

DEFYING TAX BAN, IT'S BOOM TIME FOR ONLINE GAMING

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AMITY SCHOOL OF COMMUNICATION

Expressions



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Fierce rain showers hit northern states



Picture: SIMERPREET KAUR

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Bachelor of Journalism & Mass Communication

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The south west monsoon visit to India is an annual affair. And that it pummels the

states with showers is also known. But in 2023 the monsoonal dynamic was different for northern states of the nation. Delhi battered by the rising Yamuna levels for the first time in 40-45 years as reports stated and states like Punjab where damage due to incessant rains was

least to say unimaginable, factors that brought about this calamitous coalescence could be attributed to urbanization, infra shortcomings and climate change.

But what really was the cause of this brouhaha was the flooding of

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Parties using influencers to shape voters' mindsets

Though election to Lok Sabha is due in 2024, politics is getting hotter and battle lines appear slowly drawn between recently announced 24 Opposition parties I.N.D.I.A (Indian National Developmental Inclusive Alliance) versus N.D.A (National Democratic Alliance) showing a support of 38 parties but one who is shot into prominence are Influencers with a well-planned strategy on social media handles.

Top leadership of NDA is reported to have held a series of meetings with "influencers" in recent months while other Political parties are not lagging chasing the not only celebrity influencers, but also seek out those with smaller, more niche audiences.

As India gears up for a general election in 2024, social media influencers have become hot property. With state assembly elections due later in later part of this year in Congress ruled Chhattisgarh & Rajasthan, Congress is eyeing the BJP ruled Madhya Pradesh where it is in talks with Influencers to promote its welfare schemes on Facebook, Twitter, Instagram, and YouTube.

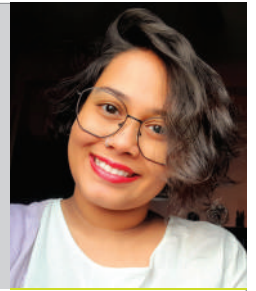
"This election would be an election of influencers," says an influencer, claiming they have replaced mainstream TV anchors to a large extent.

Going by the trends of 2014 & 2019 General Elections, social media has played a very big role in shaping voters' mindsets, and they are working on different strategies to woo voters.

There can no better opportunity for Budding Journalists than the upcoming state assembly elections in crucial western states and Lok Sabha elections thereafter to involve themselves and use their Social Media skills and engage themselves. In fact, many media outlets are coming up with vacancies and recruiting freshers to be part of Social Media nucleus.

ALUMNI CORNER

ANUSHKA BHAKTA
Sub-Editor
MARKET AND MARKETS
MAMM - 2020-2022



Down Memory Lane at ASCO

It is well known that a good teacher is like a good potter. Just as a potter shapes clay into art, a good teacher molds a student's mind to sift the wheat from the chaff. One has to have extreme luck to experience an institution where one can be shaped into a distinct being. For me, Amity has been the force that shaped my being.

It has not been long since I stepped outside the walls of this institution, but my heart still yearns for the memories and experiences I have gathered here.

When the pandemic hit the world in 2020, I enrolled at ASCO to complete my master's degree in advertising and marketing management. Life came to a technological standstill, much like The Flintstones. But, Amity kept going, needless to say, we as students received only the best from the institution's online resources.

My experience in this very institution was not like the other pre and post-pandemic batches, but in a way, I have had my share of experiencing the best of college life here. From participating and winning in the National Youth Conference to hosting Alumni Connect, I have acquired a lot of knowledge about the world outside. Apart from learning and connecting, some of my best days have been the exam days, as bizarre as it sounds, it is in fact the truth.

It was during this time we could come to college, meet our friends our teachers and end up having a gala time post every exam. Our endless conversation would begin at "Priyanshi ke Samose" and stretch as far as "Raftaar's Spring Roll" —to clarify for the readers, these were two food joints where the MAMM 2022 batch would spend most of their time hogging food and chattering away our days' exhaustion.

Today, almost a year later, I have once again moved to a new city, Pune; into a new job as a Sub-Editor in a market research firm, Market and Markets; I reminisce about those golden days and miss, what I have known as home for two years. The warmth, the love and the learning has left a vacuum in my heart. ■

Corporate culture

Looking at rewarding employees

KASHIKA NIGAM

Bachelor of Journalism & Mass Communication

It was in the decade of the Sixties that awareness about organizational culture started to emerge in businesses, organizations and institutions. The concept now popularized as 'corporate culture' developed in the Eighties and took roots in the Nineties. So commonplace it is now that no one thinks twice when talking about it in public domain.

But what is this culture? It refers to an organization's value system and behaviors that determine how that organization's employees interact and give their output. This culture is seen in employees' dress code, benefits, hiring decisions etc or maybe treatment of employees. It is important to see that organizations must prioritize their employees. The traditional corporate culture had undergone a sea change. Now it is more collaborative, and communicative working style.

A 20-year-old student interning at a corporate office will observe

According to Jobvite, 81% of workers feel that corporate culture is very important in deciding whether to apply for a job or not. The average worker spends over 90,000 hours at work over their lifetime



Picture: KASHIKA NIGAM

and judge the culture differently as compared with a person who has already worked in this sector.

Talking to Expressions, Ishita Sharma, Team Manager at Value 360 Communication, a public relations Delhi-based agency, said, "Corporate is fun if you are working with the right people, there have been many cardinal changes in the corporate world recently. People have become more communicative, free and many new policies have been brought up in these past five years. So working here has been simplified but indirectly the pressure has increased to achieve more."

Regarding corporate policies they have also changed. Many companies now allow pet-friendly workspace. This has helped in less

absenteeism and created a better work-life balance. Now they also provide paternity leave for would be fathers!

Saanvi Pandey, an intern says, "The environment in the workplace taught me a lot of things such as diversity, confidence and gave me a level of exposure like no other. After office hours, there are games such as badminton, pool, foosball so that everyone can release their stress."

Companies are investing in such policies to help their employees. Employees are encouraged to learn new skills and improve their personality. A positive corporate culture is very much essential for success of any organization to motivate young generation to join them and boost creativity. ■

CONTINUED FROM PAGE 1

Picture: **BEDIKA AWASTHI**Picture: **SIMERPREET KAUR**

Delhi which is not normally associated with rain and floods. If the Indian Meteorological Department is to be quoted then Delhi received 'excess' and 'large excess' of rain this July. The disastrous turn of events was marked by threats to life and property, landslides among other losses. Punjab also met the same fate. In Noida, water level surged on July 16 and people rushed to save their lives. Punam Devi, living

in Sector 135 Noida, claimed that her peaceful life was now really disturbed. She lost all her possessions due to floods.

Swati Pandey, working at Haldiram's, said this flood waters bred insects and infections.

Many were affected emotionally by floods trying to make sense of their circumstances.

Deeksha Upadhyay said she was forced to change residences due to

The Mint report, Early estimates indicate that this month's weather patterns have resulted in a loss of at least Rs 10,000 crore.

The floods in Delhi devastated 550 hectares of land. In Greater Noida, impacting over 7,200 people, and displacing 6,000 animals.

Picture: **BEDIKA AWASTHI**

this flood situation. Victims sought refuge in flood relief camps set up by the Governments of Delhi and Uttar Pradesh.

The Niveda Foundation is assisting people who have taken refuge in flood relief camps by providing food and basic essentials to them. More than 70 women are seeking safety at Sector 135's community centre. Ravi Subramanian, founder of Niveda Foundation, stated that the orga-

nization works for people and will take care of them.

Although floods caught Delhiites by surprise, but as government rescue measures started being implemented, the situation is improving.

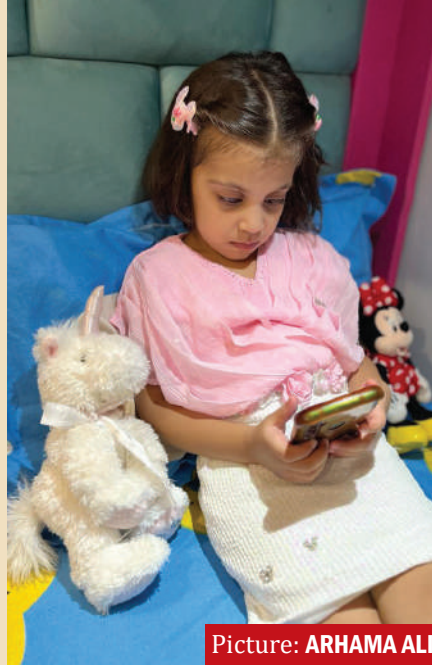
Similarly, in the Punjab, owing to continuous rainfall, rivers Sutlej, Beas, Ravi and Ghaggar levels rose leaving a state of disarray behind them. Villages in Jalandhar, Kapurthala, Hoshiarpur and Nawashahr districts were severely affected. For example, flood water entered the Punjab Police Academy, Phillaur, in Jalandhar due to overflowing of the Sutlej and several villages had to be evacuated. Floods affected highways and link roads situated on the river embankments. As storm drains have not been constructed, several cities faced flood-like situation. All major cities, including Patiala, Ludhiana, Jalandhar, Bathinda and Amritsar, were affected.

A municipal official said that cities were dependent on sanitary sewerage systems to drain rain water and when it rained so heavily, sanitary sewers were not able to handle the flood water. Hence, it created a flood-like situation. Satellite cities, for instance Kharar near Chandigarh, which are new property hotspots, were affected due to poor infra planning.

Given such a frightening scenario, Hemkunt Foundation (working against inequality, poverty and disease through humanitarian aid) has been working tirelessly for flood relief in Punjab, Delhi and now Vrindavan. They have been working relentlessly to provide essential aid, conducting rescue operations, facilitate evacuations and are going an extra mile to restore normalcy. They have taken on the mission of blocking water from roads, clearing debris and ensuring smooth traffic flow allowing people to resume their daily routine.

As rains pound the states, climate conditions will be very unpredictable. Experts said that the government needs to prepare to meet futuristic contingency situations. ■

Nomophobia threatening childhood?



Picture: ARHAMA ALI

ARHAMA ALI

Bachelor of Journalism & Mass Communication

With approximately 1.1 billion individuals using mobile phones in India (almost 77% of total population), data.ai's State of Mobile 2023 report states that Indians spent 4.9 hours daily on their smartphones in 2022.

The report added that Indians spent their time on social media and video-sharing apps. In terms of total time spent, Indians clocked 0.75 trillion hours.

Given such data, it comes as no surprise that NO Mobile Phone PhoBIA (NOMOPHOBIA) is now dominating the minds of a majority of young children in India. This phobia can be described as a state of the mind when individuals fear of being detached from their mobile phone connectivity.

Reports state that a teenage girl in West Bengal was recently found to have attempted to sell her

blood to purchase a mobile phone because her mother turned down her request to buy her one. Arbaaz, a three-year-old from New Delhi, will not eat food until he is given a mobile phone.

In another incident, six-year-old Rifa takes her mum's phone while her mother goes for a shower, hides among the bedsheets and watches social media platforms. Such examples abound across India. In Gujarat, a 13-year-old class VII student not only stole cash from his house but also used his mother's debit card details to pay for an online game.

In another example, a 12-year-old boy was murdered by his 16-year-old cousin in Gobraj village of kheda taluka because he had refused to lend his mobile phone to his cousin.

World over, there is hardly any family which is not facing increasing mobile phone abuse by children or kids, causing miseries and huge tension in their personal lives as it is children who are the worst hit.

Globally, reports are now highlighting this addiction issue among young children. According to some studies, the most common detrimental effects of mobile phones on children are: Behavioural problems especially increased anxiety or irritability or feelings of unease if phone is not accessible; Addiction to gadgets; Depression; Sleep disturbances; Eyesight problems; Obesity; Academic malpractice; Access to inappropriate media; Attention and hearing issues; Problems of the nervous system; Exposure to harmful electromagnetic waves and radiation; impulse-control problems like virtual relationships, information overload and variant online compulsions. ■

CITY OF BINS

Know the city of nawabs continues to struggle for garbage collection as one can find trash or garbage consisting of product packaging, furniture, clothing, bottles, food scraps, newspapers, appliances, paint, batteries & in fact everything which we consider as waste -all

around both in the congested localities as well as posh areas like Alambagh, Qaiserbagh, Chowk, Hazratganj, Lalkuan, Hewett Road, Indira Nagar, Gomti Nagar and Mahanagar.

Ace Photographer **Mr. Trilochan S. Kalra** went round the city and

took stock of the situation.

In absence of an organized Waste Management System yet to be in place garbage keeps growing by 'leaps and bounds' every day. This comes from our homes, schools, hospitals, and businesses and we as a citizen must learn basic etiquette. ■

"We must realise Cleanliness is not really a choice; it is a duty... a moral responsibility!!"



Threads all set to tear into Twitter?

SHAHIDA KHAN

Bachelor of Journalism & Mass Communication

The 'potential Twitter killer' Threads was launched on July 5 and right from inception was on a strong start. Receiving 100 million sign-ups in less than seven days, the app could boast of celebs, journalists, and prominent personalities having their account on it.

The launch of Threads generated a buzz in social media circles. Early adopters eagerly tried out the app and posted initial messages. Some users pondered whether Threads could foster personal connections and facilitate information sharing, while others expressed concerns about it contributing to excessive screen time. By Thursday morning, Threads had already become the top free app on Apple's App Store and a trending topic on Twitter.

According to reports, within its first partial week of availability, Threads attracted over 93 million active users globally. The announcement of surpassing 100 million users was made on July 10. Notably, approximately 33% of global downloads came from India. The question arises: will Threads increase screen time or enhance the knowledge of the younger generation? It has become a new way for people to interact, including celebrities who engage with the general audience as regular individuals, a trend that is being enjoyed by all.

Talking to Expressions, Saquib Qadri, an MBA student, said, "Do you believe that 'Threads' offers a new and effective way to share knowledge, or do you think it merely adds to the amount of time people spend staring at screens? It's a mix of both, they have the potential to offer a new and effective way to

share knowledge, encouraging collaborative discussions and expanding our understanding, they can also contribute to the growing issue of screen time and its associated concerns."

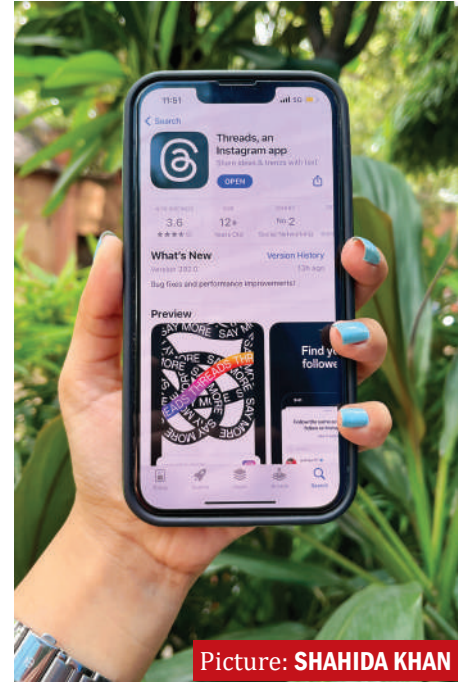
"The true impact of Threads lies in how they are utilized and integrated into our lives, balancing their benefits with the need for mindful engagement," he added.

It is giving tough competition to Twitter as many shifted to Threads and people have started making memes of Mark Zuckerberg and Elon Musk.

For many brands it has become a topic for marketing, and has gained traction.

Simran Singh, a senior executive PR client servicing, commented, "Since its introduction, Threads as a new communication feature has proven to be a game-changer for individuals seeking to enhance their marketing strategies. For instance, Zomato in India has effectively utilized Threads to their advantage. I believe Threads is more informal, capturing people's attention and encouraging them to invest more time in it. This approach signifies a positive trend, empowering marketers to showcase their products, services, or ideas in a more comprehensive and compelling manner." "Consequently, it leads to heightened brand awareness, increased customer engagement, and improved conversions," she added.

According to CNN Business, Thread accounts can be listed as either public or private. Verified Instagram accounts are automatically verified on Threads as well. Meta CEO Mark Zuckerberg, in a Threads post following the launch, stated, "We aim to leverage Instagram's strengths and develop a fresh experience centered around text, ideas,



Picture: **SHAHIDA KHAN**

July 11, 2023 - Meta's new social networking app, Threads, has surged past 100 million users in a record-breaking five days, with the company now looking to add new features.

and meaningful discussions."

Noor Fatima, a college-going girl, when asked about her experience with Threads described it as a fun social app. She emphasized that Threads served as a medium for sharing thoughts and content in a lighthearted and enjoyable manner.

However, there has been a sharp decline in traffic, indicating the platform is losing its charm just a few weeks after the official launch. ■

Defying tax ban

It's boom time for online gaming

ABHINAV VARMA

Bachelor of Journalism & Mass Communication

The Indian Government recently imposed a 28% tax on online gaming. The online gaming industry in India has witnessed a boom since the pandemic era with an annual compounded growth rate being 28-30%. But this growing rate will now be an uncertainty as GST will impact the small online gaming start-ups.

In India online gaming has created over 40,000, according to public policy and corporate affairs, Head Digital Works, and the number is only expected to increase. Mobile phones have been playing critical in its boost. According to Google stats, most of the online gaming revenue in the country comes from mobile gaming in India.

The convenience, portability, and availability of affordable smart phones make a good case for mobile gaming. This has also increased investors' interest in the sector. As a result, the gaming companies are constantly pushing for innovative ideas and events to pull in the gamers to build a dedicated audience base. Yet it is one of the most volatile sectors in the country. Lack of uniformity in laws and regulations across different states pertaining to it is perhaps one of the major factors.

With increasing popularity of YouTube live-streaming, a result of the cutting edge camera and performance of the modern smart-phones that now serve as an all-in-one device, has also contributed to its ever increasing popularity. Many of the most-streamed Indian YouTube channels are that of gamers. They simply live stream themselves playing video games, generally they



Illustration: **SHRUTI GUPTA**

are of the MMOs, i.e., the massively multiplayer online games, like PUBG, Free Fire, Valorant, Fortnite etc. The scene is simple, just a panel of streamers, who are on friendly terms, who have singularly average humor and jokes, come together to play games that we wish we could play, or wish we had the time to play, and entertain us with their antics.

And not only online games, but the YouTube streaming part has also popularized some traditional games as well. Famed Indian YouTuber and Stand-up Comedian Samay Raina streamed Chess tournaments with his fellow Stand-Up comedians and YouTubers and has been accredited with leading to chess being once again a popular and competitive game.

Not only as onlookers, anyone with passion can also choose this vast field of opportunity as a potential career path too. Ranging from Game Testers, to Online Bloggers writing game reviews and how to articles, to Youtube streamers, even

cinematographers, marketers, public relations, content creators.

Whether you have a knack of playing games like Total Gaming or mixing humor like Mythpat, or perhaps you are as synonymous to Indian Content Creation like CarryMinati, regardless of difference in your specialization the online gaming industry has a place made just for you.

With the increasing availability of games at fingertips, the wide genre of games available, and the ever expanding network coverage, the platform was never more diverse and supporting than now.

The recent introduction of 5G in the Indian ecosystem is expected to have a significant impact on the gaming industry in India. Both as a hobby and as a lucrative career it is booming further and is expected to boom even higher in the near future. Gaming experiences continue advancing towards being more vibrant, engaging and lifelike, captivating the socially diverse gamers of the rapidly evolving country. ■

Rajia shows the way to woman empowerment

DIVYA KOTWANI

Bachelor of Journalism & Mass Communication

Single mother Rajia has shown what it takes to be an empowered woman. This mother of three daughters and rejected by her husband simply because she bore girls, has shown what grit and determination can do to raise three daughters to top societal positions single-handedly.

She said while talking to Expressions, "It has been 30 years since he (referring to her husband) threw me out of his life, just because I did not give birth to a son. Instead, I was blessed with three daughters."

Rajia belonging to a lower-middle-class family remembers the days when she and her

daughters were deprived and could not even afford one meal a day.

Her husband remarried and his second wife gave birth to his son Adnan. Regardless of the challenging circumstances, Rajia was persistent.

Her main weapon was that she was a well educated woman and started teaching at a primary school while supplementing her income with home tuitions.

She educated all her daughters through the money she earned. She was determined to provide her daughters with the best education so that they were self reliant.

Rajia's eldest daughter, Aafsha, was a god gifted child. She joined a renowned university on a scholarship. Rajia says that was the day the whole family would cherish. Years of hardwork had paid off.

Even after all these years the one thought that distressed Rajia was how her husband did not even



Illustration: ABHISHEK SINGH

ask about their welfare. She says he would ceaselessly groan about the fact that educating girls was useless and marrying them off was a better idea.

Time passed and Rajia's middle daughter got a marriage proposal from an engineer working at Bengaluru. The sisters and Rajia made all the marriage arrangements and showed that they did not need a father or husband to help them.

Aafsha became a commissioner. Upon hearing the news, their father rushed to congratulate his daughter. He said he felt honored. He acknowledged that he had blundered when he did not accept his daughters as worthwhile human beings and that they at par with a son.

This made Rajia's heart swell with pride. Aafsha too has married. Her husband too has a government job. They live in New Delhi. As of Rajia, she is a proud house owner. She visits her daughters and she continues to take tuition classes at home as she believes that you should always

Gender gap remains across all the regions
In 2015, the global GPS was 0.60; today, it is 0.61. For gender equality in work, the overall score in 2019 was 0.52, up from 0.51 in 2015. For gender equality in society, the overall score in 2019 was 0.67, up from 0.66 in 2015.

work on your own and be self dependent. ■

Construction to climate crisis

Mountains under threat



Picture: MOHIT SHARMA

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Bachelor of Journalism & Mass Communication

As inclement hit mountain regions in Uttarakhand and Himachal Pradesh, heavy downpour and flash floods wreaked havoc on the terrain. The wreckage caused landslides and damaged all that had been constructed washing away vehicles and killing people in its wake. Even as headlines screamed about the mammoth tragic unfolding and government response slow in coming, experts concluded a few facts.

According to them three factors have been responsible for this unprecedented development which includes downstream impact on the national Capital, which has been flooded for the first time in 45 years. These causes are climate crisis, the Himalayan range that is still geologically active and of course, mindless infra projects that are mushrooming up in this region of delicate ecosystem.

Talking to Expressions, Revan Dixit who returned from his trip

to Shimla merely days before the unfortunate turn of events stated, "This was my third trip to Shimla and Manali and even though it's a beautiful place, no doubt about that, it just doesn't feel the same anymore.

It's too overcrowded now. And tourists have always been very reckless in their behavior, littering around wherever they go. And the ever increasing need of commercialization, while has led to development in the infrastructural sense, it has also degraded the ecology. The essence is gone."

In 2010, Shimla had 140 kha of natural forest, extending over 31% of its land area. In 2022, it lost 9.19 ha of natural forest equivalent to 4.73 kt of CO2 emissions.

According to climate experts, the snowfall there, too, has been rather scanty. As per meteorological department data, the snowfall from November to March in Shimla in 1989-90 was 556.7 cm while the figures stood at 198.7 cm in 2019-20, 67 cm in 2020-21 and 161.7 cm in 2021-22.

Arpita Banerjee, a former res-

ident of Dehradun says, "Now that there's little to no space left on plains, people have started building houses by cutting mountains. Even though we have seen time and again the tragic fate that these concrete structures would meet with when a calamity would strike; occurrence of cracks in houses, building collapse during rains or landslides, no one has changed their ways."

Added to all this is lack of awareness about the dos and don'ts in this fragile eco-system. Anjal Prakash, Research Director and Adjunct Associate Professor at the Indian School of Business (ISB), had once talked about Himalayan Region being the least monitored and vulnerable and how government should focus on investing more resources in its monitoring to have more information about the change process to develop better adaptation practices, after a glacier burst triggered massive floods and killed 150 laborers working at a power-project in Tapovan-Reni in Uttarakhand in 2021. In fact there is a need to create awareness about the fragility of this eco-system. ■

NOLAN'S **OPPENHEIMER**

receives tremendous response

ASHNA ALI

Bachelor of Journalism & Mass Communication

The Bridge on the River Kwai, The Guns of Navarone, Patton, the list goes on. And now with Christopher Nolan's Oppenheimer hitting the silver screen recently, films on World War 2 are still enthralling global audiences.

'Oppenheimer' explores the life and scientific contributions of Robert J. Oppenheimer. He was an American theoretical physicist during World War II and was credited with being the 'Father of The Atomic Bomb'. Nolan meshes a gripping narrative that delves deep into the intricacies of science, morality, and the human condition. 'Oppenheimer' is perceived as a movie on the achievement of the Manhattan Project; however, Nolan has skillfully juxtaposed the haunting consequences of atomic warfare, forcing viewers to confront the moral ambiguity with scientific advancement. The film raises thought-provoking questions about the dual nature of knowledge and the responsibility that comes with wielding such immense power.

Viewers are drawn to Nolan's signature visual flair and attention to detail bringing War years to life with stunning authenticity. From the dusty laboratories to the high-stakes political intrigue, every frame has a sense of tangible realism that makes the audience feel like firsthand witnesses to this pivotal moment in history.

The movie impresses with a top-notch sound score by Ludwig Goransson which gives every scene a nerve-trembling and realistic feel. The shift from Monochromatic and colour scenes explaining different narratives is contemporary yet commendable. The film's rich production value is awe-inspiring especially in depicting the Trinity



Picture: **ASHNA ALI**

Nuclear Test Scene without CGI.

Talking to Expressions, Aastha Agarwal commented, "I must admit, the movie is deserving of the attention it receives, but as a devoted Nolan enthusiast, I hesitate to label it as his finest creation. For me, Interstellar remains more compelling. Cillian Murphy's performance, however, had me captivated and constantly engaged during the entire film. Putting aside any biases, the overall experience this movie provides is truly extraordinary!"

However, Oppenheimer is not without its flaws. The lengthy three

hours of runtime may make some viewers feel bored, especially in the first half of the movie. The movie serves a very niche audience who have some prior understanding of the physicist's background or Oppenheimer's life. The abundance of characters and the complexities in their nature could confuse those unfamiliar with Oppenheimer's story.

In conclusion, this movie is a one-time thought-provoking and emotionally resonant cinematic experience. Prepare to behold the formidable 'DESTROYER OF THE WORLDS' at your theatres. ■