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Inclusivity, Convergence and Alternative Negotiations – ICAN^5

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FROM THE DESK OF THE PATRON

MR AMAN SAHNI

The ICAN conference is the flagship event of the DME Media School. Over the last four years, it has resulted in lively debates and discussions and culminated in the publication of numerous research papers in the form of content-rich and relevant books. The continuous partnership with Deakin University, Australia and several other reputed organisations is testimony to the fact that the Conference enjoys its window in the wide world of media and communication.

ICAN 5 will see over 120 research papers being presented and over 50 resource persons sharing their knowledge and opinions. It is heartening to see the extended list of partners for the Conference – IAMCR GEN Section; Institute for International Journalism, Ohio University, USA; Daffodil International University, Bangladesh; Green University, Bangladesh; Makhanlal Chaturvedi National University, Bhopal, India; Global Media Education Council; Vigyan Prasar, Government of India and many more.

Inclusivity and Convergence are both terms and concepts that need to be examined at a macro level. As a society, we must explore these themes for a fair assessment of where we stand and the path ahead. These proceedings form an introduction to this Conference and exhibit the promise of this Conference to be a platform for worthy academic thought and action. I wish all involved a rewarding experience.

Aman Sahni
(M.Sc. Global Politics, LSE)
Vice-Chairman
Delhi Metropolitan Education

FROM THE DESK OF CHIEF ADVISOR

JUSTICE BHANWAR SINGH
(Former Judge, Allahabad High Court)

ICAN 5, themed "Inclusivity, Convergence and Alternative negotiations" is very relevant with the paradigm shift that has occurred in the media industry during the last five years. The previous four editions of ICAN depicted the showmanship of DME Media School with global collaborations and participation. ICAN has established itself as a true international experience for its stakeholders.

ICAN's theatre amalgamates the practices in the media industry with pedagogy. It provides a juncture for convergence to the media practices in the East and the West, the diverse cultures.

Researchers, teachers, practitioners, and students from across countries and continents will streamline their know-how via this divergence.

My very best to the DME Media School!

Justice Bhanwar Singh
(Former Judge, Allahabad High Court)
Director General
Delhi Metropolitan Education
Noida, Delhi NCR

FROM THE DESK OF ADVISOR

DR RAVI KANT SWAMI

ICAN, with 4 International Conferences behind it, is the most trusted brand in the Media-Academic industry. Global participations, the quality of presentations and the progress of the conference themes year by year makes it a worth attending convergence. The theme for ICAN 5, "Inclusivity, Convergence and Alternative Negotiations", is of interest for the present day Media professionals. I trust that this 5th edition of ICAN will achieve its objective and pave the way for future inclusivity, convergence and alternative negotiations.

My best wishes to DME Media School!

Dr Ravi Kant Swami
Director
Delhi Metropolitan Education
Noida, Delhi NCR

FROM THE DESK OF CONVENER

DR AMBRISH SAXENA

It is my pleasure to convene the World's First 7-day Hybrid International Conference ICAN 5, a platform for researchers and scholars to deliberate upon matters of Inclusivity, Convergence and Alternative Negotiations.

The post-pandemic media is a metamorphic field which is rapidly shunning away its traditional methods and making way for a more comprehensive approach to communication. Several technologies, ideologies, and methodologies are converging into a world that appreciates inclusivity and provides a platform for alternative negotiations. ICAN 5 is a manifestation of this very philosophy.

I am proud to mention that just like its predecessor, ICAN 5 is also promoting women academicians, researchers, and media professionals. We have received over 125 papers which shall be presented during a total of 10 technical sessions, all of which are being chaired by eminent women. This year, we have participants from 14 countries in 6 different continents, making this conference international in every sense. What's more, media educators of global stature will be joining us for academic deliberations through multiple panel discussions, master classes, workshops and plenary sessions.

With the last four editions of ICAN, we have published more than four hundred research papers in Hindi and English languages in 20 books. The bar is set to be raised yet again with this fifth edition.

As the Convener of ICAN 5, I invite everyone to join this venture and contribute to each other's symbiotic progress.

Dr Ambrish Saxena
Professor and Dean
DME Media School
Delhi Metropolitan Education
Noida, Delhi NCR

FROM THE DESK OF CHIEF ASSOCIATE CONVENER

Dr Susmita Bala

It is a great pride that DME Media School is successfully organizing the fifth edition of its truly International Media Conference ICAN5- Inclusivity, Convergence and Alternative Negotiations. This conference is in collaboration with Deakin University, Melbourne Australia.

ICAN5 is a meticulously planned world's first one-week Conference that will be conducted in Hybrid mode from July 1, 2022 onwards. The benefits of ICAN5 are manifolds; it is an opportunity to present and discuss work with media educators of high repute and a not to miss occasion that offers expert Master classes, Workshops and Panel Discussions.

Equal access to opportunities is crucial for the marginalized and moving towards uniformity is important in the ever-converging media landscape. It is imperative to facilitate discussion, discourse, brainstorming or exchange of ideas on themes like pandemic, emancipation, literacy, development, transformation and much more.

I am thankful to the Management of Delhi Metropolitan Education for their kind support. I am also obliged to the knowledge partners, media partners and international partners of the conference. I acknowledge with gratitude the contribution of educators and researchers who are participating in different technical sessions, master classes and workshops. This conference wouldn't have been possible without the cooperation of esteemed Resource Persons. I welcome all delegates, media educators and media professionals.

Professor and Head
DME Media School
Delhi Metropolitan Education
Noida, Delhi NCR

Inclusivity Convergence and Alternative Negotiations

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TECHNICAL SESSION 1

Gender neutrality, sexuality, and representation of women and the other sex

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ADAPTATION OF MANJU KAPUR'S NOVELS IN ENTERTAINMENT MEDIA

Dr Sapna Sharma
Assistant Professor,
Amity University, Haryana

Manju Kapur is one of the true exponents of feminism in Modern Indian English Fiction who has framed her fame through her first five novels-*Difficult Daughters*, *A Married Woman, Home*, *The Immigrant* and *Custody*. She is in league with those women writers who highlight the plight of women and the varied facets of the personalitieslity. Manju Kapur is known for writing novels that show the reflection of Indian society and she has extensively portrayed the struggles that are often faced by Indian women. Novels written by authors like her are often adapted into films and TV shows. *The Married Woman* is television series that has been inspired by her novel written under the same title. *Yeh Hai Mohabbatein* is also inspired by another novel by Manju Kapur named *Custody.* The show had a successful run for quite a few years and a major part of its plot has been adapted from the said novel. Manju Kapur has been a favourite among readers of Indian English literature. But among the non-readers, she became popular when *Yeh Hai Mohabbatein* was aired. *Pardes Mein Hai Mera Dil*, telecast on Star Plus, under Ekta Kapoor's production house Balaji Telefilms, is based on her novel *The Immigrant*. The reasons behind the creation of adaptations are diverse: ranging from bringing of a literary text to a wider audience, sometimes to cash in on its cultural respectability and popularity or sometimes to comment upon or develop an aspect of the original text. This paper attempts to analyse media adaptations of the novels written by Manju Kapur and how she has tried to connect her audience and readers: through T.V. or through books.

Keywords: Adaptations, Manju Kapur, Indian Writer

GENDER NEUTRALITY: BREAKING STEREOTYPES OF GENDER BIASES IN INDIAN SOCIETY

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Gender neutrality, also known as gender-neutralism is the concept that policy, language, and other social institutions should avoid categorizing people's roles based on their sex or gender. The quest for gender equality is a story of prejudice and bias, and despite significant progress in some areas, no country, rich or poor, has achieved gender equality. This can't be argued with. Equal education, opportunity, pay, participation, and justice are all parts of progress, but true equality is more than the sum of these. If biases and prejudices are not erased from men's and women's thoughts and behavior, no progress and achievement can be called real and enduring. Examining the inadequacies of three common gender treatments as a foundation for organizational analysis and transformation. Gender is considered as a complex collection of social interactions that are implemented in a variety of organizational social behaviors, according to a fourth perspective. These social practices, which were largely created by and for men, tend to reflect and complement men's experiences and living conditions, preserving a gendered social order dominated by males and specific types of masculinity. The main objective of the paper is to understand how gender and sexuality operate in institutions, systems, organizations and the public sphere. To develop an understanding of genders and sexualities that emphasizes the histories, theorizing, and experiences of multiple communities, identities, and perspectives. Descriptive Research: Primary data will be collected through survey. Secondary data will be collected through research papers, newspapers and archives. Demonstrating how social behaviors, ranging from formal norms and processes to informal patterns of everyday social contact, contribute to unfairness while appearing to be gender-neutral.

Key word: *Gender neutrality, gender bias, equality, same opportunities, breaking stereotypes.*

ROLE OF MEDIA IN CREATING AWARENESS ABOUT EQUAL OPPORTUNITY AND SUPPORT FOR THE GIRL CHILD

Pragya Jain
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Media plays a crucial role in setting the gender perspective. It shapes the attitude and mirrors the behavior of a society. There are certain perceptions about how girls and boys should act according to society. Girls are supposed to be soft and nurturing while boys are supposed to be tough and manly. Media is a key link to bringing equal opportunities to girls in society. This research aims to gain knowledge on how media represents the girl child, to explore insights into how media influences the opportunities given to girl child in society, to understand the impact of media on gender equality, and to evaluate the role of media and society in creating equal opportunities for child girl.

For this research, primary and secondary were collected. Primary data was collected through focus groups and secondary data was collected through the study of literature reviews, journals, and periodicals. In India's media sector, where males control the narrative, gender inequalities can be found everywhere. As a result, the media should be aware of the implications of the media on the special requirements of young girls.

The government has supported initiatives and rules to ensure that women are not depicted in a disparaging light. This study is an attempt to discuss the opportunities that the media can bring to the girl child in India as an institution.

Keywords: Girl Child, media, support, equality, advertisement, family, opportunities, young girls.

EXPLORING SEXUALITY OF WOMEN IN MEDIA

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India, the land of Kamasutra and Khajuraho temples, where Linga is an object of worship, it is ironic that the modern times have seen the discussions on the subject becoming a taboo. Most of the art, visual and otherwise, has references to sexual exploration of man but where women are concerned; again, except for objectifying her body, her own desires and perspectives have remained largely ignored. If one talks about cinema, stereotypes of women and her depiction in black and white tones have existed for long. However, in recent times, with the digitalization of media, and popularization of OTT platforms, the tide has turned in favour of women to some extent. Women, in their representation in films, are finding an out let and openly expressing their sexual fantasies which at many times, is alleged that the theme is being overdone. The audience of 21st century is also accepting the bold change. Not restricting itself, films have moved ahead to deal with alternate sexuality also, including Lavender marriages. OTT platforms, being more intimate medium, has given a kick start in this direction and more and more adult fare is being portrayed on this digital media. Web series, especially have been using content which is more open and bold. The present study analyses the content of films and web series to explore the issue of women sexuality.

Keywords- Sexuality, Taboo, Stereotypes, Feminism, OTT, digital media platforms

INFLUENCE OF INDIAN MEDIA ON QUEER REPRESENTATION

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Queer is an umbrella term for members of the LGBT+ community, which includes people who identify as lesbian, gay, bisexual, transgender, questioning, asexual, intergender, non-gender, and others. The aim of the study is to assess how LGBT representation is depicted in Indian media. It also tries to comprehend the impact of the LGBTQ community's decriminalization under Section 377. The primary aim of the research is to learn about the future of Indian media and attempt to understand how queer people are represented in the reel world and how it translates in the real world. For this research, Primary data will be acquired through surveys and secondary source database sources from Scopus, Emerald, and EBSCO will be reviewed. The research has reflected, the queer community does not feel adequately represented in the media. The study suggests that future media outlets are taking the necessary steps to portray the community. It is also stated that the community yearns to be seen on the big screen. Furthermore, the current media flow of the LGBT community has been noticed as aiding in the spread of understanding in society. The focus group interview was limited to certain members of the community which does not give deeper insights into the diverse community. Hence, the gathered information is limited only to LGBT members. Beyond that, drawing a certain common conclusion for a diverse community with varied preferences might be incomprehensive. This study will serve as a foundation for future research in this field by academics and researchers. The research findings will also provide media outlets and writers with insights into how to effectively represent the community.

Keywords: LGBT+, Queer, Indian Media, Gender, Sexuality, Family, Cinema

PORTRAYALOF WOMEN AS COMMODITIES IN INDIAN ENTERTAINMENT INDUSTRY

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For decades, female bodies have been exposed to various political, economic, historical process and now we all are evident how it is used in Indian advertisements and entertainment industries. In the age where women are coming on front foot and demanding to be served with equal rights and exposure. This research work has been carried out with certain objectives highlighting its existence in the society, the actual reason behind this practice, knowing if there's any Government's stand/laws on it analysing the success rate of such advertisements, songs or any content. For this, the objective of our research work is to find if Indian entertainment Industry is using woman as a commodity, the reason behind this happening and the mindset of the people towards woman in Indian entertainment Industry. And to fulfill this objective of the research will be followed by the mixed approach of qualitative and quantitative data. The qualitative data is based on primary research. Researcher has carried out a survey on the general masses, talked and took opinions from them on this topic. Also, the researcher went door to door for collecting the data. The quantitative data comprises of secondary research. For it, references from articles have been taken. We collected information from the various video clippings of different web Channels and from one of the episodes of Satyamev Jayate (a program which was broadcast on Star Plus).

Keywords: Commodity; Entertainment; Attention; Women; Exposed

GENDER EQUALITY AND HOUSEHOLD CHORES: A SURVEY BASED STUDY

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Gender difference and gender impartiality as they pertain to a better understanding and examination of women's and men's current roles in household work and parenting. The Workplace fitness psychology promotes a risk-avoidance strategy that benefits both the organization and the individual, as well as the work-family relationship. It seeks for a good fit between these measurements to reduce psychological threats to work health while also increasing job performance. Gender division of labour in the household is primarily to blame for the persistence of gender stratification. The social context determines not only the overall division of household labour, but also the dynamics of negotiation between men and women. The goal of this study is to see if men and women's unequal participation in domestic duties is linked to increased work-family conflict in women, and to explain it using gender studies expertise. The main objective of the research is to find out on what categorical bases household chores are divided among men and women and to fulfill this objective the research will be followed by the mixed approach of primary and secondary data. The primary data will be acquired through survey and questionnaire. The sample size of the research is 200.The married couples are the respondents for the research. The sample area will be Delhi NCR. The secondary dataacquired through the journals, articles, academic papers. The finding suggest that social policies affect not only overall gender division of housework but also the dynamics of micro-level negotiation.

Keywords:- Gender Impartiality, household chores,Negotiation

THE PORTRAYAL OF WOMEN IN INDIAN ADVERTISEMENTS

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Advertising is one of the major tools of promotion that affects our daily lives both consciously and unconsciously, and it is responsible for shaping society in a much broader sense. There is much debate about whether advertisements depict what is prevalent in society or whether society embraces what is portrayed in advertisements and other media. Over the last few decades, there has been a significant socio-cultural change in society, particularly in the context of women's roles and positions in society. There are more women pursuing careers of their choice, changing roles in the family structure, a negative attitude toward sex-role stereotypes, and so on. The main objectives of this study areto observe the portrayal of women in advertisements and notice the changes that occurred over time. To check some long-held beliefs about women and their roles in society. Such projected stereotypes about women have a significant impact on what society thinks about women and how society treats women in the long run. Research methodology used is qualitative analysis of both primary and secondary data. The purpose of this paper is to investigate the various representations of women's roles in print and audio-video media advertisements in India, and how they define the social acceptance of women in society, as well as the treatment they receive met up with. Key findings of the paper are when advertisements depict women positively, there is a greater chance that they will have a positive impact on long-term Brand Relationships as well as short-term behavior change. Hence, advertisements should be mirror of how society actually is rather than manipulation to it.

Keywords: Media, advertisement, women, stereotypes, social reaction

ADVERTISING CAMPAIGNS FOR PROMOTION OF WOMEN-CENTRIC SCHEMES: A DELHI - BASED STUDY

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The media contributes to the transformation of the socio-cultural values, attitudes and beliefs of the masses. An important role of the media is to inform the public about government plans, schemes and activities for the development of the marginalized and weaker section of the society. Government invests crores of budgets on the welfare and development of society. It's imperative to know the effectiveness and outreach of medium and communication strategies for government schemes; if citizens are incognizant schemes won't be of any use. The creative content and the media go hand in hand for advertising campaigns and marketing. Communication strategies are essential for any kind of communication and dissemination of information through media. Therefore, communication strategies are at the forefront of bridging the communication gap between government and the general public. The paper would study the advertising campaigns of women-centric schemes launched in 2015 – 2020. The schemes are segregated on the basis of education, health, and safety which will be taken forward for research. This research is an attempt to identify the government's promotional strategies for awareness of women-centric government schemes. Second objective is to explore relationship between media usage and audience response of women-centric government schemes. The firsthand information will be collected through the survey method by citizens of Delhi and interview method for advertising agencies (DAVP), PRO Delhi to know their promotional strategies used creating for awareness of schemes. The Result will help design effective communication/marketing strategies for the upcoming government schemes particularly designed for women.

Keywords: Advertising campaigns, Grassroot development, Media usage, Women-centric schemes, Promotion

WOMEN IN SPORTS JOURNALISM: BREAKING THE GLASS CEILING

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For a long time, sports journalism was considered a man's domain. Female sports journalists faced discrimination and were at times ridiculed by their male counterparts. Despite a growing number of women in professional sports, when it came to women writing about sports, the number was always moderate. According to a survey conducted by the prestigious British newspaper 'The Guardian' a few years ago, it was found that only 1.8 per cent of sports articles were written by women in England. Though such studies have not been conducted in other countries, the figure is unlikely to change with the change of geographical location. That the instances of women serving as sports editors of major newspapers have been rare further underlines the male ascendency in sports journalism. On television, the situation was relatively better but in most of the cases, women were roped in as anchors and not experts or journalists. However, after years of struggle, female sports journalists have finally started to make a mark in the realm of sports journalism. Today, female professionals serve sports journalism in various roles like those of reporters, editors, commentators and media managers. In this paper, an attempt has been made to document women's involvement in sports journalism over the years, besides highlighting the challenges they face with a special reference to the Indian context. The paper also examines the life and times of some of the famous female sports journalists. Secondary data and personal interviews have served as the source for information and insights shared in the paper.

Keywords: Sports Journalism, Female Sports Journalist, Glass Ceiling, India, Sports

ANALYSING THE COVERAGE OF WOMEN'S WORLD CUP 2022: A SURVEY BASED STUDY

Akshita Sharma
Student, BA(JMC), DME Noida

Men's sports have always managed to get greater attention than the women's sports. In India where cricket is the most popular sport, women cricket is still marginalised and the perks go mostly to the men's cricket. When the men's cricket world cup takes place, it manages to grab the attention of media, audience and brands alike, but the same cannot be said about women's cricket. The existing literature on the coverage of sports in general claims that women's sport gets lesser coverage and lesser prominence in the media; the euphoria is lesser during women's sporting event. The economies are moved less through the women sports.

This study will do content analysis of 2 national dailies of India on coverage of women world cup that took place in 2022. The content anlysis will be qualitative and quantitative to understand the treatment of news given by two newspapers.

It would also help in finding out its current position vis-à-vis the status of men's cricket.

Keywords: Women's Cricket, Media Coverage, Audience, Representation

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देश में आजादी के बाद से नीति निर्माताओं ने मुख्य धारा की मीडिया से महिलाओं के विकास में योगदान की बात कही लेकिन रेडियो, टेलीविजन, और समाचार पत्रों ने यथास्थिति बनाए रखा। महिलाओं की सामाजिक स्थिति में बहुत सकारात्मक परिणाम नहीं दिखा। रेडियो, टेलीविजन एवं समाचार पत्रों में बलात्कार, घरेलू हिंसा और दहेज हत्या के अलावा महिला विकास के मुद्दों को बहुत ज्यादा महत्व नहीं मिला।जहां एक ओर पत्रकारिता स्वयं ही महिलाओं के लिए एक चुनौती पूर्ण क्षेत्र रहा है, वहीं दूसरी ओर महिलाओं कीआवाजलोगोंतकपहुंचानेकाएकमात्रमाध्यमभीयहीहै।भारतमेंपत्रकारिताहमेशासेपुरुषोंकाक्षेत्रमानाजातारहाहैं। अस्सीकेदशकतकबहुतहीकममहिलाएंपत्रकारिताकेक्षेत्रमेंकामकररहीथी।आजस्थितिमेंभीबदलावआयाहै।एशि यापेसिफिकक्षेत्रमेंकुलमीडियाकर्मियोंमेंलगभग 28.6 प्रतिशतहीमहिलाएंकामकरतीहैं।हालांकिनिर्णायकभूमिकामेंकेवल 17.9 प्रतिशतमहिलाएंहीहैंऔरसंपादकीयभूमिकामेंकेवल 19.5 प्रतिशतमहिलाएंहैं।ऐसीस्थितिमेंमहिलाओंकीसमस्याओं, जरूरतों, उनकेविकासऔरसशक्तिकरणकेमुद्देपरमीडियामेंअहमियतदियाजानाअनिवार्यहै।ऐसेमेंमहिलाविशेषपत्रिकाओं कीभूमिकाकाफीमहत्वपूर्णहोजातीहै।इनपत्रिकाओंकासकारात्मकपहलूयहहैकियहमहिलाओंसेजुड़ीछोटीसेछोटी समस्याओंकोनीअहमियतदेकरउनकासमाधानढूंढनेकीकोशिशकरतीहै।इनपत्रिकाओंमेंकामकरनेवालीज्यादातर संपादकऔरअन्यपत्रकारभीमहिलाएंहै।येमहिलाओंकोसमस्याओंकोसमझनेऔरउन्हेंसुलझानेकेलिएजोदृष्टिकोण अपनातीहैंवहज्यादाव्यावहारिकहोताहैं।इसीतथ्यकेआधारपरइसअध्ययनमेंयहजाननेकीकोशिशकीगईहैकियेमहि लापत्रिकाएंवास्तवमेंकिसतरहऔरकितनासार्थकविषयवस्तुअपनेमहिलापाठकोंकोउपलब्धकरारहीहैऔरवहपाठ कोंकेलिएकितनाकारगरसाबितहोरहाहै।उद्देश्यपूर्णप्रतिदर्शनकाइस्तेमालकरतीनमाहके 4 महिलापत्रिकाओं (सखी,संगिनी, गृहलक्ष्मी,अनोखी) काचयनकियागया।इनपत्रिकाओंकेचयनदोआधारपरकिएगए।इनमेंचारोंपत्रिकाओंकीसंपादिकमहिलाएंहै।इसआ धारकोबनानेकीवजहयेहैकिआखिरमहिलाओंकेविकासऔरजरूरतोंकोसमझनेकामहिलाओंकादृष्टिकोणकैसाहै औरकिसहदतकवेइसमेंखरीउतरीहैं।इससेमहिलामुद्दोंकोदोनोंदृष्टिकोणोंसेसमझनेमेंमददमिलतीहै।एकमाहकीही 4 पत्रिकाओंकोलेनेकाउद्देश्ययहहैकिआखिरएकसमयविशेषमेंइनपत्रिकाओंनेकिनतरहकेमुद्दोंकोअहमियतदी।

मुख्यशब्द–महिलासशक्तिकरण, हिन्दीपत्रिकाएँ, सखी, संगिनी, गृहलक्ष्मी, अनोखी,

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हमेशासेसमझाजाताथाकिमीडियामहिलाओंकेलिएएकउपयुक्तपेशानहींहै।इसक्षेत्रमेंमहिलाएंसुरक्षितनहींहै।उनकेसाथ शोषणऔरबदसलूकीकीसंभावनाएंइसक्षेत्रमेंअधिकहै।लेकिनआजजिसतरहसेमहिलाएंहरक्षेत्रमेंअपनापरचमलहरारहीहैं इसनेलोगोंकीइसछोटीसोचकोबदलकररखदिया।बरखादत्त,
रजनीशर्मा,रितुलजोशीजैसीनिडरऔरसमर्पितपत्रकारोंनेमीडियामेंमहिलाओंकीएकअलगपहचानबनाई।

अगरमहिलाएंमीडियाक्षेत्रमेंहैतोउन्हेंकभीभीरिपोर्टिंगकेलिएबुलायाजासकताहै।ऐसेमेंघरकेलोगोंकोसमझापानाबहुतक ठिनहोजाताहै।लेकिनबरखादत्तएकऐसीमहिलापत्रकारहुईजोकारगिलकेयुद्धमेंजबरिपोर्टिंगकेलिएपहुंचीतोउन्होंनेऐसी सोचरखनेवालेलोगोंकामुँहबंदकरदिया।

आजहरन्यूज़चैनलऔरअखबारोंमेंमहिलाएंअपनीमुस्कुराहटऔरबुद्धिमतासेबड़े-
बड़ेनेताओंखिलाड़ियोंऔरअभिनेताओंकोअपनेसवालोंकेजालमेंउलझाकरउनकेछक्केछुड़ातेनजरआतीहैं।आजकेदौरमेंमहि लाएंपुरुषोंकीतुलनामेंमीडियाजगतमेंज्यादासक्रियहैं।स्पष्टशब्दोंमेंकहाजाएतोआजमीडियाऔरमहिलाएंएक-
दूसरेकेपूरकबनचुकेहैं।

□□□□□□□□□–

मीडियामेंमहिलाओंकीभूमिका,मीडियाऔरमहिलाएं,मीडियामेंमहिलाएं,मीडियामेंमहिलाओंकीस्थितिआदि।

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A STUDY TO FIND OUT THE EFFECT OF ANIMATED CHARACTERS IN BRANDING

Dr. Sheel Nidhi Tripathi*
Dr. Namrata Singh**

The study aims to examine the correlations between advertisement effectiveness and consumers' purchase intentions. It also explores the association between product and animated spokes characters. The main aim of the study is to establish the effect of animated brand character likeness on Product and brand preference. A graphical questionnaire is being constructed with dichotomous questions that include pictures of different brand characters that are shown on the television screen regularly. The methodology used for this study is quantitative analysis. Some Interviews are being conducted personally to understand consumer behaviour for animated ads. An analysis of Secondary Data has also been done on various published articles via which the advertisement effectiveness using animated spokes-characters is being observed. The results show that there is a significant correlation existing between the antecedent potential factors and consumers' liking and also a significant correlation exists between consumers' liking and the advertising communication effect. It also appears that the advertising communication effect is significantly correlated with purchase intentions.

Keywords: Advertisement, Animation, Brands, Product, Communication

ONLINE COURSES FOR HIGH SCHOOL STUDENTS: FAST TRACK CAREER OPTIONS THROUGH SKILL ACQUISITION

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Increased work at home opportunities, work place inaccessibility or difficulty in reaching distant work stations and the recent lock down have all converged to make online courses with its attendant spinoffs, an attractive alternative. In the age of knowledge revolution, the plethora of online courses on practically every conceivable subject seems to have spawned a deep seated hunger to expand horizons of knowledge and sharpen their skill sets so as to attain an unchallenged edge over their peers. Casual one-on-one conversations with students revealed that while many eagerly joined these courses, the initial momentum could not be kept up and there seems to be a very real problem of sustainability of online courses. This paper reviews the various online courses available in the market, the reasons why they take up these courses and also explores some of the reasons for the high rate of drop-offs and drop out of these courses. Three objectives have been set forth. Five research questions emerged from the literature review and out of these research questions, three hypothesis were formulated which were subsequently tested using statistical methods. A semi structured questionnaire was created and tested for both content as well as construct validity. The survey instrument was also tested as well for reliability. Primary data obtained from the questionnaire was analysed using a combination of different tools of Statistical Package for Social Sciences. Both the null and alternative hypothesis were tested using the same package to arrive at certain cogent conclusions, summarised in the results and discussions section

Keywords: Pedagogy, drop-offs, dropouts, enrollment, disengagement.

SYLLABI AND COURSES OF ANIMATIONS AND VFX IN INDIA

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In a country like India, where the population is labor intensive, the booming and fast growing industry of Animation and VFX would result as a boon for its population. But somehow, due to our traditional educational academics the industry has failed to achieve its goal. Industries like Animation and VFX require a special skill set by an aspirant which our traditional education system is not able to cater. Some Private institutions have captured the opportunity and introduced various diplomas and degrees in these skill sets. But their authenticity is a big question mark. The irony is that in a country where film and education came before independence, it does not include VFX and Animation as a traditional course. Indian artists have contributed in making VFX props for a lot of foreign hits like Thor Ragnarok, Life of Pi and last but not the least The Game of Thrones. Countries such as the USA outsource their VFX requirement from India as the labour cost is cheap and it takes one fourth of what it takes to pay in the USA. Indians are definitely contributing in making the VFX props for foreign countries but it will take time to completely build a VFX film art piece in India as the specialized skill set required for VFX and Animation does not comes under the traditional courses in our education system and due to which it does not have a proper guideline from educational bodies like UGC, AICTE or DTE, which caused the private institutes to capture the opportunity and has freely recognized VFX and Animation under various certificate/diploma/degrees and which causing the students a great dilemma to opt for their courses, as few degrees in the varied course of VFX and Animation does not have the option of pursuing Master's Degree. And this whole thing is directly affecting the VFX and Animation industry. Therefore institutions are free to recognize courses by any name. Now, this has created confusion among the aspirants as to where and for which degree course they should apply for. This study is exploratory in nature and uses in-depth interviews of media educators as a tool to understand the need of formal course guidelines for skill based courses like Animation and VFX in media.

WOMEN'S MEDIA LITERACY ABOUT TIKTOK APP

-A CASE STUDY OF BEIJING AND HUBEI PROVINCE

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The present study experimentally investigated the relationship between media literacy, region and age among Chinese women by evaluating their information consumption of short videos on Chinese Tik Tok platform. The study analyzed media literacy of participants from the ability to access, critically analyze, evaluate and create or manipulate media. The questionnaire method, interviewing method and the comparative research were used in the study. Female participants (N=212) from Beijing and Hubei Province in China completed a questionnaire survey concerning their age, region, media literacy, educational background and other factors. According to the results of the questionnaire survey, some of the participants of lower media literacy(N=15) were assigned to spend 20 minutes watching the designed short video clips to evaluate their authenticity before an individual interview. The purpose of the interview was to learn more about their media literacy and give some guidance. The participants were asked to browse the videos again and remake their decision after the interview. Our analysis shows a strong correlation between media literacy, region and age among Chinese women. We find that digital divide is associated with region and age. Participants, who live in rural area, especially those working as peasantry, reported having less media literacy than those who live in urban areas. Furthermore, in the same area, elder women reported less media literacy than young women. Besides, relevant guidance can improve people's media literacy to some extent. Given the growing popularity of media literacy, more research is needed to better understand women's media literacy in the aspect of short videos.

Key words: Media literacy; Short video; Female group; Chinese peasantry; Digital divide

CARTOON PROGRAMMES AS A TOOL OF MEDIA LITERACY IN INDIA: A STUDY

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Cartoons and their impact is not short-lived. They have a unique way of telling stories to children, which attracts children the most. Many researches give us reasons to believe that (Livingstone, 2003; Kirsh, 2006; UNESCO-Teacher training, 2008; European Media Literacy, 2009; Brotherson, 2015). In the socio-cultural context, children tend to gravitate instantly to the cartoons they see and hear through various audio-visual media (Robert Bonham, 1999: 50). Cartoon programmes have always created knowledge and literacy on health, science and issues of social change. Since kids are addicted to them, they can be helpful in bringing in the acknowledgement of best of native. With an objective to assess how cartoon shows can teach various things to young children and make them literate about their surrpundings, workshops were conducted with 400 children in the age group of 7-12 in Delhi-NCR, India. Simultaneously, a survey was also conducted with 400 parents and teachers. Respondents were asked a variety of questions regarding their child's behaviour, intentions, attitudes, awareness, motivations and lifestyle characteristics. The data was collected through various qualitative and quantitative techniques. This research is an attempt to find out how Indian cartoon programmes influence young minds to teach them about the cultural heritage of the Indian value system and have also increased children's prosocial behaviour. Keywords: Cartoon Programmes Media Literacy Digital Media Localisation Media Education Children and Media

NEW ENGAGEMENT, NEW UGC: PROLIFERATION OF SHORT VIDEO CULTURE

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The existing structure of the knowledge society is travelling from a period of the highly ramified and new medium of expression. This 'new' has highly impacted the user's engagement level in terms of creation and consumption. Yes, it is an easier process now with the emancipation of mobile camera and data. And so, people's habit of consuming internet content evolved, especially during the pandemic. This new form of making or creating content is challenged the internet's own organ and mechanism – content search, newsfeed and recommendation. It has also overpassed the growth of other form of contents (text and audio) on internet. Although it had not been welcomed by then available social media initially, now the case is different. The internet short video culture is new user-generated content and has reached the threshold of engaging people more than any other form of internet content. Reels of Instagram/Facebook, shots of YouTube and TikTok videos are most engaging forms right now and especially during pandemic, many influencers and Tiktokers got famed by making this short videos. YouTube and Instagram already published their report on it. But with this form of contents, series of errors and issues also have been come out. Platform are facing challenges in drafting archives, search bots are unable to work here, obscurity is another challenge and yes, the revenue model. This paper will talk about all the mechanisms and their contribution to the knowledge society. Short Video Culture has many supporting agents which will be described in this paper with the biggest structural challenge shaped by this culture.

Keywords: Short Video, User Generated Content, Newsfeed, Recommendation and Reels

ONLINE LEARNING: A PANACEA IN THE TIME OF COVID-19 CRISIS

Pari Gupta

In India, Educational institutions (school, colleges and universities) are currently based solely on traditional learning methods, that is, they follow the traditional classroom setup of face- to- face lectures. Despite the fact that many academic units have begun to use blended learning, many are still using outdated practices.

The rapid emergence of covid-19, a devastating disease caused by the corona virus (SARS-COV-2) start land the entire world. It was labeled a pandemic by the world health organization (WHO). This event posted a challenge to the global education system, forcing instructors to switch to an online form of instruction overnight.

Many academic institutions that had previously been hesitant to adapt their traditional pedagogical method now have no choice but to fully embrace online teaching-learning. The value of online learning is discussed, as well as a SWOC (Strengths, Weaknesses, Opportunities, and Challenges) study of e-learning modes in a crisis.

This article also discusses the rise of EdTech start-ups during pandemics and natural catastrophes, as well as recommendations for academic institutions on how to deal with the issues of online learning.

JOB CRISIS AND UNEMPLOYMENT CONDITION: YOUTH AND JOBS IN THE POST PANDEMIC TIMES

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The economic cost of the Covid infection 2019 (COVID-19) epidemic has not been evenly distributed. Many young individuals who are still working have been on the front lines of providing vital services while also risking coronavirus infection. Furthermore, the crisis' increased burden of unpaid care has disproportionately impacted youngsters. The impact of the COVID-19pandemic on the Indian employment market is astounding.The purpose of this research is to explore how the current economic downturn differs from earlier times of unemployment. explore the nature of the grief caused by the loss of a job and a life. While also analysing the inequity that is at the root of the crisis' disproportionate impact on poor and working-class communities. For this research, Primary data will be acquired through a survey and secondary source database sources from Scopus, Emerald, and EBSCO will be reviewed. The research has reflected that the working classes are looking forward to implication relevant policies that will aid in the financialrecovery from COVID-19 whereas the migrants and refugees demand anassurance of regular job status to combat the stress.The review was confined to certain members of society, so it does not provide a full picture of the country's massive setback. As a result, the information obtained is limited and scattered throughout the community. Furthermore, it may be difficult to reach a consensus on a shared solution to an economic crisis that affects various members of society. Academics and researchers will use this work as a foundation for future research in this sector. The outcomes of the study will also provide insight into how government officials and policymakers can effectively solve the country's difficulties.

Keywords: Unemployment, Work, Family, Inequality, Youth, COVID-19, Policies

EFFECT OF ONLINE EDUCATION ON THE MENTAL HEALTH OF STUDENTS

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A proper examination has been done in every way possible in order to understand theeffect of online education on mental health of students. The research paper will be focusing on Studying and observing the effects of online education on the mental health and brain development of students; Analyzing how online education is different from offline mode of education; Examining the side effects of laptops/phone on the brain development of students.Online education changed the whole game of learning. But as good as it seems it has its own disadvantages or drawbacks i.e.,students were so dependent on the phone that the grasping ability of the students were diminished, learning ability and concentration was tremendously affected which ultimately gave rise to mental stress.

The paper will be studying closely about how online education turns out to be the major cause of the stress in students. It will be taking a closer look to understand what went wrong and why students were so desperate to move out and prefer studying in the offline mode. The research will be using and applying the combination of both Primary and Secondary data of analysis in which we will be conducting a survey consisting of questions related to the topic and it will be reviewed by various students. Aside from that, research articles will be reviewed as secondary data for analysis. The survey will be thoroughly examined, and the results will be used to determine the primary source of stress. Thus, the wave of covid-19 caused a major setback for everyone from students to working individuals. The whole concept of teaching and studying was changed from offline to online, considering this change was helpful in the times of pandemic as online education reached out to millions of students at the comfort of their cell phones and computers.

Keyword: Covid-19; Online Education; Mental Health; Students; Anxiety

AWARENESS, EDUCATION AND COMMUNICATION ABOUT MENSTRUAL HYGIENE BETWEEN PARENTS AND TEENAGERS

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Teenage has been recognized as an important period which requires attention as it is the onset of menarche, a curtail milestone and thus, good hygienic practices during menstruation are curtail to lead a healthy life. Menstruation is a biological function, it's not a women's thing. Unlike gender, menstruation is about body. Anyone with a typically functioning uterus and vagina will menstruate, regardless of their identity. The research paper touches the aspect of creating openness about menstruation between parents and teenagers in the Indian Society. The objective of the research is to study the communication gap between parents and teenagers and spread awareness about the hygienic menstrual practices. Also creating openness about menstrual hygiene. The research also studies the gender biasness about menstruation. The research is conducted using both primary and secondary research methodology. The primary data involves surveys and questionnaire and the secondary data involves research papers by previous authors and existing data available online.This study shows in the Indian Society, menstruators are not able to openly communicate about adopting hygienic practices. Also the study shows that culturally in many parts of India, menstruation is still considered to be dirty and impure. A part of the population is aware about menstrual hygiene and are ready to talk about it. It indicates how people from different genders are not vocal about it. Through this research an openness about openly communicating about menstruation is achieved.

Keywords:Parents, society, family, menstruators, gender biasness and menstruation.

A STUDY ON AWARENESS RELATING MENSTRUAL HEALTH AND HYGIENE AMONGST TEENAGEGIRLS

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In our nation, there are different myths and limitations prompting absence of mindfulness amongst young girls during their menstrual cycle. Deficient feminine cleanliness rehearses are the reason for pressure related with periods and infections. Teenage girls frequently need information in regards to conceptive wellbeing regarding menstruation which can be expected to socio-social boundaries in which they grow up. It is critical to instruct youth about issues connected with menstrual cycle so they can defend themselves and hold suggestions for experts associated with progress of reproductive wellbeing. Still there are teenage girls who are unaware about menstruation and how to maintain their menstrual health and hygiene. Regardless of such clinical and academic effects, the information and hygienic practice of teenage girls towards menstruation isn't well addressed.The fundamental objective of the study is to figure out mindfulness in regards to menstrualhealth and hygiene among teenage girls. The review intends to collect information and source data with respect to menstruation and likewise cause individuals to evaluate cleanliness among them.To fulfil this objective the research will be followed by mixed approach of primary and secondary data. The primary data will be acquired through survey with teenage/adolescent girls. The secondary research will be acquired through the articles, review articles, published academic papers, journals, statistical database and records. The study will help understand how much girls who are in their adolescence age know about health and hygiene and how much they are open to talk and share about it.

Keywords: Menstrual Health, Menstrual Hygiene, Adolescent, Sanitary pads

ROLE OF DIGITAL MEDIA IN CREATING HEALTH CONSCIOUSNESS AND AWARENESS FOR INDIAN WOMEN

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The changing landscape of media due to the advent and advancement of the world of internet has significantly influenced lifestyles in the last few decades. Women across generations have access to all the knowledge, the World Wide Webhas to offer. The primary objective and intention of this research study is to scrutinize and understand the influence of digital media platforms on women from varied sections of the society. Women of all ages have become well adept to change and have madethe switch from mainstream media to digital. On the good side, the access and readily available information has helped ease the transition of a young adolescent to a fully grown woman per se.On the adverse side, there is a lot of hysteria around topics which require expert opinion due to the presence of unverified sources of information which are misleading for a laywoman. This paper aims to distinguish and recognize the pros and cons ofparticipation of women on social media.Themethod of study used is a hybrid of primary data wherein, 150 urban women of varied ages were surveyed; and secondary data.Previous researches on the topic have revealed that digital media is not only a space where people come together, share, educate, opine but; also,a space where cyber bullying, shaming, and cutthroat competition amongst women of the community thrive. This paper tends to draw out the scope ofsocial media's effective usage for amplification of subjects like gender equality and women empowerment, which makes 'Women and Social media' a sub-theme of the paper.

Keywords: Social media, Women's Health, Mental health, Lifestyle, Facebook, Twitter,Instagram.

ONLINE EDUCATION AND PROFESSIONAL IDENTITY OF COLLEGE TEACHERS: A STUDY CONDUCTED IN THE BACKDROP OF COVID-19

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COVID-19 pandemic (2020-2021) brought many changes in higher educational institutions in India and other countries. During the lockdown period, classes in the physical space turned to online and it happened so suddenly that teachers could not get any time to prepare. This shift from physical space to online space not only changed the delivery mechanism but also affected the relationship between teachers and students on one hand and between teachers and the management of the institution on the other hand. This transition from physical space to online space apparently made an impact on the personality and the professional identity of college teachers.

This research has been conducted to investigate the impact of online teaching on higher education faculty's professional identity and the role played by technology in this process. This study has helped identify how online education is changing both the teachers and the teaching profession in higher education and why many faculty members remain reluctant about online teaching. This researcher uses a critical perspective to examine how online education is used as a mechanism through which power is exercised by and against teachers who teach online.

This is a qualitative research based on the interviews of faculty members of higher educational institutions in Delhi and NCR. Structured questions have been used for the conduct of interviews. The findings of this study suggest that online education has strengthened autonomy and visibility of teachers but this mode of education has also been used to control them; and in some cases, it has even been used to alter their professional identities.

Keywords: professional identity, COVID-19, online education,

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TECHNICAL SESSION 3

Facets of advertising and branding: Targeted strategies to influence consumers

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CHANGING PERSPECTIVE TOWARDS TELEVISION ADVERTISEMENT CONTENT TRANSITION

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As the Indian Society is moving from being predominantly patriarchal to being gender neutral with more and more women breaking thestereotype, the advertisements which reflect the society are also undergoing steep changes to mirror the changes around us. Not only this, but the advertisement industry is also trying to bring subtle changes through its content delivery. Some of these changes are like more women shown purchasing vehicles, men involving in cooking, men promoting sanitation and cleaning products. The objective of the research is to capture the changes happening in advertising industry, nudged by the changes happening in society around us. The times are changing like never before and the things which were unthinkable few years back have become the new normal. It is but natural that the advertising industry doesn't work in silo but keeps abreast with the changes because we know that the media and the advertising industry have to be in tandem with the changes in lifestyle and the aspirations of the people especially those like woman who were always projected in a stereotype way.For the research, secondary data will be taken which will include already published articles, findings of various studies and some of the most successful advertisements which reflect the changes happening in the sector. Case studies will be used as a method of qualitative data analysis. Results, Findings, and conclusion will be discussed after the analysis.

Keywords: Advertisement, Television, Media, Advertising Content

CONSUMER ATTENTION THROUGH YOUTUBE FOR LIFESTYLE ADVERTISING

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In the rapidly growing market, every other brand is trying to one up each other for the consumer's attention. One of the platforms where this can be clearly seen is YouTube, which is on the top advertising platforms in the world right now. This paper looks into how lifestyle brands are advertising on the platform to catch the consumer's attention. In the paper 'Consumer attitudes towards online vide advertisements: YouTube as a platform' talks about how Entertainment, information, annoyance & Legitimacy has an effect on the consumers attitude, which is on the similar planes of this paper. The same observation was concluded by another paper on 'Evaluating the influence of YouTube advertising for attraction of Young customers. It is now understood that YouTube as a platform for advertising has the most effectiveness when it demonstrates Entertainment and information as the core of advertising. Since Lifestyle is something that almost everyone is involved with, the best way to get the proper information for the research paper is by surveys and talking to people in person& review research papers on similar topics. The main objective is to understand people's experience and understand how exactly the platform and advertisers have caught customer's attention when it comes to lifestyle advertising. Hence the research methodology taken for this paper is going to be a mix of Quantitative &Qualitative.

Keywords: Consumer attention, Advertising, Lifestyle, YouTube, Marketing.

ROLE OF MASCOT IN BRANDING THROUGH DIGITAL MEDIA

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Mascot is a character who represents a brand. Mascots are personification pictures that, in most situations, reflect the brand, industry, or service identity and so become its symbolic convention throughout all applications, websites, branded objects, and promotional activities. Mascot serves as a symbol of identity and a link between the user and the product. A mascot is often the most basic part of communication and interaction; therefore, it can become the primary means of communicating with users in various stages. The main objective of the research paper is to understand the role of mascot in creating brand and the brand image which creates link between user and product and second objective is to identify the deep effectiveness of brand with visual tactics. To fulfill the objective the research will be followed by secondary source of data which will be acquired through online articles, research papers, journals, review articles and books. Mascots push the boundaries of personification by allowing you to combine unexpected aspects or bring extraordinary and non-existent figures to life. In fact, the most of companies have used their mascots so effectively that people admire both the brand and the mascot. In some cases, the Mascot is the focal point of the label, with people noticing and loving the Mascot more than the brand itself. The research will used case studies as method to understand the role. After that, the meanings associated with the dimensions are understood and explored, as well as subject preference and individual differences. The findings offered here serve as a useful reference for using Mascot when creating a new product and promotion.

Keywords- Mascot, Brand Image, Personification,Digital role

PRODUCT PACKAGING AND ITS IMPACT ON BUYING DECISION - AN EXPLORATORY ANALYSIS

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Packaging, a significant component of the marketing mix that has long been utilized to maintain competitive advantage, generate sales, and inspire consumer buy decisions, is increasingly becoming a powerful tool for marketers to influence purchase decisions. The aim of this paper is to explore the importance of understanding consumer perceptions in order to properly design product packaging and reach the ideal position in consumers' thoughts. The purpose of this study is to look at how packaging elements affect consumer purchasing decisions and to look into the key elements that contribute to a brand's success. The association between the dependent and independent variables was also discovered in this study. This study comprises of the responses of 100 people who assessed the products'packaging and other criteria. The goal of this study is to determine how much the independent variables (packaging, colour, material, design) affect the dependent variable (consumer's buying behaviour).The study will also be covering the aspect that how consumers make a purchasing decision, package aspects such as **colour**, **packaging material**, and **wrapper design** are more relevant variables.

Keywords: Product packaging, customer psychology, buying choices, purchase decisions, competitive advantage, business growth, packaging material,

THE EFFECTS OF HYPE MARKETING ON CONSUMER ATTITUDES

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The tool of "Hype" has always been used by marketers and advertisers in the industry to create a buzz for their brand. It is a strategy used by brands to help change consumer attitudes. The paper looks into the use of hype marketing as a strategy by brands today. The paperaims to gain perspective on the functionality of hype marketing and analyze its pros and cons. Also, the paper focuses on the effects of "Hype marketing" as a strategy to influence consumer attitudes. To understand the use of hype marketing from an agency and brand perspective we will use anobservational method by accessing case studies from the industry and collect quantitative data from research papers published on the subject. Also, since it's a paper about consumer attitudes it is important to know about the perceptions of consumers about hype tactics used as a marketing strategy, and for this purpose, we will gather qualitative data by conducting a survey of a sample size. Hype marketing has been used in advertising and marketing for a long time now, but it has been trending more recently. In today's market brands feel the need to use hype marketing as a core tactic for changing consumer attitudes. This paper helps gain better perspective on the trending use of hype marketing and its effect on consumers.

Keywords: Hype Marketing, Consumer attitude, Brands, Marketing Trends, Buzz Marketing.

MEDIA'S ROLE IN BREAKING STEREOTYPES: AN ANALYSIS ON ADVERTISEMENT AND CONSUMER REACTION

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Media is the fourth pillar of our democracy, and advertisement released by media considered as the most important tool for creativity and spreading information and awareness. Advertisement has always been objectified as the main contributor of stereotypes that prevails in our society. The study analyses consumer's reaction for advertisement trying to break the stereo types. Advertisement as an important tool of information, has been tagged on as the portrayer of stereotypes that prevails in our society, but when it approaches towards breaking stereotype and adapting modernism, its' the society which becomes the main barrier for them, which results in them pulling the contents down from the media. The study on the role of our Indian media, particularly in the most creative field i.e., advertisement, on its' approach towards breaking the society stereotypes and to understand the consumer reaction on it.

The study will take two types of methodology, under consideration in order to be able to analysis the circumstances and come up with an answer to the raised question in this paper, those two are- Quantitative Methodology (to study the consumer reaction) and Case study analysis under Qualitative methodology (to study the approach of media).Objective of the paper is to find out the consumer reaction towards the change that media initiates to bring by breaking the stereotypes that exist in our society.

The study based on the analysis on advertisement's approach towards breaking stereotypes by Case study analysis, under Qualitative Methodology and to analysis the consumer reaction towards it, it will take Survey under Quantitative Methodology. The data would be interpreted taking two advertisements from renowned brands. The findings, results and conclusion will be discussed at the end.

Keywords: Media, Advertisement, Stereotypes, Consumer Reaction, Societal and Cultural norms.

ANALYSING CUSTOMER-CENTRIC MARKETING STRATEGIES IN ATTAINING COMPETITIVE ADVANTAGE FOR FIRM AND SUSTAINING BUSINESS SUCCESS

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A company's marketing strategy outlines its strategy for reaching out to individuals and converting them into clients of the product or service it offers. It contains information about the company's value proposition, important marketing messaging, target customer information, and other high-level aspects. The purpose of this research study is to look into the impact of a company's marketing strategy on customer involvement (customer-centricity) in new product development. Three aspects of a marketing plan are given special attention: product distinctiveness, competition orientation, and brand profiling emphasis. The research will be followed by the mixed approach of qualitative and quantitative data. The qualitative data will be comprising of primary research which will be acquired through survey and questionnaire. The quantitative data will be comprising of the secondary research which will be acquired through analysing journals, articles, review articles, published academic papers, statistical database and historical records. The study will be looking into whether these marketing efforts and defined consumer perceptions might have a beneficial impact on customers' minds and contribute to the company's brand image building against its competitors. The paper will also analyse the three strategies for a customer-centric organisation to gain a competitive advantage: cost leadership, differentiation, and focus (Cost-focus and Differentiation-focus). We will use four well-known companies as examples: McDonald's vs. Burger King, Airbus vs. Boeing, Coke vs. Pepsi, and Apple vs. Samsung.

Keywords: Marketing strategy, customer profitability, customer-centric, client relationships, competitive advantage, business success, product differentiation.

ANALYZING ROLE OF SOCIAL MEDIA IN PROMOTING HAIR &SKIN CARE BRANDS

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An industry concerned about its brand image and its consumers' image will find social media an ideal medium for enhancing brand-consumer connections and building brand loyalty. The cosmetics industry has had significant expansion across the world and is regarded as a prosperous but fiercely competitive sector. The main objective of this research to find ways by which social media helps in promoting hair and skin care brands. Just to understand how it help in building the brand image of the companies in the mind of the consumer. And, in order to achieve this goal, the research will employ a combined strategy of qualitative and quantitative data. Primary research will be used to collect qualitative data, which will be collected through surveys and questionnaires. Secondary research will be used to collect quantitative data, which will be obtained through journals, publications, review articles, published academic papers, statistics databases.According to the report, social media is flowering more than ever before in terms of being vocal about hair and skin care and routine. People have been sharing their routines and establishing a community that is assisting them in sharing their stories and developing a healthy lifestyle that will benefit their hair and skin care. This study will serve as a foundation for future research in this field by the brand research, academics and researchers. These research findings will also provide media outlets and brand managers with insights into how effectively the brands can optimize.

Keywords:Social media, marketing, cosmetics, beauty brands, makeup, Influencer marketing etc.

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TECHNICAL SESSION 4

Inclusivity, non-binary portrayal, and feminist messages in cinema

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ALL ABOARD THE BOLLYWOOD BANDWAGON: INCLUSIVITY IN HINDI POPULARCINEMA

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The past decade has witnessed what can be termed an upward trend in Dalit assertion, and social media has played apivotalroleinit.WithFacebook,InstagramandTwitter,Dalitvoiceshave found a platform to express themselves and offer their perspectives on key issues in thesociety. Mainstream commercial cinema has taken note of this phenomenon and there has been a slowyet steady rise in cinematic narratives that take on the Dalit question. This research paperconducts a critical textual analysis of these cinematic narratives in select films from the lastdecade. It argues that while the Dalit on social media is loud and assertive, this qualitysomehowescapestheDalitonscreen.Inthewakeof'diversity'and'inclusivity'becomingkeydiscussionpointsinternationallyandtoanextentinthenation,DalitcharactersandDalitissuesare accorded considerably more screen time and greater presence in the latest offerings fromIndian Cinema.However,thispaperdiscoversthattheirtreatmentremainsstereotypical.Theunderstatingandrepresentationoftheissuesthatplaguethe Dalitcommunityis superficial and the filmic narratives fail to deliver a nuanced take of the issue at hand.Furthermore,thesefilmsbetrayatop-downgazeattheDalitcommunitywithahintofsaviorcomplex. Thus, inclusivity is reduced to a from a tokenism that essentially ties in to the largerpowerdiscourseprevalent inthe nation.

Keywords: ***Casteonscreen,Dalits,PowerDiscourse;Representation,Tokenism***

PORTRAYAL OF GENDER ROLES IN HINDI FILMS

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Gender roles refer to a social role encompassing a range of behaviors and attitudes that are generally considered acceptable, appropriate for the person based on their gender.

The Bollywood film industry has an enormous influence on the country's culture and society is controversial in many ways. Bollywood films are usually dominated by stereotypes and cliches even at the level of gender roles. In the context of conventional Bollywood productions, in which the relationship between the sexes is usually highly romanticized, sexuality – particularly in it's female form- remains a delicate subject, encumbered with many taboos.

The aim of the study is to analyze the portal of gender roles in Bollywood and how gender roles are portrayed in the reel world and how cinema creates an outline for the real world. The objective of the study is to understand the general perspective of the audience. For this research, primary data (questionnaire) would be analyzed and secondary data such as Bollywood films that revolve around gender roles, would be analyzed. The study would conclude how the reel and the real world are mirrored and the impact of Bollywood films in shaping up the audience's perspective and definition about gender roles and stereotypes.

Keywords: Gender roles, stereotypes, media, Indian cinema, general perspective, reel and real.

INTERACTION WITH MOVIES ON DAILY BASIS

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Film is one of the main source of entertainment which we can enjoy sitting in a room in our own comfort zone. Films encourage us to take action. Our favorite characters, superheroes, teach us life lessons. They give us ideas and inspiration to do everything for the better instead of just sitting around, waiting for things to go their way. Films about famous personalities are the perfect way to affect social behavior positively.We have developed a lot and one of the best ways to analyze our development is cinema. You can watch a 90's movie and then watch the latest release and the difference will be just in front of you. Everyone can get information that interests him only, no matter what the meaning is in the film. Most likely the person finds answers to his questions in a particular film. Such films very often become an incentive for any action and inspire a person to act. My research focuses on how youth sees the cinema and what kind of film do they prefer. The research examines the preferences and what they think about movie, what's their perspective on movie and of course the Bollywood industry of India which is second biggest movie industry in whole world, by tapping responses of 30 respondents. The basic objective of research is to study about the topic of research and to know how many people still watch movies and what good or bad things they learn from today's movies.

Keywords: Movies, Our Life, Interaction, Comfort Zone, Inspire, Actions

FEMINIST MESSAGES IN GURU DUTT'S 'KAAGAZ KE PHOOL' (1959): A THEMATIC AND DIEGETIC CASE STUDY

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Guru Dutt's subtly autobiographical masterpiece 'Kaagaz Ke Phool' (1959) is a movie that hobnobs with multiple social paradigms (Plus, 2008). While apparently a commentary on the futility of showbiz, it is also an observation on creativity itself. While being quintessentially wry, the movie takes a rather distorted take on heterosexual romance. The movie is also marked by moments of desperation and tragic contemplations (Chatterji, 2019). However, what is more important is the movie's apparent tryst with extreme cynicism. As is the case with many other Guru Dutt's movies and in a fashion that is deeply reminiscent of 'Pyaasa' (1957), womanhood is projected in two different lights (Correspondent, 2008). While Veena, the wife of the protagonist Suresh Sinha (played by Guru Dutt himself), represents the ambitious and darker side of femininity, Shanti, played by the inimitable Waheeda Rehman, represents the calmer side. While being overtly feminist, there are also sexist inclinations in the movie that side towards gender stereotypes. In fact, there are moments in the movie that represent the auteur's obvious bias towards the traditional roles and attitudes ascribed to women. To be precise, the movie dabbles with a fine interplay of elitism and women's aspirations – a trait that is patriarchal by its very definition. Thus, the film has both feminist and anti-feminist moments. This research paper would make a decided attempt at deciphering the obvious and subtle feminist messages that are ingrained in the movie while equally focusing on its anti-feminist traits. While doing so, the researcher would look not just at the narrative of the movie but at the filmmaking style as well for style often determines the ideological stance of any audiovisual material. The idea is to study the film in terms of its theme and diegesis. While studying the given subject, the researcher would use both the Auteur Theory and Feminist Film Theory as two of the fundamental theoretical frameworks.

Keywords: Guru Dutt, Kaagaz Ke Phool, Feminist, Womanhood, Elitism

FEMINIST MESSAGES IN RITUPARNO GHOSH'S FILM 'CHOKHERBALI' AND ITS RELEVANCE IN THE PRESENT CONTEXT: A DISTINCTIVE CASE STUDY

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Films are the reflection of the socio-psychological phenomenon of our society. Cinema is an influential medium that resonates with the culture, attitude, human thought process, and temperament of people in our society, especially in the context of Women. Women often are projected in a very stereotypical way in films. Indian mainstream films hardly explore women's psyche. The female characters mostly dwell in a minor part around the lead male actors/protagonist. Rituparno's films are remarkably influenced by social, cultural, and economic circumstances in Bengali middle-class families. He adapted Tagore's novel Chokherbali, and described the character Binodini in his version. He depicted the unique equation between two female characters 'Binodini' and 'Ashalata' and their affinity towards the same man. He enlightened the impenitent sexual desire of a widow (Binodini) and her ego. The film, Chokherbali (A grain of Sand)is a story of love, desire, and loneliness of women. The wider anthropological issues considering culture, gender and its theoretical implication. one can easily find the essence of Togore's stories, songs, and poems in his majority of films. This makes us wonder that had it been an opposite trend, wherein the female characters had an impact presence being the lead, probably the actual meaning of feminism would have been portrayed on screen and in society. G.D. Anderson once quoted, "Feminism isn't about making women strong, women are already strong. It's about changing the way the world perceives that strength." The same in the case of the Rituparno Ghosh as a feminist auteur who wrote his female characters very diligently and portrayed them on screen. This is qualitative research and it will critically analyse the story line of the film 'Chokher Bali' directed by Rituparno Ghosh using the feminist film theory mainly Laura Mulvey's Male Gaze as the base of the study. Some elements of auteur theory and apparatus theory will be used along with the study to find out the motivation behind his female characters.Rituparno's protagonists and their identities are often beyond the conventional norms i.e.,

being an ideal wife, perfect mother, or daughter. This research paper will deal with women's issues, desire and struggles to for their existence in the contemporary socio – cultural context.

Keywords: Feminism, Rituparno Ghosh, Chokherbali, socio-psychological phenomenon, Apparatus Theory, Auteur Theory, Laura Mulvey

EFFECTS OF THE BOLLYWOOD CINEMA ON THE LIFESTYLE CHANGES

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The Role of Cinema on the Society has been recognized from the very beginning of the Cinema itself and with the Evolution of the Bollywood Cinema Industry, it has created an impact on the lifestyle of the people and is continuing to do so. The purpose of this paper is to explore the changes that Bollywood Cinema has contributed to Indian Society and in lifestyle changes Whetherit's regarding their thought process or their views on institutions of Marriage and instances of live in relationships. The Objective of Research is to know and understand how Bollywood Cinema has affected the Behavioral Changes and which ultimately had led to the Change in the lifestyle of the people in regards to the preference in food habits, clothing, choice of Career optionsmind sets and many more. Another Objective is to Study if Bollywood Cinema is affecting in Society in the positive way and Shaping the Society. The Research Methodology for this paper is based on both Primary Source and the Secondary Sources. For Primary Source , Various Bollywood Movies is analyzed along with various interviews are looked upon to understand that how is it impacting the Youth and their lifestyle. For Secondary data , Various Journals and Newspapers is been read. Potential of Bollywood Cinema from the very beginning does have used as a powerful medium to exhibit information, education and entertainment resulting in the process of Psychological, cultural, sociological changes along with the drastic changes in the lifestyle. This research paper is an attempt to analyze the effect on the lifestyle changes and how people have started accepting the things shown in the Bollywood Cinema which earlier was considered just a unreal and dream world.

Keywords:Bollywood, Cinema, Youth, Lifestyle, Society, Changes, Evolution.

भारत की सांस्कृतिक पहचान में सिनेमा के योगदान का अध्ययन

डासुस्मिताबाला

सिनेमा एक ऐसा माध्यम है जो बहु भाषा , बहुल संस्कृति और विविध रंगों पर आधारित है। इसीसामंजस्यकेआधारपरहीलोगोंकेसमक्षइसकाप्रस्तुतिकरणहोताहै।देशकीबदलतीआर्थिकऔरराजनीतिकस्थितियोंका प्रभावसिनेमाकीप्रस्तुतिपरपड़ताहै।एकदेशकीसंस्कृतिकादूसरेदेशकीसंस्कृतिपरप्रभावसिनेमामेंपरिलक्षितहोताहै

भारतीयसिनेमाउद्योगपूरीदुनियामेंफिल्मोंकाएकबड़ानिर्माताहैऔरविभिन्नभाषाओं,

विभिन्नविषयोंपरफिल्मेंबनानेकीक्षमतारखताहै।बदलतीहुईस्थितियोंऔरडिजिटलमीडियाकेआनेबादइसकाविस्तारहु आहैऔरलोगोंतकपहुंचनाआसानहोगयाहै।शोधकर्ताइनस्थितियोंकोसमझनेऔरभारतीयसिनेमाउद्योगमेंचुनेगएविषयों एवंउनकेपरिणामोंकोजाननेकीकोशिशकरेगी।

अपनेइसशोधपत्रकोपूराकरनेकेलिएअध्ययनपद्धतिकरनाथोड़ामुश्किलथालेकिनइसेसाक्षात्कारप्रक्रियाद्वारापूराकियाजा एगाजिसमेंगुणात्मकशोधप्रक्रियाकापालनकियाजाएगा।सिनेमाउद्योगमेंलगेफिल्मनिर्देशकोंऔरफिल्मलेखकोंसेप्रश्नोंकेमाध्यम सेइसप्रक्रियाकोपूराकियाजाएगा।

मूलशब्द- ***डिजिटलमीडिया, सिनेमाउद्योग, सांस्कृतिकपहचान***

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Effects of social media on youth, image building and influencer marketing

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IMPACT OF SOCIAL MEDIA ON THE PR INDUSTRY

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Social media has become an indispensable part and reformed the design of modern society. Also, it has transformed the way individuals lived and worked earlier. When there was no emergence of social media, the PR Practitioners had only the option to use traditional media to function in PR activities like client servicing, building media relations, obtaining feedback, maintaining internal and external communication, etc. Now, no profession or industry is left untouched by the new era of a communication revolution that has happened to the universe.

This study examines the impact and the use of social media and its different types, like Facebook, Twitter, you-tube, Instagram, blogs, vlogs, etc., on the PR practitioners in the PR industry. The nature of this study is exploratory. Thus, data were collected through existing literature. The study's findings reveal that social media has impacted the PR Industry. After adopting social media, PR practitioners have become tech-savvy and use social media and its different networks for practicing PR activities.

Keywords: social media, Public Relations, social networking sites, PR practitioners.

ROLE OF SOCIAL MEDIA IN ENHANCING SPIRITUAL VALUES AND SPIRITUALITY

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In the last several years, spirituality has acquired the interest of people of all ages. Although the concept of spirituality is centuries old, its rise in popularity in recent years is worth noticing. Today, spirituality is making strides in a variety of fields, including health, education, and the workplace. Social media, on the other hand, is a relatively recent phenomenon that will continue to affect the globe till the end of time. Among all media devices, social media has the greatest impact and reach. Virtual entertainment has come a long way as a result of the increased use of smart mobile phones and other clever technologies. The study tries to find a link between the old and the contemporary in search of a moral existence backed by Spirituality. The objective of this paper is to find out the usefulness of spirituality in the current context. The report then follows the emergence of social media and its impact on Spiritual Values. To fulfill this objective the research will be followed by the approach of qualitative data. The secondary data will be acquired through the journals, articles, review articles, published academic papers, statistical database, and historical records. The findings may find out the Spirituality's journey and its utility in today's world. Finally, the research proposes a theoretical model that depicts the use of social media to educate about spirituality. The integrative technique acknowledges the good aspects of social media as a means of connecting with people.

Keywords: Social Media, Spirituality, Spiritual Values, Moral existence.

REBELLIOUS COMMUNICATION ON SOCIAL MEDIA: A CASE STUDY OF TWITTER

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Rebellious is an adjective that describes someone who resists or defies rules. Communication is imparting or exchanging of information by speaking, writing, or using some other medium. Social media is a platform that is an internet-based form of communication. It allows users to have conversations, share information and create web content. The major goal of this study is to find a way to improve the ability to spread a message that was previously limited by the size of the audience or rebel groups on social media. Social media has provided a dynamic platform to the rebel group with new opportunities to build and communicate to an audience. To conduct the study, the primary method is quantitative research methodology, and the secondary method is qualitative research methodology. The primary data study will look for a data set of rebel group on Twitter by conducting survey, while the secondary data will be based on previous research. The data set will be used by the researcher to look at the people who use social media to communicate, the issues they discuss, and the people who consume them. As a result of this study, the researcher will have a better understanding of rebellious communication and will be able to better measure the impact of new information on armed conflicts on Twitter.

Keywords: Rebellious communication, Social media, Twitter, Radical media.

SOCIAL MEDIA'S EFFECTS ON TEENAGE RELATIONSHIPS

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A large majority of people use social media these days and most of them being teenagers. Social media affects our mental health and reflects in our emotions. It can have a positive as well as a negative effect on teenage relationships and emotions. Teens these days see social media as a platform for them to be connected with the world. They feel as if not being on social media affects their presence. Although, social media can lead to many negative emotions building up inside them like jealousy, fear of missing out, anxiety which eventually has a major effect on their relationships with their peers and families. There have been teenagers who have accepted the fact that social media plays a major role in their lives and it moulds their relationships as per what they view on social media. The researcher studies the effects of social media on teenage relationships through qualitative method as well as quantitative method. The qualitative method will include studying articles and research papers. The qualitative method includes, surveys amongst teenagers. Although social media is also a way to be connected to your peers, familymembers and other people. The right use of social media can always act as an advantage in one's life. It allows teenagers to communicate with others and build social networks. Social media is also a platform for self-expression and these platforms expose teenagers to the events going on around the world and help them create their own online identity. It will be analysing how the platforms affect a teenager's personal life and creates an impact on their emotions.

Keywords: Social Media, Teenagers, Relationships, Emotions

AUGMENTATION AND OUTSPREAD OF FAKE NEWS BY DIGITAL MEDIA AND ITS IMPACT ON SOCIETY: A STUDY

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Sandhya Sharma
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Conventional media consists of most of the news which are nameless and faceless people deciding what does and does not get printed and broadcasted. In this digital era variety of social media, creation, and consumption of news and information in our society is changing. The rapid transformation of the ancient medium into on-line portals has become a replacement trend. On the one hand, the web social media has democratized the suggests that of reports production and dissemination, however on the opposite hand, it's become a piece of ground for false and pretend news. Increasing use of mobile devices and simple Wi-Fi access to totally different networks, Facebook, Instagram, YouTube, and Twitter have become powerful platforms for providing news and amusement. In countries like the USA and India, the President and the Prime Minister are using Twitter to engage with their voters and supporters. Hence the direct interaction of politicians and policy manufacturers with the individual's exploitation of social media has a powerful impact on the functioning of governments around the world. As a consequence, web journalism and national media are additionally on the increase. New channels of on-line communication, such as Skype, WhatsApp, Messenger, LINE, and plenty of others have additionally led to a rampant increase within the spreading of pretend news. This paper uses the normal empirical-analytical methodology to investigate this problem regarding false news and the rise in the same during the COVID-19 period. Information and information on the market on reliable property right websites, such as FactCheck or get all portals area unit used for formulating analysis queries. Additionally, analysis of problems associated with pretend news is essentially supported information on the market on numerous reliable and freelance organizations, the results from primary and secondary resources area unit accustomed highlight cases of pretend news on the social media and supply technical pointers to discover its negative impact on society.

Keywords:Digitalization, Facebook, Fake News, Internet, Social Media

TWITTER AS A PUBLIC RELATIONS TOOL: AN ANALYSIS OF TWEETS OF TOP COMPANIES OF INDIA

Prof. (Dr.) Bandana Pandey, Gautam Buddha University

&

Dr. Sumedha Dhasmana, Assistant Professor, Delhi Metropolitan Education

Abstract

The media landscape is ever changing. Public Relations professionals have always tried to keep themselves abreast with latest transformations. From exploring through traditional print media to the communication needs of new age digital media, Public Relations professionals adopt to strategies that are aptly suited for all forms. Twitter is a popular platform for information exchange and is being actively used for Public Relations practices. Twitter's motto is to empower all by giving them the freedom to express instantly without any barriers. The users of twitter are however limited to express in 280 characters through one tweet, which is also its USP. Use of Twitter for dissemination of company information to the public is now being made by most Public Relations practitioners in India. Content Analysis method has been used to understand how Indian Companies are making use of Twitter for building relationship with their public. Twitter homepages of Companies over a duration of one week were analyzed for this study. The Economic Times annually releases a list of most valuable companies of India, called ET 500. Top Indian Companies from this list have been chosen for the study. This paper identifies how Twitter is used as a tool of Public Relations by top Corporate Companies of India. These corporate tweets are studied in light of Grunig and Hunt's four models of Public Relations. Grunig and Hunt's four Models of Public Relations elaborate on four different perspectives of Public Relations strategies that include press agentry model, public information model, two-way asymmetric model and two-way symmetric model.

Keywords: Twitter, Public Relations, Corporate, Companies, Grunig & Hunt Model

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Media convergence and contemporary health and socio-political issues

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CONVERGENCE OF DIGITAL MEDIA AND HEALTH COMMUNICATION

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The convergence in the health communication and digital technologies holds pivotal importance in the global ecosystem. The boom and integration of digital technologies in healthcare practices impacted the lives of individuals globally in different capacities. It had effect and impact on the relationship of healthcare provider and receiver and vice versa. In the past two decade'sworld has witnessed the rapid penetration and application of digital media technologies in various domains of public sphere specially in the realm of public health. The increasing importance of digital technologies in public health is underscored by the creation of strategic frameworks by international and regional public health agencies to harness the potential benefits of digital technologies to improve public health outcomes.Digitalization has a huge impact on healthcare communication process. The potential of healthcommunication comes with its own complexities attached to it.To throw more light on this convergence, paper follows a two way system of primary and secondary methodology of data collection and interpretation. Theincreased unions of the two have led to amplification of importance of topic under lens. Association of digital media with health communication has had impact and effect on society as a whole globally. The paper examines the impact of convergence of digital media and health communication on 1) health care providers and 2) patients.This paper is a combination of primary and secondary dataanalysesto evaluate the impact of convergence of digital media and health communication in context of India.

Keywords- Digital Media, Health Communication, Health Care Receiver, Transition, Health careproviders,

PHOTOJOURNALISM AS A TOOL OF HEALTH COMMUNICATION DURING THIRD WAVE OF COVID19 IN INDIA: CONTENT ANALYSIS OF TIMES OF INDIA

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DME Media School
DME Noida

Photographs are integral part of print news coverage. Photojournalism, the visual reporting of significant events, has its roots in still photography and is interchangeable with press photography. It has existed since the 1830s when photography began.

In December 2019, a new disease appeared, sparking one of the worst worldwide health catastrophes ever. The World Health Organization has termed the SARS-CoV-2 virus 'COVID-19' (WHO). The rapid global spread of this virus caused public concern, and the unknowns surrounding this new pathogen prompted panic. The media became the main source of information.

The role of photojournalist became vital in presenting information to the masses. They were delivering insight into the pain, sadness, and empathy through their lens. Photographs have also helped dispel widespread misconceptions regarding the coronavirus. Photographic proof makes it tough to ignore the disease's terrible impact.

The objectives of the study are to explore the art of visual storytelling using photographs in newspapers and to explore role of photojournalism during pandemic. The research is an exploratory study.

The research is based on the Framing theory which states that media (gatekeepers) organize and present the ideas, events, and topics they cover.Framing is a concept which is commonly used to understand the media effects. The framing is based on the idea of how media base an event or an issue within a particular field of meaning which plays an important role in people's decision-making procedure. Framing theory is an adaptation of Agenda Setting Theory.

The researcher has done semiotic analysis of photographs published in the Times of India during third wave of pandemic from Jan 1- Jan 15, 2022.

Keywords: Photojournalism, Health, Communication, Photographs, COVID19

PORTRAYAL OF MENTAL HEALTH IN HINDI CINEMA: A STUDY OF CHHICHHOREAND DEAR ZINDAGI

Deepanshi Pant
AditiAnu,
Aaishwarya
Students, Media School,
Delhi Metropolitan Education Noida

Some stories are fictitious and docu-based. They are designed with assumptions that might be far from possibility in normal human lives. Every movie and documentary has scripted the inspiration for the human lives and rare are imaginary. They not only entertain and offer you a chance to escape, but they also massively affect your thinking and behavior.The purpose of this study is to find out how cinema interpret disorder in a movie. Reality and reel are quite different. In movies, a character who is suffering from a certain illness is portrayed differently than in reality.

Content Analysis of two Hindi films will be done to find out how Hindi cinema has portrayed mental health issues. The analysis will also help in understanding how films depict mental health issues. The study will also find out the role of films in creating awareness about such issues. The researchers will also conduct in-depth interviews with Psychologists/Counselors to gauge their viewpoint on the issues.

This study is original in the sense that an attempt is being made/has been made to find out the approach of people towards disease and bearer. The opinion of people seems significant since they shared their answers as per their views and thinking after watching the movie. Movies, storylines, and titles appear to make/make a deep impact on society and can affect/affect the thinking of people in a certain manner.

There is a genuine need to identify the elements of illness in reality and the movie industry. The findings may include/include how much importance cinema has given to our life. Movies generally share or portray the sufferings and emotions of an individual, which are not possible to identify in reality.

Key Words: Awareness, Mental Health, Movies, Cinema, Reality.

EFFECT OF COMEDY SHOWS ON MENTAL HEALTH OF THE VIEWERS

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Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood. Many factors contribute to mental health problems, including:

- Biological factors, such as genes or brain chemistry
- Life experiences, such as trauma or abuse
- Family history of mental health problems

Mental and physical healths are equally important components of overall health. For example, depression increases the risk for many types of physical health problems, particularly long-lasting conditions like diabetes, heart disease, and stroke. Similarly, the presence of chronic conditions can increase the risk for mental illness.

The purpose of this studyis to find how comedy shows affects the Mental health of people in a positive way as to how they react after watching comedy shows and how their behavior changes.
A survey will be conducted amongst the youth of Delhi -NCR age group 15-25 years. As it has been studied that the teenagers generally suffers through anxiety, depression because of negative thought patterns and stress of puberty which affects their Mental Health.

The findings may include as to how much important is having a good sense of humor and has numerous long-term and short-term mental health benefits. Laughing automatically triggers positive physical and mental changes that help to relax our mind.

Keywords: Mental health , adolescence , psychological , brain chemistry

A STUDY OF THE COVERAGE OF COMMUNAL CLASHES IN 2022: FACT VS PERCEPTION BASED NEWS REPORTING

Pramod Kumar Pandey
Assistant Professor, DME Media School

The media has been under intense scrutiny for not playing their part efficiently for quite some time now. The same media that was once credited for unifying the people despite differences is now seen as a tool that is playing the most potent role in creating the rifts. The political differences in India now permeate to the personal levels creating rifts of all kinds. This research paper tries to examine the news reporting of Hindi and English dailies during the various communal clashes that occurred in 2022. The paper examines the reporting on the basis of usage of facts, previous references of similar incidents during causal explanations, the methods of deduction and induction. The paper will also try to examine if the fact aspect dominates the perceptual aspect of the coverage. January to May 2022 will be the period for which the coverage will be analyzed. The sample coverage would be selected from 2 English dailies and 2 Hindi dailies. The objective of including the two languages is also to find out if the language has any bearing over the nature of coverage.

Keywords: Media Coverage, Reporting Communal Clash, Critical Communication Analysis

राष्ट्रीयशिक्षानीति 2020: विद्यालयशिक्षाकेपाठ्यक्रमतथाशिक्षा-शैलीमेंआएबदलाव

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जोसमाजमेंविकासऔरप्रगतिलातीहै।यहदुनियाकोनिर्धारितकरनेकेलिएदृष्टिकाविस्तारकरतीहै।भारतकेसंदर्भमेंबातकरें तोनईशिक्षानीति 2020 शिक्षाकेविकासकामार्गदर्शनकरनेकेलिएएकव्यापकरूपरेखाहै, जोप्रधानमंत्रीश्रीनरेन्द्रमोदीजीकीएकपहलहै।इसशिक्षानीतिकाउद्देश्ययहसुनिश्चितकरनाहैकिकोईभीछात्रजन्मअथवापृष्ठभूमिकीपरिस्थितियोंकेकारणसीखनेऔरउत्कृष्टताप्राप्तकरनेकेअवसरसेवंचितनाहो।

इसपेपरकेमाध्यमसेयहज्ञातकियाजाएगाकिक्यासचमेंइसनईनीतिमेंछात्रोंकेसमग्रविकासकोबढ़ावादेनेकेलिएसॉफ्टस्किल्स, डिजिटलसाक्षरता, नईतकनीकों, सामाजिकमुद्दोंआदिपरध्यानकेन्द्रितकरकेस्कूलीछात्रोंकेबीचकौशल, नवीनताऔररचनात्मकताप्रदानकरनेपरजोरदियागयाहै?

इसमेंयहभीपतालगानेकीकोशिशकीजाएगीकिआनेवालीपीढ़ियोंकीचुनौतियों, भविष्यकीउम्मीदों, उनकीजरूरतोंऔरउनकीविकासात्मककौशलपरयहनईशिक्षानीतिकितनीकारगरसाबितहोगी।यहबच्चों, शिक्षकोंतथाशिक्षा-शास्त्रियोंकेसाक्षात्कारोंकेमाध्यमसेसम्पन्नहोगातथायहएकगुणात्मकऔरखोजपूर्णअध्ययनहोगा।

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Metaverse, Artificial Intelligence, fake news, and inclusivity in journalism

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TECHNOLOGICAL INNOVATION IN MEDIA

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Change can be bought only with the new innovation. With the evolution of technology, several services and media products are changing. Media creation and distribution techniques are evolving. The ownership of media and their funding is continuously are shifting. The user's role is evolving. Our beliefs and perceptions of media are also shifting. In this paper, we mainly discuss the theory of the innovation gives useful and better tools for several media researchers who want to comprehend and describe present growth in the media landscape- tools that mainly allow them to see complete things and research aspects of modern time media that would or else be unavailable to them. Technology in the media is growing at a faster rate than we can fathom. The main role of communication technology has become well known at the present time because we have entered into the era of rationality. Media technology makes highly impact on the trend of social civilization and social existence, aesthetic and spiritual pursuits of people by creating a modern way of entertainment and making life more colorful. Scholars from several disciplines are increasingly investigating the qualities, functioning, relevance, and influence of media technologies as they grow inextricably linked to social constellations, posing new methodological obstacles as well as opportunities. New media, new genres, and new methods of employing media have always piqued the interest of media researchers. Using the lens of innovation and innovation theory to examine and explain contemporary events in the media landscape provides value to media study. The concept of innovation is introduced theoretically in this text. It also states that media innovations are linked to the product, process, position, paradigmatic, and social innovation, with varying degrees of uniqueness in each. There are some factors that have a big impact on media creativity:

(1) Regulation.

(2) Industry norms.

(3) Competitor behavior.

(4) Technology.

(5) Market potential and user behavior.

(6) Culture and innovation are all factors that must be considered.

(7) Leadership and vision,

(8) Organizational structure.

(9) Capacity and resources.

(10) Firm strategy.

Keywords: Media, Technology, Technological Innovation.

ARTIFICIAL INTELLIGENCE AS A WEAPON TO FIGHT AGAINST FAKE NEWS: A STUDY

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Artificial Intelligence (AI) is an extensive and integral category of computer science that deals with building smart machines which are capable of performing various tasks requiring human intelligence. Warner Bros, a multinational media and entertainment company, is just one example of a media behemoth effectively using technology to manage its films and expenditures.With the advent of new technologies, the media world has seen a massive explosion of content on the World Wide Web whichresulted in the fast dissemination of news which is sometimes irrelevant, false and fake. From promoting political agenda, to creating panic during the Covid- 19 pandemic, misinformation has confused the readers, making it difficult for them to differentiate between what is ‘true’ and ‘false’. The objective of the present research is to conduct a thorough analysis of the latest technological trends related to the use of AI in the media industry and how some already existing as well as upcoming AI tools are crucial in handling and combating the spread of fake news in the media industry. Several AI tools are popularly being used to disseminate fake news, the review of literature suggests that most of the misinformation spreads through social media, there are several other platforms that act as a catalyst to the spread of fake news, the research focuses on these platforms.The research draws its conclusion by understanding the use of Artificial Intelligence, as it is seen to be growing at an unprecedented pace. The 'hype' of AI has also unexpectedly caught on with media professionals, and it's now progressively showing up in the sector to solve problems. The study includes the collation of datacollected with the help of first- hand observation, personal interviews, surveys, documents, research papers and several other artifactsby providing facts of how the use of AI tools can be utilized to minimize the spread of fake news.

Keywords: Artificial Intelligence, fake news, media industry, Covid-19, Social Media

DISSEMINATION OF FAKE NEWS ON DIGITAL PLATFORMS: A STUDY TO ASSESS ITS INFLUENCE ON ADULTS

Bhawna Solanki
Assistant Professor
Trinity Institute of Professional Studies

India has been facing the menace of fake news for many years. The country has witnessed several cases of mob lynching following the spread of rumours on different social media platforms. The spread of fake information has led to frauds, death, destruction and harming the image of the country; be it related to eating or storage of beef, child kidnapping, or any other religious issue that triggered the mob. Responding to this situation, WhatsApp has updated a few features in its application for reducing the spread of misinformation. Still, the spread of fake news has been rampant on various digital platforms especially since the time COVID-19 struck in March 2020. Even political parties are said to have misused these platforms for propaganda by spreading false or distorted information. India has the widest social media user base, with 300 million users on Facebook, 200 million on WhatsApp and 250 million using YouTube. This requires a study to understand the impact of fake news on the lives of people through various sources like digital platforms (WhatsApp, facebook, Instagram, Youtube, etc.) and other sources in India.

The aim of this study is to throw light on the issue of dissemination of fabricated/fake information to fuel public fear by misleading the people. A survey has been conducted among young professionals and senior citizens to find out if they also received inaccurate or fake information during COVID- 19 outbreak and how that information affected their life according to them. The opinion of about 100 respondents as a sample has been collected using the questionnaire method. The focus of the study is to know their stand on the spread of such information as it affects a lot of people in and out directly or indirectly. The study is original in the sense that an attempt has been made to find out the approach of young professionals and senior citizens towards dissemination of fabricated information, also to understand if they are able to classify between real and fake news and how influential were the pieces of information they had received during the pandemic.

Keywords: Fake News, Propaganda, COVID- 19, Digital platforms.

PROXIMITY MEDIA, CRAFT JOURNALISM AND DEMOCRACY

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This work is a descriptive study on the small proximity and digital media in the province of San Luis, Argentina and the journalism work. Local media tend to have a broader connection with their local audiences. Some of them just have a website and/or social media presence, others have that and their own radio or in partnership with another small outlet. The category of "local media" or "proximity media" is novel to characterize the small alternative media that with great difficulty try to offer visions of reality different from those of their subordinate journalistic practices. Local media brings together community media, as well as small private and commercial media, which in a turbulent context of pandemic and quarantine manage to survive by offering alternative points of view. The proximity media of the two main cities of San Luis have been studied: the capital (which has the same name) and Villa Mercedes. The data was obtained by conducting qualitative questionnaires to journalists, the study of the production of news on the web and the documents of FOPEA (Argentine Journalism Forum).

However, the geography of San Luis shows that in many places these media do not exist and therefore the information needs of important community groups cannot be met. On the other hand, there are clearly pro-government media such as "El Diario de la Republica" which is owned by the Governor of San Luis Alberto Rodriguez Saa. Since the advent of Argentine democracy, in San Luis, the brothers Alberto and Adolfo Rodriguez Saá have been governors repeatedly representing the Peronist Party, building a strong political and economic power in almost 40 years.

The work of journalists is precarious. Only 27% of journalists have a stable job and 73% are freelance journalists or rely on ad sales. All this happens in a context of little democratic culture, a government of the province of the same party since December 1983, which pours its advertising resources into friendly and allied media, discriminating on some occasions, against small local alternative media, which seek to offer opposing views of reality.

Keywords:Proximity Media, Journalist, Journalism Culture, Democracy, Journalist Work

INCLUSION OF DIVERSITY IN PRINT MEDIA:

A STUDY OF LEADING INDIAN NEWSPAPER COVERAGE OF LGBTQ

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The Indian High Court made a landmark judgment decriminalising Section 377 of the Indian Penal Code in 2018. This decision set the stage for India's ascent to prominence, propelling the country's society toward progressive diversity inclusiveness. The Left-Front Government of Kerala decided in January 2021 to include the transgender option in all gender applications for a more inclusive approach to the marginalised community; with this and many other examples of acceptance of equality, people began a dialogue to inform and educate society about the change and progression.Indian cinema began portraying LGBTQ themes on wide screens with the assistance of films such as ‘Ek Ladki Ko Dekha to Aisa Laga’, ‘Shubh Mangal Zyada Savdhan’, ‘Aligarh’, and others.The fourth pillar, media, is also responsible for alerting people about the sensitivity of these topics by publishing them through print and broadcast. In 2019, the Times of India broke new ground by classifying LGBTQ people. Despite the fact that news platforms have blossomed with specific LGBTQ features, newspaper is still gasping. It is critical to measure the representation or coverage of minorities in the media, and the researcher will attempt to investigate the coverage of LGBTQ problems in print media in this research paper. However, we intend to highlight the analysis of LGBTQ coverage through print media by selecting two of India's most widely read newspapers, 'The Hindu' and 'The Times of India.' This research will attempt to do a critical examination of the topics addressed on LGBTQ in the recent months, following the hype and public awareness generated by entertainment media. The purpose of this article is to clarify the function of the fourth pillar in uplifting society, as well as its relevance on the LGBTQ community. Through this paper researchers will also try to study the perception based out of the queer theory.This paper will also focus on and measure various sorts of LGBTQ coverage in newspapers by thematic analysis and content analysis.Furthermore, the researcher will conduct in-depth interviews by academicians, media persons and Diversity and Inclusion experts in order to shed light on the significance of print media coverage on this vital issue.

Keywords: Diversity, LGBTQ, fourth pillar, national dailies

CONTENT VARIETY IN ONLINE CITIZEN JOURNALISM AND E-NEWS ARTICLES

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The Online Citizen founded in December 2006 is a defunct community blogging platform formerly involved in political activism in Singapore. Itdescribes itself as a group of advocacy journalists who report on topics not generally covered by the mainstream media. An online newspaper or electronic news or electronic news publication is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical, whereas Content Variety means Examining what types of content are the most shared and read, and adding more of that type of content. This study looks to understand how community newspaper editors negotiate the professional complexities posed by citizen journalism. The study seeks to understand how Citizen Journalism provides a platform for individuals to be considered and acknowledged.It is done in the hope to contribute to the field of media and communications, on the topic of citizen journalism and codes of journalistic standards and ethics.The Secondaryhas been acquired through the Journals, articles, review articles, databased and Historical records.This study focuseson way citizen journalist reflects on codes of journalistic standards and ethics. If the roles of professional journalists and citizen journalists are going to continue to become more similar, the actions and choices of citizen journalists could have an impact on the professional journalistic role, and on media as an institution in society.

Keywords: Social Media, Twitter, Journals , Newspapers.

PORTRAYAL OF INDIAN MEN CRICKETERS IN INDIAN MEDIA

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Cricket is the second most widely played sport in the world and India it is treated as a religion. Moreover, when it comes to Indian men's cricket, enthusiasm goes to the next level The Indian media lays a huge impact and coverage on cricketers especially when cricket matches are broadcasted. The objective of the paper is to study the portrayal of Indian men cricketers in Indian media, close research will be conducted to see the lives of Indian cricketers. This study will focus on two aspects, how Indian media portraysthe positive and negative sides of Indian cricketers. Indian men cricketers are connected to Indian media in various aspects such as lifestyle, sport, conflicts, controversies, etc. The study also examines the possibility of all the aspects of Indian men cricketers in Indian media. For this research Primary data will be collected using the survey that analyses how Indian cricketers are portrayed by Indian media, questionnaire will be filled by the respondents belonging to the age group of 18-50 years. Whereas secondarydata will be collected fromresearch papers, articles and journals. According to the findings, the way Indian males are portrayed has an impact on customer behaviour and purchase patterns. The mindset of Indian men's cricketers has an impact on the brand image. Sports channels were also found to play a key influence in teaching different sports skills to young children, according to the study.

Keywords: Indian Cricketers, Cricket, Media

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TECHNICAL SESSION 8

Films, Technology supported creativity, LGBTQ and sexism in media

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THE JOURNEY OF INDIAN CINEMA

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Indian cinema which has become a tremendous entertainment industry and growing daily on stupendous scale. Cinema has a massive impact on our culture and society and is one of the most powerful forms of art and its history is full of interesting facts that you might not know about. Cinema unlocked the stage for the budding talents and offered opportunities to manifest skills and talent. The world of cinema is not limited to actors and directors alone, there are many other roles that one can pursue in the field of cinema. In this paper, we discuss about the pioneers of Indian cinema. The content analysis of the journey of Indian cinema draws attention towardshistory,narratives, regional cinema, awards, music and dance and censorship.The paper discusses the status of cinema during pre and post pandemic and how this period considered as fruitful for entertainment industry.

Keywords:Indian cinema, History, Bollywood, Films

ROLE OF HINDI FILMS IN SPREADING AWARENESS ON SOCIAL ISSUES.

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India is worldwide known for its Bollywood movies and is known as the largest producer of films. Bollywood is making its impact on the world but in India, Bollywood is Infamous for inculcating bad habits among people. In recent years the number of sensitizing contents in the industry is increasing movies like Padman andPhullu which are known for making people freer about talking about the issues that are once setup as taboo in the society. In this study, we will see how Indian Cinema is influencing the people of India and is the films that are produced for general awareness really make the nation aware. Data were collected through an online survey using google forms among people aging between 18-50 years. This research also shows that movies are not only for entertainment purposes or for commercial success but also try to raise voices against social issues and stigma.

Keywords: Cinema, Community, Awareness, Society, Social Awareness, Social Issues, Bollywood.

ROLE OF HINDI CINEMA IN CREATING AWARENESS ABOUT LGBTQ

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Entertainment has always been a captivating medium for the humans, films being the heart of entertainment is now a vital part of life for an individual. The roots of films were sowed back in the 19th century. From then the film industry has only seen development with time. Films have always played a very important role in framing the thinking ability of an individual and if we look into the present time period then films are like a cherry on a cake. It not only enlightens an individual's mood but also satisfies their psychological need, which is getting entertainment with an additional contribution of "thought of change".

Today people are so much indulged into films that they have forgotten the things happening around them. It's true that watching films lightens up your mood and improves your visual interpretation of things around you but on the other hand it is also a truth that it impacts your mentality too.

It is an as true as steel fact that watching cinema creates an impact on the behaviour of an individual. New trends shown in movies are followed by masses.

These days talking about LGBTQ through films is influencing people and is also making them accept the facts. Films like Chandigarh Kare Aashiqui,Badhai do and Aligarh are examples of movies that not only highlights the social dilemma but also highlights the stumbling blocks that the queer face.

The aim of this research case study is to focus on the impact of Hindi films like Chandigarh Kare Aashiqui, Badhai Do and Aligarh on audience's mind with respect to acceptance of any individuality, through surveys. This will also throw some light on how audience are taking up this concern and are they open to talk on such vital issues? For this case study 3 films are taken up namely Aligarh, Badhai Do and Chandigarh Kare Aashiqui which have left an indelible impact on the minds of peoples. Through this study we will be able to accentuate the impact of the film on an individual mind and how the film changed their vision.

Keywords: Films, Entertainment, LGBTQ, change

AI AESTHETICS - INTERROGATING THE ONTOLOGY OF IMAGE IN GOOGLE ART SELFIE

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The origin of the term aesthetics is located in the Greek root word 'aesthetik' which means sensations or feeling. The emergence of the field of aesthetics could be traced back to Aristotelian and Platonic associations to objects which provoke sensations. However, it was the seventeenth century German philosopher Alexander Baumgarten who first introduced the idea of aesthetics as a separate discipline, referring to a theory of sensibilities.

The advent of technology led to new forms of art and new forms and ways of sensations which has reframed the aesthetic regime. The nineteenth century invention of the camera, made it the new eye, whose vision was now the subject of aesthetics. Artificial Intelligence (AI) is the automation of cognition. The new media to algorithmic turn is an emerging and rapidly ongoing perusal. The algorithmic turn presents manipulations, articulations, cultural ramifications which surpasses all known understanding of convergence.

The viral Google Art Selfie application aims to match your selfie to thousands of artworks online. Being globally available, it plays a crucial role in the global cultural ecosystem influencing our choices, behaviours and imaginations. The resulting image is an image which is at the crossroad of art, media, photography. Therefore, drawing on Andre Bazin's essay, 'The Ontology of Photographic Image', this paper looks at the Google Art Selfie application interrogating the ontology of such created images.

Keywords: AI, aesthetics, image, selfie, Google Art Selfie

UNDERSTANDING THE IMPLICATIONS OF ROBOT MODELS AND THE TRANSFORMATION OF THE FASHION INDUSTRY

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In the COVID-19 era, globally, brands in the fashion industry are pursuing new convergence methods through digital technology. Traditional fashion shows had become difficult to run. The fashion industry is a fast-changing industry. The Industry finds virtual fashion shows an alternative to conventional fashion shows. The increasing demand for AI (Artificial Intelligence) in the fashion industry opens the door for the digital era & imaginary fashion shows.

This study primarily focuses on to find out whether AI can replace models in the future, and also explore the pros & cons of digital fashion shows, and challenges in AI technology, and focusing on the digital technology used in digital fashion shows by the brands.

The researchers will present a case study of Digital fashion events conducted since 2020. The research approach will be a qualitative and exploratory study. The researcher will present a case study of the fashion shows conducted using AI.

Keywords: Fashion, Artificial Intelligence, Events, Modeling

MAPPING SEXISM IN INDIAN ADVERTISING - A QUALITATIVE STUDY

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Prejudice against a gender has been a common practice in various spheres of life. Advertising is an important tool of communication has the ability to persuade and impact the mindsets of viewers. This impact, however, is gradual, cumulative, and often neglected.

This study undertakes a qualitative approach to analyse the trends in Indian advertising seeking answers to questions on the prevalence, effects and ways of curbing sexism in Indian advertising.

The study utilizes a focus group study of 13 men and 13 women, aged between 18 to 30 years to investigate the subject. This study addresses the lack of literature on this pertinent subject and recommends non-objectification and non-stereotyping of gender in Indian advertisements.

Keywords: Sexism, Indian Advertising, Prejudice, Typecast, Incitement

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TECHNICAL SESSION 9

Implications of OTT content, binge-watching, and censorship issues

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PSYCHO-SOCIAL IMPLICATIONS OF NETFLIX AND PRIME CONTENT

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In today's world, Internet has taken control all over the world. With Internet, there came many innovations. One of those innovative idea was the introduction of OTT platforms (Netflix and Amazon Prime). The demand for OTT platforms gained momentum during Covid-19. The number of subscribers for Netflix and Prime is 4.3-4.5 million and 17 million respectively. The main advantage of OTT platform is that one can sit anywhere and watch it on any device available to him. Another advantage is that OTT platforms like Netflix and Prime provide uninterrupted services like streaming content without commercials. The main aim of this research study will be to analyze the psycho-socio effect of OTT (Netflix and Amazon Prime) platform on its audience's mental health and to know what are the causes of behavioral changes among youth because of the content on OTT.The research methodology applied to the research will be the mix of both Qualitative and Quantitative data (Primary and Secondary data). A Survey would be conducted, Sample size- 100; Sample area- Delhi NCR; sampling method- simple random sampling of both male and female. Also, deep study of case studies and research paper would be done. After theanalysis of facts and figures, it was concluded that that content available on Netflix and Amazon Prime have a major effect on the audience and they have successfully grabbed the audience's attention.

Keywords- Amazon Prime, Netflix, Psycho-social health, OTT.

BINGE-WATCHING AND ACADEMIC ACHIEVEMENT AMONG UNIVERSITY STUDENTS: A CASE STUDY

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With the advancement of subscription video on demand services (SVOD) such as Netflix and Amazon Prime Video over the past few years, people's consumption of television has radically changed. Now, they can choose where, when, and how to watch their favorite TV series or program. There are no more controls by content, time, or place. As the way viewers consume television has changed, their viewing habits also have changed leading them to consume an entire series or a show in a single sitting or what researchers refer to as binge-watching. Since college students, the high binge-watching category, spend a lot of time binge-viewing their favorite series rather than sticking to their academic obligations, they may get depressed and fail in their studies. The purpose of this article was to investigate the relationship between binge-watching and academic achievement. To understand students' behavior in respect to their watching habits, a questionnaire was administered to 103 students from a liberal arts university in the Northeast of the United States. Data was collected through an online survey (Google forms) and was analyzed using the statistical analysis software, SPSS. By understanding students' behaviors, stakeholders will be able to apply policies and take measures that could help improve academic success and engagement among university students. Results showed that students had different perceptions of binge-watching and they had different motivations (i.e., escaping from reality). They also showed that students do not perceive binge watching as effecting their academic performance.

Keywords:SVOD, Binge-watching, college students, perceptions, salient motives, academic achievement.

INDIAN WEB SERIES AND THEIR EFFECTS ON YOUTH: A STUDY

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Western culture has influenced the media consumption in India. Netflix is known to be the flag bearer of over the top media. The research paper focuses on factors influencing the rise of OTT platform and understanding the content consumed by the Indian audience. It is also stated that OTT platforms are available at a nominal or free which makes it a major factor influencing the digital screen time. The primary aim of the research is to evaluate the behavioral change by OTT and unleash the factors contributed to the increase the trends in Indian web. The study will be using and applying the combination of both primary and secondary data of analysis in which we will be conducting a survey consisting of questions related to the topic and it will be reviewed by various students. Apart from this, in the secondary data of analysis, we will be reviewing the research papers which will be collected from journals, articles, and other data hubs. The survey will be studies closely and based on the result, we will be concluding the major cause of the stress. The study suggests the pandemic has pushed audience to change their way of media consumption. The study will serve as a foundation for future researchers to understand the human behaviour in the field of academics and research. The research has reflected that the peer pressure and binge-watching theory has influenced the audience's behaviour. Social media hype of OTT shows and movies has also been noted as the reason behind the rising interest in OTT platforms.

Keywords- OTT, Media, web series,

NETFLIX SHOWS AND VIEWER'S PERCEPTION: A STUDY

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In recent years, the way people use their spare time has changed considerably. They no longer limit themselves to watch one episode of their favourite show per week. Instead, they plan to watch the entire season over the weekend. Netflix is very significant in today's world. Consumers used to go to the movies, rent VHS tapes or DVDs, and watch whatever was on live TV before Netflix. Netflix has changed how customers access film and TV. Viewer thinks that Netflix reigns supreme when it comes to developing original content. The primary goal of this study is to determine the effects of Netflix on viewers, their thoughts or perception about the platform and in addition to consumer perception the new phenomenon known as the Netflix Effect indicates how much power the streaming service truly wields. The study discusses the brand's positive and negative effects on consumers, as well as their conflicting feelings about it. Because Netflix is now a part of everyday life, the strategy for secondary and primary data for the research study was to read articles, research papers,collect expert advice, and conduct a survey poll. For the research study, a hybrid approach was adopted, which included both qualitative and quantitative data.The primary data will involve survey and the secondary data involves research papers by previous authors, articles, blog and existing data available online related to the study.In conclusion, there were many mixed reviews like both positive and negative but from a minor percentage there are negative effects of Netflix on consumers.The perception of the brand inconsumers' mind is also measured.

Keywords:- Netflix, Consumer mind, consumer behaviour, consumer perspective

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TECHNICAL SESSION 10

Cultural diversity, communal harmony and assimilation through art and music

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PORTRAYAL OF FOREIGN CULTURES IN INDIAN CINEMA

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Indian cinema also known as the Bollywood is an industry that makes movies and entertains the viewer nationally and internationally. There is a huge fanbase of the Bollywood industry and the stories showed in the form of films. The Bollywood industry portrays various backgrounds and cultures in its works and sends out messages that not just entertain people but also touch their hearts. The movies portray Foreign Cultures which creates curiosity in the viewers and also gives them a glimpse of these cultures. Foreign culture is any culture which is unknown to you and is the culture of a different country and community. Bollywood shows foreign cultures in their works and the actors put their best foot forward to express these cultures through their acting.The objective of this study is to understand the different foreign cultures portrayed in the Indian Cinema and analyse the cross-cultural depiction. The study also aims at analysing the understanding of the viewers about these foreign cultures and what impact does watching these cultures leave on their lifestyle. Thedatawill be collected by conducting a survey with the people who watch Bollywood movies. The data will also be collected by doing review of literature, which will we done by reading several papers and articles on Indian Cinema and the various foreign cultures which are depicted in these movies.The study will help in understanding the foreign cultures and gain more information about the various communities present outside our nation. It will also help in respecting different cultures and understanding the impact their depiction leaves on our lifestyle.

Keywords:Indian Cinema, foreign culture, cross-culture, lifestyle, impact , respect

POPULARITY OF KOREAN DRAMAS AMONG YOUTH IN DELHI, NCR, INDIA

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In the late 1990s, Korean television dramas made their way to India. Since then, the Korean wave, or Hallyu, which refers to the global popularity of k-pop, k-drama, films, etc., has become the new phenomenon in India. In recent years, Indian television channels and OTT platforms in India have gotten an overwhelmingly positive response to Korean dramas. To understand this massive popularity, this thesis examines the factors that contribute to the popularity of Korean dramas among youth in Delhi, NCR. And whether the youth of Delhi, NCR, are getting influenced by Korean culture.

The research will be conducted using a quantitative approach. A simple random sampling method will be used in this study. A survey has been conducted among the youth (from 15–25 age groups) to understand and analyze the factors influencing the popularity of Korean dramas and their influence on youth.

The researcher will find a limitation that since data has been collected from 15 – 25 age-group only, people prior to that age group have not been taken into account. Also, the study doesn't generalize the effect of K-drama on youth. The Korean entertainment industry has received much interest in India over the last two decades, and it has played a major role in impacting and attracting Indian audiences to Korean culture.

Keywords*:*Korean Dramas, Korean wave or Hallyu, Korean culture, factors of watching K-drama, Audience, Delhi NCR

INFLUENCE OF KOREAN WAVE ON INDIAN YOUTH

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In the world people adapt and perceive things rapidly. Interests can be clicked in moment of seconds. “Korean wave” (HALLYU- in Korean) refers to the flood in the internal visibility of Korean culture, beginning in the east Asia in the 1990 and continuing more recently in various parts of the world. The wave consists primarily of two forms of media – Kdrama said Korean Drama and Korean music also known as KPOP. The aim of the study is to examine the influence of Korean wave to the acceptance and feeling of Korean Culture (HALLYU) itself among the Indian Youth. The research focuses on how the Indian Youth accepts the Korean Wave and is influenced by the Hallyu Culture. To achieve the goals of the study, the research primarily focuses on some foreground subjects such as Korean Drama, Celebrities and K-pop.The spread of Korean wave has a mass impact on the Indian youth. Other than Kdrama and K-pop people also call attention to their interests in Korean food, Korean beauty and Korean as a learning Language. This study examines the possibility of any Influence of Korean wave among Indian Youth. For this research Primary data was collected through a Questionnaire and Secondary data was collected through the study of literature reviews, journals, and periodicals.

Keywords: Korean wave, Kdrama, K-pop, Hallyu, K-culture, Indian Youth

INDIAN TRADITION OF SPREADING KINDNESS AND HELPING OTHERS FOR HUMANITY

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Indians are known to consider guests as another form of Almighty were spreading kindness along with helping others as a form of humanity can be considered as a special quality of the Indians. It is quite important to focus on understanding the current tradition of the country where the different approaches in terms of the COVID-19 pandemic have been considered because of the increase the vulnerability. The research focuses on understanding the factors which influence people to unite and fight the pandemic and ensure that proper support was extended to individuals who were experiencing anxiety along with having mental disorders. The pandemic generated a critical situation and developed destitute among the people where is the good Samaritans considered it their responsibility to extend support. The mixed approach of primary and secondary data will be used. The primary data will be collected through survey and secondary data will be collected from articles, research papers and journals. The entire focus of the research would be maintained on understanding the specific factors which influence the comfort of the people to work as a group and fight the pandemic while extending support to each other specifically those people who are in the need of an external supposed to cope up with the depression while losing their loved ones to the pandemic. It also focuses on estimating the level of commitment among the people by focusing on the qualitative research approach.

Keywords: COVID-19, humanity, vulnerability, responsibility, society

IMPORTANCE OF FAMILY VALUES AND BONDING FOR THE GROWTH OF A CHILD

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Parents are the greatest influence on the growth and development of a child. They almost shape the child. A child's family values and home environment has a strong impact on his/her developments and achievements. Infant stage is a very crucial time for brain development and mental health. It is important for parents to promote attachment in their kids during this time. It also studied that without a good initial bond the kids are less likely to grow up to be happy independent and resilient adults.The family is also a setting where children learn the language and core values of their culture.The purpose of this paper is to find out if parental neglect and lack of love can actually lead to long-term mental health problems as well as to reduced overall potential and happiness. The primary data will be collected by conducting a survey and taking views of parents. And the secondary data will be gathered by articles and papers on the importance of family values for the growth of a child. The study will help conclude that the support to babies from their parents in the first five years of their life is a crucial part in shaping their future and their growth and development. And that these vital practical and loving parenting skills are the building blocks of babies' care and well-being.

Keywords: Mental health, happiness, growth and development, loving parenting

UNDERSTANDING MEDIA REPORTING DURING RELIGIOUS CONFLICTS: A STUDY

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In a democratic country, media is fundamental to political life. It provides facts to allow us to be better informed about the issues that matter to us. It provides criticism and debate to ensure that information is tested and examined from all points of view.There have been periodic instances of violence between Hindus and Muslims in India since and before partition (1947). Independent media work is needed for greater clarity and greater credibility. This paper will analyse media narrations of incidents of Hindu/Muslim communal conflict in Ayodhya dispute, Delhi riots, Hijab conflict in Karnataka and various other incidents that have taken place in recent years. The study will also analyse whether media has been able to fill the communal gap with effectiveness. It will also aim at the platforms of media used to report the conflict and whether the reporting done in the recent years is politically inclined or not.The primary data will be collected by conducting a survey from respondents actively working in the media industry. The secondary data will be collected by doing a review of literature, which will be done reading several articles on communal disputes and various incidents that have taken place since the partition. The study will help understand how media plays a role in creating a communal harmony or conflict in every incident that takes place.It will also help in understanding the perspective of media professionals and general audience.

Keywords: Religion gap, media reporting, communal harmony, Hindu, Muslim

ROLE OF MEDIA REPORTING DURING VIOLENCE OF RELIGIOUS DISPUTES

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In today's warfare, the media frequently plays a major role. In essence, their job might take two opposing and diametrically opposed shapes of the religion. The study will explore the media participation in the dispute and theirresponsibilityduring widespread violence, and their role in helping to conflicts settlement and violence reduction. The media have the potential to calm conflicts and maintain a discerning eye on the administration, opponents, and community**.** For this study, various research papers are used from famous literatures who have done their research on similar and same context of role of media reporting during violence of religion disputes. The main objective of this research is to find out how exactly did media played its role during the violence of regional disputes. For this, research work will use primary source data through surveys and secondary data through newspapers, journals, and magazines.The research work is going to be a mixed research work.The findings will bring up whether the media played an evident role for the people impacting the violence of disputesbased on religion and was used to bring up real issues and their sufferings. Nowadays, media creates impact in people's mind and thus media plays an important role in every mind set through socially, politically, and economically.

Keywords:Media, Religion,Conflicts, Violence, Administration,Community

CHANGING TRENDS IN THE HINDI MUSIC INDUSTRY FROM RETRO TO REMIXES

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The Indian music industry is now one of the most happening industries with new trends and technologies emerging every now and then. There were times when people had to rely on the radio in order to listen to music and now more than 90% of the people access music from their smartphones but with the advent of major global players like YouTube Music, the Indian market is opening for new trends. With the help of electronic media, vocal acceptability and diminishing linguistic barriers, the audience is becoming more and more accepting of new genres, trends and languages. On the contrary, most of the Hindi classics remain in the heart of the audience, till date. Younger generations have been greatly influenced by Bollywood remix songs in terms of shaping their lifestyles. When it comes to the changing lifestyles of today's adolescents, remix songs have also carved out a niche for themselves. The changing trends in Hindi remix songs, on the other hand, appear to have radically altered the mindset of younger generations, as the messages contained in these songs rarely proved negative in shaping the ideas and emotions of the generations to come.

The objective of the research is to trace the evolution of music from early 90s till late 2000, to closely examine how the consumption of music has changed with the changing trends and how some classics are making a comeback as remixes. The study will also include a detailed analysis of how and why the re-generation of some songs turn successful while the others get lost in the lot. The review of literature attempts to compare and analyse youth's perception about the changing trends in the Hindi Music Industry and investigate how the popularity of these recent remix hits shape the preferences of the audience. The literature also suggests that there has been a drastic change in the trends since the late 90s till early 2000s. The research follows a mixed approach, as both primary as well as secondary data is used while carrying out the research. The use of qualitative research is prominent as the research majorly comprises of data collected from first- hand observation, personal interviews, surveys, documents, research papers and several artifacts. The research draws conclusion by providing useful insights and examples of how the music industry has drastically evolved over the years and why a certain kind of music/ song resonates with the audience while others fail to do so. The research also presents agenda for future research.

Keywords: Hindi Music Industry, Indian Music Industry, YouTube, Retro, Raps, Remixes

LEGAL AND SOCIAL PERSPECTIVE OF SURROGACY BILL 2019

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India, though well-known for high density of population but still it is suffering from 27.5 million cases of infertility in couples. Desperate parents are left with only two options one is adoption and another one is surrogacy. But in crave for own biological child, own blood, compels a married couple to go through the process of surrogacy. Surrogacy is known as the act of kindness where a surrogate mother provides the intending couple an opportunity of being parents. In 2002, India opened the door for Surrogacy and legalized it. But problems started with the advent of commercial surrogacy, where poor women were contacted to become surrogate mother for the child and compensated for her services economically.

This research paper aims to analyze the legal and social perspective of Surrogacy Bill and its implications. The research will discuss why these bills are required and how this bill of 2019 would help the surrogate women to understand the legal aspect of surrogacy.

Keywords: Surrogacy, Altruistic, Case Study, Surrogacy Regulation Bill 2019.

A STUDY OF THE EFFECTIVENESS OF VOCAL FOR LOCAL CAMPAIGN

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On the decision of our honourable Prime Minister to be 'Vocal for Local' it was asserted that it's the need of the hour for the country to come together to inspire local businesses and products. Many Indian industries which have a good client base and presence in the Indian market have started out incorporating 'vocal for local' themes throughout all advertising and marketing drives. They are proudly highlighting and promoting the goods with a strong message of 'Made in India'. Vocal for local has proved to be a powerful mechanism for strengthening the Indian Economy and the vision of Self- reliance. The objective is to study the impact of campaign on Indian Industries and Local craftsmen. To fulfil this objective the research will be followed by mixed approach of qualitative and quantitative data. The primary data will be acquired through survey and questionnaire. The secondary data will be acquired through the articles, review articles, published academic papers, journals, statistical database and records.The study will help us to understand the impact of vocal for local campaigns. The study will help in understanding why Being 'Vocal for Local' is however vital on an individual level as it seems to be on a public level. Being vocal about local is taking a stand for native businessand ability for these brands to thrive. To make India autonomous and self-reliant, we must recognize the value in the ideas and innovations that arise from within the country.

Keywords: Vocal for Local, Indian Industry, Local brands, Indian Market, Indian Economy