

AMIPHORIA 2023: JASHN-E-ZINDAGI DELIGHTS ONE & ALL

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AMITY SCHOOL OF COMMUNICATION

Expressions



Volume: IV, Issue: III

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SHRUTI GUPTA

Master of Advertising & Marketing Management

Students of Amity School of Communication (ASCO) and Amity Institute of Behavior and Allied Sciences showcased their talent with filmmaking skills and documentaries created as part of the short film and documentary-making competition 'Pehel'. It was organized by Partnering Hope into Action Foundation (PHIA) in association with Panasonic India.

Students as changemakers were given an opportunity to bring out an attitudinal change among people around them through a two-day workshop followed by 16 days of production. Students were offered an in-depth understanding of gender equality and were inspired to produce short films and documentaries on themes including language, freedom of choice, parenting, honour and division of labour.

The competition was judged by three stalwarts. Diwakar Bhattacharya, a filmmaker, founder of DB Films, director at Curtain Raiser Productions, and the winner of Best Short Film in 2019 at Filmfare Awards, for his masterpiece SUNO - The Unspoken; Apurva Shah, a writer, assistant director, theater artist, and social worker.

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PEHEL

Workshop on... **GENDER EQUALITY**

50 students participated in the competition and produced 10 thought-provoking short films and documentaries in 16 days



Prof. (Dr.) Anil Tiwari, Deputy Pro VC, Amity University Lucknow Campus, addressing gathering during Valedictory Ceremony of 'Pehel' on March 2, 2023. **Picture: Suresh Sahu**

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ROUND THE MONTH

Activities galore on Amity campus in March

MOHIT SHARMA

Associate Editor
Programme Director, ASCO

It was verve and energy that dominated the third month of 2023. March saw a load of activities that were majorly festive and enjoyment for everyone and especially Amitians. It all started with the valedictory ceremony of short film and documentary making competition, jointly organised by PHIA and Amity School of Communication on March 2, 2023. Short film 'Ehsaas' and documentary 'Women Transforming the Holy City' were adjudged as best in the two categories, and each won Rs 5,000 as prize money. Documentary 'Neha' was honoured by Jury Award.

Even as the winners basked in the success of their short films and documentary making, lo behold, another event shone on the horizon. This was the Jersey launch of Lucknow Super Giants (LSG) IPL cricket team. To promote fan culture, LSG launched IPL team's jersey at Amity University Lucknow Campus on March 7. The event was streamed live across the nation and students got a chance to be part of the team's fan club. Uncapped Indian pacer Mohsin Khan, batsman Ayush Badoni and all-rounder Karan Sharma graced the occasion.

Barely had this excitement settled down and people of the country were celebrating Holi, Amitians were busy in planning and execution of their mega annual festival Amiphoria. With the theme 'Jashn-e-Zindagi 2.0' Amity University, Lucknow, hosted the annual event from March 15-17. A plethora of events and activities hooked Amitians for three days. Mr & Ms Amity, Fashion Show, Kavi Sammelan, and Rock Band were the most cherished events among many others.

Amiphoria was not the end of the celebrations. Aasha Club 'AVYUKT', under the aegis of Department of Student Welfare Amity University Lucknow Campus, organised International Women's Day Celebration on March 23 in collaboration with National Anti-Corruption and Human Rights Committee of India. Chief guest Aparna Yadav, politician and social worker, along with other dignitaries graced the occasion.

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BJ&MC - 2015-18



AMITY SCHOOL OF COMMUNICATION

My biggest enabler in life

To begin with, I wasn't certain about what I wanted to do in life, but after completing 12th grade, my dad randomly asked me, "Are you not going to be an engineer?" To be honest, I was all set to go to Chennai and study biotechnology, but life had other plans for me. During my break after exams, I became fascinated with the media and how it holds the power to bring truth and create a revolution among masses. I realized that this was what I needed to pursue, and hence I landed at ASCO.

Through the curriculum, I became fascinated by how brands work and make ads. This fascination gave me a chance to work in big advertising agencies like FCB India and Ogilvy, where I handled a variety of clients, including Berger Paints, McCain Foods, Uber, Bausch & Lomb, Whirlpool, and KFC. Whatever we worked on for pitch presentations during our semester ignited a fire in me to work for real, big brands on the other side. That's when I realized I wanted to choose advertising and strategy as a profession.

And the best part about ASCO and Johri Sir is that they give you the freedom to explore what you want to do in life, and that is what gave me the confidence to pursue my goals. Plus, the mentors are always there for you, no matter what. They understand and support us in our decisions and wish us the best for our lives.

I believe that having a good mentor in life is essential to success. In my life, Johri Sir has pushed me to do better every day, and I credit him for my confidence and success. I am privileged and honored to write this for my alma mater. I want to extend my gratitude to all my teachers and mentors for being a part of this beautiful journey. I will always be short of words to express how incredibly ASCO has facilitated my growth.

CONTINUED FROM PAGE 1

Workshop on gender...

She has worked for films, series, short films, advertisements, documentaries, children's theatres, schools, NGOs, and villages across the country; Arun Pushker, a photographer, filmmaker, and mentor. He has served as a photography mentor for the Anti-Terrorism Squad (ATS) and Special Task Force (STF) personnel.

Under the campaign, PHIA Foundation envisages a society where everyone will have equal rights. For the workshop, students were divided into groups and led by faculty mentors, Amit Massey, Neelu Sharma, Trilochan Singh Kalra, Arpita Singh, and Alisha Syedain.

Speaking on issues related to gender stereotypes and their impact on individuals and society, Faiz Faruqi, a student of BA(J&MC) said, "The workshop helped me gain

PHIA is an Indian charity organization with over 50 years of heritage and experience in development and humanitarian work.

more knowledge and awareness about gender-related issues and to portray them on screen with the help of various filmmaking skills."

Students were judged on their work produced and were awarded titles, Best Short Film, Best Documentary, and Special Mention. When asked about her experience, Yashi Agarwal of BA (Hons) Applied Psychology said, "It was a tremendous experience for me as it helped me in understanding the real meaning of equality. It educated me about women's rights, and sensitized me toward different genders and sexualities." Sonakshi Srivastava, a student of BA(J&MC), who won the title of Special Mention for her documentary 'Neha' shared, "It was a great learning experience. It created a new way for me to explore thoughts, ideas, and actions. I look forward to joining more such workshops in the future." ■



Pictures: Suresh Sahu



Slum dwellers look towards govt for aid

SHAHIDA KHAN

Bachelor of Journalism & Mass Communication

Slum dweller Sushmita Kumari is a worried woman. Living in a slum in Gomtinagar's Vineet Khand, Sector 5 slum, she says, "No one wants to live like this. My husband is a laborer and earns Rs 4-5k per month. With such little income, we cannot afford a house and that too in a city like Lucknow. I have applied multiple times to Uttar Pradesh Awas Vikas Yojana for a house but to no avail. The only option I have is to live in a slum."

Like Kumari, Lucknow is home to thousands of slum dwellers.

Even though state chief minister Yogi Adityanath has announced that needy people would receive ration even without a ration card but the ground reality is very different. Suresh, another slum dweller and a rickshaw puller told Expressions, "Neither we are provided a ration



card nor were we given any ration. On top of that our names are being struck off from our village ration list as we are residing in the city."

Social Activist and co-founder of Badlav Seva Samiti, Lucknow, Mahendra Pratap says while speaking on homelessness in India, "There are many reasons such as unemployment, illiteracy, poverty, wealth gap etc. But I think one major reason because of which government schemes are not able to help people is that the houses allotted under government schemes are either taken by the middle men responsible for allotting houses or are put up on

rent by people to whom houses are allotted."

Most slum dwellers or the homeless live on land owned by government and are considered as illegal occupants which means they can be asked to vacate any time. There are almost 50-55 slums on government land. The houses in these slums are made of thatched roofs, wooden logs and tin shades. Rimadevi, a 34-year-old maid said, "There are no toilet or water facilities here, no electricity and many times we don't even have food to feed our kids. Ultimately poor people suffer the most." However, for Rimadevi and other slum dwellers, the major concern is the uncertainty of their living situation and fear of being asked to vacate the land.

Though India is rising fast on the economic landscape, a sizeable chunk of the population is still deprived of basic necessities of food, clothing and shelter. ■

Jeev Aashraya: Helping the voiceless

ISHA SHARMA

Bachelor of Journalism & Mass Communication



With around 6.6 million strays entering shelters and 3.1 million being euthanized yearly, it is one subject that calls for serious attention by society. The silver lining to this cloud is that 65 per cent people adopt a res-

cued cat or dog.

Within this gambit, non-government organization Jeev Aashraya, an animal rescue service is like manna from heaven for these disadvantaged quadrupeds. The NGO is located in Vijay Khand Gomti Nagar. The rescuers working there radiate a positivity while coming to the aid of these abandoned animals. There are currently 50 to 60 animals in the shelter including dogs, cats, monkeys and cows. They treat these animals inside a small hospital service they run on their own using public funds and by assistance of Lucknow Nagar Nigam (LNN).

Jeev Aashraya has been working hard for the strays since the last 11 years with a mission that is 'Conserving with compassion'. Jeev Aashraya had also played an active role in the emergency response during 2015 Nepal earthquake by carrying out rescue and relief oper-

ations. They work to end cruelties against animals, prevent animals rights from getting violated, assist adoption of abandoned animals, educate and sensitize people about animal welfare and provide shelters and treatments for abandoned and strays.

They are currently carrying out an operation named 'Prayas' which is an initiative to help the affected and needy living creatures in Joshimath. They need donations to carry out this operation with a due amount of over Rs 4 lakh. The link for their donations is available on their official website jeevaashraya.com.

Their animal rescue helpline is 8009392222. Young adults like college students can help them in carrying out these operations and projects by extending a helping hand either by donating or volunteering. ■

jashn-e-zindagi 2.0



AMIPHORIA

ANSHIKA, STUTI VYAS, SHRUTI SINGH & ANANYA SRIVASTAVA

It was that time of the year once again! Come spring and along with it the fragrance, colours and excitement of Amity University, Lucknow campus' annual fest Amiphoria. Just succeeding Holi, the festival of colours, the carnival excitement spilled onto the next week as the three-day spectacle started taking shape and finally culminated into the energy, cheers, rock band performance, ramp walk and fashionistas, poetry evening, palate ticklers, drawing in the oomphs and aahs from March 15-17. The 'Jashn-e-Zindagi' had begun.

On first day, it was the retro touch for all. Dressed in black and white dresses, students picked their favourite retro look. Fun-filled activities like Fun-zoid, Amipod, Reel It, and the Photo Booth Competition were the center of attraction. Day one ended with the ramp walk show, the 'Amity Xuberance Mr & Ms Amity' contest. Bhamini Mishra of Amity School of Languages was selected as 'Ms Amity' and Asharul Haq from Amity Business School was selected as 'Mr Amity'. Of course, this was just the start.

Second day was even better. The day was devoted to traditional look. 'Kavi Sammelan' organized by PR & Communication department of



Amity University Lucknow Campus and Amity School of Applied Sciences, just stole the show. Poets Azhar Iqbal, Chirag Sharma, Neelima Mishra, Aman Aksar, Ramayan Dhar Dwivedi, Harshit Mishra, Komal Singh 'Nidar' and Chandra Shekhar Verma graced the occasion. Following the poetry show the gathering was thrilled with the 'Battle of Bands'. Singer Aseem Sharma added to the plethora of cultural colours. The day also saw Amity Designer Awards 2023 where a fashion show was presented by students of Amity School of Fashion Technology. Earlier during the day, solo singing, solo dancing and group dancing event named 'Klectika 2.0' was organized by Amity School of Applied Sciences. 'TurnCoat 2.0' a debate competition was organized by Amity Institute of Education. 'Frosting Fantasy' organized by Amity School of Hospitality was judged by Chef Nandini Diwakar.

Third and the last day of the grand event was an ode to Bol-

lywood. Girls' favourite thematic dresses were of Kareena Kapoor's 'Jab We Met' and Alia Bhatt's 'Gangubai Kathiawadi' attire. The evening of the final day was graced with the band competition where more than 10 bands competed with each other. Adding to the excitement was Siddharth Slathia, the famous singer and Swatterex, a Delhi-based DJ rocked the audience with their electrifying performances. Earlier, the day also saw a variety of competitions being held like mimicry, mono acting, standup comedy, magic show among others.

On the tongue tickler front, Nainital Momos, Bar-b-Que Nations, Pizza King, Chappan Bhog, Thekawala, were the most preferred ones.

The sponsors for the show were The Roadster, Axis Bank, Knocksense, SS Immigration, Sahara Hospital, Instax, Hindustan Times, LIC, Hero Moto Corp, Lucknow Super Giants, Gyan, VLCC, Indian Oil Corporation, and Engineer Solar Wala.

PHOTO FEATURE ►►►



Brass Bands: Playing notes of despair



The idea of the brass band dates back to early 19th century and England's Industrial Revolution.

Employers during urbanization financed work bands to decrease the political activity with which the working classes seemed preoccupied in their leisure time.

Source: Wikipedia



Pictures: Ashna Ali

ASHNA ALI

Bachelor of Journalism & Mass Communication

Remember those wedding processions when dancing was only possible when accompanying brass bands bellowed out *aaj mere yaar ki shaadi hai?* And the finale would perhaps culminate in *Le Jayenge Le Jayenge...* Well, this scenario was barely until some years ago only. But as live DJ with electronic music changed the 'baraat' set-up, so did the existence of brass bands undergo a sea change.

Rajendra Kumar, 43, owner of Milan band (located in Chowk) told Expressions, "I have nothing after playing in various bands for more than 25 years. I have invested ev-

erything that I earn in this profession, now there seems no future here. The shift towards electronic music is slowly perishing this art-form."

Notwithstanding social status, live brass bands have always been an integral part of Indian weddings. Dressed in faded military-style uniforms, or long silken tunics and turbans, brass bands players play the latest Bollywood tunes and have long been a must-have at any Indian wedding. Weddings in India are never complete unless the brass bands are hired to play during the wedding procession, where the groom's family dances to the wedding venue, and the bride's family awaits them. A 'Barat' procession is usually accompanied by bright

lights, fireworks, loud music, and dance. These artists have inherited this art from their ancestors and have been performing for years making someone's event special.

However, as tastes of younger, wealthier Indians shift towards more modern music, young couples are increasingly opting for DJs who play electronic music rather than live bands. The shift is making it difficult for band owners and musicians to find gigs, exacerbating an already difficult situation including their health. Pawan Kumar, a worker at Milan Band says, "Back then I used to passionately work in this profession but after the death of my younger brother who used to work with me as well, I stopped. We didn't know that he had a weak heart and one day while playing a trumpet at a wedding he collapsed and died."

The changing trend in music listening and the repercussions of the COVID-19 pandemic have impacted the turnover of these artists. Bandmate of Rajendra Kumar, Rahil Siddiqui recalled his struggles during the pandemic and said, "It was almost six months into the pandemic, and our business of wedding bands was gone bust. With celebrations restricted to just a few people in the era of social distancing, there were no bookings, I had to sell off old clothes and the accoutrements of the trade the buggy, lights, even the mare. We didn't earn enough that could last us long in those difficult times."

What's more, playing loud electronic music late into the night is also seen to be adding to noise pollution. That is why the UP Pollution Control Board has invoked a blanket ban on playing loud music in open places after 10 pm. But as authorities turn a blind eye to the rules, loud electronic music is played long into the night at various weddings. However, if rules are abided by, perhaps, brass bands will return to their former glory. ■

DEVELOPMENTAL DISORDERS

Children of a lesser god?

ARHAMA ALI

Bachelor of Journalism & Mass Communication

Neurodevelopmental disorders are emerging as a big health threat and may be more prevalent among India's children than previously thought. A recent study has shown that almost one in eight children below 10 years of age has at least one neurodevelopmental disorder.

Talking to Expressions, Pediatric Neurologist in New Delhi Dr Rajni Farmania says, "If identified at an early stage, the developmental problems of children can be addressed with expected results." She also explains how parents can know if a child has a behavioural problem. "If the child tends to throw tantrums and shows the same fidgety behaviour at all places, it could be a child with special needs."

The number of children with developmental disorders such as cerebral palsy, neuromotor disorder, autism, attention deficit hyperactivity disorder, (ADHD), intellectual deficiency and learning disability is rising all over the world. Parents of such children must be extra careful during the prenatal period. Children born with developmental disorders need special attention and active monitoring of their growth including whether the child meets the typical developmental milestones or not. The responsibilities and struggles of parents with a child with special needs are huge. Most parents play their part well and can be termed 'good parents'.

Afreen Arshad mother of an ADHD child from New Delhi, who takes it in her stride says, "My child is destined for something wonderful, something that would be impossible for those calmer and regular energy-level children. I can think of several occupations where bound-



Picture: Arhama Ali

less energy would be an incredible asset. I am even jealous of his tireless enthusiasm for life and wonder what more I could accomplish if I were so blessed."

Farmania says as parents are on the alert, such cases are being detected early. Without parental awareness, she feels doctors cannot go for screening and only after screening the child, the treatment options could be decided upon. She says, "Every child is different. So the education of patients, families and teachers forms an integral part of the management of such cases. Parents need not get jittery over it since there is a lot more to

treatment than medication. It is important not to think about what is wrong with your child, but rather think about what is right with him or her."

"Once parents learn to look at the gifts or ADHP - things like exceptional energy, creativity and interpersonal skills- they can see the shine inside their child," says Ken Brown Gratchev, a special education instructor at Kaiser Permanente, in Portland, Oregon. That's quite cheering and reassuring for parents with such children. So, why not put it this way- "Children with special needs rather than special-needs children?" ■

ONLINE LEARNING

From pages to web

ABHINAV VERMA

Bachelor of Journalism & Mass Communication

Gone are the days of note sharing as part of exam preparation. Thanks to digitization, online learning platforms are the new note sharing choice of many students.

As per a survey conducted by some reputed institutions of the city, a variety of results came to light. At Montfort Inter College, Mahanagar, around 20 students were studying for their exam which was about to begin in the next 30 minutes. Most of them were well dressed in their school uniform, and as their car drivers dropped them off to school, their notes or study apps were drawn up on their phones, earphones snug in their ears while they were lost to the world. As per the survey they all belonged to upper-middle class income group and when asked about their preparation method, Parth Sharma, a 14-year-old student of 8th class, told Expressions, "I study through BYJUs. The online classes and mock tests are more than enough for me to score well." Similarly, Nikita Swaroop, aged 13, a student of class 6th, said, "Unacademy

is the choice for me as it provides me unlimited online classes and doubt solving sessions. There are also weekly mock tests, so that I can practice as I study."

Revenue from online learning platforms in India is projected to reach US \$4.73 billion by 2023-end. In fact, post COVID-19, the urban scenario has changed drastically. Groups of students who were once a staple sight are now nowhere to be found. They now belong to their mobile phones, earphones, and the internet. This scenario was best displayed at Montfort Inter College where more or less students were either watching a video-explanation of important topics or attempting a brief quiz online. Asha Solomon, an English teacher at Montfort Inter College said, "Things have changed a lot since the pandemic. Many of my students have lost interest in the regular-physical classes, which they attend merely for the sake of attendance. Online education which has gained more relevance since Corona has now become a go-to for students. Most students use one or the other paid-platform, and the ones that can't afford rely on YouTube tutorial. The physical and emotional bonding between teachers and students, and also among

students seems to be vanishing somehow."

A different perspective was witnessed at the Shri Jai Narayan Mishra PG College, near Char-bagh. It was found that students of the institute mainly belonged to middle and lower-middle income groups and only 3 out of 10 surveyed students agreed on using online platforms for stud-ying, while 7 out of them said that they relied on YouTube tutorials. They also mentioned to be relying on books, which are easily available from stalls in front of their college, though second hand. Among all of the crowd outside the college, groups of friends were visible thanks to their usual voices and laughter.

Speaking to Expressions, Shilpi Gupta, headmistress of a Government School near Bakshi-ka-Taalab, Lucknow, said, "Most of my students come from under-privileged backgrounds. They have no access to smartphones. Many of them live in areas where internet connectivity is not proper. As such they do not have access to online studying platforms, which the urban school-goers use nearly on a daily basis." A student named Devendra Singh, 14, student of class 9th, Lucknow, said, "My house does not have Wi-Fi, I have no information about online studying methods. My father is a farmer so I have to help him and I am not left with much time for studying. Let alone online methods."

This disparity is a matter of grave concern as revolutionizing trends in the field of education are flooding the minds of new generation but at the same time only some are able to access the new technology while others due to lack of privilege and resources are left behind. This can further result in a way too wide gap that may not be bridged soon. ■



Based on technology the Indian e-learning market can be categorized into online e-learning, learning management system, mobile e-learning, rapid e-learning, virtual class-room, and others. Among these, mobile e-learning exhibits clear dominance in the market.

In the online Learning platforms, the number of users is expected to amount to 244 million by 2027.



REELS

New definition of entertainment

- 91% of active Instagram users watch IG videos every week
- Most popular Reel has more than 289 million plus views
- People in United States & India use Instagram Reels the most
- Meta is the one who launched Reels for the first time

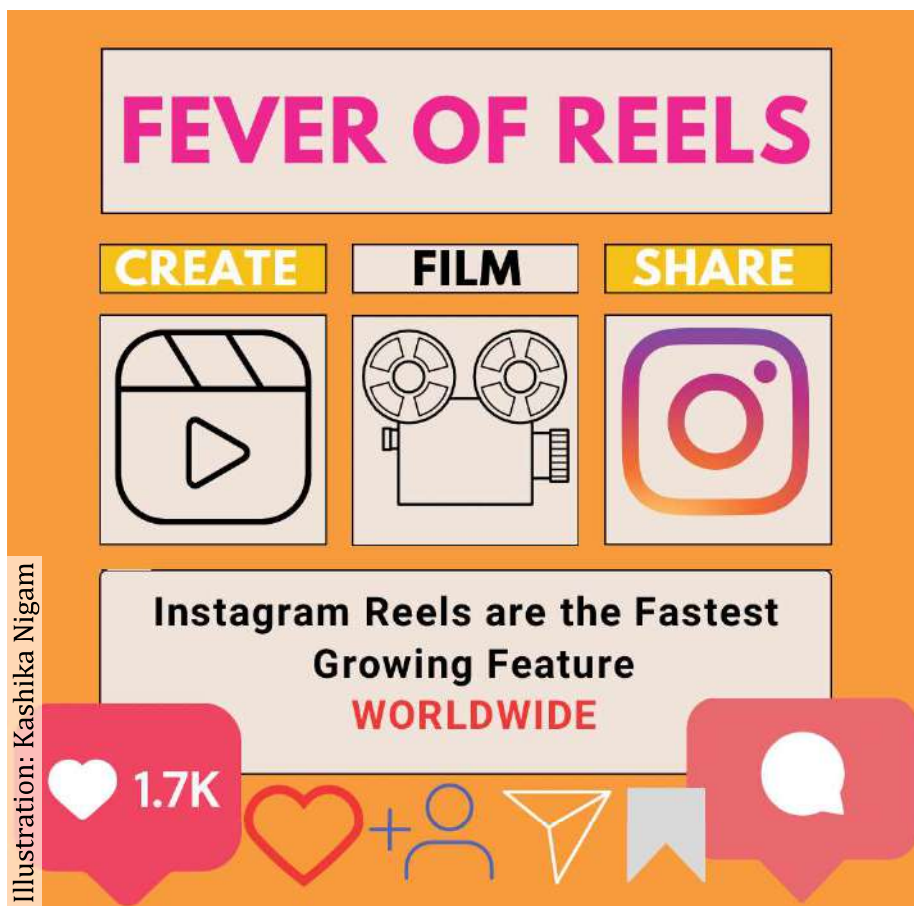


Illustration: Kashika Nigam

KASHIKA NIGAM

Bachelor of Journalism & Mass Communication

If generic impressions are anything to go by, then social media takes the cake. Irrespective of age group, anyone who has a mobile phone and an internet connection, has jumped on to the band-wagon of social media. 'Reels' are the latest craze.

Talking to Expressions, Mass Comm UG student, Amity University, Soghra Fatima said, "If we talk

about reels in a professional way, then it has promoted brands as people have started market-ing through reels, especially those who have small businesses. These people are not dependent on anyone for promotion. Reels have also promoted the creative side of our generation, especially the younger ones as they have a huge platform for showcasing their talent. They have affected us on a very deep level because social media is about reels nowadays."

Social media platform Instagram

unveiled Reels on August 5, 2020 to compete with TikTok's video fury. Ever since then, there has been a flood of reels. Instagram saw a surge of 3.5 per cent in daily usage when reels was introduced. Instagram CEO Adam Mosseri even said that in a survey Instagram found that the main reason why people come to the app was to get entertained and reels served that purpose.

This reel or 15-second short video content is not only more interactive but has also catered to the decreasing attention span of users hence 15-60 seconds is the sweet spot to hold attention. Reels are inclined towards entertaining the audience directly or indirectly. Reels are more of an info-tainment platform. By making or watching reels one can engage oneself.

Richa Dixit, a homemaker says, "Reels are a very interesting thing created as they help to make me aware about few things and also play a very important part in entertainment as one can spend hours by scrolling reels and may not even realise, which is also very dangerous. Still if one has endurance in themselves then it is very beneficial for one." In fact, from a distractive and addict-ing medium, it is serving as the biggest platform of skill development, also serving as the biggest market for brands and new businesses and providing employment to millions.

Another influencer (a user on social media who has established credibility in a specific industry), Ansh Tripathi, says, "Being an influencer is a 24*7 job and it is quite difficult to be trendy on social media and to keep the track of views, shares and likes." He said that he began his influencer career a few years ago out of fun and never expected it turn out something full-time. He adds 'but it is fun as there are no restrictions on my creativity'.

Reels are one of the most creative platforms to be on as they do not restrict anybody's creative mind and give a platform regardless of social status. The "Fever of "Reels" is rising. ■

ATTENTION, MEN!

It's ok to show emotions

Men make up 95% of the prison population, of which 72% suffer from multiple mental health disorders. Aishani Purkayastha, student of Bachelor of Journalism & Mass Communication, discusses emotional problems of men

An MCA student at Techno India University, Rahul Singh has taught himself to keep his emotions to himself. Reason? As he is the sole breadwinner for his family, he has learnt that in life's struggles, there is no room for display of one's emotions because no one really wants to listen or seem interested enough to listen to a man rant about his problems.

Like Rahul, there are myriad of people and individuals in society who are products of emotional genderization. In fact, if traditions are taken into account, it is believed that 'real men do not cry', 'Be a man!' or maybe 'crying is for women'. Men are taught very early in life that they are expected to suppress their feelings for that is the very character of a male identity.

Talking to Expressions, Singh adds he has never shown emotions ever because it is not expected of him.

Sparsh Chauhan, a student of Computer Science Engineering at BBD University, says. "Men are judged too soon and too easily. I find it is easier to stay quiet than explaining myself."

He further stated that he did not have people to support him but felt if he kept talking about what stressed him, it would be a burden on others. This was because he believed they could to some extent think that he should not be affected so much by everything.

If conventions are anything to go by, sadness/grief experienced by men is manifested in the form of anger or violence in extreme cases. Both of these emotions have always been associated with the 'manliness' of a man. Moreover, a society which is patriarchal in nature has categorized 'crying' as an expres-

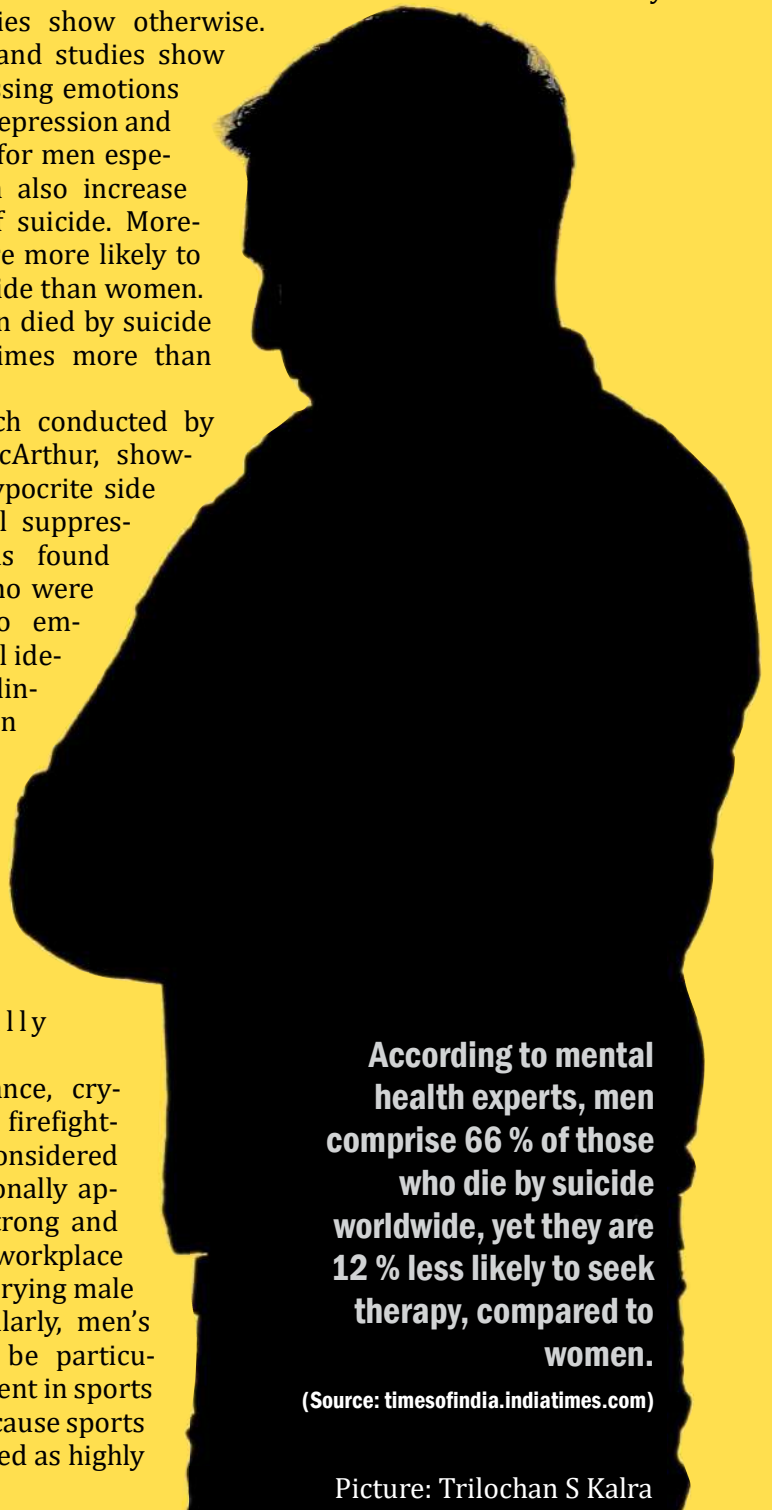
sion of powerlessness or helplessness and a setup dominated by men cannot afford to tarnish that image by showing their weakness.

But studies show otherwise. Researches and studies show that suppressing emotions can lead to depression and anxiety, but for men especially, it can also increase their risk of suicide. Moreover, men are more likely to commit suicide than women. In 2018, men died by suicide about 3.5 times more than women.

A research conducted by Heather MacArthur, showcased the hypocrite side of emotional suppression. It was found that men who were perceived to embody cultural ideals of masculinity were given more room to cry or be vulnerable than those who were perceived as less stereotypically masculine.

For instance, crying male firefighters were considered more emotionally appropriate, strong and higher in workplace status than crying male nurses. Similarly, men's crying may be particularly prominent in sports precisely because sports are considered as highly masculine.

Given this disparity of emotional clampdown, the stigma attached to emotional genderization should be done away with. ■



According to mental health experts, men comprise 66 % of those who die by suicide worldwide, yet they are 12 % less likely to seek therapy, compared to women.

(Source: timesofindia.indiatimes.com)

Picture: Trilochan S Kalra