its very unique and advantageous format of being a two-way and thus a highly engaging one. There are number of reasons why direct marketing channels appeal to the buying perceptions thus influencing the buying decisions of the people.

Direct Marketing with its array of various media have offered various ways to the people to respond back to the marketing messages and raise their queries finally culminating into them buying the products. Infomercials with its very unique duration of 15-20 minutes have been very impressive in attracting the attention of the viewers as a prominent direct marketing tool. Advertisements no matter how good copy writing it has or how big it's star endorsers are

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“Trends in Branding and developing PR : An overview in reference to Digitalisation of Advertising Industry”

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Abstract

The paper tries to serve as an overview to help chart the course of social media research in public relations and generate conversations about its future path. Research about social media has grown tremendously over the past couple years. What used to be a trickle of research has turned into a fire hose that reflects the changing landscape of public relations. Broadly speaking, the most important areas of social media research in public relations include theories (transparency, authenticity, influence, engagement, and dialogue), ethics, measurement, standards, and benchmarking. This article discusses the various tenets of social media, and looks at where we have been and where we are today.

Keywords : *public relations, brand, corporate, digital*





Multidisciplinary Review Journal

RESTRUCTURING MAINSTREAM JOURNALISM: A COMPARATIVE STUDY OF TRADITIONAL AND NEW MEDIA CONCEPTS

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Abstract

In the context of this, the study would attempt to develop a basic framework to understand various concepts and practices in Press with the advent of digital media. The study explores current theoretical ideas in the context of journalism. Globally, Researchers and Media Experts have conducted some studies to comprehend the transformation in concepts and theories of Press. The novel techniques offered by social media in Mainstream Journalism are worth discussing as it is important to acknowledge the changes in theories, concepts and practices of Press. The paper reflects on the status of changing concepts and practices in Journalism. It focuses on how social media is shaping mainstream journalism concepts and practices, including the practical ways in which the news is webcasted and how the tools of New media is being accessed by Journalists and Media Experts. It explores the theories of Press to outline how they are being altered after the advent of the digital ecosystem. This reassessment of the principles, practices and new technological platforms of journalism in Digital era.

Keywords: digital media, Media Experts, webcasted

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INTRODUCTION

The introduction of Social Media has pushed media firms to move beyond the boundaries of traditional journalism and develop itself as a fifth estate. The concept of media expansion into multiple platforms has stimulated the media industry to merge traditional media with new elements. The theories and concepts of journalism in a digital age have witnessed new avenues of mainstream journalism. The concepts such as how the role of journalists as Opinion Leaders and Gate Keepers of news is being altered. The changing concepts of Press, the participation of people in journalism, ubiquitous news, interactivity, and media convergence, blurring boundaries, global information access, real-time publishing and posting of news, multimedia platforms and customization of journalism. (Pavlik, 2001) Over a last decade the pace of change with technological advancements has shown tremendous changes. New media ecology has appeared as a more collaborative, participatory and interactive form of media. (Knight.M & Cook.C, 2013) The Social Networking sites like Facebook, Twitter, Blogs and YouTube are catalysing this growth. Its constant expansion has raised many questions over the emerging concepts of journalism. (Newman, 2009)

As Christian Fuchs (2014) defines new media as an open framework that relies upon interactions and collaborations. Thus, Digital Media is a universal term used to define the internet and interplay of technology. Andreas Kaplan and Michael Haenlein (2010) defined New Media as a set of Internet-based channels build on the principles and technical foundations of Web 2.0. This practice has brought about a revolutionary change in concepts and theories of Journalism.

The critical transformation in technology and the arrival of new media have witnessed a significant alteration in the field of traditional journalism. The novel innovations of technological scope and scale have led to the transformation of news landscape, convergence, wide media coverage and globalization of media content. Mainstream Journalism is characterized by interactivity, customization of content, convergence, hyper textuality, hyperlinks and filter bubbles. The stories are linked with other stories through archives, Real Simple Syndication, hyperlinks. The internet has given non-linear approach to journalism with Comments, Likes, Tweets, etc. New media has illustrated new concepts of mass communication into communication convergence. (Mathew, 2004)

The advancement in technology led the emergence of web 2.0 which has facilitated communication a new horizon of greater connectivity and easier accessibility. New Media Journalism has evolved with greater interactivity quotient, the identification and validation of netizens and their gratification. (Richard & Caroline, 2011)

According to Stober (2004) "Media is transformed by three stages of invention, innovation and institutionalization." The structure of Web 2.0 altered the concept of centralized news sites to user-generated technique. The features of Web 2.0 provide breakthrough activities to users generated content in the form of information, text, videos and images. (O'Reily & Milstein, 2012) It illustrates a range of applications that permit users to generate and share ideas, information, news, opinions, etc.



A Heuristic Approach to Media Literacy: Teaching Fake and Real News

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ABSTRACT-- *In spite of upholding as an objective, a commitment to ethical standards of journalism, a spate of claims of "fake news" appear to be a new problem in epistemology. In the fast-moving internet age, fake news spreads faster through social media platforms, gets viral and leads to tragic results. The responsibility of the fourth pillar of democracy has increased manifolds as it has diverse impressions. The present study aims to emphasize the importance of understanding the difference between fake news and misinformation, such as mistakes reported in a news story. This research paper highlights a few cases which led to turmoil in the nation due to the proliferation of fake news through social media. The article uses Netnographic analysis of the content posted on social media platforms to comprehend how Fake news influence netizens across a spectrum of online involvement. A specific set of information which was fake originated and manifested on the Internet in India were studied. The paper explores how educators can help through media literacy to identify Fake News. Findings include a variety of pathways through which Fake news is cultivated. These data have made it possible to formalize the strategies of Media Literacy. Consequently, the paper identifies how Media Literacy can develop an understanding of the sources that can be trusted.*

Keywords-- *A Heuristic Approach to Media Literacy: Teaching Fake and Real News*

I. INTRODUCTION

Fake news is defined as any information completely false in nature deliberately circulated to mislead the people and gain their attention. (McGonagle, 2017) It has been with us since the inception of writings. However, the medium of fake news circulation has changed called as fake news ecosystem which has paved the way for production, storage, and proliferation of fake news. The repressive regime of colonial-era is overlapping the pathway of journalism but the way in which new media interacts is the matter of academic concern. "In 1835 New York Sun's Great Moon Hoax claimed to be the first fake news but in the case of India it has been rampant during the last few years". On online media, the nature of Fake news is to spread like a wildfire, so it is imperative to address its cause and look upon the methods to bring down the level of circulation of fake news. Without denying the fact that fake news has become an instrument of influencing an individual's opinion with deliberate disinformation intended to mislead. It is strongly believed that the circulation of fake news is, in fact, an active and revitalizing force fuelled by the approach of negligence. Under the disinformation context, the ethical standard of journalism is constantly challenged, in such situations. It becomes indispensable to verify the facts. (UNESCO, 2018)

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Content Marketing Strategies in Online Political Campaigning in India

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Abstract

Research from all over the world over the past decade shows an increasingly positive relationship between internet and political engagement. Although the effect may vary from place to place and time to time as it is more evolutionary than revolutionary in nature. Indian political system has also witnessed deeper transformation in the democratic process as the content marketing strategy is more effective on online platforms. This article uses content analysis of Facebook and Twitter posts to comprehend how the political campaigns influence netizens across a spectrum of online involvement. Content Analysis will study a specific set of data related to Political Campaigns in India originated and manifested on the Internet during 2014 and 2019 general elections. The study examines online engagement and specifically, sharing of campaign information on social media platforms. This paper takes into account a structure of political campaigns within Twitter and Facebook. Findings include, variety of pathways through which digital media influence political engagement and how the choice results from interaction. These data have made it possible to formalize strategic goals of Socio-political engagement on digital media. Consequently, the paper identifies the categories of communication operations that appear on Twitter and Facebook like Tweets, Retweets, Share which involve others in Campaigning Activities.

Keywords: Content Marketing strategy, Election Campaigns, Political Engagement, Political Participation, Facebook, Twitter

1. Introduction

Moving beyond Web 1.0. Social Media has flipped the equation of Politics and Media as it has become a regular tool in electoral campaigns. The multifold effects of digital campaigns are palpable in Indian Politics as it has proffered a platform to proliferate policy messages, political engagement and peer-to-peer discussions. As more and more people use internet, a growing number of political campaigns are webcasted as it is ubiquitous. Since 2008, social media campaigns have become a regular tool in electoral campaigns. (Foot & Schneider, 2006) Platforms like Facebook, Twitter and Whatsapp have enabled the political parties to directly interact with their voters, publish free campaigns, customize messages and boost popularity of campaigns. Digital media entrenched dominance has shaken the mechanism of modern politics and the social engagement in socio-political activities have triggered the use of social media in political campaigning at a large canvas. The digital campaign strategies of political parties, candidates, political organizations and the social engagement is examined in this study.

Political Campaigns strategically use social media tools to persuade citizens, to mobilize like-minded supporters and to efficiently target individuals persuasive or mobilizing messages. Over a decade, the countries like United States and United Kingdom have employed digital technologies in catalyzing political campaigns. The 2014 & 2019 general elections in India have also witnessed electioneering strategies and digital platforms occupied a central position in Political campaigning. This article traces the development of online political campaigns across two general election cycles (2014 & 2019) in India to outline the content curation strategies of political campaigning. In 2014, online political campaigns were pioneered to mobilize supporters and convince undecided voters on social media platforms to underline their agenda. (Chopra, 2014) Drawing on the empirical findings, the posts shared on social media platforms and the dialogue threads of online political campaigns were evaluated. The 2014 general



Exploring the Role of Social Media as a Support Mechanism Among Persons with Diabetes: An Online Ethnographic Study

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ABSTRACT

Diabetes mellitus is one of the most prevalent health problem which India is facing and self management is key component in dealing with it. Self management is considered to be individual's competency in handling situations but it is perceived to be more effective if influenced by social support. This study aims to assess the use and benefits of social media among persons with type 2 diabetes in India as a well-being mechanism. The current review article reflects positive impact of usage of social media in managing type 2 diabetes, which also proves the theoretical base of social support and bio psycho-social model in managing long term illness. The results of the study adds to the current literature gap on perceived benefits of social media use in managing diabetes and it can also help health care providers to understand the role of social support which person with diabetes are considering to be important stakeholder in dealing with diabetes.

Keywords: Type 2 Diabetes, Social Media, Biopsychosocial Model, Diabetes Management

Introduction

The emergence of internet has changed the way we communicate. It has potential to move away static information to interactive, user friendly sites like social networks which gives users ample scope for both content generation and content sharing. With all other spheres of life embracing digital media especially social media, health sector is also not lagging behind. Health awareness is one of the important areas which needs to be catered to public at the right time, and for effective and efficient health communication, digital media has started playing significant role.

Communication plays integral role in delivering health care and promoting health awareness. According to Healthy People 2010 guidelines, health communication encompasses the study and use of communication strategies to inform and influence individual and community decisions that enhance health. It links the domains of

communication and health. Media is the most important platform in serving the role of being source of correct information and advocating correct health behaviour. Health sector is using different media platforms from very early days to communicate health related messages. With internet revolution, there is lot of scope for the websites and social media to give right and instant health related information on right time (U.S. Department of Health and Human Services, 2010).

With the fact that, lifestyle diseases are on rise in Urban India awareness regarding the same is essential. In the simplest term, lifestyle diseases are those which are associated with the way a person or group of people lives (IANS, 2012). It includes heart disease, stroke, obesity, type 2 diabetes etc. Drugs and lifestyle are the major reasons for causing lifestyle diseases. Adults can have lifestyle diseases from behavioural factors too like



Digital Storytelling: A Hypodermic Needle of Business Strategy

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ABSTRACT

Research from all over the world over the past decade shows an increasingly use of stories in Commercial and Business World. Digital Media has brought in sweeping changes in Business World. Through the sharing of stories, brands are introduced in an accessible way which creates understanding about them. The process of indoctrination of consumers as audience has paved way for new marketing strategies. The term storytelling is very comprehensive that covers a wide range of narrative forms. A well delivered stories are the backbone of a strong marketing strategy. Although the effect of digital story telling in business and commercial world may vary as it is more evolutionary than revolutionary in nature. The Business World has witnessed deeper transformation in the business processes as digital engagement has become indispensable for Business Communication. This article uses Netnographic analysis of the content posted on social media platforms to comprehend how the Digital Storytelling on social media platforms influence consumers across a spectrum of online involvement. Netnographic Analysis will study a specific set of data related to Digital Stories webcasted and manifested on the Internet to build the image of certain brands.

Keywords

Digital Storytelling, Online Media, Business Strategies, Branding

1. Introduction

The famous quote by Christopher Hitchens - Everybody does have a book in them, but in most cases that's where it should stay. For thousands of years, humans have relied on storytelling to engage with people, to spark their emotions and to speak about their personal experiences. Storytelling is a narrative form of presentation of events, happenings or connected series of happenings, whether true or fictitious. It generally has ingredients of human actions or emotions that affect human beings. Stories are part of conversations, recollections, experiences, plans, hopes, desires and fears. (Walsh, 2014)

Storytelling is an art of structuring content that delivers visions, values, feelings and memories. It conveys real or fictitious events in words, images, and sounds. (Cathy, 2012) A successful beginning, middle, and end while moving smoothly from one stage to the next creates a beautiful story. Storytelling is a universal habit and all cultures have forms of anecdotes. Stories are part of conversations, recollections, plans, hopes, desires and fears. People of all age groups tell stories; stories are narrated in different forms from childhood days to various stages of life. (Grugeon & Garder, 2016) There are plethora of stories that revolves around the feelings, values and experiences. However, the value and nature of storytelling are used as a means by which human beings represent and structure their world. People can forget facts, but they will never forget a good story. Therefore, storytelling is the art of incorporating a facts with a story. The stories generally depict facts, information, knowledge, or wisdom to an audience in an entertaining way. (John, 2016) Stories fascinate people and often can be more easily remembered than facts, it has a power to engage people. The old tradition of storytelling was performed in front of an audience and shared across generations. Stories have been part of every culture as a means of entertainment, education, and transmission of culture. The stories have a significant imparting knowledge and moral values. As soon as the humans learnt speaking, they have developed a natural ability of using verbal communication in teaching, explaining, and entertaining. Psychologists believe that human brains have the power to remember stories. Psychologists have termed this power of storytelling as narrative psychology. Narrative psychology is described as a nascent field of psychology in which humans deal with their own experiences by creating stories and by listening to the stories of others. (Vassilieva, 2016) A story is another word for the human experience in narrative psychology.

Narrative psychology refers that our psychology is concerned with the structure, content, and function of the stories that we share with each other in social interaction. As behavioral psychologist Susan Weinschenk described "that stories manage to engage more of the brain than straight recitations of facts or dry arguments" (Weinschenk, 2014) Therefore, human conduct is best explained through stories as we live in the world which is surrounded by plenty of stories. The history of storytelling is not new, it existed before the man learned to write as he had to rely on the memory. Human brains can process information better through narrative formation, as it is considered as a highly effective memory tool. Our brain works well with the list of words structured in a form of story. Consequently, information presented in the storytelling form of a story is easier to remember than if that information is simply put in a list. (Brock & Yasin, 2012)

Storytelling is considered as a device for disseminating information, it is only that the presentation of storytelling has transformed from traditional form to digital form. (Brock & Yasin, 2012) Traditional storytelling were presented through words, pictures, paintings or actions while on digital platforms the people experience multi-media storytelling. Moving beyond Web 1.0. Social Media has flipped the idea of Storytelling. The multifold features of digital media have proffered a platform to deliver stories. The cyber world has become an indispensable space of telling a story. The word "Digital" refers to anything associated with the information age, and "story" means a structured information with various ingredients. (Ohler, 2013) Therefore, Digital storytelling (DST) is a presentation of stories on digital platforms.

Effectiveness of PR Campaigns as a Major Tool of Creating Awareness about Health Issues among Tribal Population of Rajasthan: A Critical Overview

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Abstract

Indian Tribal Population has always been the worst victim of all kinds of health issues and problems. No matter whether it is due to their ignorance, illiteracy or the fact of residing in remote rural areas creating distance from availing the medical facilities or the fact of them suffering from financial crunch. A number of projects have been initiated either by the government or through Public Private Partnerships for the upliftment of tribal population and to educate them regarding health matters and issues. Although there has been noticeable improvement in the upliftment of their status as well as sex ratio but still there are certain areas like infant mortality rate, neo-natal mortality rate, maternal mortality which needs attention and some concrete deliberations.

No doubt in the present scenario where the tribal population is facing so many problems and challenges in every day life, the significance of timely and consistent communication as well as organizing activities or events on a regular basis can play an effective role in the direction of creating awareness about health issues and problems amongst the tribal communities who are otherwise illiterate and normally detached from the developments taking place in the outside world.

The paper is an Informative Review Paper and makes an in depth study of few relevant cases which demonstrate the significance of PR Campaigns as an effective tool for dissemination of health related information amongst the tribal of Rajasthan thus acting as an exemplary Health Communication Tool. The paper through the help of case studies tries to analyze the impact of these campaigns and how fruitful they have been in the field of emancipation of tribal population and providing them an outlet towards leading a much more better, healthier and safer life.

Keywords: *Tribal, Population, Awareness, Upliftment, Health Matters, PR Campaigns, Health Education*



A study on new trends in the social media promotion of the Fashion Industry

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Abstract

In this digital era, social media have played a great role in the fashion industry by enabling consumers and anyone with an interest in fashion to have more interaction with fashion designers and high-end clothing, shoes and accessory firms. Our dependence on social media has grown a lot and has become more integrated into our lives. People have become more influenced by what they have been exposed online in an un-presidential way especially when it comes to fashion. With social media platforms like Facebook, Instagram, Twitter and Blogs, we can essentially become our own magazine editors, sharing our personal style with a potential to reach millions of users, fashion is more fluid and interactive than ever before changing the way fashion brands connect with their core audience. While traditional advertising platforms, such as billboard ads, magazine ads and television commercials lack immediate response, digital platforms with their interactive features have the potential to provide consumers and viewers an opportunity to like, comment, share or re-post in response to the digital branding of a fashion.

This study tries to understand the new trends and techniques in the social media promotion of the fashion industry. How and what ways they are different from the conventional and traditional branding techniques in the fashion industry. This paper will draw an extensive discourse analysis of the selected social media promotion of the fashion industry in the form of fashion blogs, individual fashion promotions and corporate commercials on Instagram, Facebook, Twitter and Blogs.

Keywords: Social Media, Fashion, Branding, Instagram, Blogs, Facebook

Introduction

Mirchevska et al (2008) argues social media as the fastest tool to boost the brand awareness, understand their customers, receive feedback and increase the traffic to the website of a company. Ozeum et al (2008) observed that in the age of traditional media, the sales of the products were the only way to measure the success of a media campaign of a product. Whereas, the real time communication with consumers on social media helps the brands to measure their marketing strategies and campaigns more effectively. Armelini and Villanueva (2011) states that we are living in an economy driven by consumer opinions including that on social media platforms.

Fashion is a highly visual industry and at the present age of digital media, any person who owns a fashion brand needs to do social media marketing strategy. It's easy to be present on many social media platforms like Instagram or Facebook. There are plenty of new platforms, new algorithms and new trends available in the internet world. Creative social media helps to reinforce the brand message and expand the reach of the social media posts and in return boost the sales of the product. Social media is considered a tool for creating hype & "buzz" of new products in the market. Now a days every organization has social media pages, you can target certain individuals, groups, companies, industries to show the latest trends and products. Social media provides relatively data regarding location, likes and dislikes, target market and the reach of the product. One can know the response from group, location where the demand is more or less.





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PRINT MEDIA VS. DIGITAL MEDIA: A STUDY OF CREDIBILITY CONCERNS IN CONTEMPORARY AGE

Dr. Saket Raman¹ and Sandeep Kumar²

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ABSTRACT:

The term media is the plural of medium, refers to the communication channels through which we disseminate news, music, movies, education and other data. Media spectacles demonstrate who has power and who is powerless, who is allowed to exercise force and violence and who is not. They dramatize and legitimate the power of the forces that be and show the powerless that they must stay in their places or be oppressed. Journalism in India is confronting a genuine emergency. The predominant press is progressively vested in the hands of a chosen few and will not address the grievances of common man. Because of control of the selected few, it works like a manikin and go about as a magic multiplier in the general public. This contemporary pattern consistently hampers its credibility in public eyes. In contrary, digital media emerged as people voice and soon became their choice. The study focuses in depth study of credibility aspects of both the mediums.

KEYWORDS: Media, Journalism, credibility, contemporary age

INTRODUCTION

Media refers to various means of communication. For example, television, radio, and the newspaper are different types of media. Media are the communication outlets or tools used to store and deliver information or data. The term media is the plural of medium, refers to the communication channels through which we disseminate news, music, movies, education and other data. Media images help shape our view of the world and our deepest values. What we consider good or bad, positive or

negative, moral or evil, every perception is created by the Media. Media spectacles demonstrate who has power and who is powerless, who is allowed to exercise force and violence and who is not. They dramatize and legitimate the power of the forces that be and show the powerless that they must stay in their places or be oppressed.

The purpose of public media is to provide programs and services that inform, educate, enlighten, and entertain. Media divide into news and entertainment. The parameters of evaluation relevant to the two are dissimilar. Entertainment

media exist primarily to divert and entertain. Media that wins the 'belief' of consumers can be deemed to be 'credible'. Media that truthfully reports is termed as credible. Occasionally it has been noticed that the same news & happenings are reported in more than one way, and in that too the figures and happening does not tally, that reflects the non credibility of few.

MEDIA CONSUMPTION IN INFORMATION SOCIETY

Media consumption or media usage is defined as "the sum of information and entertainment





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MEDIA CONSUMPTION IN INFORMATION SOCIETY

Media consumption or media usage is defined as "the sum of information and entertainment



EFFECT OF TELEVISION INFOTAINMENT NEWS ON YOUTH**Dr. Saket Raman¹ Sandeep Kumar²**¹Sr. A/Professor, Amity School of Communications, Amity University Jaipur,²Ph. D Scholar & Assistant Prof., Amity School of Communications, Amity University, Jaipur,**Abstract**

Mass communication has turned into a fundamental fixing in the modern and dynamic society. TV possesses a vital spot in our daily life. TVs has turned into a piece of a basic family unit thing. TV has extreme effect on general public. It has changed the ways of life of the general population and has end up being most powerful in general public and society. Like print media, which took quite a long time to have its effect on the way of life, the impact TV was practically quick. The development of infotainment has paralleled a procedure of globalization. The present investigation attempted to discover the how TV is a prevailing wellspring of infotainment among youths in Jaipur city.

Key words: Media, Communication, Television, Infotainment, News

Introduction

Media is a channel through which information is transmitted. Mass media is a term used to denote as a class, that section of the media specifically conceived and designed to reach a very large audience. Media is an exchange of the term media of correspondence, alluding to those sorted out methods for scattering of certainties, supposition, excitement and other data. To put it plainly, it is a mix of different media to give some examples of them is the radio, TV, paper and new media and so on. Each medium has an incredible obligation to the general population. The major work of the media amid the pre-autonomy period was to make the general population mindful about the working of the administration. The communication media has assumed a huge job so as to achieve social and monetary changes and way of life just as to assemble the hole between the nations, TV as a media has turned out to be essential. TV is the transcendent vehicle of mass diversion in the second half of the twentieth century. It is a very aggressive industry driven by publicizing deals, quest for higher benefits and appraisals. Moving nearer and keeping up a huge group of onlookers towards TV is of boss significance. Diverse program broadcasted to draw in and also to engage was the prime thought process. For projects it is vital to keep down the gathering of people with new ideas of the projects. Regarding gathering of people entrance, TV is the most popular of all the broad communications. TV contacts our lives all the more personally, more alluringly, and more influentially than some other media. TV is ostensibly the most dominant medium on the planet today as individuals will in general partner themselves to it. To some degree TV has been fruitful in impacting individuals' life and changes their way of life. TV news supports a limited ability to focus and a need point of view and the advancement of infotainment has paralleled a procedure of globalization. The ascent of infotainment has additionally been joined by a staggering pattern toward media focus.



Anatomy of Influence of Social Media in Shaping the Direction of Political Discourse in Recent Times leading to Political Abuse

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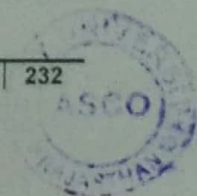
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Abstract

Social Media is said to have huge impact on public discourse and communication. It is increasingly influencing political debates and political decisions. This is especially true for media platforms, like Twitter, which are being used to spread political views to influence and attract the general public, example President Donald Trump of USA.

Not just Trump, social media platforms like Twitter and Facebook are increasingly being used by all sorts of political leaders and activists to debate and attack others and spread political messages among the general populace. Often such messages are acrimonious and abusive. Twitter, with its short cryptic messages which often adds a punch to statements, is a major platform for disseminating information and political opinions by major political figures in current times. Since the messages have to be short, shrill and effective or they must 'sting', lazy politicians often use abusive and dogmatic terms leading to 'fake news' and worse. Social media discourse because of shortness of space and time pressure at times seems to encourage abusive language and downright falsehood.



GROWING SIGNIFICANCE OF DOCUMENTARIES AS A TOOL OF BRINGING ATTITUDINAL AND BEHAVIORAL CHANGES AMONG CHILDREN: A CRITICAL OVERVIEW

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Abstract

There is no doubt in the fact that media has always served as strong vehicle in the direction of dissemination of knowledge and education related to various glaring social issues both at the macro as well as micro level. On this onset the role of films cannot be underestimated and undervalued. The contribution of some thought provoking films in showcasing the state of Indian society, its cultural fabric, ethos as well as problems has always been commendable. In the arena of films, documentaries have always been a very effective media vehicle regarding dealing with some of the very serious issues and concerns which also equally includes short documentaries based on children centric issues and facts..

Documentaries being a very factual and serious genre of films have always been playing a very constructive and indispensable role in creating a more educated and well awakened society. The real essence of the role and functions of films can be witnessed specially in the case of documentaries and how much they have served the purpose of acting as strong tools in the various areas of educating and spreading awareness amongst children related to various major social issues. Children on account of them being immature and less informed often fall prey to various types of serious problems whether they are concerning safety and security or health concerning issues or matters related to stress management and depression or economic issues like poverty or serious issues like drug addiction or increasing cases of violent and aggressive behavior of children or matters like child sexual abuse or child trafficking or child human rights violations. A number of documentaries made by organizations like World Health Organization, UNICEF in this direction demonstrates ample illustrations. The present young generation which is more film and video centred are highly influenced by the emotionally appealing impact of films, specially documentaries and thus they are very effective in creating awareness about global social, environmental, psychological as well as health issues. Moreover it is a tested fact that children experience a kind of empathy towards documentaries and are able to relate to it as they present the facts in a very interesting and yet very informative and appealing manner which influences the mindset of the children in a very convincing manner which no other medium have been able to accomplish to such a successful extent.

The paper tries to study the reasons behind the immense significance of documentaries in spreading children based education and awareness and makes a detail study of some leading and highly popular documentaries and studies how their stories have been highly inspiring and have been instrumental behind bringing major noticeable behavioral and attitudinal changes in children. However still there is a lot of scope in the area of realizing the immense significance of documentaries in this direction and making more highly relevant and helpful documentaries which are close to the real truth of the issue and leave no stone unturned in shaping the young minds. The research paper strongly recommends and highlights a major point that besides



ONLINE ACCESS OF TV NEWS BY COLLEGE STUDENTS

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ABSTRACT

Concerns have been raised about younger generations especially college students dropping out from news consumption through traditional media. Increasing opportunities for choice have been held responsible for distracting college students from the news access from TV channels. Though the TV news channels are available with live streaming videos with real-time telecast on the internet, still it is far behind to attract college students to accept the new web-based TV channel. This study analyses TV news viewing online among young people in India. A survey method is applied for this study among the college students. The results reveal that college students have spent less time watching news online via their mobile phones/laptop/Personal Computer than read the news from various websites even on social networking sites.

KEYWORDS: TV News, Online Access, College Students, Social Media, Internet TV

INTRODUCTION

People use the Internet for our information from each and every corner of the world. It includes every sector. It may be tourism, education, health, news, and so on. There are various internet search engines such as Yahoo, Google etc through which people can get information by visiting their web pages. Mostly all types of newspapers, magazines, streaming news video, movies of the world are available on the Internet. With the introduction of 3G, 4G, 5G, and VoLTE, the speed of internet service has increased at a high rate. Any individual can get the latest news about the world within seconds. People can send an e-mail to all the corners of the world. There are many chatting websites that are used to send and receive real-time messages on the internet. People can connect with their friends on social networking sites. They can even chat with them when they are online means active on the internet. Social networking sites allow us to share pictures and videos with others. We share our moments through pictures and videos with our friends and relatives. People are using social networking sites such as Facebook, Whatsapp, Instagram etc. for their business deals. Including the role of a major source of information, the Internet utility in the entertainment field cannot be underestimated. One search various websites and watch serial and movies at his convenient time. With the reduction in cost of Internet overtime, the use of the internet is gradually increasing. In case computer system is not available one can browse the internet over the mobile phones. All major smart-phones support browsing functionality. I talk about the news part, then one can see the number of the people using the internet to access news are getting increase day by day. They get the news from various news websites in their smartphones. Even many people install the new applications to get the news regularly. They get newspaper, radio, and TV in one gadget and that is the smartphone having internet access.

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Digital Media and Emergence of E-Books: A Study of Effect on Traditional Publications

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ABSTRACT

Literature has been a part of Indian culture since time immemorial. Instincts of reading habits can be traced back even in Ancient. Through the ages the writing style, content and the target readers have been transformed gradually. Where the main theme of literature in Ancient and Medieval India was primarily focused on folklores and local incidents, the advent of 19th century marked the change in social awakening and reformation. The 21st century literature had to face a two-sided competition, whereby the authors struggle not only in providing good reading material but also compete with the digital and social networking based, the so-called "e-literature". The reading habits of the people also have changed in this web-based era and digital media has played a vital role in transforming, upgrading and serving the words in a form readily and easily digested by the contemporary population. Over the years, the development of electronic media and other publicity and marketing agencies have also entered in the arena of publications. The literature is not only limited to paper-smelling hard bound rectangular stuff but also in the form of digital data. The paper intends to highlight and discuss the emerging trends in reading habits of contemporary society.

Keyword: Media.e-book, traditional, digital,literature

INTRODUCTION

In the present century world, where everything seems to be volatile, rapid change is being experienced in information, information resources, and access to information. It is a fact that a person, who keeps their knowledge up-to-date, and not a person, who is just knowledgeable, shall adapt easily to this change and be successful in every field. When it is considered that a significant proportion of acquired knowledge is acquired through reading, the importance of reading in adapting to this changing age can be better understood.

Reading Habits: Transformation

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Reading of Books

Above 70% of the students strongly agree/agree that Internet *decreases reading of books* whereas below 30% are strongly disagree/disagree. The possible reasons are lack of awareness about online book collection; difficult to read a book in a single attempt; unsuitable reading screen; and physical discomforts. There is need to take certain steps to increase book reading during Internet surfing like: to create awareness about book repositories, online libraries and book

ROLE OF ICT IN EFFECTIVE LEARNING PROCESS: A PERCEPTION STUDY OF JAIPUR BASED COLLEGE STUDENTS

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ABSTRACT

Information Communication Technology is playing a very vital role in higher education in the current era. Information means modified data which we can share with each other to increase our knowledge & awareness among people. Whatever we want to share or communicate to students, our friends in the positive sense is called information. Communication means conveying our messages by establishing a two-way channel. Whatever we are planning to communicate or exchange knowledge between two people or more is called communication. Communication technology is a process of sending, receiving and exchanging information. Technology means techniques/mechanism which we use for the entire process of communication with the help of new technology and various tools & medium such as Radio, Television, computer, hardware, internet, satellite, application software, DVD, Telephone, Video-conferencing and multimedia. In current scenario ICT is enhancing effective teaching-learning process day by day.

This study will also focus on effective teaching-learning process of the higher education institutes & their effectiveness of on the student's growth.

KEYWORDS: Video Conferencing, Teaching-Learning Process, Information Communication Technologies, Modern Classroom, New Technologies in Class Room, Effective Teaching

INTRODUCTION

Information Communication Technology is playing a very vital role in higher education in the current era. Information means modified data which we can share with each other to increase our knowledge & awareness among people. Whatever we want to share or communicate to students, people or our friends in the positive sense is called information. Communication means conveying our messages by establishing a two-way channel. Whatever we are planning to communicate or exchange knowledge between two people or more is called communication. Communication technology is process of sending receiving and exchanging information. Technology means techniques/mechanism which we use for the entire process of communication with the help of new technology and various tools & medium such as Radio, Television, computer, hardware, internet, satellite, application software, DVD, Telephone, Video-conferencing and multimedia. In current scenario ICT is enhancing teaching-learning process day by day.





ORIGINAL RESEARCH ARTICLE OPEN ACCESS

CORPORATE SOCIAL RESPONSIBILITY: MEANING AND EVOLUTION IN ASIA-PACIFIC PERSPECTIVE

***Dr. Archana**

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ABSTRACT

Corporate social responsibility (CSR) has been transformed from an irrelevant and often frowned-upon idea to one of the most popular and widely accepted concepts in the business world today. As globalization accelerates and large corporations serve as global providers, these corporations have progressively recognized the benefits of providing CSR programs in their various locations. CSR activities are now being undertaken throughout the globe. CSR has become not only the 'right thing to do', but it has also become the 'competitive' thing to do. The basic understanding of CSR is the same everywhere, whether it's in developed or in developing countries. But it is particularly interesting in the developing countries as the areas of interventions that are normally needed differ from that of developed nations.

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INTRODUCTION

The phrase "Corporate Social Responsibility" originates with H. Bowen, who wrote "Social Responsibility of Businessmen" in 1953. Corporate Social Responsibility (CSR) is used to describe businesses' integration of social and environmental issues into decisions, goals, and operations. The sole purpose of CSR is to identify and improve a company's impact on society and the environment, while driving stronger business results such as brand enhancement, market differentiation and employee satisfaction. Till date there is no universal definition that is referred to and within a span of time several economists and economic forums have made an attempt to define the terms 'corporate social responsibility'. What is very clear is that the definition is not a static one and most certainly changes as per the circumstances prevailing in the country or world. For academic purposes and for improved understanding of this paper it is important to mention a few accepted definitions of CSR. One of the most complete and frequently cited definitions comes from Archie Carroll¹, "The social

responsibility of business encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time". Carroll presents these different responsibilities as consecutive layers within a pyramid, such that "true" social responsibility requires the meeting of all four levels consecutively. This definition probably is the most accepted and established one. In the opposite, Frederick² explained a move from Corporate Social Responsibility to "Corporate Social Responsiveness" defined as "the capacity of a corporation to respond to social pressures". The basic understanding of CSR is the same everywhere, whether it's in developed or in developing countries. But it is particularly interesting in the developing countries as the areas of interventions that are normally needed differ from that of developed nations. Thus, in its broadest sense CSR asks companies to consider both the social and financial impacts of their decisions. This idea can be encompassed by the term "triple bottom line (TBL)", which exhorts companies to consider social, environmental, and financial outcomes (PEOPLE, PLANET, PROFIT or the three pillars) collectively. The triple bottom line is made up of "social, economic and environmental" factors. The term "CSR" is often used instead of a triple bottom line, the two are

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¹ Archie Carroll, "The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders", Vol 34, Issue 4. *Business Horizons* (1991)

² W.C. Frederick, "From CSRI to CSR2", Vol 33, *Business and Society*, 150-166 (1994)





Crisis Management in Advertising: Trends and Issues

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Abstract

A crisis is a time of difficulty and danger. It leads to instability of an organization’s working environment. Crisis is unpredictable and can occur anytime, so the decision making is very essential. If crisis are not handled in time and appropriate manner, it can turn into a disaster. The decisions must be taken quickly to prevent organisation from damage. Advertisement can be done through mediums like print, electronic or radio. There are certain ads which involve vulnerable or offending and objectionable facts that are disliked by the audience which creates a situation of crisis. The paper highlights the pros and cons of Crisis Management in Advertising.

Keywords: Crisis, Advertising, Disaster, Media

Introduction

A crisis is a time of difficulty and danger. It leads to instability of an organization’s working environment. Crisis is unpredictable and can occur anytime, so the decision making is very essential. If crisis are not handled in time and appropriate manner, it can turn into a disaster. The decisions must be taken quickly to prevent organisation from damage. Every single step is very important as it can affect the organisation both internally and externally. Generally, in an organization crisis may occur due to technological breakdown, failure of machines, errors in passwords, software corruption. Crisis may occur when the employees do not agree to each others’ decisions and fight amongst them, strikes, violence at workplace, ignoring minor issues in the beginning can lead to major crisis in future.

Crisis in Advertising

We have seen a lot of ads that were appreciated by the audience but there were few of them that got negative response from the public for not being appropriate and ethically immoral. In this competitive world it is very important for a brand/company to have its positive image in the market and a name that is called out by the public. For the promotion of the brand/company, advertising is a great tool. Advertising creates awareness and recall among the customers. Advertisements create a very huge impact on the audience as it is a great influencing tool. Advertisement can be done through mediums like print, electronic or radio. There are certain ads which involve vulnerable or offending and objectionable facts that are disliked by the audience which creates a situation of crisis. Such crisis cause a great harm to reputation of the brand/company as the ads are being watched by large population. So it is very important to build back the repo of the brand that was ruined due to some objectionable content which is also done by advertisements. This is the point where crisis management comes into action.

Crisis Management

Crisis Management refers to the steps taken by any organization dealing with a sudden and unpredictable risky incident which may prove to be a threat. It management includes managing both employees of an organisation and the target



An Analysis of Financial Implications & Relevance of Live Events in Contemporary Event Management Industry

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Abstract

Day by day the Event industry is facing new challenges and new innovations are being introduced to cater the needs of the industry. The Live Events industry is a young, dynamic, fun place to be. Energy, creativity, sleepless nights and stressful situations are all a part of the aura that surrounds this industry. But the sad truth is that no one outside of it has any access or understanding of the more intricate aspects of this large and promising industry. When it is set out to make changes in a own small way, It was lauded for endeavors, but told not to waste to time. The vision is to create an ecosystem around the industry; to give it a voice through event website and a face through IPs, to bring method in grooming talent event focused institute. People said it is an impossible vision because it was not feasible. Event education is a passion, and It is endeavor to make it effective. An event publication has been a dream and should be attempt to create a common voice. Event IPs are the future, and it is planned to see it through in a own small way. This is a non-existent industry bloom in the last two decades and indeed impact not just consumers who experience the world of live entertainment, but also the nation, to whom the industry has so much to contribute.

Keywords: *Events, IP, Live Industry, Experiential*

Introduction

The word "Live Event industry" refers to the endowed Event agencies that consist of media and industry related to Live events and their management. It consists of marketing, publicity, advertisements, group sales, touring shows and various other related platforms. Networking, creating awareness and sharing innovative concepts across these disciplines through various industry leaders is a critical aspect of not only the society, but the success of the live entertainment industry.

Business all over the world is increasing across the sports and entertainment field as teams and participants connect directly with their fans through social networking sites. Fans prefer getting up close and personal interaction with the living icons they love. During summer, music lovers trek to their favourite festivals, while winter reflects sports fans watching their heroes playing their favourite themes. Irrespective of season or month, fans of all kinds are passionately for rooting for their favourite teams and artists. The fan experience is further increased through mobile ticketing. Fans have unprecedented access to their favourite events, with the ability to claim their seats from home, work or on the go - sometimes only hours before the start of the show. The Live Event industry is growing day by day by the advent of social networking and other online promotions.

National Hindi News Channel is the Symbol of Nationalism on Television for Rural Mass in India

Somanath Sahoo*

ABSTRACT

This research seeks to identify the underlying factors for common belief of nationalism on national Hindi news channels. The findings demonstrate that the rural mass of India believe that national channels present nationalism in most of the stories than the local channels. The regular use of nationalist terminology in the news content by these channels become successful with substantial increases in nationalist attitudes among the people of India. From conducting this research, this author found that gradually discourse of time, the national Hindi news channels became the representatives of nationalism in the eyes of people of India. General qualitative analysis through random sampling and questionnaire was done to understand the behavior of rural mass in India towards national Hindi news channels and the influence level of those channels.

Keywords: Nationalism, News Channel, Hindi, India, Rural Mass, Television

INTRODUCTION

Nationalism spreads when people begin to believe that they are all part of the same nation when they discover some unity that binds them together. The united struggles for independence in India helped in building the sense of collective belonging. Additionally, a variety of cultural processes also captured the spirit of nationalism such as India map, national flag, reinterpretation of history and folklores. To spread these processes, journalism in India before independence worked as the fuel for freedom struggle vehicle. The Indian print media (newspapers, journals and books) started after the 1860s played a very powerful role in educating, convincing and mobilizing people in terms of spreading the nationalist and patriotic ideas. It was more of a mission rather than profession and the journalist those days milked this opportunity to the full to not only create opposition and hatred against the British rule but also a strong determination to liberate India from the foreign rule. Small, informal library movements sprang up in every part of India, wherein the villagers would gather around a cot to read and discuss the day's paper. In fact, it became a medium of nationalist political participation for those who could not play a more active and vocal role in the movement. These library movements did a lot to propagate the modern ideas of democracy, freedom, equality and patriotism. More importantly, it played a great role in welding India into a single nation and gave the Indians a sense of oneness and a new national identity, which was non-existent before. This new-found identity played a pivotal role in mobilizing the people's hidden energies into the constructive direction of working for India's freedom. India got independence and the development of transformation in media began. It was the time for television in India.

Television started in India in September 1959. The first programs presented on television were meant for schools and rural area. The television set up was delinked from the All-India Radio in April, 1976. The television set up was called Doordarshan. The Ninth Asian Games were held in New Delhi in November, 1982. Doordarshan started telecasting some programs in colour. A new nationalism

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Anatomy of Fake News: On (Mis)information and Belief in the Age of Social Media

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ABSTRACT

Within the context of technological and digital communication boom in India, the concern of fake news and misinformation plays a muted role in democratic and social welfare process; the current research focuses on narratives of social media users from *Achrol* and *Chandwaji* villages (Jaipur, Rajasthan). This paper tries to understand the logic of social media engagement and participation of users within the framework of understanding cultural turn in fake news and belief among the users. The paper tries to argue that the fake information disseminated in form of news becomes more complicated when it passes through filters of anonymity and identity misinterpretation in social media. The logic of information consumption and dissemination should be studied with the changing communication patterns and business models of modern India. The current research is part of social research project carried over after 2016 Indian banknote demonetization to understand the derivations of fake news and its evolution in daily life of Indian users.

Keywords: Fake news, Social Media, Opinion, Belief, Daily life, Narrative Analysis, Public Communication.

Introduction

In midst of high-speed 4G revolution and technological turn in Indian communication, the number of first time Internet users are rising drastically. Unlike their previous generations, the newcomers of digital India are exposed to massive load of information in form of various digital contents. The users - who are in between misinformation and disinformation becomes victims of social media exploitation. When misinformation targets soft victims who disseminate a false information believing it is true and on other hand, disinformation which is more dangerous where the person disseminate the false news deliberating knowing it intentionally lie.

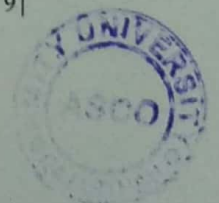
The information disseminated is often covered with "news" angle as the boom in online news portals with visual and graphic contents. Such contents are being further disseminated through social media applications like Facebook, WhatsApp, Twitter etc. calculatedly by opinion leaders and acquitted users. In case of Indian users, these social media platforms and instant messaging applications are used more at level of consumption than communication or messaging (Nugent, 2018). The responsibility of distortion and deception of message is well understood by the messaging platforms and trials has been taken for further action (McLaughlin, 2018; Rajawat, 2018, Nugent, 2018; Biswas, 2018) for fair use of platforms. On other hand, the blame on politicians and policymakers for creating "fakeness" in information (Anicca, 2018) is also been observed by Indian media and public. Even though, the fake news and associated degrees are

universal, the cultural and linguistic differences in Indian society needs to be studied closely to understand the velocity of fake news in Indian daily life.

Talking about 'post-truth', Visvanathan (2016) described that "[it] may be one such word, symbolizing the birth of a politics that returns to the primitive, the primordial and the irrational". When democracy and state governance is controlling and directly involved in knowledge and power, the control and distribution of knowledge routes are vital. The recognition of online medium, especially social media engages the discussion and disclosure of big data and post - truth. This paper is an attempt to narrate the experiences of rural Indian social media users. The study is carried over selected individuals of *Achrol* and *Chandwaji* villages of Jaipur (Rajasthan, India). An earlier analysis of this research project focusing only on *Achrol* village was published focusing on "relevance amidst the discussion and disclosure of big data and post - truth and devoting the space for understanding how the information are conceived by the individual social media user and how they consider them as an entity of the digital age" (Kalorth and Verma, 2018). The current paper uses narrative analysis of selected participants encounters with anatomy fake news and information on social media. Few interviews used in formerly published research has been used here for correlation and validation of analysis. The sharing of digital narratives propagates 'the power of story to foster and promote community bonds through the exchange of narratives of life experience' (Poletti, 2011; Halfpenny and Procter, 2015; Romney et al., 2017). The narrative recording of selected participants through in-depth interviews and

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SOCIAL MEDIA CAMPAIGNS FOR WOMEN EMPOWERMENT AND GENDER EQUALITY, CYBERFEMINISM ONLINE BRINGING CHANGE OFFLINE

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Abstract: With the Internet, comes the post-modernism feminist activism that is Cyberfeminism i.e. feminist activism on online media. Gradually cyberfeminism became an umbrella term for feminist communications. Internet provided a free space for the communication and dissemination of information. Social worker and feminist activists used the cyberspace and social media to foster their activism, making communities with shared interest, sharing the information, joining hands in efforts across globe. Gradually seeing the reach of social media, freedom to speak, with no barriers of region, even language, caste, religion, traditions, made the Facebook, Twitter, LinkedIn, YouTube, Instagram, Blogs become a tool if not the most favourite tool for communication. Recent studies, researches and data showed this trend in cyberfeminism activities. It is a global phenomenon. The unique characteristic of social media is its capacity to bring networking and virality. This paper wishes to analyse and explore the role of social media in women empowerment and gender equality. Research methodology will be case studies and content analysis. The content will be taken from Facebook, blogs and twitter and hashtag related to this topic. Case studies will be chosen across globe from the time period from 2012 to 2017. With the analysis of case studies of online social media campaigns for women empowerment the role of social media can be understood.

Index Terms – Feminism, Cyberfeminism, Online campaigns, women empowerment, gender equality

1. INTRODUCTION

Women empowerment, gender equality are the subjects as old as this world is. Questions kept on changing answers kept coming slowly or faster, but these two subjects never became out of trends or obsolete, although it is sad to write. As society changes, world developed the feminist issues also changed. The study of the first wave, second wave, third wave of feminism shows how feminism grown and extended in its reach. In post feminism, cyberfeminism came as a revolutionary change in communication. New technologies, Internet, social media changed the world, communication and networking. Cyberfeminism also adopted these new technologies and given a new name and height to the feminism.

1.1 Violence against women

Violence against women and girls is a grave violation of human rights. Its impact ranges from immediate to long-term multiple physical, sexual and mental consequences for women and girls, including death. Cyberfeminism, In mid-1990 third wave of feminism informed by post-colonial thinking, deconstruct many stereotypes and presented the bold and strong image of women. (History & Theory of Feminism) (1). It negatively affects women's general well-being and prevents women from fully participating in society. Violence not only has negative consequences for women but also their families, the community and the country at large. It has tremendous costs, from greater health care and legal expenses and losses in productivity, impacting national budgets and overall development. (UN Women webpage, Ending Violence against Women) (2) Challenges remain however in implementing these laws, limiting women and girls' access to safety and justice. Not enough is done to prevent violence, and when it does occur, it often goes unpunished. (3)

Kofi Anna, secretary general OF THE United nations, declared in a 2006 report posted on the United Nations Development Fund for Women (UNIFEM) website that, "Violence against women and girls is a problem of pandemic proportions. At least out of every three women around the world has been beaten, coerced into sex or otherwise abused in her lifetime with the abuser usually known to her." (women peace and security.pdf) (4) Ban Ki-moon, UN secretary- General explained in his words: Violence against women and girls is a human rights violation, public health pandemic and serious obstacle to sustainable development. It imposes large scale costs on families, communities and economies. The world cannot afford to pay this price." (5) As per Wikipedia, "Violence against women also known as gender-based violence, is collectively, violent acts that are primarily or exclusively committed against women. This type of violence is gender based, meaning that the acts of violence are committed against women expressly because they are women.



Blogging as a means of Science Communication: A Critical and Comparative Overview of few eminent Science Blogs and their Effectiveness

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Abstract: Many journalists and critics are of the opinion that news of science is not usually welcomed by the mainstream media, especially print media, unless some extraordinary event like a nuclear explosion, some chemical disaster or strange disease increases TRP or draws people's attention. In this science communication suffers like many other issues of merit. However, in recent times blogs have taken over many of the functions of traditional media in dissemination of scientific knowledge.

News, report analysis can all be accommodated in the blog. This has encouraged many journalists to take up serious issues and express themselves in blogs. Moreover, it has the additional advantage of publishing cheaply and being able to address an audience which is interested and educated. Access to internet and regular use presuppose a certain amount of education.

The study would identify some popular and diverse Science Blogs to critically examine the reasons behind their popularity. In this attempt it would make an in depth study of five leading Science Blogs which are very different to each other and analyse them on the basis of various evaluative parameters.

Key Words: Journalists, Mainstream, Science Blogs, Popularity, Analyse, Parameters

1. INTRODUCTION:

"Science blogs serve a variety of important functions in today's world of science media. Science bloggers break smaller news stories as well as provide personal insight on and noteworthy criticism of published research. The post-publication peer review provided by science bloggers has resulted in numerous refutations and retractions of research papers. Scientists' blogs today can be sufficiently influential to set scientific agendas, writes Sara K. Yeo and colleagues in a recently published report on the role of blogs and Twitter in the discrediting of the 2011 arsenic life paper". (Jarreau, P. American Scientist, 2016)

Print media as a tried and tested means of science communication has been dominant for decades in the twentieth century. However, with rapid rise of digitisation, internet and competition from television, print has been on the back foot worldwide with some exceptions like China and India. Despite the possibly false clamour of print media's imminent demise an item or article in a printed journal, newspaper or magazine still appears to have more impact and considered more glamorous even today. However, undeniably the reach of the internet and relative economy in publishing has given blogging an attraction for various forms of blogging, including blogging for science communication.

One must understand the reason why science communicators, especially in India, prefer the blog now. Many journalists and critics are of the opinion that news of science is not usually welcomed by the mainstream media, specially print media, unless some extraordinary and event like a nuclear explosion, some chemical disaster or strange disease increases TRP or draws people's attention. In this science communication suffers like many other issues of merit.

Blogs have now to some extent filled up this void. News, report analysis can all be accommodated in the blog. This has encouraged many journalists to take up serious issues and express themselves in blogs. Moreover, it has the additional advantage of publishing cheaply and being able to address an audience which is interested and educated. Access to internet and regular use presuppose a certain amount of education. Many scientists have now turned to blogs to communicate with their peers. Any visit to science meetings and conferences will make this truth apparent. Besides, scholars and scientists can mail each other links to blogs making it an economical exchange of information and also an engaging one.



Dilemma of Deception-To Do or Not To Do A Review of Literature on Ethics of Deception by Media

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Abstract:

The meaning and the value of ethics, for a person, depends upon an individual's knowledge and understanding of ethics, good, bad, objectives and possible repercussions of his/her actions. Even after awareness of ethical standard; how far one follows them, is deeper inquiry; especially in the area of applied ethics. Ethics is a term which is subjective, individualistic and circumstantial in nature; demanding a great sense of understanding of the impact of one's action over the larger set of people. The concerns gets deeper when the outcome of a professional practice impacts a large number of people. Journalism is one such professional area where the consequences of journalistic actions affects mass culture and society. The study of ethics, with specific reference to journalism practices has been the subject of academic inquiry since long. However ethics of investigative journalism is a difficult area to study majorly because different journalists and philosophers often have divergent and opposing opinions on the strict observation of ethics when it comes to the actual practice of journalists. This paper is a summarized encapsulation of the various research contributions made by national and international scholars on professional ethics and deception by media.

Keywords: Applied Ethics, Journalism, Deception, Sting Operations

1. Introduction:

The role of journalist in a nation is extremely sacred and full of responsibility and it is important for them to have established public interests in every news story. As providers of information they are bound to uphold certain modes and codes of conduct to ensure the veracity and authenticity of their work. These modes and codes of conduct comprise what are broadly understood as media ethics. While media professionals on occasion claim that certain facts are in the 'public interest' to disclose and need wide dissemination for that purpose, they are often accused of sensationalizing information distorting reality, trivializing events, transgressing individual privacy and worse; lying, cheating and deceiving.

However as gatherers of information, they are not above deceiving sources to gain information; particularly when the deception is viewed to be just treatment of newsmakers who are engaged in illegal activities or unethical behavior. In the recent past, even if much of the mass media in India has by and large acted in a responsible manner, there have been many instances of television channels and other mass media organization abusing the tremendous power enjoyed by them while deploying methods and tactics in the hope of gaining easy and quick popularity.

Political Public Relations: Meaning, Importance and Analysis

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Abstract: Today all political organisation need to connect with the target public. They use to communicate in the old as well as new ways using political PR to influence their general public. Political PR includes the planning and execution of the strategy for its both internal and external public to achieve desired goals. The paper aims to highlight the connection between politics, media and public, in addition about the old and new trends and tools used in Political PR

Keywords: Media, Public relations, Political, Communication

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I. INTRODUCTION AND ORIGIN OF PUBLIC RELATIONS

Public Relations is as old as human civilization. There are different examples in various form, content and end use. In the Ramayana there was a person called Bhadra who worked for Rama and kept him updated about popular feeling and perceptions. Similarly, in Iraq, a clay tablet was found which was used to tell the Sumerian farmers how to do better agriculture. The origins of public relations can be traced all the way to Ancient Greece, where Classical philosophers like Plato and Aristotle wrote on the art of rhetoric to aid public speakers in their persuasion of the people. It can also be seen in the British abolitionist movement in the late 17th Century, where books, leaflets and lectures were presented to sway public opinion towards abolishing global slave trade. Although this is where the foundation of PR lies, it was the dawn of mass communication at the turn of the 20th Century that led to the birth of the public relations industry as we know it today.

Coming to Political PR, in 64 BC elections were held in Rome. There were two candidates Antonius and the second candidate was an outsider Marcus Cicero. Many of the privileged families, who held the most of power in Rome, voting for such a new candidate was unlikely. The brother of Marcus, Quintus wrote a letter to him on how to proceed with an campaign and win an election. This letter was probably the first publication on elections and political public relations.

In the letter, Quintus mentioned some points as followed

1. Securing the support of friends
2. Knowing your enemies
3. Cultivate Relationships
4. Three things which secure votes – Favours, hope and personal attachment

What it explains that practice of political public relations is old as politics and society. Also the political PR strategies and tactics have their roots in history

Meaning

Public Relations is all about the way organisations communicate with the public, promote themselves and build a positive reputation and public image. The way an organisation appeared as in the media has huge impact on how people see it. PR try to influence the media to represent their organisation positively and deliver important messages. Political PR is a process of sharing information among party members and the general public through the different mediums. It can also be defined as an organized process used as a response for the chances of organisation survival and growth in and political environment.

Political Public Relations

The concept and implication of public relations is always in contrast of other departments such as marketing, management and journalism. In case of political PR, the field where study and action focuses on political bodies, government and political actors. Political PR is interconnected with political communication, political marketing and political relations. Political PR is tool for development of communication for both internal and external public. Political PR holds its origin from the American Politics, which is fact for the use of techniques that are always helpful for campaigns to attract public in the favour of American Presidents.





CELEBRITY ENDORSEMENT IN ADVERTISING: EMERGING AVENUES AND IMPORTANCE

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Abstract:

The benefits of using endorsement of a product by a celebrity are well-known. People tend to buy/adopt products more which are used by or are projected to be used by any celebrity as compared to a common advertiser. Endorsements are an easy way for a brand to attach themselves to the positive (or negative, if the brand has an angle on it) feelings associated with a celebrity or industry professional. The paper deciphers the advantages and recent trends by use of celebrity endorsement in advertising industry.

Key Words: Celebrity, Endorsement, Consumer & Advertising

Introduction:

Celebrities are individuals who enjoy public recognition and who use this recognition on behalf of a consumer by appearing with it in an advertisement (McCracken, 1998). According to Friedman and Friedman (1979), a celebrity endorser is an individual who is known to the public for his or her achievements in areas other than that of the product class endorsed. Advertisers sometimes develop and use fictitious characters to serve as endorsers for their brand. These fictitious characters can also be classified as celebrities. Examples of these characters are actors, actresses, fantasy creations, or even animal personifications. The term celebrity itself do not exclude individuals who may be controversial or disliked by the general population, as long as they are used carefully to convey a certain image (Tellis, 1998).

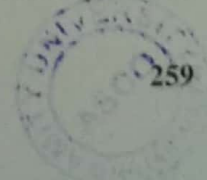
Origin:

There have been hundreds of thousands of examples of endorsement advertising over the last hundred years. From athletes and movie stars, to doctors and mechanics, endorsements are a major part of the advertising and PR industries. And with a good reason. When a product or service chooses to align itself with someone famous, or an expert in their field, they are taking a shortcut to recognition, good will, and credibility. For instance, we may never have given a second thought to a certain brand of cereal, or toothpaste, or 4-cylinder AWD car. But when someone we know comes out and says we should buy it, it's on our radar. In other words, endorsements are an easy way for a brand to attach themselves to the positive (or negative, if the brand has an angle on it) feelings associated with a celebrity or industry professional. In laymen's terms, endorsements are a specific type of advertising that employs a celebrity or other professional to say good things about the product or service. In fact, that person is lending his or her name, and the equity that comes with it, to the brand.

Types of Endorsement:

There are different types of endorsements, mostly paid (but sometimes free, especially for charity), that brands have available to them. Using the Product of Service this is perhaps the most common in sports and fashions. For example, Sachin Tendulkar and M. S. Dhoni are paid a huge amount to be seen wearing Nike shoes. Medical brands pay esteemed physicians, dentists, doctors and other medical professionals to tell the world that they use a specific product. In all cases, the advertiser work with PR firms to make sure the endorsement is seen by millions of people and this in turn marks them a recognition.

- ✓ **Paid Appearing:** Appearing in ads for a product or service is another popular way for brands to use endorsements. Sometimes celebrities also opt for endorsing products outside their nation.
- ✓ **Unpaid Testimonials:** Advertisers have the choice of paying someone to write or say something that can endorse the brand, but it's even better when that testimonial is completely free. This can happen in a few ways. A famous blogger, You Tuber, professional, or celebrity, can say something great about the brand. If a blogger gives a restaurant or salon a glowing review, it can see its business boom.
- ✓ **Fake Endorsements:** This is not to imply anything illegal going on. It is simply referring to the kinds of endorsements that come from actors who are "paid spokespersons." They appear as families explaining how wonderful the product is, or are "medical professionals" wearing white coats talking about the great product or service on offer. They have to be identified as actors in these commercials, even if they are speaking the words of a real family or doctor, and therefore the power of this kind of endorsement is much weaker than the other three. Very few people watch an ad featuring an actor and think the product will be as good as it's stated.
- ✓ **In-Effective Celebrity Endorsements:** When a consumer thinks about the brand, they also think about the endorser and evaluate the brand based on their opinion of the endorser. Therefore, there is a financial implication as endorsement may boost sales and improve consumer awareness and brand



Pocket Films and Women Empowerment: An Analytical Review of Selected Films

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Abstract

Films have always been one of the most influential media to address and display issues of social concerns. Today, when the entire media scenario in India is undergoing a sea change, especially in terms of content selection, packaging and presentations; films are not the exception. In the recent few years; Indian cinema has emerged as a change-maker and has come-up with a lot of movies addressing "Women Empowerment". While there have been a lot of mainstream films focusing on the lives, struggles and success stories of women; the concept of pocket films; through social media platforms, has also contributed immensely in presenting the stories of womanhood. Going by the new trends, many filmmakers produce films only to be released on social media platforms especially on YouTube. Thus, in recent times YouTube has emerged as a platform that is contributing actively in raising the issues, concerns, challenges, joy, and success of womanhood.

The present paper aims to discuss the contribution of pocket films released on YouTube, in raising the voice of women. The content analysis method was employed to study the core context of the pocket films. The result shows that films address the plethora of issues ranging from social security, personal independence, domestic violence and conservative society to emotional, financial and social independence. It is concluded that pocket films are contributing to changing the perception of society towards womanhood and helping it earn its due respect.

Keywords: Pocket Films; Womanhood; Women empowerment.

Introduction

In an era when the means of mass communication are expanding at the speed of light and are subject to dissective criticism; films have maintained their presence as one of the most influential medium to address and display the issues of concerning common people. Today, when the entire media scenario in India is undergoing sea change, especially in terms of content selection, packaging and presentations; films are not the exception. In the recent few years; Indian cinema has emerged as a change maker and has come-up with a lot of movies addressing the issues of "Women Empowerment". The representation of women in the media, especially films has been a matter of discussion of social science researchers. It is believed that the content and presentation of subjects with regard to women have been highly biased and narrow in terms of perspective. Though the films have female characters but the portrayal of the issues pertaining to the daily lives, social struggle or success stories related to women rarely get the mainstream screen space. Most of the researches on women and cinema focus upon the identity crisis and their traditional roles on in the social systems. Especially the second wave of feminism concerns mainly about the image and role of women in the film industry.

Impact of Crime based Indian TV Reality Shows on Youth: A Critical Study

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Abstract

Television dramas and shows based on crime and violence have been very popular all over the world irrespective of age, gender and any other demographic characteristics of target audience. Like other countries, Indian TV channels are also full of crime based Reality Shows. The impact of such shows on the psyche and culture of the viewers has become a matter of great concern and research. A large number of people are becoming habitual to watch these shows day by day and which has resulted in gross manifestations in terms of their attitude as well as behaviour mostly resulting in negative behavioural outcomes. Children at their minor and tender age are highly influenced by the contents of such shows as they don't have the maturity to differentiate between good and bad and are mostly swayed by those which are attractive in the first sight.

In this research study, details of TV crime shows are provided and an in depth analysis is done regarding the various aspects of the influence of TV Crime Shows on the behaviour and attitude of youngsters. It was found that media has a powerful role in shaping the behaviour of children and violence and crime based reality TV shows appear to be the issues of grave concern in the present times. In the research effort, the literature review provides research propositions to explore further dimensions to TV crime shows' effects and possible negative or positive behavioural outcomes in children behaviour. The study uses survey method and seeks out the opinion of the TV Show viewers to find out their perception regarding the various ways and forms by which Crime based TV Reality Shows casts spell on the thinking and action pattern of the vivid viewers.

Keywords: Reality, Shows, Crime, Dramas, Behaviour, Negative, Portrayal

Introduction

There is no doubt in the fact that the entry of television was an incredible invention in the field of Mass Media as this is the medium which combines the audio and moving pictures. The Television Industry experienced a boom after its privatization and the market getting flooded by the entry of varied number of channels and private owners offering a rich plethora of varied content to the viewers. The diversified programme content brought about simultaneous revolutionary changes in the lives of millions of TV viewers.

The influx of niche channels have provided all kinds of diversified contents to the viewers ranging from news to education, entertainment, games, cartoon, movies, health, adventure etc.. Television has many genres e.g. Entertainment, Crime, Family Drama, News, Sports, Cartoon, Educational etc. which has been successful in the gratifications of viewers. Popularity of this medium has inspired researchers of different disciplines such as mass



Changing Perceptions and Meaning of Cyberfeminism

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Introduction

Communication is the basis for the existence of social life. As per history of humans' evolution the patterns of communication, modes of communication, sources of communications, ways to disseminate the information were a major part and reason of Human growth. Communication by signs, by sounds, by signals, by words, face to face communication, communication in groups, communication in masses were the chapters in history. With the advent of written words, printing press and books a revolution of thought was observed in the world. With the newspaper and television, radio, new modes of societal life, development emerge. The industrial development demanded the public interaction beyond personal circle catering the needs of new emerging societal structures. The birth of new inventions brought new methods of communication facilities that were able to attend and affect and involve large number of people that too in different locations. World Wide Web was a revolution still surprising the world with its strength and hidden aspects

Mass media plays a very important role in shaping the ideology of the society and thereby generating consciousness among the masses. Social media can be defined as an instrument that helps to communicate and interact. Traditional media like radio, newspaper, TVetc are the tools uses for communication and dissemination of information, for long time. Social media refers to the use of web based and mobile based technologies to turn communication into an interactive dialogue. Andreas Kapla and Micheal Haenlein define social media as "Group of internet based applications that build on the ideological and technological foundations of Web 2.0 and that allows the creation and exchange of user generated content." Social media are media for social interaction, as a superset beyond social communication. Kietzmann et al. (2011) argue that social media introduce substantial and pervasive changes to communication between organizations, communities and individuals enabled by ubiquitously accessible and scalable communication techniques.

The definition of social media in Web 2. Terms, would be a website that doesn't just give information, but interacts with the users while providing this information. This interaction can be as simple as asking for your comments or letting you vote on an article, or it can be as complex as recommending movies to you based on the ratings of other people of similar interests.

Social media is best understood as a group of new kinds of online media, which share most or all of the following characteristics

1. Participation- It encourages contributions and feedback from everyone who is interested. It blurs the line between media and audience.
2. Openness – Most social media services are open to feedback and participation. They encourage voting, comments and the sharing of information. There are rarely any barriers

Growing significance of Health Apps as a Digital Communication Tool for Indian Women: A Feedback Analysis of Jaipur based Women

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Abstract- Health has always been a major concern for people whether men or women or children. Good health is always considered as one of the biggest asset one can have in his/her life. In the present times where we find women not lagging behind men in any aspect of life, health matters and issues and their simultaneous problems are equally important for women alike their men counterpart.

In this context how far has the smart phone technology and its multiple usages, specially the various Health Apps, been successful in making the Indian women more health conscious and awakened, leading to their knowledge enhancement and thus contributing to their social change and development as it cannot be denied that health of Indian women is very much linked to their status in society as well. The question is- Has the health apps been successful in making the lives of Indian women more easier and safer?

Indian women suffer from certain typical health problems like overweight and obesity, pregnancy and nutrition related problems which at times become very fatal and leads to untimely death amongst women as they are either illiterate and thus can't access the various sources which would educate them about how to handle their pregnancy or fertility or malnutrition related problems or they are ignorant and indifferent about it. Women of India have also been suffering from health disorders like osteoporosis at old age, alarming rate of increase in the number of breast cancer patients which has somewhere made it an epidemic, problems like anaemia because of negligence or lack of health care and knowledge as well as depression on account of too much of workload, responsibilities and expectations of the men folk from them.

Victoria A. Velkoff & Arjun Adlakha (1998) had said that Indian women face certain problems because of the typical cultural ethos and the prevailing norms and rituals of the society as well as varying geographical socio-economic status. As quoted by them that over one lakh Indian women die each year from pregnancy related causes and very few of the pregnant women receive prenatal care. Malnutrition, illiteracy, HIV/AIDS, fertility related problems continue to be the dominant health problems affecting women. In such times health apps have proved out to be a boon in the area of

preventive health care services by disseminating knowledge about the various commonly encountered health problems among women, their causes as well as their preventive measures.

The objective of the paper is to explore how health apps have been instrumental in improving the lifestyle of Indian women by serving as knowledge sources regarding the various health problems and diseases and how to encounter them or the preventive measures to be adopted. The paper also tries to study in detail some of the commonly used health apps by the Indian women and to substantiate the study, it tries to find out the perception of Indian women regarding the utility of health apps in their lives.

As a part of the Research Methodology, the paper makes a detail analysis of few widely used health apps by women and also employs Survey Method to gain an insight on the opinion of Jaipur based women about the advantages of this new technological development. The findings of the study would disclose some important facts about why and how health apps are emerging as a revolutionary tool in the field of Health Communication.

Keywords- Health Apps, Problems, Preventive, Awareness

I. INTRODUCTION

India is one of the developing countries where health still remains a major disturbing area which needs great concern and serious attention and planning. Indian women in comparison to men suffers from a great number of health problems which has been the reason behind their high mortality rates. Malnutrition continues to be a major deficiency in a good number of women specially rural women. Majority of the women also suffer from pregnancy related problems and anaemia which again gives rise to the birth of children who suffer from malnutrition and a high risk of mortality.

One cannot deny the fact that health and nutrition status of women are intimately linked and poor health not only impacts the cognitive level of women but it also affects their

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THE EFFECT OF PARENTING STYLES ON TEENAGERS' SOCIAL INTERACTION WITHIN SOCIAL MEDIA IN INDIA

DR. RUCHI SINGH GAUR

Abstract: As information technology develops with a formidable speed in India, social media such as QQ, Facebook, Twitter, Whatsup, Wechat are becoming more widespread than ever. Freedom of speech and expression is used like anything. With teenagers usually being the majority of users, there are parents worrying about the negative effects of social media. Many parents posed restriction on their children's use of social media which lead to conflicts that undermined parents and child relationship. There are so many examples as teens are using social media to pass negative information, In Bangalore one student committed suicide to put his camera on of his laptop, which creates a viral in youth. As India is a democratically county we are free here to give public platform to our thoughts and ideas. But there is a silver line between what and what should not publish online. As per India crime rate people are using social media 7/10 for any crime. There are 243 Million internet users in India, and probably in 2018 it will increase around 500 million. Indians are very active on different social networks and 88% of users share content on their social profiles and as well are increasingly speeding time on various social networking sites.

In my research I am going to work on how teens are using social media in negative ways, which kind of social-mental suffering they are facing, How social media is blocking their social interaction, did social media helping them in learning/ education? What parents are facing due to social freedom which creates parental authority questionnaire?

Keywords: Parenting Style, Social Media, Teenager, Parental Authority Questionnaire.

Introduction: Internet has become something most people in our century, rely on for anything in general, as a teen internet has helped in various ways, especially relating to academic work. In the past decades, a dazzling number of studies have investigated the effects of old and new media on teens. These studies have greatly improved our understanding of why youth are so massively attracted to media. And they have also shown how children and teens can be affected by media, in positive and negative ways. It's very difficult for parents to handle their teens, at this age they are more into doing what they want to do. Many parents posed restriction on their children's use of social media which lead to conflicts that undermined parents and child relationship.

India is a democratic country, where everyone has freedom to speak and express, and social media gives them platform to write anything to watch anything due to freedom of media teens is able to use all kind of content. During teen age it's hard to control a person, and it becomes a big change for parent to deal with their children. Internet provide them good enough space where they can watch, read, write, upload, download any kind of content, Yes it's not always a harmful situation but maximum when they don't know what to search or watch then it occurs as a problem for parents.

Excessive use of social media has become a problem in recent years, based on its ability to take away typical human interaction and replace them with conversations through the use of technology. The

excessive use of social media may lead to a decrease in the many communication process necessary to create strong bonds between a parent and a child. Beside the sheer amount of time spent on the device, the parents may be physically present but may be emotionally distant. As per the current status it's not only what teens are looking into web but it's about does parents gives enough time to children? The uses of online forms of media has many benefits for socialization and support; however the focus of the study is to identify how its usage effects parenting skills, parent-child attachment and whether social media usage is replacing or diminishing valuable quality time between parents and their children, how children are reacting with parents?

Methodology: In order to solicit for the required information the research adopted a descriptive research design. The design represents a broad category of techniques that need questioning as a strategy to elicit information. It gave description of how things are, starting the state of art on social media issues and parenting styles. The design takes the qualitative approach which is massive use of words in description of concepts. The descriptive design enabled to discuss case of parenting and social media in Indian social context.

Purpose of Study: The study hopes to answer the question: How does excessive parental use of social media affect parent-child attachment and parenting style? The hypothesis is that excessive use of social media, defined as over two or three hours of daily usage, by parents will negatively affect the strength of



Ethics in Media: An Analysis of Philosophical Presets, Perceptions and Practice

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Abstract: The paper argues that the question of ethics with special reference to media goes beyond the prescribed code of conduct for journalists. In fact, the question, that- 'whether a journalist or media organization follows the code of conduct or not?' itself is an ethical enquiry. Journalism is not a skill, rather an approach towards the happenings. The personality traits required for journalism are individualistic and, in any case, can't be prescribed universally. Same argument is applicable in the case of ethics. The moral principles and ethical qualities expected to be in a journalist are not much different from those expected from an ideal human being. No single ethics code can reflect the needs of everyone in our widely varied profession. Thus, in the digital age, the stress is on "personalization" of ethical guidelines.

Keywords:

Media Ethics, Media Practices, Code of Conduct, Ethics Guidelines

1. Introduction

Ethics is a term we often wrestle with in our heart and mind. Dilemmas of what is ought to do or what will be apt to do in a particular situation, is what each one of us go through multiple times in our lives. Sometimes it is easy to draw the course of action whilst many a times there is a battle between the idealism, practicality, good, bad, right & wrong.

Combating the ethical issues in our routine is generally based on the training and understanding of an individual of ethical and moral values. These trainings may not be formal. They mostly descends from family, society, peer group, self-understanding, experiences and education; framing a mindset of a person to evaluate various situations and making decision that fits into the broad framework of doctrine called ethics. Ancient Greek philosopher Aristotle views the abilities of decision making as 'character' of a person narrowing it to the application of morals and ethics to ones' self; however, a broader view of modern philosophical studies expands it to the society and asserts that the ethical power of a decision lies in the maximum good it produces to the maximum members of society.

Human beings quite often behave irrationally - they follow their 'gut instinct' even when their head suggests a different course of action. The heart of ethics concerns about something or someone other than us and our own desires and self-interest. Ethics are concerned with other people's interests, with the interests of society, with God's interests, with "ultimate goods", and so on. So when a person 'thinks ethically' they are giving at least some thought to something beyond them.

Thus it becomes of utmost importance for all the social beings to be get a logical, balanced, right and good view of a decision pertaining to personal and/or professional lives. Present chapter focuses on the multiple aspects of study of ethics including the various schools of thoughts and models defining the ethics and moral values widely. The chapter starts with the definitions and meaning of the term ethics, moving forward with the historical overview and school of thoughts. It also talks in detail about different viewpoints of prominent philosophers from ancient to modern times.

2. Ethics: Philosophical Aspects

It will not be incorrect to say that the practice of ethics is as old as our societies. It dates back to the time when a human being became enlightened to understand the good and bad consequences of his course of action. The area of ethics is a doctrine to study what a person should do to lead a balanced, responsible and participative life as a social being. Schools of ethics in Western philosophy can be divided, very roughly, into three sorts. The first, drawing on the work of Aristotle, holds that the virtues (such as justice, charity, and generosity) are dispositions to act in ways that benefit both the person possessing them and that person's society. The second, defended particularly by Kant, makes the concept of duty central to morality: humans are bound, from knowledge of their duty as rational beings, to obey the categorical imperative to respect other rational beings. The teachings of "Bhagwat-Geeta" also emphasizes on the importance of Karma (duty) based behavior of an individual irrespective of the consequences of action as it is beyond ones' control. According to Geeta, disposition of duty is the supreme



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'Embedded Journalism in 21st Century: Torsion and Distortion of War News'

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ABSTRACT

Embedded Journalism became more popular during Iraq and Afghanistan war. Embedded journalism is a practice where journalists travel with the military to cover the war. In embedded journalism journalists covers only one sided story. They build up only one sided prospective and not seeing the both side of coins. Suppose if the journalist is associated with or covering with the country specific army then they must be on the country specific coverage. Journalism is a profession in which ethical coverage of news and views are above all but such type of practices degrades the profession. 21st century decided many benchmark as well many new trends for journalism. But apart from this profession also get infected from many new threats and embedded journalism is the example of such type of infective journalism. This research will bring many aspects of embedded journalism in the new context.

Keywords: *Embedded, Journalism, military, distortion, war reporting*

Introduction:

The course of the war is now a day used to play by big powers. In a multi polar world every nation is concerned about its image in world forum. In case of invasion and planned interference in the geopolitics of other nations embedded journalism is comprehensive tool. "Embedded journalism began during the Persian Gulf War. Journalists and media outlets were frustrated by their inability to provide news coverage of the conflict; they were often forced to cover events long after they were concluded. Some journalists asked to travel with military units and were granted permission to do so, although most of the resulting coverage had to be approved by the military before reaching the public in order to protect military assets and tactics. Thus, a very controlled amount of media coverage was attained, but the results were unsatisfactory."¹

Iraq and Afghanistan were witness of widely used embedded journalism. "The larger troubles of the news business are complicated, but this problem is simple: We can't understand what we don't see; we can't explain a conflict if we hear from only one side."²

Embedded journalism is not a new phenomenon in ancient times the journalists with different nomenclature of their profession i.e. poet were accompanying the armies. Like in Indian context we can refer the case of Prithviraja III, popularly known as Prithviraj Chauhan was an Indian king from the Chahaman dynasty and he always accompanied with his poet (now a day Journalist) in the battlefields and it was an ancient example of embedded journalism.

Sometimes embedded journalism is the demand of circumstances. "Many allegations against the system of "embedding" journalists, mainly with the American or British military, are unfair. Accompanying armies in the field is usually the only way of finding out what they are doing or think they are doing. Nor is there an obvious alternative way for correspondents to operate today. Given that al-Qa'ida and the Taliban target foreign journalists as potential

¹ <https://www.openschoolofjournalism.com/distance-education-program/courses/embedded-journalism-jg140>

² <http://www.washingtonpost.com/wp-dyn/content/article/2010/04/30/AR2010043001100.html>



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Springs of Silence: Silence as a narrative and text in Rituparno Ghosh's films

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Springs of Silence: Silence as a narrative and text in Rituparno Ghosh's films

Abstract

Rituparno Ghosh was one of the rare film makers in India who recognized the power of silence both as a text and a narrative. Ghosh made conscious efforts to communicate the music of silence in many of his films. These sincere attempts knitted the complex human desires, passions and emotions in his film. This chapter investigates the power of silence in the films of Rituparno Ghosh. Here silence is not only a filmic apparatus, but also a major emotional element in his films, particularly in the portrayal of human relationship.

"If I have to go away, can I leave a bit of me with you?"
(An excerpt from the film 'Memories in March')

Introduction

The ingress of a talent like Rituparno Ghosh in the film arena can be considered as a blissful coincidence to fill the possible gap that would have been left by the demise of the legendary filmmaker Satyajit Ray. It was in 1992 (the same year Ray made a sad adieu), that Ghosh made his directorial debut with 'Hirer Angli' (The diamond ring), a literary adaptation of a novel written by distinguished Bengali author Shirshendu Mukhopadhyay. With the introduction of a new school of film making, befittingly as a successor of Ray, Ghatak and Sen, during the period of hackneyed melodrama in the 90s, Ghosh manifested the emerging modern middle class of Bengal with visual lyric and cultural aestheticism in his creations and appeared as one of the leading figures in Bengali cinema industry to turn the apathetic viewers to the theater again. A shift from exaggerated story-telling and the reincarnation of Tagore's music was profoundly visible in Ghosh's cinema. The issues of the politics and expression of femininity, sexuality and the intricacies of relationships are dealt with utmost sensitivity in films like Dahan, Chitrangada or Unishe April. But what apparently emerged as a distinctive trait of his creative notion, once travelled and tested through time and different settings became his preferred cinematic apparatus – the use of silence. Often to heighten the tension between characters or, conversely, to express the bonding between them and sometimes, as a text – Ghosh used silence as dramatic effect, similar to the concept upheld by Béla Balázs (Kulezin-Wilson, 2009).

This chapter explores how Ghosh, as a predecessor of Bengali new wave cinema, crafted silence in his films like Unishe April, Khela, Dosor, Sob choritrokalponik, Noukadubi and Chitrangada as a unique visual language – both as narration and text. Here it will be analyzed how he defined various aspects of his characters and their stories through silence, sometimes in absolute form and at times in faint. The outline of this chapter will follow the below mentioned pattern:

- Silence as melodrama
- Silence as an element of scene composition
- Silence as an evidence of emptiness
- Silence as visual poetics

The subject will be discussed from two perspectives. One, Ghosh's treatment to 'silence' in his films and the way he integrated partial soundlessness with music, especially with reference to Tagore's compositions. Secondly, the coherence he established between silence, literary narratives and his treatment of sexuality on screen.

Ghosh – the maverick filmmaker:

To bring in a distinctive tone of cinema at a time when the industry was reprehensibly fumbling to come out of the mediocrity of commercial filmmaking, primarily decked in rustic family drama, Ghosh's contributions have been noteworthy for a number of reasons. His emotional approach with a strong base of film grammar, distinctive treatment to the female characters and support for liberal sexuality with a non-apologetic tone made him the pioneer of courageous cinema in Bengal that spoke about the middle class with a matchless sophistication and no inhibition (Ghose, 'He stood for what he believed in', 2013).

He adopted a handful of Tagore's creations on screen, exploited the literary setting in-sync with cinema but still reserved the original sensibility intact. The cinema of Ghosh, as Saibal Chatterjee wrote, "transcended the confines of region" (Chatterjee, 2013). Unlike the contemporary filmmakers he didn't restrain his imagination within Bengal. He attempted to make his distinctive language of filmmaking acceptable to the world over the barrier of dissimilar native languages, though he didn't compromise on the integral requirement of films over global recognition. As when he stepped outside the known periphery of regional actors and casted Aiswarya Rai as Binodini in Choker Bali that certainly brought national media on his profile, but his primary reason for selecting her was due to her "timeless" look needed for Binodini and "an ideal blend of the traditional and the classical" (Chatterjee, 2003). Subsequently, the casting of Rai also made impact on the marketing of the film, due to her international appreciation, especially in Cannes jury. Ghosh never ignored the aspects of marketing and promotion since he started widening his spheres. Even when his films failed to secure any national or international award, fared well at the box office, due to Ghosh's well-planned marketing activities, attributed to his years of experience in commercial advertising (Ghose, 'He stood for what he believed in', 2013).

As far as ideologies of his films are concerned, issues of psychology and social construction were frequently questioned in his films. As for Unishe April, the protagonist Aditi's formal acknowledgements to her mother (like deliberately saying 'Thanks') for anything and everything, signified the emotional distance she had with her mother and treated every interaction formally as a "passive-aggressive way to deal with unspoken grudge" on line with the portrayal of middle age loneliness in Barwali (Barwa, 2013). These thematic shifts often categorize his films as artistic. The use of Jerome Stolnitz's theory of aesthetic attitude has been apparent in his cinematic settings, especially in connection to the use of drawing room and dining table scene composition. On line with Stolnitz's assumption, Ghosh attempted to inculcate 'sympathetic' attitude towards the use of aesthetics in his

