

**MEDIASCAPE IN
21st CENTURY
EMERGING PERSPECTIVES**

PART 2

Editors

Prof. Manukonda Rabindranath, *Dean & HOD*

Dr. Manisha Sharma, *Associate Professor*

Dr. Raghavendra Mishra, *Associate Professor*

Dr. Nagendra Kumar Singh, *Assistant Professor*

Dr. Manash Pratim Goswami, *Assistant Professor*

Dr. Krishna Murthy, B.Y., *Assistant Professor*

Ms. Abhilasha Alice Tirkey, *Assistant Professor*

KANISHKA PUBLISHERS, DISTRIBUTORS
NEW DELHI-110 002

Contents

<i>Preface</i>	v
1. Media and Women: An Analysis of Uses and Gratification of Media among Rural Female Folks <i>Dr. Preeti Singh</i>	1
2. An Analysis of Health Communication Strategies of Block Extension Educators of Hoshiarpur-Punjab <i>Nidhi Sharma</i>	6
3. Impact of Social Issues Based Films on Society <i>Hardeep Singh</i> <i>Dr. Sandeep Kumar</i>	16
4. Representation of Sikhs in Hindi Cinema <i>Damanpreet Kaur</i>	26
5. A Practice for Positive Media: With special reference of 'NO NEGATIVE CAMPAIGN' <i>Devesh Pratap Singh</i>	39
6. Portrayal of Women in Indian Media <i>Prof. Reena Kaur Dhillon</i>	50
7. Study of YouTube as a Sex Educator Among Youth <i>Ranjan Kumar</i> <i>Pragya Gupta</i>	58
8. A Study of Changing Demands and Preferences of Movie Goers of Indian Cinema <i>Manmeet Kaur</i>	73
9. Media Influences on Parentless Children Under Family Based Care Programmes <i>Dr. Happy Jeji</i> <i>Jasdeep Kaur</i>	82
10. A Comparative Study of Alternative Digital News Websites & Mainstream Digital News Websites Among Young Journalism Students of Delhi and Faridabad <i>Geetika Vashishata</i>	94

19. <i>Strategic Communication in India: An Analysis of Strategies and Presentation</i> Prakash Kumar	451
20. <i>Social Media and Changing Psychological Behaviour</i> Raja C John and Prof. Ishita Das	459
21. <i>Coverage of Iraq War 2003 in Mainstream Press: An Analytical Overview</i> Prakash Kumar	473
22. <i>Social Media as a Powerful Medium to Develop DE-DLR</i> Kusum Rani and Prof. Prakash Neeraj	482
23. <i>Supporting 'Deconstruction of Reality' Portrayed in 'Haider'</i> Prakash Kumar	485
24. <i>Community Radio: The Voice of People</i> Dr. Raja C John and Bharna Pathak	492
25. <i>Tourism: A View of Practical Education</i> Dr. K. Soma Sankar	497

VI—New Media

1. <i>E-Governance in India: An analysis of Select Government Websites</i> Dr. Jayaramendra Mishra	501
2. <i>Communication Needs and Use of Digital Technologies: A Study on Tribal Population</i> Dr. Nayendra Kumar Singh and Amit Kumar Singh	525
3. <i>Fake News and Cyber Propaganda: A Study of Manipulation and Abuses on Social Media</i> Dr. Manash Pratim Goswami	535
4. <i>Social Media and Changing Psychological Behaviour among Youth</i> Raja C John and Prof. Ishita Das	545
5. <i>E-Governance—A Challenge for India</i> Ms. Kusum Rani and Teenu Maan	556
6. <i>Use of New Media and Convergence: Creating New Opportunities for the Sustainable Development of the Tribal Community in India</i> Dr. T. Sarjameshwar Rao and Ravi Ayyagari	562
7. <i>E-Governance: Opportunities and Challenges in India</i> Rahul Joshi	571
8. <i>Use of Social Media by Youth</i> V. Suresh	582

E-Governance: Opportunities and Challenges in India

Rahul Joshi

Introduction

Now days, E governance is one of the major invention of internet technology and works as a platform for exchanging the wide varieties of information and services such as transacting with citizens, businesses and other arms of government. E-Governance improves accountability, transparency and efficiency progress in Government organisations. It is helpful in order to strengthen governance. It also facilitates sustainable and inclusive growth of the country. E-Governance also provides a mechanism of direct delivery of public services to all including the marginal section of the society in the remote areas of the country, without have deal with middle men.

Pillars of E-Governance

Connectivity

It is helpful to connect the citizens of the country to the services of the Central or state government. Strong connectivity is always must for the effective e-governance.

Knowledge

In this section, Knowledge refers to Information Technology Knowledge. Skill full engineers should be employed by the Government in order to handle the process in an efficient way. They handle all kinds of faults that, may occur during the working of e-governance.

Data Content

For sharing any kind of knowledge or information over the internet, Unique Database is required. For smooth functioning of government services, database should have the data content.

Capital

It can be on public or private partnership. Here capital refers to money used by the central or state government to provide their services to the citizens or to that sector of the economy based on its operation.