Azadi Ka Amrit Mahotsav

6TH

NATIONAL MEDIA CONCLAVE 2022

MEDIA & CULTURE

November 21-23 | Bhubaneswar, India

ABSTRACTS

ORGANISED BY

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Institute of Media Studies
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UTKAL UNIVERSITY

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6TH

NATIONAL MEDIA SEMINAR-2022

MEDIA & CULTURE

November 21-23 | Bhubaneswar, India

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**Institute of Media Studies,
Utkal University, Bhubaneswar**

MEDIA PARTNERS

COLLABORATIVE PARTNERS

6th NATIONAL MEDIA SEMINAR 2022

ABSTRACT

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ଭୁବନେଶ୍ୱର—୭୫୧ ୦୦୮

November 14, 2022

MESSAGE

I am glad to know that Institute of Media Studies, Utkal University in association with Consortium for Educational Communication (CEC) is organising the sixth edition of the National Media Seminar (NMS) on a broad theme **'Media and Culture'** marking the Azadi Ka Amrit Mahotsav on November 21-23, 2022. A souvenir containing research articles on the theme and sub-themes is also being brought out on the occasion.

The Seminar, an acclaimed event of literary and academic extravaganza of Eastern India is being organised after a gap of two years owing to the Covid-19 pandemic. Like its previous editions the Seminar generates a lot of enthusiasm and interest among media educators, research scholars, practicing media executives, policy makers and people's representatives who would be using the platform to share their ideas, research findings and deliberate on the importance of media and culture. I am sure the event would be enlightening and enriching for the participating delegates.

I wish the Seminar and publication all success.

(Ganeshi Lal)

LOKASEVA BHAVAN
BHUBANESWAR

NAVEEN PATNAIK
CHIEF MINISTER, ODISHA

M E S S A G E

I am glad to know that the Institute of Media Studies, Utkal University, Bhubaneswar is organising the 6th National Media Seminar -2022 on the theme "Media and Culture" from November 21 to 23, 2022 on the occasion of 75 years of Independence and bringing out a souvenir in commemoration.

Media and culture are intricately intertwined. The media has a huge influence on culture and most of the visible cultural shift is directly impacted by media. In India and the world around, the arrival of a set of new media streams including social media has been reshaping long held norms of both media and culture. I hope the Seminar will deliberate on these critical issues comprehensively and bring new ideas to public knowledge.

I wish the event all success.

(NAVEEN PATNAIK)

धर्मेन्द्र प्रधान
ଧର୍ମେନ୍ଦ୍ର ପ୍ରଧାନ
Dharmendra Pradhan

मंत्री
शिक्षा; कौशल विकास
और उद्यमशीलता
भारत सरकार
Minister
Education; Skill Development
& Entrepreneurship
Government of India

MESSAGE

I am delighted that **Institute of Media Studies (IMS), Utkal University,** Bhubaneswar is going to organise the "6th National Media Seminar - 2022" on the theme of 'Media and Culture' in association with "Consortium for Educational Communication (CEC)" and also publishing a souvenir to commemorate the occasion.

The media is known as the "fourth pillar" to monitor the activities of the legislature, executive and judiciary in democratic countries. Since the late 18th century, especially the American independence movement and the French Revolution, the media has played an important role in making information accessible to the public and making it aware and capable. Indian journalism developed parallel to our national independence movement. Mahatma Gandhi Ji had considered three objectives of journalism – first to understand and express the wishes or ideas of the public, second to awaken desirable feelings in the public and the third purpose is to strive to destroy the public vices. These objectives of journalism which Gandhi Ji had given are truly universal and timeless and every media institution should adopt them as ideals. Honest and dutiful media is the maker of fair public opinion. The existence of democracy can be in jeopardy due to the unfair media. In the present time, the utility and role of media is increasing continuously. No person, society, government or institution can ignore the media. Media has contributed to boldly making the public aware, exposing corruption, logical control over power and promotion of public interest.

I extend my best wishes for "6th National Media Seminar - 2022" and successful publication of the souvenir.

(Dharmendra Pradhan)

सबको शिक्षा, अच्छी शिक्षा

कौशल भारत, कुशल भारत

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(NAAC 'A+' Accredited)

Date: 14.11.2022

MESSAGE

It gives me immense pleasure to know that Institute of Media Studies (IMS) under Utkal University is going to organise the 6th National Media Seminar - 2022 from 21st to 23rd November 2022 in Bhubaneswar and a publication is being brought out in commemoration.

The main theme of the conclave is 'Media & Culture' which would eventually provide a forum for deliberation and exchange of ideas amongst research scholars, media educators, communication experts, and media practitioners. Media, as a powerful social system, plays an important role in creating a person's sense of reality. It proved to be influential on the belief that in its wider cultural sense, the media largely reinforced those values and norms which had already achieved a wide consensual foundation. The complimentary and independent media are the most substantial requirements for the utility of democracy.

Media also plays a cardinal role in disseminating our daily life cultural practices. It is said to reflect our culture norms and values and it has widened our choices and increased cultural expression with flow of information at planetary level. Cultural values also shape mass media messages when producers of media content have vested interests in particular social goals.

I wish grand success of the conclave and publication.

(Sabita Acharya)

CONTENTS

ABOUT THE SEMINAR

After a gap of two years owing to the Covid-19 pandemic, the Eastern India's biggest literary and academic extravaganza, the National Media Seminar (NMS), is back in physical mode. This year the sixth edition of the seminar will mark the Azadi Ka Amrit Mahotsav which is being celebrated across the country to commemorate 75 years of Independence.

The conference having the broad theme **'Media and Culture'** will be held from November 21 to 23 in Bhubaneswar. The 6th NMS is being organised by Institute of Media Studies (IMS) under Utkal University in association with Consortium for Educational Communication (CEC), UGC.

Media, as a powerful social system, plays an important role in creating a person's sense of reality. It proved to be influential on the belief that in its wider cultural sense, the media largely reinforced those values and norms which had already achieved a wide consensual foundation. The complimentary and independent media are the most substantial requirements for the utility of democracy. The mass media are less effective in this process if they use a hostile perception and more powerful when "persuasive press inferences". The persuasive press inference depicts that individuals frequently presume public opinion from perceptions of the content of media coverage, and assumptions regarding the content that have considerable influence on people.

Culture is learned, not inherited and transmitted from generation to generation. It "is an integrating mechanism", the social or normative glue that holds together a potentially diverse group of organizational members. The source of new cultural elements in a society may also be another society. The cultural elements of one culture borrowed and incorporated in recipient culture are called diffusion. The processes of diffusion and acculturation bring some kind of cultural changes or shift in the culture. Sometimes diffusion is due to intermediate contact that occurs through the third party.

Mass media has a political and a persuasive power over us. Radio, TV, the press etc. can manipulate whole societies. Political propaganda, advertising and the so-called 'mind-bending' power of the media are long-standing causes of debate and concern. Media has a great effect on our social behaviour which is a part of our culture.

When communicating messages among different cultures, media on the other side also faces severe challenges. According to Jenkins (2006), there is definite paradigm shift as how the content of media is being produced and circulated. Scholars theorizing the current trend to participatory culture emphasized user's strong preference to share knowledge and culture in communities. Media has given new meaning to cultural sharing and communication. Louis Writh and Talcott Parsons have "emphasized the importance of mass media as instruments of social control." Media is basically a powerful presence in people's lives.

Media plays a cardinal role in disseminating our daily life cultural practices. It is said to reflect our culture norms and values and it has widened our choices and increased cultural expression with flow of information at planetary level. Cultural values also shape mass media messages when producers of media content have vested interests in particular social goals. People can produce and symbolise cultural identities through the media.

It aims at bringing media educators, research scholars, practicing media executives, policy makers and people's representatives together to share their ideas, research findings and discuss the importance of media and culture. The seminar will have an inaugural ceremony, five plenary sessions on various contemporary themes and parallel sessions for paper presenters followed by the closing ceremony.

This apart, a galaxy of distinguished academicians, research scholars, media professionals and communication experts with luminous contribution to media education will chair the NMS platform and share their vast repertoire of experience and insight with the people of Odisha widely known for its rich literary heritage. The seminar, as has been its essence, will be a stirring cauldron of ideas and exchanges, serving a veritable feast of intellectual discourse.

SUB-THEMES

1. Culture, Communication and Indian Society
2. Media, Nation and Pluralism
3. Conservation of India's Art and Culture by Media
4. Cultural Diversity: Exclusion and Inclusion
5. Modernity, Culture and Media
6. Communication, Culture and Identity
7. Media and Margins
8. Media and Consumerism
9. Media, Culture and Contemporary Social Issues
10. Rights-based Society, Cultural Connect/ Disconnect and Media
11. Ethics and Values: Society, Culture & Media
12. Social Media and Digital Culture

OBJECTIVES

- To mark Azadi Ka Amrit Mahotsav and celebrate 75 years of Independence.

- Inviting media educators to provide them the platform to redefine the relationship between media and culture

- To curtail down the hazardous effect of media if it has on culture as well as to explore the positive aspects

- Media can lead to evolution and revolution of mind and heart of the people fostering information

- Mainstream media professionals and communication experts to prepare inclusive roadmap to carry out programme at the grassroots level

- To analyse media's role in language, knowledge and society

OUTCOMES

- The way culture has been researched in media studies and suggests how critical intercultural communication could contribute to the field.
- Media will be sensitised on the importance and impact of media on culture
- Critical understanding of the new media environment
- Conservation of India's art and culture by media
- Developing sustainable community media is a significant contribution to media pluralism
- Enhancing media organizations' capacity in relation to policies & strategies to mainstream gender equality and women's empowerment, in both operations and content.
- Cultural products and their popularity can influence which media channels people prefer. Conversely, changes in media and ICTs can lead to changes in how we produce culture.

3-DAY PROGRAMME

DAY-1: November 21, 2022 (Monday)

10:00 am — 01:00pm: Inaugural Ceremony

INAUGURAL ADDRESS	Shri Dharmendra Pradhan, Hon'ble Union Education Minister, Government of India, New Delhi
CHIEF GUEST	Shri Aswini Kumar Patra, Hon'ble Minister, Odia Language, Literature & Culture, Tourism and Excise, Govt. of Odisha
CHAIRPERSON	Prof. Sabita Acharya, Vice-Chancellor, Utkal University, Bhubaneswar
GUESTS OF HONOUR	Shri Bhartruhari Mahtab Hon'ble Member of Parliament, Lok Sabha & Editor, Prajatantra Shri Achyuta Samanta Hon'ble Member of Parliament, Lok Sabha and Founder of KIIT & KISS
KEYNOTE SPEAKER	Prof. J. B. Nadda Director, Consortium for Educational Communication(CEC), New Delhi
THEME SPEAKER	Smt. Uma Nanduri Joint Secretary, Ministry of Culture, Govt. of India, New Delhi
OPENING REMARKS	Prof. BP Sanjay Professor, School of Communication, Manipal Academy of Higher Education (MAHE)
WELCOME ADDRESS	Prof. Upendra Padhi Conclave Chairman & Director of IMS, Utkal University
MODERATOR	Dr. Mrutyunjaya Rath, Noted Presenter
RAPPORTEUR	Mr. Manoranjan Panda, Assistant Professor, IMS

1.30pm to 2.30pm: LUNCH BREAK

2.30 —4.00 pm: Plenary Session-I

THEME: Cultural Pluralism, Indian Society and Media

CHAIRPERSON	Dr. SK Nanda, IAS (Retd.) Administrator, Writer, Thinker and Humanist, Gujarat
SPEAKERS	Dr. Narender Karnam Professor, Department of Communication & Journalism, Osmania University, Hyderabad
	Dr. Om Jee Upadhyay Director (Research & Administration), ICHR, New Delhi
	Prof. (Dr.) Biplab Loho Choudhury Professor, Centre For Journalism & Mass Communication, Visva-Bharati, West Bengal
	Dr. I. Arul Aram Professor & Head, Department of Media Sciences, Anna University
MODERATOR	Dr. Amrita Chakraborty Assistant Professor, Media and Communication, Department of Languages, Literature and Aesthetics, School of Liberal Studies, Pandit Deendayal Energy University (PDEU), Gandhinagar
RAPPORTEUR	Dr. Anurag Sahu, Assistant Professor, School of Mass Communication, KIIT University

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4.00pm - 4.10pm: TEA BREAK

4.10 pm – 6:00 pm: Plenary Session-II

THEME: Social Media, Skilled India, Empowerment and Digital Culture

CHAIRPERSON	Prof. VL Dharurkar Former UGC Emeritus Professor & Former Vice-Chancellor, Central University Tripura
SPEAKERS	Dr. Sunil Mehru Joint Director, CEC, New Delhi
	Dr. P.V. Satya Prasad Associate Professor & Acting Dean, School of Liberal Arts & Humanities, Woxsen University, Hyderabad
	Dr. Richa Sharma Deputy Director, Indian Council of Social Science Research (ICSSR), New Delhi
	Mr. Sudhi Ranjan Mishra Head of Corporate Affairs at Paradeep Phosphates Limited (PPL)
MODERATOR	Dr. Romica Bhat, Associate Professor, Amity University
RAPPORTEUR	Ms. Simple Sujata Mishra, Research Scholar, Utkal University

6.30pm – 7.30pm: Cultural Programme

DAY-2: November 22, 2022 (Tuesday)

9.30am – 11:15am: Plenary Session-III

THEME: Media Margin: Right-based Inclusive Society

CHAIRPERSON	Prof. (Dr.) Biplab Loho Choudhury Professor, Centre For Journalism & Mass Communication, Visva-Bharati University, West Bengal
SPEAKERS	Dr. Gopalan Ravindran Professor and Head, Dept. of Media and Communication, Central University of Tamil Nadu (CUTN)
	Prof. (Dr) Bindu Sharma Director, Institute of Mass Communication & Media Technology, Kurukshetra University
	Dr. Mihir Ranjan Patra Associate Professor, Dept. of CMT, Guru Jambheswar University of Science & Technology, Hisar
MODERATOR	Mrs. Debabani Mukherjee Media Educator and Former Head of the Department, Media Science, iLead, Kolkata
RAPPORTEUR	Mr. Narsingh Majhi, Assistant Professor, Department of Journalism & Mass Communication, RD University, Bhubaneswar

11.15am – 11.30am: TEA BREAK

11.30am – 01:30pm: Plenary Session-IV

THEME: Religion and Humanity: Ethics and Values for Atmanirbhar Bharat

CHAIRPERSON	Prof. B.P. Sanjay Professor, School of Communication (SOC), Manipal Academy of Higher Education (MAHE), Karnataka
SPEAKERS	Prof. N. Usha Rani Former Professor, Department of Studies in Journalism and Mass Communication, University of Mysore
	Dr. Ashutosh Mishra Dean, Chitkara School of Mass Communication, Chitkara University, Punjab
	Prof. Narendra Kaushik Dean, School of Mass Communication in JECRC University, Jaipur
	Mr. Rajib Nandy, Assistant Professor, Dept. of Communication & Journalism, University of Chittagong, Bangladesh
MODERATOR	Dr. Romica Bhat, Associate Professor, Amity University
RAPPORTEUR	Ms. Ruby Nanda, Assistant Professor, School of Mass Communication, KIIT University

1.30pm to 2.30pm: LUNCH BREAK

2.30 –4.00 pm: Parallel Sessions (Paper Reading Sessions)

Parallel Session-I: Social Media and Cultural Influences

Chairperson: Dr. Sunayan Bhattacharjee, Associate Professor, Department of Liberal Arts, Humanities and Social Sciences, Manipal Academy of Higher Education (MAHE), Bengaluru Campus

Co-chairperson: Dr. Anurag Sahu, Assistant Professor, School of Mass Communication, KIIT University

Sl. No.	Authors	Titles
1	Aparna Rastogi	Impact of social media on Consumer behaviour in fast fashion trends
2	Jyoti Dutta	Impact of Social Media Influencer on Brand Awareness: A Study on College Students of Kolkata
3	Ms. Punyo Oka	Social Media and Youth Engagement for Creating Environmental Awareness: A Study in Twin Capital City of Arunachal Pradesh
4	Muhammed Swalih K	Exploring Food Culture in India: Negotiating Access, Uses and Experiences among Migrant Students Using Social Media
5	Saikat Majumdar	The cynical side of social media that clouds its positive aspects
6	Sayantika Dutta & Dr. Reshmi Naskar	Social media, Clickbait Journalism and its Impact on Netizens
7	Subhasmita Panda & Nity	Social Media Strategies of Odisha Government During Covid-19 Pandemic
8	Dr. Hari Krishna Behera & Indira Behera	Effect of Social Media on Culture: A Study on Indian Youth
9	Satyajit Samanta	Education taking the digital route via YouTube
10	Chandan Saxena	Fake Messages on Social Media and Crisis of Authenticity
11	Nimisha Suryanshi	Media, Culture & Contemporary Social Issues

Parallel Session-II: Culture, Cinema & OTT

Chairperson: Vidya Deshpande, Professor of Practice, Times School of Media, Bennett University

Co-chairperson: Dr. Ashes Kumar Nayak, Assistant Professor, Department of Journalism and Mass Communication, FM University, Balasore

Sl. No	Authors	Titles
1	Aasita Bali	May the Queen Rest in Peace: Coverage of her death in select Podcasts
2	Navsangeet Saini	Product Placement In Hindi Films: How good is it for the brand image?
3	Vidya Deshpande	A study on the rise in demand for regional language OTT platforms
4	Ravikant	Analytical Study of Content and Language of Vernacular and Mainstream Indian Web series
5	Bhushan Kankal	Do rise in use of disclaimers in Indian Cinema say something about society?: Analysis of Disclaimers in Indian Cinema.
6	Prashant Kuhikar	Changing spectatorship of Gujarati Cinema: An audience perspective
7	Mihika Sengupta	From Kanyadaan to Angrezi Medium: Unravelling the Shifts in Father – Daughter Relationship
8	Susmita Saha & Dr. Manali Bhattacharya	Representation of gender identities in the contemporary Bollywood films: A content analysis on the film Badhaai Do and Shubh Mangal Zyada Saavdhan
9	Ravi Ranjan Kumar	Bad Guy with Golden Heart: Assessing the Cultural Values in Antagonist Centred Indian Web Series
10	Damini Sood	Role of Broadcast Media In Preservation Of Culture: Comparing Prime Time Shows of Two Regional Channels of Himachal Pradesh
11	Dr. Valarmathi Subramaniam	Decoding Cultural Aspects of Woman-Man binding by examining the Narrative Structure of Tamil Movie Iravin Nizal Using George Varotsis's "The Screenplectics model of Complex Narrative System"
12	Ashwini	Transgender Characters in Malayalam Movies: A Breeze of Freshness
13	Dr. Sunayan Bhattacharjee	Deconstructing Indian Queer Identity and Cinematic Representation: A Case Study of 'Nil Nirjane' (2003)
14	Hitesh Sharma	A Study on Transformation in Film Production with Virtual Set Technology

Parallel Session-III: Religion, Culture, Community & Media

Chairperson: Dr. Valarmathi Subramaniam, Professor, Department of Visual Communication, SIMATS, Tamil Nadu

Co-chairperson: Dr. Gyanaranjan Mishra, Assistant Professor, Birla School of Communication, Birla Global University, Bhubaneswar

Sl. No	Authors	Titles
1	Ms. Mitinam Siram	Digital Culture and News Media: Exploring Content Diversity, Community Representation & Cultural Pluralism in Indian Mediascape
2	Puja Kumari	Inclusivity in Media: Experiences of Tribal Journalists in Ranchi in the context of cultural diversity debate.
3	Aanchal Praveen	Awadhi Folk Songs: A Comparative Study Between Traditional Media And New Media Platform
4	Dr Mohsina Rahman	Role of Media in the Socio-Cultural Practices Regarding Menstruation
5	Ujjaini Chakrabarty	Storytellers of the Divine: An Analysis of the Bhāgavata Kathāvāchaka Tradition
6	Ms Supriya Shelar	Role of Heritage Walks in Cultural Communication: A Case study of Pune City
7	Arathi C Babu	Social Movements and Mobilisations Mediated by the Catholic Church: A Study on the Vizhinjam Port Project
8	Dr. Ravi Kumar	Indian Diasporic Settlements & their Expansion in Latin America: Life and Culture
9	Anumika Bahukhandi	Contribution of Media in Preservation of Indian Art and Culture: An Exploratory Study
10	Sudhir K Rinten	Vedic resonance in Indian Cultural Communication
11	Arindam Basu	Trolls, toxicity and new cultural malaise
12	Sethulakshmi E S	The transformation of public sphere in a digital age
13	Rajib Nandy	Development and its Sustainability for Minorities: A Study of Bangladeshi Hindus
14	Debabani Mukherjee	Folk Culture of Bengal: Reviving the Baul and Jatra amidst Digitisation
15	Dr. Bhagwan Suryawanshi	Farmers' Suicides Traditional Cultural Factors: A Communication Perspective
16	Yashavantha Kumar H C & Dr. N. Mamatha	Marginalised and Social Media in Karnataka
17	Dr. Neeraj Khattri	Our Democracy, Our Revolution: From British-India to Gandhian-India

Parallel Session-IV: Gender, Culture, Nature & Media
Chairperson: Dr. Fakira Mohan Nahak, Professor and HoD, University Institute of Media Studies, Chandigarh University

Co- Chairperson: Dr. Hari Krishna Behera, Assistant Professor, Indian Institute of Mass Communication (IIMC), Dhenkanal, Odisha

Sl. No	Authors	Titles
1	Vivek Nagarajan	Impact of Climate Change on Culture
2	S. Lekshmi Priya	Constructive Journalism and its effects on Environmental Discourses
3	A. Amalan Arokiaraj	Media influence in Agriculture Practices and Scopes for Non-Chemical Agriculture messages.
4	Shamika Dixit	This Girl can Meme: Analysing participatory activist discourse of women memers from India
5	Sreelekshmi B	Climate Change Communication in India: A study on climate change imageries on Instagram
6	Saswati Panda	Tracing the Presence of Transgenders within India's Cultural Milieu and Studying their Marginalisation through Misrepresentation in Media
7	Faheem Muhammed MP	Digital Cultures and Platforms: Materialising Instagram and Gender
8	Sangeeta Parida & Nity	A Study on the Role and Problems of Women Journalists in Odisha
9	Dr. Bhaskar Bhosale	Understanding Culture In The Development Communication

Parallel Session-V: Print, Advertising, PR & Public Speaking
Chairperson: Dr. Neeraj Khattri, Professor and Dean, School of Journalism and Mass Communication, KR Mangalam University, Gurugram

Co-Chairperson: Dr. Rajeev Kumar Panda, Assistant Professor, School of Mass Communication, KIIT University

Sl. No	Authors	Titles
1	Dr. Venugopal Gowda M. K.	Effectiveness of Online Advertisement on Stripling Lifestyle Product Purchasing Behaviour: A Comparative Study of Urban and Rural College Students
2	Arnab Chanda	Bengali Printing Press and the Development of Nationalism in Colonial Bengal
3	Sachin Yadav	How Modernity Change Investigative Journalism in Digital Era
4	Sonali Singh	Getting back to Kitchen: Print Media as Culture Revivalist
5	Mr. Tikayat Nayak	Right to Information and Media: A Tool to Combat Cultural Misinformation & Disinformation
6	Dr. Amrita Chakraborty	Spotting the Omnipresent 'Emoticon' in the Contemporary Communication Paradigm: A Historical and Socio-Cultural Analysis
7	Shantanu Dilip Watane	Public Relations and Work Culture: A new angle in Indian perspective
8	Santosh Shivaji Sable	Effectiveness of Educational Public Relations in publicity of Cultural Activities
9	Dr. Ajay Suryawanshi	Cultural Communication Aspects in Public Speaking: A Case Study of Narendra Modi's Public Speeches
10	Nitin Mukund Gaikwad	Cultural Reporting in Rural Press of Aurangabad
11	Prof. Dr. Ananya Mehta	Leveraging Digital Public Relations for Image Enhancement through Community Mobilization – The Business Way
12	Dr. Shekhar Magar	The cultural reporting in regional language press of Marathwada

6.30pm – 7.30pm: Cultural Programme

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DAY-3: November 23, 2022 (Wednesday)

9.30am – 11.15am: Plenary Session-V

THEME: Ethics and Values: Society, Culture & Media

CHAIRPERSON	Prof. N. Usha Rani Former Professor, Department of Studies in Journalism and Mass Communication, University of Mysore
SPEAKERS	Ms. Meena Kotwal Journalist & Founder of 'The Mooknayak'
	Dr. Jyoti Prakash Mohapatra Head of Corporate Communication, Tata Power & Writer
MODERATOR	Ms. Deepali Desai Senior Manager (Public Relations & Media Advocacy), Breakthrough India
RAPPORTEUR	Sayantika Dutta, Research Scholar, St. Xavier's University, Kolkata

11.15am – 11.30am: TEA BREAK

11.30am – 01.00pm: Valedictory Ceremony

CHIEF GUEST	Shri Rohit Pujari Minister of State (Independent Charge) for Higher Education, Govt. of Odisha
GUEST OF HONOUR	Dr. Sasmit Patra Hon'ble Member of Rajya Sabha
	Prof. Upendra Padhi Conclave Chairman and Director of IMS, Utkal University
CLOSING REMARK	Prof. N. Usha Rani Former Professor, Department of Studies in Journalism and Mass Communication, University of Mysore
	Prof. B.P. Sanjay Professor, School of Communication, Manipal Academy of Higher Education (MAHE), Karnataka
	Dr. Gopalan Ravindran Professor and Head, Dept. of Media and Communication, Central University of Tamil Nadu (CUTN)
MODERATOR	Dr. Amrita Chakraborty Assistant Professor, Media and Communication, Department of Languages, Literature and Aesthetics, School of Liberal Studies, Pandit Deendayal Energy University (PDEU), Gandhinagar
VOTE OF THANKS	Mr. Manoranjan Panda Conclave Convenor & Assistant Professor, IMS, Utkal University

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SPEAKERS

Shri Dharmendra Pradhan
Hon'ble Union Education Minister

The Union Cabinet Minister of two portfolios Education and Skill Development & Entrepreneurship – Dharmendra Pradhan is from Talcher, Odisha. Even during his tenure as the Minister of Petroleum and Natural Gas of India, Pradhan launched initiatives like PAHAL, which is the world's largest Direct Benefit Transfer Scheme, and even the campaign #GiveItUp, which received support from Prime Minister of India Narendra Modi. Minister Pradhan took some key decisions in the hydrocarbon sector. The Ujjwala scheme crossed the targeted five crore gas connection distribution among poor people, eight months ahead of schedule. In his previous tenure (2017 to 2019), when Pradhan held the portfolio of Minister for Skill Starting his political career with ABVP, the students' wing of BJP, the 48-year-old Rajya Sabha member has risen through the ranks and is now one of the most prominent faces of the NDA Government and among the top-performing ministers in the Cabinet. Pradhan's heart lies in social work and he has always worked for the development and welfare of farmers, backward classes, poor and marginal sections.

Shri Aswini Kumar Patra
Hon'ble Minister, OLL&C, Tourism

The four-time MLA from Balasore's Jaleswar assembly constituency holds three portfolios including Odia Language, Literature & Culture, Tourism and Excise in the current Council of Ministers in Odisha. Born on 7th September 1950, Patra holds an MA, LLB degree and selects profession of legal practice in his initial career as an advocate in the Balasore Bar Association from 1979-1983. He has special interest in social work, spreading education and promoting welfare activities for women and children in his constituency. As part of literary activities, Patra is the Life Member of Dinakrushna Smruti Parishad which promotes opening rural libraries with book grant from Raja Rama Mohan Ray Library Foundation. He was the former Chairman of Jaleswar Panchayat Samiti. He was also a member of several standing committees and other panels.

SPEAKERS

Shri Rohit Pujari
Hon'ble Higher Education Minister

Shri Rohit Pujari, MLA from Rairakhol Assembly Constituency in Odisha, holds a significant portfolio of Higher Education in the BJD Government from 5th June 2022. He also served as Deputy Chief Whip, Odisha Government from 2014 to 2019. Pujari also served as chairman, Odisha Lift Irrigation Corporation from 2009 to 2014. Prior to joining BJD in 2009, he was the president of the Odisha Pradesh Youth Congress (OPYC) for four years. He had bagged the Times Power Man of The Year 2019 Awards. Born on 29th December 1973, Pujari graduated from Birla Institute of Technology, Mesra in B.E (Mech). He has special interest in social service, travelling, promoting Western Odisha language, folk songs, dance and culture, working on creating Adarsha village, promoting non-conventional energy and water harvesting, encouraging youths and women to be self-employed, promoting forest and wildlife conversation, micro-irrigation and organic farming among the farmers. He was also a member of Senate in Sambalpur University.

Shri Bhartruhari Mahtab
Hon'ble Member of Lok Sabha & Editor, Prajatantra

Shri Mahtab, a senior leader of the ruling Biju Janata Dal (BJD), is a six-time MP and contested successfully from Cuttack Parliamentary constitue-ncy in 1998, 1999, 2004, 2009, 2014, and 2019. He is the son of Late Dr. Harekrushna Mahtab, former Chief Minister of Odisha. He received the Outstanding Parliamentarian Award 2017. He is also the recipient of Sansad Ratna Award 2017, 2018, 2019 and 2020 for his outstanding performance in 'Debates'. As per PRS India report, Mahtab has participated in more than 140 debates and asked more than 230 questions in the Parliament with an attendance of 89%. With a degree in M.A. (English) from Utkal University, Mahtab is among the eight sitting Lok Sabha members and two Rajya Sabha members, who received the Sansad Maha Ratna Awards in 2020 by Prime Point Foundation. He also widely travelled many countries and also attended UN Summits at Copenhagen in Denmark and Rome in Italy. Also visited U.S.A. through USIS, accompanied Prime Minister during his visit to Iran, Russia, Senegal, Tunisia and Venezuela, attended IXth and XIth NAM Conferences at Belgrade in Yugoslavia in 1989 and Cartegena in Columbia in 1995; and attended 52nd UNGA (United Nations General Assembly) in October 1998 as unofficial Member for two weeks representing Indian Mission in U.N.; visited Mexico as Member of Indian Parliamentary Delegation in May 2001; attended special session of UN for Children, as a member of Indian Parliamentary Delegation in May 2002; attended 56th & 57th & 58th UN General Assembly as an unofficial delegate for two weeks representing Indian Mission in United Nations in October 2002, October 2003 and November 2004 respectively. Mahtab actively participated in the All India Freedom Fighters Samiti as Head of Youth Wing of All India Freedom Fighters Samiti.

SPEAKERS

Dr. Achyuta Samanta
*Hon'ble Member of Lok Sabha &
Founder of KIIT & KISS*

Shri Samanta (born 20 January 1964) is an Indian educationist, philanthropist, humanitarian and a statesman. He grew up in Kalarabanka, Odisha amidst severe poverty with seven siblings and a widow mother. He managed to complete his Masters, struggling and braving the hardships from the age of four when he lost his father in a train accident. He founded a polytechnic institution while he was working as a Chemistry Lecturer in 1992 with $100, iron will and strong passion. The small industry training institution grew into a University in 2004, known by its acronym, KIIT, Kalinga Institute of Industrial Technology. In the same year, he also founded Kalinga Institute of Social Sciences (KISS) for providing education to the indigenous boys and girls, free of cost. Today KIIT is an Institution of Eminence, globally recognised as one of the most promising universities for professional education in India has 30,000 students from all over India and 55 countries across the globe and KISS is the largest tribal education institution. Impressed by his outstanding contribution to the field of Education and Tribal Welfare in Odisha, he was offered to contest for Rajya Sabha in 2018. He was an elected member of Rajya Sabha from Biju Janta Dal and later in 2019, he contested from Kandhamal Constituency of Odisha. He is currently an elected member of Lok Sabha and works with a vision to make Kandhamal a model constituency. Through his life and work, Prof. Achyuta Samanta has inspired millions around the world with a vision of peaceful and happy world through his flagship programs – Art of Giving, Kanya Kiran and Education for All.

Dr. Sasmit Patra
Hon'ble Member of Rajya Sabha

Dr. Sasmit Patra is a Member of Parliament (Rajya Sabha) from Odisha and belongs to the Biju Janata Dal (BJD). He is the Chief Whip of the BJD in Rajya Sabha and also the National Spokesperson of the party. Professionally, he was a Professor and Dean, XEBS at Xavier University, Bhubaneswar. A business management and law graduate, he is also registered as a lawyer with the Bar Council of Delhi. Dr Patra as an MP of the Rajya Sabha has raised various issues related to socio-economic and culture in the floors. His biggest achievement is his career as the spokesperson of BJD which has brought him into the limelight as youth icon in Odisha. Trained as a lawyer and as media coor-dinator of the BJD, Patra has managed the IT and dig-ital platforms for his party. During his previous term in the Rajya Sabha, Dr. Sasmit Patra has worked as Vice-Chairman of the Rajya Sabha. He also visited several countries including USA, UK, France, U.A.E., Belgium and Croatia etc. Dr. Patra has wide-ranging experience of working across all four pillars of democracy – legislature, executive, judiciary and media. He has been renominated to the Rajya Sabha by BJD for the second time in May 2022.

SPEAKERS

Prof. JB Nadda
Director, CEC, New Delhi

Prof. Sabita Acharya
Vice-Chancellor, Utkal University

Prof. JB Nadda is the Director of Consortium for Educational Communication (an Inter-University Centre of University Grants Commission on Electronic Media), New Delhi. The Director of CEC is equivalent to the post of Vice-Chancellor of a Central University. The organisation has 21 Educational Media Research Centers (EMRCs) located across the country. It is perhaps the largest digital education repository in Asia and also the National Coordinator for SWAYAM and SWAYAM Prabha- two important missions of Ministry of Education, Govt, of India. Prof. Nadda has a vast horizon of experience of over 35 years as Professor, Educationist, Trainer, Administrator and Regulator. Beginning his academic career as one of the youngest professors in the Management (HPU, Shimla) in the country, he has also been the Registrar of Himachal Pradesh University, Shimla. He has served in various roles and capacities in esteemed higher education institutions in the country like Goa University, North Eastern Hill University, Shillong; Birla Institute of Technology (BITS), Ranchi and many others.

Prof. Acharya is an Indian Anthropologist and expert in Social and Cultural Anthropology who holds the Commonwealth Post-Doctoral Fellowship Award, granting her the experience of working at the prestigious University of Oxford, U.K in 2002. Prof. Acharya has served as the Chairperson of PG Council, and Director of College Development Council in Utkal University in 2019-2020. She has done her doctoral work on "Anthropology of Pilgrimage at Puri and Simhachalam" in 1991 from Utkal University. She has presented research-based papers which are very well appreciated in various academic forums like World Congresses organised by International Union of Anthropological and Ethnographical Sciences (IUAES)at China, Manchester, Brazil, Poland and institutions like University of Tuebingin and Goethe University, Germany. As a prolific writer, she has penned over 60 research articles and edited three books maintaining academics at the peak of her priorities. Her book "Pilgrimage of Indian Civilization" is highly acclaimed by researchers and students alike. After a successful stint in educational and administrative roles, she joined as first lady Vice-Chancellor of Utkal University in 2020.

SPEAKERS

Prof. N. Usha Rani
Former Professor, University of Mysore

Prof. (Dr.) Gopalan Ravindran
Professor and Head, Dept. of MC, CUTN

Prof. (Dr.) N. Usha Rani is a former professor and Dean of Faculty of Arts and an ICSSR Senior Fellow in the Department of Journalism and Mass Communication in the University of Mysore, Mysore. She was the Director of EMMRC-Educational Multi Media Research Centre, in the University of Mysore. She has served for over three decades in teaching and research in Media Education and has held many administrative positions. She was honoured with Lifetime Achievement Award by the Business World media group and the prestigious Nadoja Dr. Patil Puttappa Press Award for contribution to Journalism Education. She won ICSSR International Fellowship to undertake Research at UN, Geneva, Switzerland. She was awarded prestigious American Fulbright Fellowship twice (1990-91 & 2006-07), which is a rare distinction in India. She was awarded Canadian Advance Faculty Research Fellowship for conducting research at McGill University, Montreal, Canada. She has won two national awards for producing best educational TV documentaries. She has worked on mega and major research projects funded by UGC. The books, one on *Folk Media for Development*; the other on *Educational Television in India-Challenges and Issues and the* third one on *Communication Research* are some of her major works. She has authored and published 15 Reports on Social Development and Media: A Case Study of Karnataka. She has over 85 research papers and over 45 books, chapters in books and reports to her credit.

Prof. Ravindran is a Professor and Head at the Department of Media and Communication, Central University of Tamil Nadu (CUTN). He was a Visiting Fellow at the National Museum of Ethnology, Osaka, Japan (February-March 2020). Earlier, he served as the Professor and Head of the Department of Journalism and Communication, University of Madras during 2008-2020; Reader and Head of the Dept. of Communication, Manonmaniam Sundaranar University, Thirunelveli during 1995-2008; Lecturer in the School of Communication, Universiti Sains Malaysia, Penang, Malaysia during 2002-2005 and Visiting Fellow, Graduate of School of International Communication, Nagoya University, Japan during 1994-1995. His research and teaching activities focus on Critical Theories and Philosophies, Political Economy of Journalism and Communication, Spatiality, Temporality and Materiality of Communication, Critical Pedagogies in Journalism and Communication, Film Cultures, Digital Cultures and Diasporic Cultures. He has co-edited two books. He is the editor of the book, *Deleuzian and Guattarian Approaches to Contemporary Communication Cultures in India* (Springer, March 2020). He has published his scholarship in a number of journals and edited books.

SPEAKERS

Prof. B.P. Sanjay
Professor, Manipal Institute of Communication

Smt. Uma Nanduri
Joint Secretary, Ministry of Culture

The 1993-batch Odisha cadre IFS officer is now looking after Akademies including IGNCA; commemoration & memorials; work related to Azadi Ka Amrit Mahotsav (AKAM); media & publicity and National Mission on Cultural Mapping (NMCM) as Joint Secretary in the Ministry of Culture, Govt. of India. Born on 4th April 1967, Nanduri of Andhra Pradesh holds a post graduate degree in Botany (M.Sc.) along with PGEL and MBA. Earlier, she served as Chief Vigilance Officer in National Projects Construction Corporation Limited (NPCC), New Delhi and Chief Executive Officer (CEO) at Odisha Mineral Bearing Areas Development Corporation (OMBADC).

Prof. Sanjay is a senior professor with more than 43 years' experience in teaching, research, and academic administration in several State, Central and institutions of national eminence. Following a long career in teaching journalism, communication, and media studies in several states, central and institution of national importance have joined the Manipal Institute of Communication to share and enlarge the teaching and research activities of the Institute. This is more of a mentoring role rather than administrative. Earlier, he served as Lecturer and Reader at University of Madras in 1978-1995, as Professor and Head at Manonmaniam Sundaranar University in 1994-1995, as Professor, Dean, Director and Pro-Vice Chancellor at University of Hyderabad in 1995-2002, 2005-2009, 2014-2020; as Director of Indian Institute of Mass Communication, New Delhi in 2002-2005 and as Vice-Chancellor at Central University of Tamil Nadu, Thiruvarur. As the founding Vice-Chancellor, he was responsible for the overall development of Central University of Tamil Nadu for infrastructure, academic programmes, research activities and participation in national and international consultation exercises on higher Education 2009-2014.

SPEAKERS

Dr. SK Nanda, IAS (Retd.)
Administrator, Writer, Thinker and Humanist

Dr. Om Jee Upadhyay
Director (Research & Administration), ICHR

Dr. Om Jee has almost 20 years of experience in research, teaching and academic administration. He has coordinated more than 90 National and International Seminars and participated in more than 145 National and International seminars as Resource Person/ distinguished speaker / keynote speaker / Chair or co-chair. In the continuous academic endeavor, he has been associated with the publication of 6 books, 41 research papers and numerious articles published in renowned journals, newspapers, magazines etc. His major published books are – 'Indian Culture and Heritage in South and South-east Asia'; 'Vijayam' (Probing in Indian History); 'Nath Panth aur Bhakti Andolan'; 'Agriculture and Agrarian Communities in the Indian Subcontinent: Historical Perspectives'; 'Bhakti: Its Cultural Implications and 'Bharatiya Rashtriyata: Past to Present' etc. In recognition to his academic endeavors, Dr. Om Jee is nominated as a Member of Maulana Abul Kalam Azad Institute of Asian Studies, (MAKAIAS) Kolkata, Ministry of Culture, Govt. of India for a term of 5 years, starting from 5th January, 2019. He is a member of the Board of Studies of the Rashtriya Sanskrit University and the Sikkim Central University, . Born in 1979 at Gorakhpur in Uttar Pradesh, Dr. Om Jee did his Masters in Ancient Indian History, Archa-eology & Culture. Presently, Dr. Om Jee is serving as Director (Research and Administra-tion), Indian Council of Historical Re-seach (ICHR), Ministry of Education, Government of India since 2018.

Dr. S. K. Nanda (Retd.) is a very senior IAS officer and has held distinguished positions in the Government of Gujarat during his career. During his stint with the Government, Dr. Nanda has successfully handled key government departments like Health, Tourism, Information & Broadcasting, Finance, Food & Civil Supply, Forest & Environment. He has rich experience in the field of Management & Administration, Finance, Health, etc. Dr. Nanda has contributed many articles on the subject of professional importance as well as written books. He has bagged many awards including commendation from PMO for excellent work in Health sector in post 2002 riots. He has been the recipient of many notable awards during the span of his distinguished career. After active civil service, Dr. Nanda has been involved in various sectors such as tribal development, girl child, environment, Scouts Organisation, HAM Radio and propagation of arts and culture. Dr. SK Nanda has also been mentoring Ahmedabad International Literature Festival on various topics since its early days.

SPEAKERS

Dr. Sunil Mehru
Joint Director, CEC, New Delhi

An academician, media professional, and ICT expert has done his Honours, M.Phil and Doctorate. He has experience of more than 20 years in crafting professional Communication by experimenting and implementing innovative learning pedagogies to ensure optimum use of ICT in the dissemination of education. Dr. Mehru is presently the Joint Director, Software in Consortium for Educational Communication (CEC), an inter-university Centre of University Grants Commission (UGC), New Delhi. As a Joint Director, he has been engaged in co-ordination with 21 Educational Multimedia Research Centres throughout the country and coordinates the national telecast of Vyas Higher Education Channel in India. He has also served Educational Multimedia Research Centre (EMRC), Indian Institute of Technology (IIT), Roorkee as Honorary Director for four years. Dr. Mehru was honoured by the National Award for his documentary based on the Folk Festival of Rajasthan. He has been nominated as Chairman, Expert and Member in several selection Committees, review committees, standing committees, etc. He has also been nominated as a member of the Project Review and Supervisory Group (PRSG) by MHRD.

Prof. VL Dharurkar
Former UGC Emeritus Professor & Former Vice-Chancellor, Central University of Tripura

Prof. Vijay Kumar L. Dharurkar is a former Vice-Chancellor of Central University Tripura and UGC Emirates Professor in Mass Communication & Journalism (2016-2018). He submitted a report on the topic cultural communication in Ajanta and Ellora Caves. He is a product of Dr. Babasaheb Ambedkar Marathwada University. He was a gold medalist and rank holder in BA, BJ, and MA. His research work was based on Art Iconography and Mass Communication through Elora Caves a case study of Jain Cave Temples. He has visited the USA (1991, 1995), Australia (1992), Italy (1993), and Germany (1995) for presenting papers at international conferences. He also chaired a session at Philadelphia University and he chaired two sessions at Born and Berlin University on the eve of the Theoriculture Society conference in August 1995. He was invited by UNESCO to present a paper on Energy Communication at the Second International Symposium on the topic of energy-saving campaigns and public acceptance in Indian mass media. He received a Young Scientist Career award in 1994 from UGC. He has also received a lifetime achievement award in 2007 from the Bombay union of journalists. IBC Cambridge declared him among the 100 educationalists of the world in 2007 and 2011. He has been included in the list of 500 Harward social scientists of Asia. He has also worked as a Professor, Director of the School of Liberal Art and he also worked as Director of the internal quality assurance cell of Dr. B.A.M.U. He has many publications including books on Journalism and Mass Communication to his credit.

SPEAKERS

Dr. Narender Karnam
Professor, Osmania University

Prof (Dr.) Bindu Sharma
Director, IMC&MT, Kurukshetra University

Dr. Narender is now serving as professor in journalism and mass communication and Dean of Faculty of Social Sciences at Osmania University, Hyderabad. His research interest includes development communication with focus on conservation & environment, sustainable development. He was awarded with Doctorate from Osmania University in 1998.

Prof. Sharma is having 27 years of teaching experience in the field of Journalism and Mass Communication. She did her PhD in Mass Communication from Guru Jambheshwar University, Hisar on the topic 'Interface of Interpersonal and Mass Communication. She worked as Communication and Documentation Officer with Haryana Education Department for the project - Sarva Shiksha Abhiyan for designing communication strategies for successful implementation of the Project. Gold Medalist (MJMC and BJMC) and Alumni of Punjabi University Patiala, Punjab, she also served the parent department for 3 years. Having 13 PhDs and 20 MPhils to her credit, she has also supervised more than 50 PG students for their dissertations. She has presented research papers in international and national conferences and has published research papers in national and International journals. She is External Expert in UG and PG Board of various Universities like CDLU Sirsa, MDU Rohtak, CBLU Bhiwani, CRSU Jind, PTU Jullundhur, Chandigarh University, Dr Harisingh Gaur University Sagar etc. She is on the panel of state level Public Service Commission as an external expert. She has contributed lessons on Communication Theory and Media Research for the Distance education programmes of several Universities and has written scripts for various programmes of AIR and DD. Communication Theory, Media Research, Readability studies and Media Literacy are her core areas of interest.

SPEAKERS

Dr. Ashutosh Mishra
Dean, CSMC, Chitkara University

Dr. Richa Sharma
Deputy Director, ICSSR

Dr. Mishra did his PhD from Guru Jambheshwar University, Hisar and MJMC from Punjabi University, Patiala. In his early career, he was freelancer for 3 years for various Hindi Dailies and was radio presenter at All India Radio, Raipur from 1990 for Yuvwani programme. He is having more than 25 years of teaching experience in journalism and mass communication discipline and has served many Universities like Kurukshetra University, Lovely Professional University, EMPI, New Delhi, Bundelkhand University. He is TV news reader with Doordarshan for the past 2 decades and his association with AIR is 3 decades old as he is news reader with AIR, Chandigarh. He has served print media at Delhi and Lucknow, Ministry of Information and Broadcasting at Press Information Bureau, Bhopal , Power Ministry (NJPC now SJVN) at Shimla. He has also served the TV Industry as a News Producer. He is Station Director of Punjab's first Community Radio for the past 10 years. Three PhDs under his guidance have been awarded and 6 scholars are at present pursuing. He has guided around 20 students for their M. Phil. thesis. Dr. Mishra has done voice-overs for many TV production, scripting, show anchoring, stage anchoring of renowned guests, produced Institutional films / documentaries.

Dr. Sharma completed her education from Maharaja Sayajirao University, Baroda. She is a historian by degree and social scientist in true spirit, persistently working and interlinking various dimensions of historical study with present discipline and identifying current social issues and challenges. Aligning to understanding "Virast pe Garv" she looks upon history as a repository of solutions to numerous challenges of the present times. She has 16 years of experience in teaching and research and at present working as Deputy Director (Research), ICSSR, Ministry of Education, New Delhi. As a Deputy Director, she looks after 24 Research Institutes and 6 Regional Centers of ICSSR, involved in policy making of Research, answering parliamentary questions related to her segment, legal matters and RTIs. More importantly she provides her services to ICSSR to work on thrust area of research of national importance. While working as Assistant Professor (Sr.) in History, Gujarat National Law University, Gandhinagar, Gujarat (GNLU) from June 2006 till her joining in ICSSR, she had many achieve-ments in place. She cleared the rigorous sele-ction process of visiting foreign professor of Osaka University and was appointed as Speci-ally App-ointed Associate Professor, O s a k a University, Japan.

SPEAKERS

Prof. Narendra Kaushik
Dean, SMC, JECRC University

Prof. (Dr.) Biplab Loho Choudhury
Professor, Center for J&MC, Visva-Bharati

Prof. Narendra Kaushik is an international author, academic, former editor, columnist, and researcher. He is currently the Dean, School of Mass Communi-cation in JECRC University, Jaipur. His book Mahatma Gandhi in Cinema was published by Cambridge Scholars in 2020 and 2021 (hardback and paperback editions). The book was written about across India with The Hindu, Deccan Herald, National Herald, thefederal.com, ETV Bharat, Kashmir Times, Bangkok Post, and Outlook magazines having either published his interviews or reviewed the book. He wrote 28 chapters in a book called 'First Stirrings, Memory Clouds: Compilation of Reminiscences by Indian Civil Servants', a book edited by Mr. Anil Tyagi, Editor, gfiles, the largest publication on governance. Professor Kaushik has been working with JECRC since February 2020. Before this, he was a Professor in Trinity Institute of Professional Studies, a college affiliated to Guru Gobind Singh Indiraprastha University, Delhi and Associate Professor with Himgiri Zee University, Dehradun. He edited Inclusion, a niche magazine on financial and digital inclusion for around two years and was India Editor of an International News Agency. He also worked with Bangkok Post, gfiles, Asia News Observer, Asia360news, The Free Press Journal, Yuva, Sakaal Times, Mumbai Mirror (The Times of India Group), Sahara Time, and Mid-Day.

Dr. Choudhury is the Professor in the Centre for Journalism & Mass Communication, Visva-Bharati at Santiniketan since 2011. Besides, he has worked in various administrative capacities in his long and distinguished career in two central universities and Government of West Bengal. He is a trainer in communication research, health, management and development communication. His current research interest spans developing community from within, audience-creator matchmaking, Indian communication and research traditions and policy review. He has been to eleven countries in Asia and Europe including a teaching stint in Corvinus University Budapest on Comparative Indian and European Communication, and key note assignments in several foreign universities. He is currently Chief Editor, International Journal of Peace Education and Development. He has several publications (books, invited papers, journal articles, project reports, consultancy reports etc.) and invited lectures/talks to his credit. He is also a distinguished member of various academic committees. He was Country Director (India) for Asian Congress for Media & Communication for two terms.

SPEAKERS

Dr. I. Arul Aram
Professor & Head, Dept. of Media Science, Anna University

Dr. I. Arul Aram is Professor and Head, Department of Media Sciences, Anna University, Chennai. He was Director of UGC's Educational Multimedia Research Centre (EMMRC) during 2010-2011. He also heads Anna Community Radio, India's first community radio. Under his leadership, Anna Community Radio got a national award for Best Communication Practices. He serves as the Vice-President (South) of Community Radio Association. He was Additional Director of the Centre for Faculty Development in 2019-20. He was coordinator of M.Sc. (Science and Technology Communication) offered with the support of the Department of Science and Technology. He got the Best Programme Officer Award in the National Service Scheme. He was formerly a Chief Sub-Editor with The Hindu newspaper, in Chennai and in New Delhi. He had also served as the President of the Madras Press Club. His areas of specialization and research interests include Environmental Communication, Peace Journalism, Science Communication and Climate Change Communication.

Dr. PV Satya Prasad
Associate Professor & Acting Dean, SLA&H, Woxsen University, Hyderabad

Dr. Prasad is a senior academician, researcher and author with vast experience working in prestigious higher education institutions in India and the Gulf region. With over 19 years of experience in teaching, curriculum development and research, Dr Prasad has an extensive background in conducting research studies and has presented several papers at various international conferences in India and abroad. He was earlier associated with the University of Technology and Applied Sciences as HoD, Department of Communication Studies, IBRI Campus in the Sultanate of Oman, for over a decade. Dr. Prasad has published several research papers covering the domains of Media Literacy, the Digital Divide and Social Media in the Arab world. His book titled "Role and Impact of Social Media on the Arab Spring" was well received in the academic circles of the Middle East and North Africa (MENA) region. Dr. Prasad has rich exposure to the media industry, having worked for over a decade as senior editor in reputed national media organisations like The Hindu (Hyderabad edition), Oman Daily Observer (Muscat, Oman) and the Gulf Daily News in the Kingdom of Bahrain.

SPEAKERS

Dr. Mihir Ranjan Patra
Associate Professor, Dept. of CMT, GJUS&T, Hisar

Dr. Patra is a teacher, writer and a documentary film maker. At present, he is serving as Associate Professor in the Department of Communication Management and Technology (CMT), Guru Jambheswar University of Science & Technology, Hisar, Haryana. Dr Patra has more than 27 years of teaching experience with expertise in Advertising, Public Relations, and Media Writing. He has authored a text book titled Advertising and Marketing Communication, published by Makhan Lal Chaturvedi Rashtriya Patrakarnagar Vishwavidyalay, Bhopal. Dr. Patra has directed & produced an award winning documentary titled 'THAKAAN SE AAGE…'. Dr. Patra has written more than 200 academic lessons for distance education courses of various universities and delivered lectures in more than 50 University departments and institutes. He has written a book of Poetry titled SWAGATOKTI, published by Haryana Sahitya Academy.
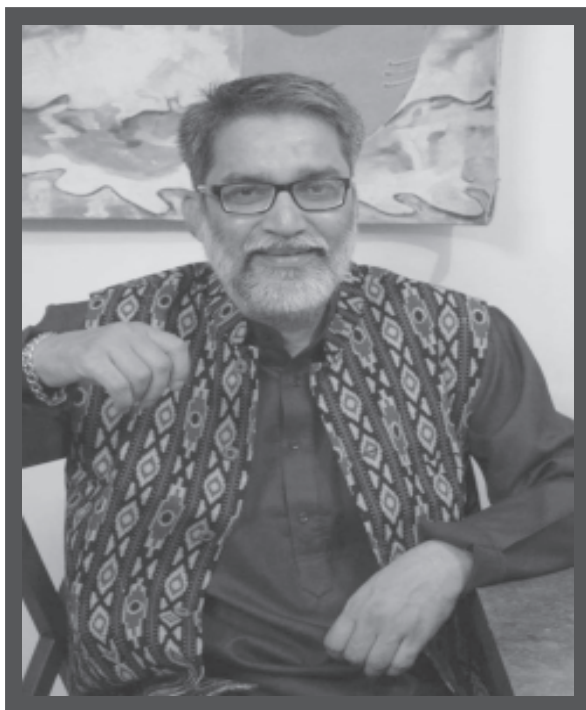
Ms. Deepali Desai
Senior Manager (PR&MA), Breakthrough India

Deepali is a former television journalist, having worked in several Indian News Channels and currently leads Public Relations and Media Advocacy at Breakthrough India. In her career spanning over 12 years, she has experience of working in India's metro cities including Delhi, Mumbai and Bengaluru, along with extensive ground work in rural parts of Bihar, Jharkhand, Haryana, Uttar Pradesh, and Goa as a journalist and through different projects in the development sector. She has worked on campaigns focusing on school dropouts, gender empowerment, skill development, and sustainable entrepreneurship in rural India. Currently she is leading the process of Media Gender Sensitisation Training Program under Wellspring Grant that is instrumental in creating credible and sensitized journalists through 9-month long training, workshops, designed curriculum and ground exposure particularly in gender sensitive reportage. The program has enrolled 10 journalists from Delhi-NCR & Uttar Pradesh.

SPEAKERS

Ms. Meena Kotwal
Journalist & Founder of 'The Mooknayak'

Dr. Jyoti Prakash Mohapatra
*Head of Corporate Communication,
TATA Power*

Dr. Mohapatra has over 13 years of extensive experience in various domains of Communication and Journalism. Currently, he works with Tata Power as Head of Corporate Communication. Starting his career as journalist, Dr. Mohapatra has worked with some of the reputed Print and Electronic Media organizations of Odisha in various roles. His experience also includes developmental communication, newspaper management, strategic communication, project planning & management and teaching. Dr. Mohapatra has worked with Government of Odisha for many years as a Communication Specialist. He has also worked as a faculty in his alma mater Indian Institute of Mass Communication (IIMC). He also writes regular columns for many Odia newspapers. Dr. Mohapatra is also a short-story writer and writes poetries as well.

Meena is a Dalit journalist, human rights defender and the founder of 'The Mooknayak', an online news channel and website focused on social justice for the Dalit minority and marginalized people. Meena attended the Indian Institute of Mass Communication, Delhi (2013-14 batch) and studied radio and television journalism. She also attended Jamia Millia Islamia (JMI) Central University, Delhi and Babasaheb Bhimrao Ambedkar Central University. Meena has worked for BBC Hindi. She also contributes opinion pieces for The Wire, The Print, The Shudra, Youth Ki Awaz and Feminism in India. She has also worked for National Dastak, an online platform which focuses on the stories of marginalized identities. She resides in Delhi and is known to focus her work around minorities. Her stories cover the issues concerning Dalits, Muslims and Women. By writing about their plight, she tries to get them justice through her work. She has also done extensive research papers on women and Dalit's issues.

SPEAKERS

Mr. Sudhi Ranjan Mishra
Head of Corporate Affairs at PPL

Mr. Rajib Nandy
*Assistant Professor, Dept. of C&J,
University of Chittagong*

Mr. Sudhi Ranjan Mishra is working as Head of Corporate Affairs at Paradeep Phosphates Limited (PPL). Mr. Mishra has two decades of experience in advertising, branding and marketing communication. Started his career as a Content Manager in a Microsoft Aided Company at Hyderabad and was managing the content of 35+ websites. Later, he moved to Sobhagya Advertising and Alaknanda Advertising. As a true Ad agency guy, he was responsible for brand building and creative work for clients like BSNL, NTPC, Maruti Automobiles, Andhra Bank, Power grid India, Gridco, Nalco, East Coast Railway etc. Mr. Mishra is a founder member of BIG 92.7 FM (A Reliance Entertainment Company) Bhubaneswar Station and was Advertising Head of the station for couple of years. He joined PPL in 2008. He keeps a keen interest in quizzing, anchoring and singing. Pioneer in starting Saturday –Corp Quiz theme at Hyderabad & Bhubaneswar, Mr. Mishra extremely active in Twitter enjoys 6000+ followers base and followed by Prime Minister of India Narendra Modi.

Rajib Nandy is social science resea-rcher based in Bangladesh, and an Assistant Professor of the Department of Communication and Journalism at the University of Chittagong, Ban-gladesh. He studied and carried out research at the University of Chittagong (Ban-gladesh) and School of Education and Communication (HLK), Jönköping University (Sweden). In addition to teaching, he spends his time working as a freelance mobile journalist (MoJo) and multimedia trainer. He uses mobile phone technology to publish video messages and Mojo stories on social networking sites. Before joining in the University teaching, he worked as a reporter in two prominent Bangladeshi daily newspapers. He thinks as he grows up in research work his research interests include Mobile Journalism (MoJo), media and society, the social and political movement of Bangladesh, multimedia editing, newspaper design, and film studies. Mr. Nandy has contributed several scholarly articles and book chapters to renowned national and international publications. As part of teaching and research work, he participated in several national and international conferences, training, workshop, and special talks/ lecture at the different universities in Bangladesh and India. He is a foundering coordinator of Indo Bangla Media Educators Network, a networking platform of Media educators, journalists, and researchers of Bangladesh and India.
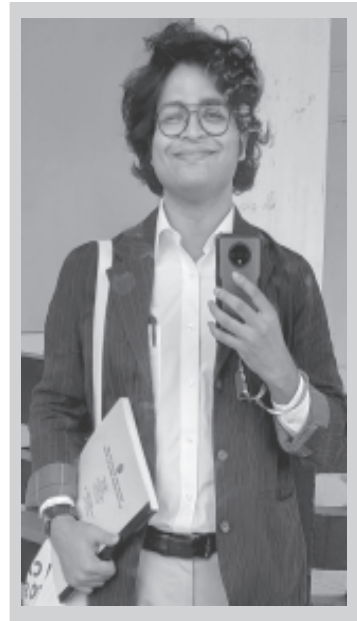
Media Influence in Agriculture Practices and Scopes for Non-Chemical Agriculture Messages

A. Amalan Arokiaraj* & I. Arul Aram**

Media plays a vital role in this present era. Sharing information helps to live a better life. This study intended to identify the change in cultural practices in the agricultural sector. Understanding the best medium to communicate with farmers could be redefined the message according to the needs in the present scenario. Information about non-chemical agricultural methods (NCAM) can give through such effective communication media. This study intended to identify the change in behaviour in farmers' life through the communication process and its impact on the environment. And the need for communication processes to change in the cultural practice and environment.

The objective is to understand how and which media influences farmers. How? Media influence made a change in agricultural practices among farmers. Finding a popular medium which gives information about NCAM and further needs for communication is the key objective of this study. Non-chemical agricultural methods improve soil health, conserving ecology and enhancing biodiversity, which is more sustainable from a holistic perspective. These approaches to the changing scenario and measuring the impact of media information that affect the attitude among farmers needs to account for a change in cultural thinking that affect routine.

The theoretical framework used in this study is Diffusion of Innovation which discusses individuals accepting a novel concept, service, procedure, philosophy, or other innovation referred diffusion of innovation. Rogers described this procedure and emphasised that, in most circumstances, the first few persons to adopt the new thought are receptive to it. A critical mass develops as more and more individuals become receptive to it as these early innovators "spread the word". The new concept or product gradually spreads throughout the populace until reaching a saturation threshold. Innovation adopters into five groups: innovators, early adopters, early majority, late majority, and laggards were in the bell-shaped curve in five segments categorised in different stages.

In this study, we have identified the effective media used among the farmers. The change in agricultural practice studied in the five-phase conducted on the theoretical framework. Based on the findings assuming media effect for and message redefining the scenario of NCAM is arrived at using survey methodology.

Keywords: *Media influence, cultural practice, sustainable development, water management, energy efficiency, social wellbeing, agriculture practices, communication*
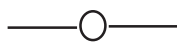
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May the Queen Rest in Peace:
Coverage of her Death in Select Podcasts

Aasita Bali*

Recent death of Queen Elizabeth II ended an era of legacy and charm. News media across the globe were filled with details of her long reign and impact she had on dignitaries as well as common man. Newspaper articles, special telecast in broadcast media and personal messages on social media, were filled with information about her personality, future of the 'crown' and details of her funeral. Her 70-year-old rule included her tryst with India's destiny in more than one ways. While her soft power aided the collegiality, diplomacy and dignity between the nations, she also gave a personal touch while hosting Indian Prime Minister Narendra Modi in 2015 on his return from Turkmenistan. Late Queen Elizabeth never seems to be far away from the eye of Indian media nor people in general.

While Buckingham Palace was gearing up to the coronation of new monarch, King Charles III and new Prime Minister Liz Truss, first time in the same week, a rare coincidence after many decades, While India was taking another step to move away from its colonial past by changing the Naval ensign to renaming Raj Path as Kartavya Path, it seemed quite a contradiction when one day was declared as state mourning in honour of the monarch.

This research paper attempts to do a comparative content analysis of the coverage of Queen's death in ten international podcast including CNN, Al Jazeera and Indian Podcasts like AIR and News laundry, and understand podcasts as the trending source of news, how the coverage differed among various news podcast and how the media ownership played a role in disseminating this news in particular.

Keywords: *Podcast, India, Elizabeth, Coverage, News*

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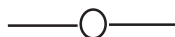
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Contribution of Media in Preservation of Indian Art and Culture: An Exploratory Study

Anumika Bahukhandi* & Prof. (Dr.) Fakira Mohan Nahak**

A nation's art and culture speaks volume about its ineffaceablehistorical events, practiced customs, religious convictions and beliefs. With a history as great as that of India, the heritage which our ancestors left for us is truly celebratory and exemplary. Be it Mithila's famous 'Madhubani Art', Tamil Nadu's 'Bharatanatyam' conceptualized by NatyaShashtra, rhythmic notes of the immemorial Indian classical music, regal Banarasi brocade emboldened by the Mughals or the artistic prowess presumably inherited by our sculptors from Lord Vishwakarma, India has never lacked connoisseurs. Ever since 'Hindustan' came into being, its pages have been inked with extraordinary and myriad accomplishments. What makes India's cultural diversity unique is the spiritual involvement of its people irrespective of their religion, community, caste or social standing.

The multifarious cultural and art forms such as paintings, sculptures, theatre, folk dances, music, handicrafts, and various festivals are not limited to specific geographic locations but have been incepted in different states of the country. A glimpse of our age-old traditions and practices can be caught through these art forms and their splendour has also acquired international recognition. Recently, Kolkata's 'Durga Puja' has been featured by UNESCO in its list of Intangible Cultural Heritage of Humanity (ICH). Brimming with aesthetic perfection and artfulness, it is a marvel that India tasted such creativity at a time when technology was non-existent. Spanning centuries, the possession of such rich works of art is influenced by various themes such as weddings, wars, celebrations, gods & goddesses, fantasy, fertility and so on.

The researchers have attempted to highlight the various forms of art and culture prevalent in India through this study and the measures which the media has taken to preserve them for the current and upcoming generations. Considering the fact that, if not kept fresh in memory, the same may get lost in history, the study elucidates upon the efforts being put in by the Indian media to immortalize the distinct forms of art forms and cultural practices of India. In order to conduct the study, the researchers have made use of the 'Historical and Ethnographic Research' methodology and have examined data available on various digital platforms such as that of the Ministry of Culture, Centre for Cultural Resources and Training, the official page of various Indian artistic forms, and other culture-centric informative pages.

Keywords: *Ancient Indian Culture, Art forms in India, Art forms of Indian States, Cultures of Indian State, Dance forms in India, Indian Cultural Heritage, Indian Festivals, Indian Media*

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Impact of Social Media on Consumer Behavior in Fast Fashion Trends

Aparna Rastogi*

The term "Social Media" refers to websites and applications that emphasize communication, community-based input, content sharing, collaboration and majorly for connection networking. People use social media to stay in touch with friends, family, and members of various communities as per their choice and for professional benefits too. The ascent of social media and technological advancements are changing the way people shop for fashion, lifestyle etc. Because it promotes creative expression and individuality, the Cultural Revolution on digital platforms can be attributed to a diverse range of influencers on digital platforms[1].

Due to the pandemic, it made people to confine to their homes for almost 2 years and the only way through which fashion brands connected to their customers was through social media. There are influencers on social media who are enabling so many fashion brands to reach people who weren't even aware of such things. According to one research, 58.4 percent of the world's population uses social media. The daily consumption on an average is 2 hours and 27 minutes[2]. And the fashion brands are taking full advantage of this rise in users.

In "Too Big to Sell? A Computational Analysis of Network and Content Characteristics among Mega and Micro Beauty and Fashion Social Media Influencers[3]," this research says that micro-influencers can become more powerful than mega-influencers by developing intimate, emotionally laden interpersonal connections. In this research paper, researcher finds out how social media is influencing the consumer mind in fast fashion trend adaptation? The study collects data through survey method mainly from the age group of 19 to 25 college going students. This paper focuses to find out that social media does have a huge impact on influencing fast fashion trends or not and this is an impactful or unimportant way for brands to deal with different consumers.

Keywords: *Business, consumer, digital, fast fashion, influencer, social media*

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Bengali Printing Press and the Development of Nationalism in Colonial Bengal

Arnab Chanda*

The matters of this paper skim across the history of the Bengali printing industry in nineteenth-century India. Three themes persist throughout the article: the emergence of the Bengali printing industry, the expansion, and the development of Bengali nationalism.

As the 100 years of history of the Bengali printing industry is huge and boisterous, the time frame is divided into three reasonable periods, each having common identifiable and significant characteristics. The first period (1800-1834) is dubbed as 'The Emergence', the second period (1834-1858) as 'The Expansion', and last but not least, the third (1858-rest) as 'The Arrival of National Imagination'. The paper is argumentative in nature. The methodology primarily depends on the rereading of the existing literature on Indian Nationalism and literature related to the histories of Bengali prose language, printing presses, and Bengali newspapers. The additional data are collected through multiple catalogues, such as James Long's seven catalogues, Wenger's catalogue, and Jatindramohan's *Talika,* which listed, with some details, the majority of Bengali printing works published in the century and the articles published in the then newspapers.

The primary agenda of this paper is to trace the trajectory of the Bengali printing industry during the nineteenth century by analysing its vicissitudes and internal contradictions to examine its deeper consistencies in the process of building the Bengali national imagination. The article attempts to investigate Benedict Anderson's "print-capitalism" from an Indian perspective and mark the similarities and differences between the two to depict the unique nature of Indian nationalism

Keywords: *Bengali Printing Press, Indian Nationalism, Colonial Bengal, Print-Capitalism, Imagined Communities*

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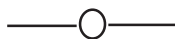
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Role of Broadcast Media in Preservation Culture:
Comparing Prime Time Shows of
Two Regional Channels of Himachal Pradesh

Damini Sood* & Dr. Fakira Mohan Nahak**

God has bestowed humans with great potentialities. With the passage of time, man has reached great heights of success in almost every field. Since ages, we have been able to preserve our rich heritage, culture and traditions for the future generations all because of mass media and its reach. With the changing time, some creations become outdated, so we preserve them with traditional knowledge transfer from one generation to the next. Media has revolutionised the world as it allows individuals to connect with others at the push of a button and is a great source of information.

Television is one of the most powerful medium of media that influence people and culture. We find that less attention has been paid towards the role of media in communicating awareness on conservation of heritage and cultural values. The present study aims to investigate the air-time given to news related to preservation of culture during prime time news bulletin of two different regional TV Channels of Himachal Pradesh. To understand the concept of two regional channels i.e. 'Pole Star Himachal' and 'News18 Himachal', two months contents (August-September) of the selected news channels were recorded during prime time news bulletin (7 pm). To conduct the study, the researchers have conducted content analysis approach. The analysis conducted was also to understand the role played by the broadcast media in preserving culture and promoting indigenous cultural values in Himachal Pradesh.

All the news stories covered by both the channels were divided into different categories for comparative analysis. The data analysed is presented in a tabular form showing the percentage based on the analysed information. The findings show impressive coverage of stories on 'Preservation of Culture' on both the channels in the selected months. The variety of news is fewer in Pole Star Himachal, however, and only specific news is highlighted there.

Keywords: *Preservation of Culture, Prime Time News, Himachal Pradesh*

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Spotting the Omnipresent 'Emoticon' in the Contemporary Communication Paradigm: A Historical and Socio-Cultural Analysis

Dr. Amrita Chakraborty*

Writing owes its origin to the evolution of signs and symbols. If we need to take a close look at the history of writing, we must go back to 3,100 BC, when human beings started using hieroglyphics. Hieroglyphics is a form of ancient written communication, where pictorial symbols or images were used to depict movements, activities, emotions, human beings, and even animals. Additionally, it represented equipments that were used at that time. The ultimate objective was to effectively communicate.

Years later, alphabets were developed and thus the scripts of various languages came into existence. However, historians and archaeologists continued their research on hieroglyphics. Over the millennia, written communication developed through texts and images. However, something rather interesting came to the fore towards the end of the 20th century. Known as 'emoticons', this parallel system of communication continues to transform human interactions. The word 'emoticon' is derived from 'emotion' and 'icon'. Thus, some typographical images representing a few facial expressions eventually evolved as a means of expressing emotions.

Although, it is difficult to pinpoint the exact origin of 'emoticons', Prof. (Dr.) Scott Fahlman from *Carnegie Mellon University* is said to have invented the first 'emoticon' – 'the humble smiley' on September 19, 1982 (Baer, 2015). With the development of the *World Wide Web* or the Internet, multiple websites introduced 'emoticons' and were named differently. The revolutionary concept of 'Chat Rooms' was introduced by *Yahoo Messenger* on March 9, 1998. *Yahoo* popularized the concept of anonymous chatting through *Yahoo Messenger*, the first of its kind, and with it, a wide array of 'emoticons' were also developed. Thus, one could express love, anger, and any other emotion with just a click.

As newer platforms of digital communication evolved, novel forms of 'emoticons' started ruling the roost. This research paper will primarily focus on the development of 'emoticons' since their inception till date covering the major development milestones. It will also throw light on the primary platforms that are used for 'emoticons.' Further, this paper will deliberate on the newer 'emoticons' and decipher what is in store for the future. The Case Study method will be primarily used for penning this paper. Through this paper, the researcher will dig deep into various online platforms to find out rare insights on this topic. This paper is expected to delineate the history of 'emoticons' and map their impact on the current communication paradigm.

Keywords: *Emoticons, Writing, Communication, Interactions, Digital Communication*

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Indian Diasporic Settlements & their Expansion in Latin America: Life and Culture

Dr. Ravi Kumar*

The world has witnessed a widespread settlement & expansion of diasporic population throughout the continents for different purposes. Many countries of Latin America have seen diasporic settlements of people of India's origin which have expanded in the last two-three decades. These people had come to Latin America for different purposes. At present, we observe a considerable settlement of Hindu, Muslim, Sikh people in many countries of Latin America. People have constructed temples, mosques and Gurudwaras. They celebrate Indian festivals, practice and follow Indian customs & cultural patterns. In this paper, an analytical study of settlements and expansion of people of Indian origin will be done of a few selected countries of Latin America i.e., Guyana, Suriname, Panama, Chile, Mexico, Argentina, Venezuela, Brazil, Colombia, etc. The paper will discuss how India's culture has been conserved / preserved and represented in media.

Keywords: *Diaspora, India, Latin America, Culture, Media*

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Catholic Church, Mukkuva Community and Negotiation with Traditional Cultural Practices: A Study on Vizhinjam Port Project

Arathi C Babu*

Mukkuva is a traditional fishing community located on the southwestern coast of India. Despite Kerala's successful performance in social sectors like health, education and social welfare, the Mukkuva community are among the most disadvantaged, socially and economically 'backward' community in the state whose livelihood depends on marine fishing. The Mukkua community in Trivandrum district of Kerala mainly has Christianity as their religious identity. Being a minority and the sea tribe, it had to affirm its identity as the most marginalised and vulnerable community protected by a religious institution.

Like many other fishing villages in southern Kerala, Vizhinjam, a coastal village in the Trivandrum district, has a vibrant associational civil society largely mediated and leveraged by the Latin Catholic Church. This paper analyses the discourse surrounding the implementation of the Vizhinjam International Transhipment Seaport, which is supposed to have an adverse effect on the livelihood of traditional artisanal fishers, and how the church and fishers negotiated with the project during the initial phase and the current phase where protests are going on against the construction of the port. As the most powerful agent of spiritual, political and social dynamics of fishermen, the Latin Catholic church possessesa monopoly over the representation of fishers. The artisanal fishers have their cultural practices and language.

This paper analyses the negotiation of the Mukkuva community with the 'modernising' development project and the church's vital role as the associational space. Using ethnography, the study attempts to understand the 'Cultural Universe' of the fisherfolk and the central part of religion in the context of the Vizhinjam Seaport project. The study's findings suggest that during the initial discussions on port construction, despite sharing a common religious identity, the socio-economic backgrounds of community members led to divergent opinions towards the port project. The church had to negotiate its decision with more powerful community members. The project, which was started by the government and carried out using private capital, shows the larger pattern of developmental regimes characterised by accumulation through dispossession.

Keywords: *Catholic Church, Mukkuva Community, Traditional Livelihood*

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Trolls, Toxicity and New Cultural Malaise

Arindam Basu*

Karan Johar has recently bid his nearly two million followers on Twitter good bye to 'make space for more positive energies'. He isn't the only one to go this far in search of a digital detox. All kinds of people, especially celebrities world over, have prioritised their peace of mind and chosen to get rid of the negativity brought about by trolls.

As cliched as it may sound social media is a double edged sword that cuts both ways. No one in their right frame of mind can deny that the very foundation of social media in its algorithm has been designed to be addictive and toxic at the same time. The liberty to express often crosses the lines of decency and freedom is misinterpreted as the license to lash out. And this mindless trolling is taking a toll on the mental health. Be it body shaming of a school kid by his peers or Rupankar Bagchi's merciless social media trial after his general comments on the KK show that unfortunately became the latter's swan song, trolls have become a Frankenstein that is now running riot.

Experts are now advising people to take a break from social media, asking people to put down their phone or even better if they can have a heart to delete their social media account to get the mental boost to start all over, feel better and do more in a disconnected way of life.

Trolls have a herd mentality like a pack of wild dogs pouncing on a prey at the first signs of blood and they thrive on their relative anonymity afforded to them in this system. Not many have the guts to stand up and protest. And those that do more often than not are doing the right thing. It's called constructive criticism, where an opinion is criticised with logic, counter-points and on merit, and not the person. But most of the people who engage in trolling as a way of life use social media to vent out the negativity they are experiencing in their own lives.

This chapter will try to look at trolling as a phenomenon and the toxicity it spreads as part of a growing malaise in the society and also look to find ways to redeem the society of the moral policing and kangaroo court, they hold across the social media platforms be it Facebook, Twitter or Instagram.

Keywords: *Troll, Social Media, Culture, Toxicity, Addiction, Celebrities*

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Transgender Characters in Malayalam Movies:
A Breeze of Freshness

Ashwini* & Prof. Sapna M.S**

"Cinema is not only about making people dream. It's about changing things and making people think".

- Nadine Labaki, Lebanese Director, Artist and Activist

The above words precisely express what movies should do. Movie is the most popular 'industry' and the amount of money being invested towards making movies is insane. When such huge investment is made and efforts of hundreds are involved in the process of making a movie; what also becomes important is the way it is perceived by the audience. To understand this; it also becomes necessary to analyse what is being communicated through the movie by the director. After watching a movie, the impact it can have on public can be tremendous. It can lead to changes in attitude, beliefs, behavioural traits, and even ideologies.

Further, the changes can be in areas extending to political, social, economic, cultural, linguistic and religious aspects too. The power and influence of cinema has been accepted by people across geographical boundaries. Movies have the power to make or break a society. Constant feeding of positive messages through movies can have a constructive effect while constant feeding of negative messages can be detrimental to a society. One interesting aspect of movies has been the study of gender representation. Neglected for long and being picked up lately is the aspect of trans representation in movies. This paper tries to take a look at how the Malayalam movie industry perceives transgender and transsexual characters in their movies. The researcher will do a detailed content analysis of 3 Malayalam movies - Ardhanaari, Aalorukkam and Nyan Marykutty. The characterisation, dialogues, costumes, overall representation of the character and message conveyed shall be discussed.

(Kuriakose, 2020): In her research article 'Construction and contestation of identity and politics: Transgender people in contemporary Malayalam cinema', Anu Kuriakose analyses the Transgender representation in two leading Malayalam films. Talking about increase in trans representation in movies she feels that Politics and movement in Kerala led to more movies in the recent times with trans characters. She further says that Unlike earlier films where trans characters were victimized, marginalized and mocked at few films try to portray trans woman in good light by depicting their struggles and how they finally emerge successful.

Keywords*: Cinema, Impact, Constructive, Detrimental, Transgenders, Perception*

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Do Rise in Use of Disclaimers in Indian Cinema Say Something About Society? Analysis of Disclaimers in Indian Cinema

Bhushan Kankal* & Kalpesh Kumar L Gupta**

A disclaimer is placed in all mass media products but is hardly studied for its effectiveness. The present study is probably the only study on disclaimers in Indian cinema. The use of disclaimers in Indian cinema has raised post-2005. A disclaimer is needed to (i) avoid any possible sensitive or controversial creation in the present and future, and (ii) avoid backfiring of artistic licenses taken by the makers (Saxena, 2012). Cinema, the most powerful medium of mass communication, can transfer meaning for audiences, even with little or no education, through its audio-visual narratives.

Presently, the digital media is mobilizing and mediating the young generation towards activities like ban or protest of almost every non-conventional ideology, especially in cinema. Such activities harm the filmmakers and the audiences. By making disclaimers mandatory, the regulatory bodies help safeguard the interest of both filmmakers and the audiences by making them aware of the originality of the information and preventing the filmmakers from spreading misinformation. The current study analyzes disclaimer use in cinema, its need, and societal influence on cinema. This study uses exploratory and content analysis of selected disclaimers from Indian cinema.

The post-liberalization era has witnessed a drastic rise in disclaimers in India movies. The audience and the filmmakers became more liberal and explored every aspect of the social structure. The liberalization brought in the clashes of the modern views of the new generation to the more conservative views of the previous generation. Filmmakers express through the medium of cinema and use their cinematic freedom to connect to the audiences. During the twenty-first century, and probably with the speed of spreading news and fake information through digital media through mobile devices, censorship 'duties' that police, authoritative bodies, or religious leaders take up have increased.

Keywords: *Disclaimer, society, censorship, audience, filmmaker, cinema, India*

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Understanding Culture in the Development Communication

Dr Bhaskar Bhosale*

Understanding culture is a key factor in accelerating the process of development communication. Development communication is the integration of communication in development projects. Strategic communication is a powerful tool that can improve the chances of success of development projects. It is necessary to understand local culture for achieving grand success of the projects. In order to understand culture, we have to touch communal harmony and cultural ethos.

In India, unity in diversity is the infuriated feature of cultural integrations. People at large believe in local religion and cultural. Over the centuries, there has been a significant fusion of culture between Buddhists, Hindus, Muslims, Jain and Sikhs and various tribal populations of India. People understanding local culture is very much needed. Then only, reform, perform and transform can be possible. The slogan "Sab ka Sath, Sabka Vikas and Sab ka Prayas" can be achieved by using traditional folk media in Indian villages. Exploratory research design will be used oral survey of hundred respondents and the content analysis of two newspapers in Jammu.

Keywords: *Culture, Development Communication, cultural integrations*

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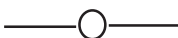
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Deconstructing Indian Queer Identity and Cinematic Representation: A Case Study of 'Nil Nirjane' (2003)

Dr. Sunayan Bhattacharjee*

The representation of the LGBTQUIA+ community is a vexed issue in India. While social conservatism has played a key role in marginalizing the community, under-representation and misrepresentation have added to the already existing confusion. Consequently, unhealthy stereotypes have surfaced. Unfortunately, the media's role hasn't been too constructive in this regard. Episode after episode, sweeping generalizations and widespread ignorance have punctuated the community's portrayal in popular media. It is anybody's guess that the stereotypes have only been strengthened in the process.

In this regard, cinema has an instrumental role to play. From 'Badnam Basti' (1971) to 'Fire' (1996) and from 'Umbartha' (1982) to 'Chitrangada: The Crowning Wish' (2012); Indian cinema has dabbled with queerness in multiple forms. While some of the movies have rendered pivotal roles in fighting the stereotypes, there have been many others that have come across as homophobic and ignorant. In this regard, mention must be made of the Bengali film 'Nil Nirjane' (2003) which was one of the first of its kind in the concerned language. Made at a time when the queer consciousness in India was probably not as strong as it is today, the movie was also the first full-length digital feature film in India. Directed by the deeply experimental Subrata Sen, the movie courted quite a bit of controversy subject to its 'revealing' nature. 'Nil Nirjane' is also a commentary on relationships and the complicacy around relationships.

This research paper would look at how the movie projects queerness amid the larger social superstructure. Using the Auteur Film Theory, the researcher would delve into the narrative and diegetic elements that express the constructs around the LGBTQUIA+ community. The fundamental idea is to comprehend how the usual narratives around the LGBTQUIA+ community go on to define 'Nil Nirjane', a movie that would eventually partly define the Bengali cinematic culture around the community.

Keywords: *Queer*, *LGBTQUIA+*, *Cinema*, *Representation*, *Nil Nirjane*

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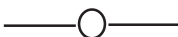
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Decoding Cultural Aspects of Woman-Man binding by examining the Narrative Structure of Tamil Movie Iravin Nizal Using George Varotsis's "The Screenplectics model of Complex Narrative System"

Dr. Valarmathi Subramaniam* & Dr. Mangala Vadivu Vivakaran**

Cinema is the premier media in reflecting and influencing cultural changes in the society. From the dawn of cinema, the mass is fascinated with the authorship of film directors and the faces that appear on screen nixing the screen writers the ownership of the narrative structure that influences the culture of the society. These results in negligence of researches related to narrative structure and the associated theoretical aspects. From the early notions of film theory by Aristotle framing film narrative theories has been advanced to great level during the silent era of film making. The movie narration forms have taken various shapes and continue the complexity in narrative style of time and space to exorbitant level. One such extraordinary film in Tamil language titled "IRAVIN NIZAL" meaning "the shadow of night" was listed for Oscar nomination among the thirteen films selected from various languages. Producer cum Director Parthiban has experimented non-linearity time loop in a single shot by setting up a huge set depicting multitude of scene space. Such narrative structure call for more comprehensive theory that expresses complex narrative dynamics has resulted in developing new narrative theories addressing the contemporary narrative structure trailed in the movies.

There are theories focusing on film's expressive and manipulative powers, emphasizing the mediums capacity to transform the visible world into visions of reality. This research sites at "The Screenplectics Model of Complex Narrative Systems" proposed by George Varotsis to succour understanding of narrative mechanism of dynamic structure by applying to the movie "IRAVIN NIZAL". The underlying notion of expanding the plot-algorithm known as surface structure to an intermediate and deep structure defines the transformation process of narrative components. This study intent to decode the isolated narrative units by examining their relations in the structure of narration, influenced by the personal reflection theory of storytelling process by applying the screenplectics model of complex narrative structure.

Keywords: *Narrative theories, Iravin Nizal, Plot Structure, Personal Reflection, Narrative Culture, Ideological Identity*

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Effectiveness of Online Advertisement on Stripling Lifestyle Product Purchasing Behaviour:
A Comparative Study of Urban and Rural College Students

Dr. Venugopal Gowd M K* & Ngawang Tsepak*

T he 21st century is the witness to drastic changes in the Indian marketing system due to the internet and technological revolution. In the country, people especially the young generation spend more time online for different purposes. According to 2021 data in India, around 840 million people use the internet in which 448 million people use various social media, where online advertising grabs the attention of the internet users and creates a desire to purchase the product that the company wants to sell.

On the other side, e-commerce marketing systems are providing all the goods and services through online portals according to the customer's comfort. Hence, the study has taken to understand the effectiveness of online advertisement of stripling lifestyle product purchasing behaviour. This study focuses on how online advertising influences the young generation to perchance their lifestyle production. Also, the research analyses the purchasing behaviour differences between urban and rural students and describe the media influence on consumers to purchase products. For the study, 200 respondents were selected from rural and urban colleges where various techniques were used to analyse the data.

Keywords: *Purchasing Behavioor, Online Advertisement, Media, Consumers, Stripling, Lifestyle Products, Rural and Urban*

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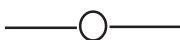
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Digital Platforms and Gender in Culture: Instagram in India

Faheem Muhammed MP*

The last decade has been marked by the role of digital technologies and infrastructures in mediating and channelising human communications and relationships. Digital solutions are reinvigorating human challenges -social, cultural, economic, and political- on a global scale. While the pandemic ushered in a new mode of digital living and a changing world, it transformed our meanings and re-territorialising our spaces. With the rise of new and big forms of data and computational analytics constituting essential aspects of an emerging normal, digital spaces provide rooms, amplify voices, and empower collectives, simultaneously epitomising discipline, control, and governance. When we negotiate with the temporal and spatial transformations of the global order, being digitally connected is also manifesting in the emergence of varying digital practices across the globe. When the penetration of digital technologies embeds human lives and shapes our socialities, social media and digital platforms contribute to varying digital cultures. As digitisation manifests production, dissemination, and consumption in the 'post-internet' society (Mosco, 2017), researchers from social sciences, arts, and humanities have been trying to understand and interpret digital cultures and network societies from multiple perspectives.

Scholarships on digital culturesoften rely on Western epistemology that overlooks local concerns and contexts in the Global South. It demands novel onto-epistemologies to critically engage with the digital media and cultural studies highlighting the particularities of India and the Global South in General. As digital mediation is altering the ways of human communications, relationships, and collectives, new ways of enquiries are required to understand and analyse digital cultures manifesting through digital platforms. This paper sets out to study the emerging digital cultures in India in and through the social media platform Instagram. Employing a digital anthropology approach to look at cultural productions, the paper will answer how gender and digital culture intersect and how digital platforms manifest and traverse gender discourses. By analysing Instagram pages and contents manifesting gender and gendered discourses, the paper will look at themes including 'sexuality' and 'body-politics' with Critical Discourse Analysis. The paper further intends to build and reinforce inter-multi disciplinary approaches to studying digital media, cultures and communication.

Keywords: *Digital Culture, Instagram, Gender, Discourse, Digital Anthropology*
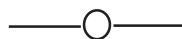
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Social Media and Digital Culture in Comparison to Traditional Education

Gauri Joshi Belwal*

This paper intends to analyze the growing influence of social media has on students' daily lives and to look into the special contributions that these platforms provide to the educational process. The study investigates the benefits that Facebook and Twitter have as the leading technologically mediated spaces and its application to the learning habitat of the learner in the public pedagogy. The study reflects on the opportunities that social media offers in order to avoid the self-created intellectual chamber by allowing educators to share and challenge ideas and concepts through the so called non-traditional "great spare time revolution".

Keywords: *Digital culture, Social media, Facebook, Twitter, Nontraditional methodology*

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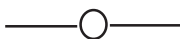
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A Study on Transformation in Film Production
with Virtual Set Technology

Hitesh Sharma* & Dr Dushyant Dave**

Virtual set cinematography is as new as cinema itself riding on the wave of virtual production. The results of Virtual set Technology to show new scope in Indian Cinema. Indian cinema has undergone a variety of technological changes during the past years. A question pops up during the Corona: Does the cinematographer have the same role as before? With real-site filming being the largest stumbling block in Corona, the enchantment of virtual production appears to be engulfing the whole motion picture industry.

Is there a need to adopt new techniques to master the Film Production work with a Virtual studio? In recent times, the Role of virtual Set technology has been given great importance by Indian filmmakers. Using a virtual set or virtual studio can seamlessly combine live characters, objects, photographs, and computer-generated surroundings and things in real-time. A fundamental feature of a virtual studio is that a real camera can wander around the set while shooting the presenter, whereas a virtual produces the background in real-time from the same perspective. As a result, the virtual scene must always adapt to the camera settings (zoom, pan, angle, travelling, etc.). This is what sets a virtual studio apart from the standard chroma key process.

Virtual Reality techniques used in Indian films represent a new era of technological involvement and the need for a virtual studio during shooting. Virtual production includes many activities. Virtual Production LED wall for in-camera VFX previz and more. It's the latest craze. Virtual production combines motion capture, real-time 3D compositing, VR, AR, and real-time pre-viz.

Before digital, most film effects were camera tricks or miniatures. This paper examines Virtual Technology from an Indian cinematographer's technical perspective. Indian cinema needs a virtual set to reduce outdoor shoots. To analyse how Virtual Studio is changing Indian filmmaking. Variables in this technique can be used to build a 4K LED wall studio and configure media and entertainment workflow pipelines. Virtual technology in film production is described. Virtual sets required VFX post-production, which required custom systems for real-time 3D compositing, keying, tracking, and providing final pixels. Indian films use visual effects and CGI. We mix Visual Effects (VFX), computer graphics, and Characters on the virtual set for convenience. Each production system has a unique set.

Keywords: *Cinematic, CGI, Filmmaking, Indian cinema, Technology, VFX, Virtual Technology*

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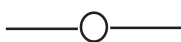
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Impact of Social Media Influencer on Brand Awareness: A Study on College Students of Kolkata

Jyoti Dutta* & Dr. Manali Bhattacharya**

Social networks have emerged undoubtedly as a powerful mode of communication. Social network platforms allow people to set up a personal page or profile to which they could post updates regarding product/service reviews. This has led to rise human idols refers to as Social Media Influencers (SMIs) is allegedly operating as 'hidden persuader' who informs, motivates and persuades its target audience. Influencer marketing is an indispensable aspect of contemporary life, often held as a creative and glamours area, to create an impact on Generation Z in particular and society in general.

Social media is in-vogue media which enables real-time interaction and has considerably impacted the lives of people worldwide. Every day social media users are confronted with multiple products and services through unsolicited pop-ups, telemarketing and streaming ads which leads to impulsive purchases. With its ubiquitous and networkable features social media is popular among youth for the purpose of sharing and interacting in virtual environment. In fact, today's market is affected by fostered social media influencer's advocacy, personalization and localization. For better connectivity brands are flocking to social media platforms for user generated reviews, brand awareness and multimedia content.

The research aims to find whether participants actively seek out online reviews before making purchase decision, study the brand awareness reach by media influencers on college students, find out whether influencer marketing is growing than digital advertising and examine whether social media influencers are a reliable source of information. Simple random sampling of probability sampling was selected with structure questionnaires distributed among 216 respondents. Data was collected through survey from large percentage as possible of this random subset.

The study finds that online recommendations by media influencers in social media help in brand recall. Also, Influencer marketing is the future of social selling. Even it was found out that company's trustworthiness increases if it gets promoted by influencers. Majority of the participants of the respondents follow influencers, celebrity or other popular accounts on social media. Study also revealed Instagram and YouTube are the most preferred social media platforms among youth.

Keywords*: Social network, Social Media Influencer, Marketing, Brand Awareness*

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From Kanyadaan to Angrezi Medium:
Unraveling the Shifts in Father-Daughter Relationship

Mihika Sengupta* & Prof. (Dr.) Maithili Ganjoo**

Cinema today is an accepted medium of expression or communication of cultural values. Social construction of gender contributes to the formation of women identity by depicting her as how an 'ideal' woman should be and how her relationships with other should be, as well as narrates a part of her identity that transforms her into a contemporary woman. In recent past, women centric films have been accepted and become popular among the viewers that look at various facets of women's lives, issues and relationships inside and outside home and family and stories in the contemporary times. Media theories and academic discourses have often touched upon man-woman relationships and various interesting arguments have had an impact on identity and status of women in society today. In the context of Hindi films, the critical relationship of father-daughter has been found to be missing in these academic works and/or has got limited attention.

Primary socialization of a girl takes place at home and the father is the first man in her life - who thinks, cares (protect) and provides for her as a daughter, who is a part of his family for a limited time only to be given away at a wedding at maturity. This paper will study the cinematic representation of the father-daughter relation in popular film over decades and examine how through these audio-visual imageries, stories unfolded are interpreted and internalized by the viewers. This study follows constructivist research paradigm and qualitative research methods to analyse this relationship over a period of time. The theoretical framework will include feminist film theory, attachment theory and cultural theory. The study will find out the role of socialization in deconstruction of feminine identity with which she negotiates the world around her.

Keywords: *Father-daughter relationship, Femininity, Women Studies, Gender Studies, Masculinity*

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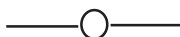
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Digital Culture and News Media:
Exploring Content Diversity, Community Representation
& Cultural Pluralism in the Indian Mediascape

Ms. Mitinam Siram*

Digital revolution has brought in a tremendous shift in the ways and means of media production and consumption. The same phenomenon is also observable in the field of news content production and consumption. Nowadays, we not only find news and information from professional and organized sources but a lot of news and information is disseminated and accessed through alternative media platforms such as social media and vlogs. Even though it creates an ethical dilemma in terms the core principles of news such as truth and objectivity, such a change in the process of news gathering and dissemination has brought in diversity in terms of narratives, perspectives and representations of people, places and events. While, ideally media, particularly news media, should be striving for truth and accuracy, what is visible currently is the factthat there are often imbalances in news coverage with false narratives and misinformation overshadowing the very idea of truth and facts in news reporting.

Moreover, media pluralism is valued in most dominions because it keeps the citizen well informed.The percept of pluralism in the Indian digital culture serves as the base for freedom of speech and expression enshrined in the constitution of India under Article 19 (1) (a). In some countries media freedom is restricted therefore, curtailing complete ban on pluralism and genuine competition on media coverage. Apart from that, news items on issues relating to communal representation and cultural diversity is one of the most important component to measure the implication of freedom of speech and expression. In this context, this paper intends to discuss the unique nature of the growing concept of pluralism in Indian News Media fostered by the growth of digital culture and the inclusion of contents on communal representation and cultural diversity.

In particular, the paper explores the increasing importance of digital media in challenging the traditional notion of media power and media hegemony.With the emergence of new media sneakily taking over traditional forms of media it is evident that the consumers have shifted their taste from dominant form of media to plurality in news coverage and consumption. The aim of the paper is to to analyze if media pluralism nurtured by digital revolution in any way is affecting the quality of news and if media pluralism facilitated by digital culture is changing the role of the audience.

Keywords: *Digital culture, content diversity, cultural pluralism, freedom of expression, media pluralism*

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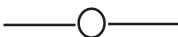
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Exploring Food Culture in India: Negotiating Access, Uses and Experiences among Migrant Students Using Social Media

Prof. Sapna. M. S* & Muhammed Swalih K**

Food is an integral part of culture and therefore cultural studies. Each cuisine practices borrow and contain cultural flavours. It can be geographical, social or religious culture. Migration, short term or long term is a shift from a certain set of norms and practices to another one. This is a change which happens gradually. Among migrants, food culture can stay intact, or there can be a mixture of home and host food culture, or they can completely change to the culture of the host place.

Though, not apt in all cases, migration for education is generally characterized (and differentiated from other type of migration practices) by the non-economic intention and the short nature of the migratory period.

Social media's role in cultural communication and food communication has been investigated largely by academicians. It has grown to being a new field of study called Intercultural New Media Studies (INMS). Scholars including Nevana Stajcic and Fabio Parasecoli have written about food being a form of communication and as a part of intercultural communication.

The current study investigates the role of social media in the food habits and the shift in culinary culture among interstate migrant students. One part of the study deals with how students cope with the new culinary environment which is different from their original one with the help of social media. The second part deals with the hands of social media in the exploration of the new food culture.

The study occupies a questionnaire survey among interstate migrant students from Kerala who are studying across India to understand about the said question. The survey data is statistically analysed to draw conclusions about how interstate migrant students use social media in their culinary practices and cultural exploration.

Keywords: *Interstate, Migrant Students, Social Media, Food, Culinary, Culture*

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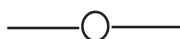
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Product Placement in Hindi Films:
How Good is it for the Brand Image?

Navsangeet Saini*

The world today is driven by consumerism. Markets are replete with consumer goods of all kinds. Consumers these days are better informed and have a wide variety of choice in the market. This has lead to fierce competition among marketers to play their best cards. To woo the customer, marketers are always coming up with innovative marketing techniques and newer methodologies. This helps them break through the clutter and reach out to the prospective costumer in a more effective manner. With a growing increase in resilience to traditional advertising methods, marketers have come up with inventive ways to propagate their messages. One such technique is product placement. The willful insertion of any product, its brand name, logo etc into films or TV programs or music videos etc is known as product placement. This methodology does not require a break from the content.

This paper intends to study the effectiveness of product placement in films and the response of the audience to such a practice. The researcher conducted an experimental study in which the subjects were administered a questionnaire containing questions regarding their knowledge and perception of product placement in Hindi Films. Thereafter, they were shown a showreel of snippets from Hindi films that contained product placement instances. The second part of the questionnaire was administered after the showreel and audience response and perception was studied. They key findings of the study included that majority of the respondents had a positive attitude, albeit of varying degree, towards product placement in Hindi films. The audience recall of products in the films was however flimsy. Their attitude towards the inadvertent celebrity endorsement of products placed within films was fairly positive and the association of a product with negative character or situation did not significantly affect their perception of the brand.

Keywords: *Product Placement, Brand recall, perception, effectiveness, marketing methodology, innovative, unobtrusive marketing, consumerism*

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Changing Spectatorship of Gujarati Cinema:
An Audience Perspective

Prashant Kuhikar* & Bhushan Kankal**

The cinema of India is one of the few third world film industries to have remained dominant in its national market in the face of the continued onslaught of Hollywood globalism. Taking a closer look at what comprises of the "Indian cinema", one can see the different cinema made according to the regions present in India, called the regional cinema of India. Although Hindi language cinema have been ruling the national cinema share till date, the audiences have been changing their perception toward non-Hindi speaking cinema in recent years (Dubey, 2022). The cinema from Tamil, Telugu and Kannada belt of the country has gained huge popularity, majorly due to the OTT boom during the Covid pandemic and improved pan-India marketing efforts by regional cinema makers (Chandrasekaran, 2022). Trade experts estimate around half of cinema revenue coming from regional cinema in the coming years.

Although, the regional cinema of Tamil, Telugu, Malayalam, Kannada, Bengali, Marathi and even Punjabi language movies are thriving, the Gujarati cinema have not got a consistent popularity and success with its films. Gujarat has a huge cinema going population, consuming majorly Hindi and Hollywood content. But this is not translated to own regional cinema. Even with the rise of new-wave Gujarati cinema, the films have difficult times in recovering its production costs as well. This led us to explore the factors responsible for this situation. The study attempts to understand the socio-economic context influencing rise and fall of new wave Gujarati cinema. It uses survey to understand the preferences of the audiences and then does analysis of the promotional data for various Gujarati movies along with the interview of the marketing personnel of these movies.

The findings reveal that the audience of Gujarati cinema chooses to watch a Gujarati film based on the actor, religious connection, women centric as well as comedy theme movies. Along with the productional value of the film, the effort spent in marketing of the film also impacts the success of a Gujarati film.

Keywords: *Regional cinema, economics, viewership, audience, film marketing*

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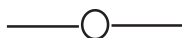
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Inclusivity in Media: Experiences of Tribal Journalists in Ranchi in the Context of Cultural Diversity Debate

Puja Kumari*

The media is not just a "channel of dissemination of information" but holds a much more significant space and role in shaping any society. The inter-dependency of the media and society creates knowledge and information based on the people involved as a work force and is also affected by the structure of society as a contextual framework. The media is intimately linked to the concept of diversity with reference to its content, function, structure, ownership, audience, and accessibility. And the expectations that media will 'reflect society' can be supported on the grounds either that it is what their audiences want or that those who work in the media are a cross- section, at least in their values and beliefs (McQuail D. , 2000).

Diversity of culture among media professionals also implies inclusion of marginalized groups. So to what extent has the Indian media been able to establish the representation of the different sections of society? Kenneth J Cooper, an African- American and the former Delhi bureau chief of the Washington Post noted in 1990's that "India's majority lower castes are minor voices in newspaper". Anil Chamaria in his paper on the Representation on Tribal and Dalit quotes that "On a survey on employee in the Bihar media after 2006 it was mapped that there were none from the Tribal community". Also the Centre for the Study of Developing Societies in New Delhi reported in 2006 that of 315 key decision makers in the mainstream new media, none was from the tribal community.

The current newsroom debate about representation in India lacks tribal's, which prompts concern about the diversity of journalists and an urgent need to ascertain the reality of this debate and the causes of this workplace culture. The study aims to collect the experiences and opinion of media person belonging to tribal communities in Ranchi city in context of cultural diversity debate. The study's approach is qualitative and includes in-depth interviews as its methodology. The thorough interview of tribal journalists in Ranchi sheds light on the current state of the field of journalism and further the discussion of "inclusivity of media with reference to tribal representation". The study concludes by the perspectives of tribal journalists and the suggested solution through their experiences as journalists.

Keywords: *Media and Society, Cultural Diversity, Inclusivity in Media, Tribal Journalists in Ranchi, Workplace Culture.*

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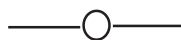
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Social Media and Youth Engagement for Creating Environmental Awareness:
A Study in Twin Capital City of Arunachal Pradesh

Ms. Punyo Oka*

Social media is a tool that allows people to create and share different ideas, information and picture/videos. Presently, social media has become a very powerful tool of communication, interaction and participation in activities related to social or political issues. Environmental degradation is one of the most crucial problems the world is facing now. In connection to environmental concerns, social media is playing a significant role in keeping the ongoing problems and undesirable conditions of environment in front of us within no time. Moreover, the explosion of social media usage, such as, Facebook and Twitter particularlyamong the youths deemed to have great potential in widely disseminating environmental related issues. In this context, this study exploresyouth engagement for creating environmental awareness in Twin capital city (i.e. Itanagar and Naharlagun) of Arunachal Pradesh using Facebook and Twitter as platforms of social engagement.

The study is executed by employing mixed method approach. To fulfill the objectives of the study a survey has been conducted through a structured questionnaire among the youths of twin capital city of Arunachal Pradesh and for social media analysis, researcher has selected the contents of social networking sites such as Facebook, and Twitter. Accordingly, the study attempts to understand the impact and effectiveness of social media as a tool for creating environmental awareness and environmental activism.

Keywords: *Environmental awareness, social media, social media activism, youth engagement*

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Bad Guy with Golden Heart: Assessing the Cultural Values in Antagonist-Centred Indian Web Series

Ravi Ranjan Kumar*

The ongoing trend of antagonist playing central character in the web series (e.g. Breathe, Sacred Games, Asur) is on the rise and becoming popular. The online OTT platform bypasses conventions of Indian drama series, which prioritize protagonist over antagonist. The antagonist-centred web series tend to normalize the use of language, lifestyle and values of life which do not align with traditional Indian popular culture. Also they try to maintain an empathy with target audience while acknowledging the illegality of its subject material for 'small time'. Denis McQuail (2000) contends that the media is accountable for illuminating and fostering systematic exposure, as well as influencing ideas and ideals.

Furthermore, Manuel Castell argues that the new knowledge economy is not based on the idea of a mass society or concerns about information shortage but, rather operates in a new paradigm where media messages and products become increasingly customized for the intended consumers. Reflective-projective theory also reinforce the idea that mass communications act as mirrors of society that reflect an ambiguous image in which each observer projects or sees his own vision of himself and society. So, the consumption of these popular web series by audience raises concerns about its influence on them and popular culture at large.

Therefore, it becomes crucial to investigate specifically what role these web series play in the construction and transmission of popular culture. In this study, the researcher selected one of such popular web series 'Scam 1992: The Harshad Mehta Story' (2020) of SonyLiv having the highest IMDb rating (9.3/10) among Indian web series. Using Critical Discourse Analysis (CDA), this paper aims to identify and analyse the underlying meaning of the language (socially situated), thought process and value system while central character Harshad Mehta is communicating with others and expressing his ideas. This analytical approach has broader implication for closely understanding the discursive part of leading character, communities and societies helping to evaluate their possible effect on the existing popular culture.

Keywords: *Antagonist, Critical Discourse Analysis (CDA), OTT, Popular Culture, Protagonist*

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Analytical Study of Content and Language of Vernacular and Mainstream Indian Web Series

Ravikant* & Dr. Harish Kumar**

India that is Bharat is a land of natural bounty making it cradle of civilization. Strength of our culture is plurality. Since ages, it has been melting pot of cultures. In modern times, we have adopted democratic system of Government. And media is the fourth pillar of democracy which has gone digital. The term digital media is used interchangeably with new media. In new media, content is the "new-oil". Mother of this content is culture. Media helps us to communicate which takes place at interculture and intracultural level. One of the happening platform of newmedia is OTT platform. Further going one of the most popular off-shoots of OTT are web series. The current trend of viewing web series is suggestive of that they are giving a tough competition to films and television.

Nowadays, youth are quite crazy about this new media culture. During the Covid-19, great number of audience, youth in particular has experienced a frenzy of binge-watching web series. Post-Covid along with mainstream OTT platforms like Netflix , Amazon Prime, TVF, Hot Star, etc., vernacular OTT platforms like STAGE, Chaupal, City Shor, AHA, Hoichoi, Ullu, Sun NXT, Olly Plus etc. surfaced up. At present, web series are netizens' mainstay of anytime anywhere entertainment. But due to their content and language web series keep inviting variety of rows, several raised eyebrows, controversies and at times cheers too. The paper carries out analysis of content and language of both the streams that is vernacular and mainstream of web series and its impact on youth and their cultural bubble.

The study attempts to understand the cultural ethos in vernacular web series, gauge the popularity of vernacular web series over mainstream web series, detect the impact of content and language of web series on youth and determine the altering effect of new media culture. The study adopts quantitative research methodology by conducting survey.

Keywords: *Indian Web Series, Content and Language, Youth and Web Series*

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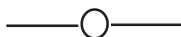
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Constructive Journalism and its Effects on Environmental Discourses

S. Lekshmi Priya* & I. Arul Aram**

To counter the negative bias and polarising views in mainstream media in the recent years, constructive journalism is being projected by alternative media platforms as a way to move forward. With its positive psychology and solutions-based approaches as the foundation, this genre moves from the traditional code of journalistic ethics of objectivity and impartiality, and employs journalistic practices based on reflexivity and advocacy for social concerns with the ultimate goal of ushering in real-time changes in society.

Constructive journalism challenges the role of the media as a mute spectator that observes and only informs. It relies on the delivery of news in a way that is reflexive on the part of the journalists, and socially useful for its audience. Can such a change of journalistic narrative be considered significant in the way media functions? If so, does this imply any shift in the existing media culture that embodies a new set of ethics?

The environment accommodates us all, lack of its upkeep being the most pressing social concern of all. Yet, environment communication in mainstream media fails to address the environmental issues with attention it needs nor does it elicit enough impact to call people for action. Since environmental issues are a matter concerning the existence of all living beings, it forms a crucial aspect in the area of constructive journalism.

This paper intends to study the ethics emerging out of constructive journalism based on environmental discourses. The study also intends to review examples of constructive journalism, particularly focusing on various environment issues from around the world.

Keywords: *Constructive journalism, environment communication, journalistic practices, environmental discourses*
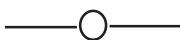
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How Modernity Change Investigative Journalism in Digital Era?

Sachin Yadav*

As a result of the proliferation of information, every industry now faces a new set of difficulties. For the journalism industry, the advent of IT has brought about profound changes to many parts of the job. The high-tech revolution has broken the conventional monopoly of the mainstream media and drastically changed how the public gets its news and information. The survival of the news media depends on how well they adapt to the changing requirements of their audience. Despite the rise of other types of journalism, investigative reporting still has a prominent place in the field. One of the cornerstones of democracy is free speech to hold those in authority responsible, a means through which corruption may be exposed, and the people can be educated.

Before the Internet, journalists would spend months gathering information before publishing a major investigation like Watergate. The basic tenets of investigative journalism remain the same, but the methods used to expose stories have evolved. The digital realm has provided not only new mediums for storytelling but also altered traditional methods of tale distribution. You cannot expect people will set aside time to read the paper or watch TV at certain times of the day. The trend of growing syndication poses a threat to investigative journalism since it may lead to a simplification of viewpoints and an emphasis on stories having national rather than regional appeal. While this is a drawback, it must be balanced against syndication's usefulness in saving money for high-priced forms of journalism like investigative reporting that help mastheads fulfil their watchdog role in a democratic society.

Keywords: *Investigative journalism; digital age; news; information technology, traditional monopoly, media, production of news, computer and Internet access*

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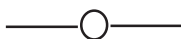
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Tracing the Presence of Transgenders within India's Cultural Milieu and Studying their Marginalisation through Misrepresentation in Media

Saswati Panda* & Dr. Pankaj Garg**

The resurgence in counter discourse such as feminist and subaltern studiesand a liberal ideological shift in geopolitics of the world has helped to bring the voices of marginalised groups to the academic platforms for debate and discussions. But, despite this resurgence, there is a conspicuous presence of hegemonic dominance of the elite in the media spaces. Though the LGBTQ movement started in the West in 1960s, in India, it gathered momentum only in late 1980s. Keeping the movement and the NALSA judgement by the Supreme Court of India in 2014 and 2018 in the background, the researchers have tried to study the Transgenders and their marginalisation.

The main objectives of the study are to historically trace the presence of transgenders in the cultural scape of Indiaand the process of their marginalisation. Marginalisation is a systematic process of subjugation of the minority and vulnerable groups. Media often plays a role to construct, produce and maintain the marginalisation by non-representation, wrong representation or insensitive portrayal of the marginalised groups. Hence, media representation needs to be studied by researchers. It is often seen that Films which is the most influential form of mass media, women are predominantly portrayed and projected as per male values and as vehicles of male fantasies. Tracing the journey of transgenders therefore is an exercise that needs systematic investigation and a nuanced approach to understand the process of alienation, stigmatisation, and subjugation of the transgenders while studying their representation in media which includes their absence, stereotypical representation, wrong and poor representation etc.

This study is qualitative in nature and the methodologies used by the researchers are systematic investigation of secondary sources and content analysis of films. The study is divided into five sections. The first section attempts to trace the presence of transgenders within the cultural milieu of Indian subcontinent. The second section exploresthe marginalisation of transgenders in the media spaces over the years. The third section analyses the resulting impact in creating and maintaining social prejudices. The fourth section looks at the recent changes in the trend of transgender representation in media. The fifth section discusses the findings and scope of further research.

Keywords: *Transgenders, marginalisation, minority groups, media representation, heteronormative hegemony, stereotypes*

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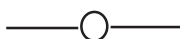
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Social Media, Clickbait Journalism and its Impact on Netizens

Dr. Reshmi Naskar* & Sayantika Dutta**

As the technological - driven media environment proliferates, it has revamped the pattern in which people interact, communicate and engage. This has facilitated in rapid development of the social media platforms and increased the demand for user generated content. Thus, bringing about a major reconstruction in the field of journalism which now requires new strategies to survive in the digital era. This virtual reality has transformed consumers into active participants and users, from being just passive readers and viewers. Subsequently, revolutionized the way in which media is created and distributed. This change in media production and information dissemination pattern has forced legacy media platforms to make their presence felt in the digital space. This convergence of newsrooms seems to be the most viable option to exist, but the fact that the old and new are placed along one another, rather than at opposite ends has ushered a new field of tension.

As the Reuters Digital News Report-2022 contends that 63% of the youth in India are accessing news through social media especially on their mobile phones, journalists many a times today try to attract the audience's attention and keep them hooked to the screen by resorting to sensitized headlines, in order to get the clicks and following numbers right. As this decides the advertising revenue and a monetary model to survive the stiff digital competition - clickbait journalism poses a major impact among the netizens. While many contend that such strategies do not have any effect on the credibility of the news stories, this paper tries to explore the impact of clickbait and factors that trigger netizens to click and read the news. Previous studies contended, have been mostly done concerning the journalists point of view but, there exists a gap when one tries to understand how clickbait journalism impacts the netizens. As news thrives on trustworthiness and authenticity, it is important to understand how audiences perceive clickbait bait journalism from the prism of credibility.

This paper thus aims to analyze whether netizens feel clickbait style headlines have an effect on the credibility of news stories. It further tries to investigate the user-engagement pattern and quality of the news stories. To achieve these objectives, a survey was conducted where the respondents from Kolkata were exposed to a set of clickbait style headline news stories and actual news stories in order to understand clickbait journalism and its impact. The findings clearly suggest strong statistical evidence that the clickbait has negatively impacted the credibility of the news stories. It also highlights that these factors even affect the quality of the news stories as well as the user-engagement pattern and present a homogeneous curation of news stories.

Keywords: *Social media, clickbait journalism, credibility, user-engagement pattern, netizens*

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The Transformation of Public Sphere in a Digital Age

Sethulakshmi E S*

New media is changing the conventional patterns of political communication, a field that had its heydays set forth by print, radio and television. The unprecedented growth of the internet and the resultant emergence of new media are establishing new realms of public sphere. The traditional meaning and structure of public sphere is undergoing relevant changes with the rise in new media. Habermas' seminal work 'The Structural Transformation of the Public Sphere' discusses why public spheres are important for the healthy working of democracy. The fundamental aspect of a public sphere is the possibility for discussion about various problems in the society and coming to a consensus that are amicable for all parties.

Earlier mass media like newspaper, radio and television were served as the tools for political communication by political parties or leaders. New media has been the latest addition to this. Even though the internet has been hailed as more inclusive where users can take part in the political processes no matter where they come from. The shift from traditional media towards new media is an 'ecological configuration'. But according to scholars like Jodi Dean and Peter Dahlgren, public spheres in digital media works in a totally different fashion than the traditional public sphere. According to Dean, the public sphere postulated by Habermas was not an equitable space.

Analysing the landscape of new media, the algorithms of most social networking sites are designed in a way that numerous 'echo chambers' or 'filter bubbles' are created and the users won't be able to get exposure to viewpoints or ideologies other than what they believe. Also, according to Sarah Myers West, the business model of networked technologies and the commodification of users' data resulted in 'data capitalism' that in turn led to asymmetrical distribution of power. This paper seeks to analyse the ways in which the attributes of public sphere is transforming with the advent of digital media especially social networking sites. It also analyses whether the new media technologies are contributing to strengthening of democracy or is it undermining the democracy.

Keywords: *Data capitalism, digital media, structural transformation, ecological configuration*

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This Girl can Meme: Analysing Participatory Activist Discourse of Women Memers from India

Shamika Dixit*

The present study analyses internet memes created by women as a tool of creative participatory activism in internet spaces. Studies have shown the growing popularity of memes, their influence on the consumer, and more importantly the shift and growth in using internet memes as a tool of political action. However, it has also been observed that there is a limited level of women's participation in the general discourse of meme content creation on the internet. Therefore, in order to analyse and understand how women use their creative and participatory ability through internet memes, in this paper, we analyse 147 internet memes created by women memers using feminist critical discourse analysis as a representation of memetic discourse created by women.

This paper is a part of a larger research project which is aimed at analysing the political potential of memetic expression by youth through a dedicated Facebook group called 'Marathi Meme Monks' - A closed group for Marathi meme creation joined by 48.2K members (The latest number as we write this paper). Both the researchers are a part of this closed group as members since March 2020, where we continue to observe and sometimes also participate in the discussions through meme creation. Based on our internet ethnographic experience with the group, we have selected two major meme events to select a sample pool for this paper. Those events are i) #मीमरपोरी (translated as Memer Girls) and ii) #ब्लडस्टोरीज़ (translated as Blood Stories) as we observed major participation of women memers in these two meme events. One of the events #मीमरपोरी was exclusive for women participants and #ब्लडस्टोरीज़ was dedicated to memes on menstruation, where we noticed many women memers uploading their memes.

After closely analysing 147 memes created by women we present our findings under three major themes which show how memetic discourse of women majorly revolves around 1. Sexual freedom of women 2. Being 'second gendered' in a patriarchal society 3. Feminist advocacy through memetic expressions. We show how memes created by women use many context specific popular references of Marathi as well as Indian culture to convert them into meme templates and also use the universal virality of popular meme templates to create quirky and humorous memes which serve the resistance function of participatory popular culture on the internet. We discuss how agentic participation of women memers gives rise to alternative feminist media discourse serving as a strong alternative current to the internet memes in general.

Keywords*: Internet memes, Women memers, Participatory Action, Feminist CDA*

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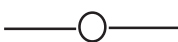
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Public Relations and Work Culture:
# A New Angle in Indian Perspective

Shantanu Dilip Watane* & Dr. V.L. Dharurkar**

The corporate PR strategy of any company is based on its work culture. A company's organizational culture strongly influences every decision made within it. Organizational culture has an influence on every form of business life. Culture represents what a company is itself. Public relations is a profession that involves managing the spread of information between an individual or an organization and the public. It is a function that supports organizations in dealing with both internal and external stakeholders, such as shareholders, government agencies, consumers, and the media. It plays a vital role to placate the diversity problems in the world of marketing, further embracing the larger spectrum of culture.

We live in the third wave, where digital communication allows us to exchange information in real time. A strong and positive work culture is required for a company to be successful nowadays. A professional public relations agency may assist to improve the public perception of your company culture in a variety of ways. The customer's engagement is determined by how well the public relations agency understands their work culture. Work culture is determined by efforts in training, orientation, and human resource development. Total quality management training is now being provided for the purpose of shaping work culture. The success of any organization depends on constant and continuous efforts to formulate new designs of work culture in a systematic manner.

Reform, perform, and transform has become the new mantra of the twenty-first century. A cultural angel is an important aspect in the success of modern public relations. Cultural understanding in public relations is vital since it helps in many ways, including maintaining relevance, increasing brand awareness, keeping clients satisfied, and strengthening your bottom line. In the digital age, the current public relations professional must ride over both horses, culture on the one hand and science and technology on the other. The study of work culture helps to develop good and better public relations. The present paper is based on an exploratory research design in which a survey of 100 companies' public relations was done, 10 experts were interviewed, and a brief literature review is recoded. The results reveal that the work culture is a key factor in corporate PR, the Use of Technology has advanced organisational work culture and the success of digital PR depends on understanding work culture.

Keywords: *Organizational culture, public relations, corporate PR, digital PR, work culture environment etc.*

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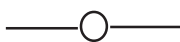
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Getting Back to Kitchen: Print Media as Culture Revivalist

Sonali Singh*

There is an enormous range of activities through which culture can be expressed, like, dance, music, clothes, literature oral and written, theatre, drama, cinema, painting, sculptures and gastronomy. Gastronomy is the utmost example of the cultural development of mankind. Humans gather natural products and convert them into the food they eat, unlike any other species on earth that accepts whatever is offered by nature. Food is a language that a culture uses to convey its organizational structure and it is through them that humans while maintaining their delicate balance of cultural positioning, retrace their connection to time and place.

The visibility of food and its different aspects has been increasing on different media platforms. One can find these platforms functioning with certain agendas. There are swarms of youtube channels where one can learn about hybrid cuisines but quite a few of them focus on indigenous cuisines. Hindi newspapers become the actual representative of India as these are most commonly preferred by the masses. This paper studies the role of newspapers in embracing the traditional and indigenous food culture of India. The objective of this paper is to analyze the dedicated food article in the Jansatta newspaper published every Sunday using textual analysis for four months. Jansatta is one of the leading Hindi dailies of Indian Express Group. Unlike other newspapers where the trend keeps shifting, the section called '*Dana Paani, Manas Manohar*' in Jansatta is dedicated to gastronomy.

The article in this section consists of two recipes the ingredients of which are commonly available. The study reveals the continuous call of these articles for getting back to indigenous roots and avoiding unhealthy commercialized foods. Moreover, the researcher also finds that the editorials on food in Hindi newspapers are still rooted in traditional Indian culture and are far from the culture of consumerism. This paper broadly reflects the role of newspapers as culture communicators.

Keywords: *Food culture, Gastronomy, Hybrid cuisines, Indigenous cuisines, Traditional values, Textual Analysis*

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Climate Change Communication in India:
A Study on Climate Change Imageries on Instagram

Sreelekshmi B* & Dr. S. Anand Lenin Vethanayagam**

Given the ever-growing concerns of climate change across the world, it becomes crucial to explore climate change discourses on social networking sites as they became a discursive space for everyday communication. The rising accessibility of mobile phones and the proliferation of social media have revolutionized the way Climate Change has been communicated. It has challenged the popular, elitist communication attempt based on the deficit model and broadens the scope of climate change communication beyond mere facts and data devoid of socio-cultural contexts.

However, the inherent invisibility and temporal complexities of climate change have been a problem when trying to communicate it on image-centric platforms like Instagram. While there are studies on the visual representations of climate change in news media discourses, there is a lack of clarity regarding the kind of visuals associated with Climate Change in the Indian context on social media platforms, especially Instagram. Therefore, the current study analyses the Instagram accounts of selected environmentalists and NGOs based in India and examines how the visual limitations of climate change have been negotiated in their posts related to climate change. The study also throws light on the socio-cultural dimensions of climate change in its visual representations.

Keywords: *Climate Change Communication, Visual Representations, social media, Instagram*

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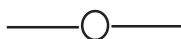
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Vedic Resonance in Indian Cultural Communication

Sudhir K Rinten*

Communication is such a quality of human being that is not only influenced by his cultural understanding and social structure but also dependent on them for his usefulness. John Fiske in his book 'Introduction to Communication Studies' views "communication as the axis of culture". He believes that "culture perishes in the absence of communication".

In any society, it is not necessary that the 'communication takes place with the help of its then universally accepted language only. The cultural consciousness is inherent in the traditions arising out of the synchronization of religious and social beliefs, which are transmitted through generations. The communication is a bundle of cultural practices, beliefs and the symbolic presentations, whose influence is reflected in the functioning of the society, the consciousness of the people and the cultural environment. Many beliefs, songs, practical experiments and determination of socio-cultural values   are also governed by this consciousness. This consciousness has been going on in the Indian society since the Vedic period and is clearly visible in the functioning of the society even today. This paper tries to analyze such connotations of cultural practices and their relationships with Vedic communication.

Keywords: *Vedic communication, Cultural Communication, Indian Culture, cultural consciousness*

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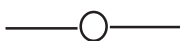
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Representation of Gender Identities in the Contemporary Bollywood Films: A Content Analysis on 'Badhaai Do' and 'Shubh Mangal Zyada Saavdhan'

Susmita Saha* & Dr. Manali Bhattacharya*

Cinema is a very important form of entertainment because it is the only kind of creative art form that allows the audience to experience life through another person's eyes. Cinema is a very interactive medium which helps in increasing social awareness about issues that need to be addressed. It helps the audience to change their views on issues like caste discrimination, gender discrimination, and racism. The importance of cinema to society can be recognized from the emergence of cinema itself. In recent times, it can be noted that a lot of films are portraying important sensitive issues such as gender inequalities, sanitation, menstrual hygiene, women empowerment, sexual harassment, and substance abuse. Movies such as 'Badhaai Do' and 'Shubh Mangal Zyada Saavdhan' talk about the LGBTQ community and address the gender inequalities that take place in society.

Cinema being a visual medium has a great impact on the minds of people and it can shape the opinions of the youth. Society gets very much influenced by the social, cultural and psychological changes represented through the help of cinema. Through the help of this paper, an attempt has been made in evaluating the social implications of films which are a great source of medium for building opinions. A content analysis on the film 'Baadhai Do' and 'Shubh Mangal Zyada Saavdhan' has been conducted. Through the help of this paper, it will be analysed how gender inequalities are portrayed in Bollywood films. It will be analysed how gender role representation is evolving in Bollywood films. The factors that are leading to this paradigm shift from stereotypical portrayal to equal representation will be studied thoroughly.

Keywords: *Bollywood, Films, Gender, Inequalities, LGBTQ, Representation*

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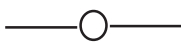
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Preservation and Promotion of Cultural Practices of Nyishi Community of Arunachal Pradesh through Documentary Films

Miss Taba Yater*

The 21st century is the era of modernization and development. Cultural homogenization has taken place as a result of flow of information technology. Digitalization has led to globalization and resulted in homogenization of cultures. Post modernization, the tribal society is in a vulnerable stage of transformation due to various modern forces. The transformation has resulted in positive and negative impacts to the indigenous tribal people and their indignity. The indigenous tribal society has massively been influenced in the process of transformation. In the rapid process of globalization, the youths of the tribal society are losing their interest in their own tribal culture.

The study is an attempt to document the tribal cultures of Nyishi community by using documentary film as tool. To preserve and promote the indigenous culture, which is fading away in this modern time. The purpose of documentary film in tribal community is to inform, to educate while it serves as a learning tool for the tribal people. The visual (film) is to engage the audiences which would help in disseminating the content of the film. Visual documentations of indigenous practices will be a helpful tool in preservation and promotion of the tribal practices of Nyishi Community.

Documentary films are considered to be an extra learning tool while there is availability of other learning materials. Documentary filmmakers attempts to make a difference and change in the society through their subjective film. The strength of visuals communication can be seen through Documentary films. It serves as the purpose of edutainment 'Education through entertainment'.

The study is carried in the year 2022, the year of Alpha generation a demographic division succeeding Generation Z (1997-2012) of Nyishi Community from Arunachal Pradesh. These generations are exposed to latest information technologies and various other modern forces, due to which intermixture of cultures caused by globalization has led the tribal culture and their tradition at vulnerable stage of extinction. The youths in the tribal society today have gradually lost interest in their own culture, accepts the foreign cultures in their daily life. Due to such reasons the indignity of the tribal peoples are vanishing slowly with time. Documentary film of Tribal society would help inspire the young generation to work towards the welfare of their indigenous tribal practices preservation.

Keywords: *Nyishi Community, Arunachal Pradesh Culture, Documentary Films, Tribal Society*

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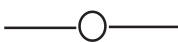
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Right to Information and Media: A Tool to Combat Cultural Misinformation & Disinformation

Tikayat Nayak* & Dr. Pravat Kumar Dash

This study investigates the effect of RTI and media to combat cultural misinformation and disinformation. The entire study has been conducted through survey method through questionnaire comprises of close-ended questions. The experimental approach was selected to study both the control group and experimental group made up of a total of 100 respondents. Comparative analysis of the two groups has been done. It was found that when the impact of RTI and media will be more, sharing of misinformation and disinformation will less, which enables information consumers to make informed judgments about quality information. It is recommended that awareness on RTI and media consistently should be increased to reflect the demands of the times. Actors within the information, communications, and media environment should play a vital role in making information consumers more conscious about cultural misinformation and disinformation.

Keywords: *RTI, misinformation, disinformation, Culture and media*

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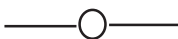
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Storytellers of the Divine: An Analysis of the Bhâgavata Kathâvâchaka Tradition

Ujjaini Chakrabarty*

Storytelling sessions based on sacred narratives has been a characteristic feature of India. Since time immemorial, these storytelling events called *Kathâ* have been instrumental in shaping the landscape of belief that defines the Indian society. However, while the storytelling traditions of different regions of India, folk narratives and their performances have been researched well, the most conspicuous of these storytelling events, i.e., the oral performance of *Shrimad Bhagavata Mahapurana,* popularly known as the *Bhâgavata Kathâ,* though more widespread in reach and frequency, has not received much scholarly attention.

These *Kathâ* events are performed by people variously called *kathâkâras, kathâvâchakas,* and *Vyâsa,* who are especially trained in ritualistic storytelling, often belonging to an ancient tradition of oral scholarship. Since *kathâkaras* were instrumental in the transmission of sacred lore, customs and cultural values, they have, over the course of time, gained significance as tradition bearers. The younger generation of *kathâkâras* are also bringing in new and socially relevant content to the fore. *Kathâkâras* are utilising the potential of social media to connect with their audience, encouraging discussion among their followers on various topics ranging from religion to science, arts and culture to politics. New and younger audience, hence, are also attending *kathâs,* which were earlier deemed the prerogative of the elderly.

The present paper thus aims to explore *Bhâgavata Kathâ* as a communicative act, rather than just as a religious form of storytelling. The paper also aims to discuss the role of *kathâkâras* as cultural agents who have facilitated the preservation and transmission of cultural knowledge over millennia, continually contextualizing ancient wisdom to retain its relevance for the changing socio-religious milieu of the society. The findings of the study are based on data collected from field observation, which provided an opportunity for a diachronic study of the tradition of *kathâ* and its relevance to India's society and culture- in the past, present and future.

Keywords: Kathâ, kathâkâra, religion, cultural agents, India, faith, cultural knowledge

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Impact of Climate Change on Culture

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Globally, people rely on the environment to uphold their culture. When the environment gets degraded by the adverse effects of climate change, culture is affected. Developing countries are at a greater risk of coping with the cultural changes resulting out of climate change. Indigenous people with lack of infrastructure and fewer resources tend to be more vulnerable to climate change. With the lack of medical facilities accessible to indigenous people, they are also prone to health hazards due to climate change. Agricultural practices and tourism are drastically impacted by climate change which affects culture. Historical monuments play a vital role in the heritage of the environment, and they have been threatened by the devastating effects of climate change.

This paper delves into how climate change has drastically impacted cultures from around the world. The study will also encompass the reviews of previous literature relating to climate change and culture. The study will involve news articles focusing on climate change and culture. Overall, this study will showcase how culture has been impacted by climate change, climate action is the need of the hour and sustainable development measures can be viewed as a long-term solution.

Keywords: *Climate Change, Cultural Changes, Sustainable Development*

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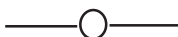
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Cultural Communication Aspects in Public Speaking:
A Case Study of Narendra Modi's Public Speeches

Dr. Ajay Suryawanshi*

The public speaking is an art of mass communication, which transforms people's mindset to reform, perform and transform India's future. Prime Minister Narendra Modi has cherished dreams of people through public speaking. Public speaking is speaking to a group of people in an organized way to give information, influence or persuade, or to entertain the listeners.

Public speaking is an art developed for propagating political ideas in the democratic nation. In public speaking, there are five important questions, which are often expressed as "*who* is saying *what* to *whom*, using *which medium*, with what *effects*?" Prime Minister Narendra Modi successfully captured 2014's general election by applying tools and techniques of public speaking effectively.

About public speaking the Ancient Greeks called it as rhetoric; the Romans called it oratory until the late 20th Century. The public speaking in India developed during Vedic period in the performance of "Yadnyas" through "Udgata". Kautilya was an effective public speaker at Takshila University. The modern Indian leaders like Raja Ram Mohan Roy, Swami Vivekananda and Dayanand Saraswati as well as V.D. Sarvarkar, Mahatma Gandhi, Dr. B.R. Ambedkar were public speakers at high eminence. After Indira Gandhi and Atal Bihari Vajpai, Narendra Modi has proved as an outstanding public speaker. He has grasped Indian cultural values and roots. In every public speech during the election campaign Modi focuses on local culture and he utilizes cultural background to touch hearts of the millions of people. Prime Minister Narendra Modi is an exceptional speaker and his speeches would make anybody a fan of his public speaking irrespective of his political views. We can learn lesson from the honorable Prime Minister when it comes to delivering intriguing, engaging and mesmerizing speeches.

The study is based on descriptive research design. The content analysis of 100 speeches has been made here at 2014 and 2019 electoral campaign by Modi. The findings reveal that use of cultural content is key factor in the success of Modi's cultural communication, the local cultural stories have been strategically used to appeal local audiences, Modi's speeches touch hearts of people by communicating their willful ideas in a very intelligent manner and it is igniting minds of youths by tuning of technology and culture has become effective.

Keywords: *Cultural aspects, cultural content, public speeches, public speaking, Narendra Modi speech, cultural communication*

Leveraging Digital Public Relations for Image Enhancement through Community Mobilization – The Business Way

Prof. Dr. Ananya Mehta*

An expounded period of almost two years of COVID 19 and the related recurring situations – lockdowns, fatality rates, uncertain market scenario, job loss, close down of businesses, loss of revenues for corporates etc have put society and its elements few years behind. Indian businesses and corporates too have been at the receiving ends. The stage wise unlocking process, the vaccination and now a complete accepted new normal scenario is helping the society, businesses and corporates settle down globally.

However, because of the backlog resulted from the global pandemic, businesses and corporates are not only grappling with the issue to handle business but also in maintaining their credibility and image with its stakeholders – Internal and External. With the difficult current market scenario and sustained competition, for the businesses to operate and succeed, must leverage community mobilization to ensure that credibility and trust is regained and image is enhanced. Such can be achievable through use of digital public relation tools and techniques.

Keywords: *Digital Public Relations, Business& Corporate, Image Enhancement, Community Mobilization*

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Folk Culture of Bengal:
Reviving the Baul and Jatra amidst Digitisation

Debabani Mukherjee*

The Traditional Media goes way back to the beginning of the civilizations. The oral tradition of dissemination of information has always been handed down from one generation to the other maintaining its artistry, messages and expressions. So communication through Folk Media is the most basic way for a societal connectivity. Folk Media is directly related to our culture and has magical effects on the audience. Its valuable trends, dissemination of morals and messages in a complete rudimentary form is not only cost effective but also gets embedded in the minds of the mass. Digitizing amidst such an epochal transformation and utilizing the technology can distort the essence and crumble its spontaneity.

Digitization is a high end technological medium where the process is actually a transfer from the analogue system to the digital one. Encaging the Oramedia into the technical format hinders its originality because this medium is based on performance and immediate changes in the surrounding. Amidst such technological advancement it is still a sordid situation, where rural people are way away from the domain of literacy and can register the narrative style of folk medium to nurture their growth and development.

Under such circumstances, this Oramedia is a natural tool to not only create awareness but consciously improvise their gradual growth. The study of the paper shall revolve around the freedom of storytelling (importance to Bengal folk culture – Baul and Jatra) through the indigenous applications and the utility to keep the art away from the digital pawning. The research would be based on secondary resources and literature reviews and excerpts of songs and actions of the said forms of folk.

Keywords: *Oramedia, Epoch Media, Literacy, Storytelling and Education*

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Farmers Suicides' Traditional Cultural Factors: A Communication Perspective

Dr. Bhagwan Suryawanshi*

The farmer's suicide is a complex problem and it has manifold aspects. Here light has been thrown on traditional cultural factors in communication perspective. : Despite various farmer welfare schemes, including a loan waiver in 2017, Maharashtra recorded 3,927 farmers' suicide in 2019 — the highest in the country. The problems continued and aggravated, which registered a total of 10,281 suicides in the farm sector last year, according to data released by NCRB. In spite of many other factors, traditional cultural angle has remained neglected.

Maharashtra has been at the forefront, pushing agriculture reforms. The state had in 2006 enforced agricultural reforms, including contract farming. A senior official in the State Agriculture Department observed that of the 1.56 crore farmers in the state, not more than 50,000 have, so far, have taken up contract farming, The subsequent government, led by the BJP, too, had stressed group farming and extended financial incentives up to Rs 1 crore. In 2017 Government of Maharashtra announced the Chhatrapati Shivaji Maharaj Shetkari Sanman Yojna, a farm loan waiver scheme of Rs.35,000 crore for 89 lakh farmers. The NCRB data shows the number of farmers' suicides in the state has remained higher than 3,500 in 2014, 2015, 2016 and 2019. There are many factors such as over burden of loan, scarcity, excess rains and cyclonic effects. In spite of all these factors the more important factor is traditional cultural mindset of farmers. Famers spend agro loans for traditional religious purposes such as rituals after death, marriages, and many performances like yadna for avoiding evil effects at "Navgriha" factors. These traditional cultural factors led towards extravagance at the farmers' expenditure.

The paper has been prepared by using decretive research design for which interviews of 100 farmers were conducted and 10 experts in the field have been interviewed. The findings reveal that the traditional mindset of farmer is responsible for indebtedness and farmer's extravagant expenditure has increased due to rituals marriages, and "Shardha and Karma" after the death of an individual in the family. Further they spend money on "Kanduri" and cultural education is needed to remove blind superstitions in rural areas.

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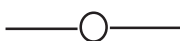
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# Indian Media and Ethical Concerns: A Critical Enquiry

Dr. Jyotirmayee Tudu*

There has been a shared understanding that only liberal democratic regimes are friendly to the conceptualisation of free media. It is also argued that media needs to be free from any kind of influence in order to perform its watchdog role in the society. In fact, there has been a plethora of literature which suggests that ethics of media need to be manifested as a good public service. An ethical concern with media emerges on how it presents news or information in the public domain. It needs to maintain objectivity and independence with regard to the acquisition, preparation, storage, presentation, dissemination, and reception of information through the means of mass media. This can be a possibility when both society and media would value or respect the role of objective journalism. On the one hand, all the actors who are part of media like journalist, news editor and media houses would cooperate with each other towards the fulfillment of the said objective. However, in social reality hardly such conditions found to be visible. Even, liberal democracies have also not escaped from such concern. One could get instances of above through the historical and chronological understanding of it in any society. In this paper, a detail elaboration of this argument has been discussed in case of Indian media.

The first part of the paper deals with the concern how ethics of Indian media revolved around the issue of state intervention. It is observed that the idea of nation and state has continued to persist in Indian media, especially after independence. It was during the period of emergency, concern for autonomy and independence has gained attention. As a result, focus on effective enforcement of statutory regulation and independent role regulatory bodies like Press Council of India has come into the picture. In continuation with all these development, a major shift has occurred due to the neoliberal expansion of global capitalism. Prior to the globalisation, it was experienced that the context of ethics was circumscribed the sphere of mass media to project and disseminate those things which are favourable to the government.

However, with the onset of globalization and privatization, the situation has undergone a drastic change. This would be the second section of the paper. Such environment has infused the element of competition and profit which has impacted media also. As a result of which, multiple actors have come up into the sphere of information dissemination and its management. There is no dispute that the above development has expanded the sphere of democratisation. But at the same time, concern has also generated how to ensure the sustenance independent voice and factual integrity of the information. Further, the wave of competition has also opened up the scope to link media ethics to business ethics. This has led to generate ethical concerns like sensationalism, media trials, opinion based representation of facts, etc. This trend needs to be examined in the context of regulation of media. However, the context of self-regulation also not free from contestation.

Keywords: *Media, Ethics, Regulation, Democracy and Information.*

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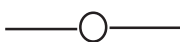
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Media, Culture & Contemporary Social Issues

Nimisha Suryanshi*

The social media weaves a web of connect for us is enabling easy engagement with our social environment. A mass appeal for such convenience and a user-friendly interface has earned the media an unquestioning acceptance by the masses. But in the past decade the youth has begun worshipping the new media for its speed and colourful allure. In all its glory the media has become the ideal choice for personal and public communication universally.

The media has now become a platform for sharing carefully curated content under the alias of "insights of a normal-life". The glory of the "normal-yet-perfect-life" post is fascinating, but this trend is inevitably pushing people to measure their lifestyle with the unachievable standards set by the ever-increasing opinion leaders. And this unfathomable closeness with strangers, sharing of staged intimate moments of life, and essentially everyone hollering of their perfect lives has disturbingly become the fast-followed trend.

The study attempts to find if social anxiety is birthed out of a dip in social-skills due to engrossed engagement with the new media. In a different approach it seeks to find if the media meddles with the cognitive skills of the users altering their social standpoint and potentially debilitating them from engaging in healthy social relationships. This is a conceptual paper that largely focuses on the recent trends of the new media and its relations with the rising social anxiety among the youth based on archival-study and meta-research.

The study concludes that the youth is grossly invested in the social media game to the extent that any separation from it gives them a sense of depravation. It is observed the media has exhausted the 'will-to-learn' of the spirited youth. The new media has fixated the youth in futile engagements impeding their productivity.

Keywords: *Social media, new media impact, cultural communication, social anxiety*

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Education Taking the Digital Route via YouTube

Satyajit Samanta*

The entire educational system starting from elementary to tertiary level has tumbled during the lockdown span of the Covid-19 not only in India but across the country. This analysis is a description of online teaching-learning methods embraced by educators for the teaching-learning process. The objective of this paper pursues to deal with the required essentialities of online teaching-learning in education amid the Covid-19 pandemic and how existing resources of academic organizations transform traditional education into online education with the assistance of virtual classes and other pivotal online implements in this continually veering educational landscape.

The paper utilizes both quantitative and qualitative approaches to survey the perceptions of educators and learners on online teaching-learning modes and also highlights the execution procedure of online teaching-learning methods. The importance of this paper is to attract a holistic portrait of ongoing online teaching-learning training during the lockdown period comprising specifying the connection between the shift administration process and online teaching-learning method in the education system amidst the Covid-19 outbreak to overwhelm the persisting educational disruption.

The attraction of the researcher towards the usage of technology in understanding surged during the Covid-19 pandemic as more users were anticipated to use online aids due to the fixed face-to-face activities and the contemporary norm that motivated social distancing. This analysis strived to examine the characteristics that influenced a student's approval of YouTube as an educational resource. Established on the Technology Acceptance Model (TAM), this analysis explored the function of subscription rate as a moderator variable. The conclusions of this analysis supported TAM, in which the student's acceptance of YouTube as a learning resource was associated with the perceived relief of use, perceived efficacy, and social impact. This analysis also documented that the subscription rate did not intermediate the connection between the characteristics and the student's acceptance. Accordingly, this analysis indicates that students accept YouTube as a learning resource either as a subscriber of the YouTube channel or otherwise. This study mightily contributes to the literature by examining the acceptance of YouTube as a learning resource during the Covid-19 pandemic. And this, education after the Covid-19 pandemic is taking the digital route via YouTube.

Keywords: *Digital ducation, teaching-learning methods, YouTube education, TAM*

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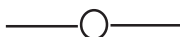
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A Study on the Rise in Demand for Regional Language OTT Platforms

Vidya Deshpande*

During the pandemic in 2020 and 2021, Over The Top (OTT) players have performed really well, especially because of regional and local content. Both Netflix and Amazon Prime were quick to get their old content dubbed in Hindi and regional languages like Tamil, Telegu, Kannada, Bengali, Marathi, and Malayalam. With data connections getting cheaper, the reach of OTT platforms has moved beyond metros and there is a rising demand for content in regional languages. There are several platforms that stream exclusively in regional languages like Hoi Choi in Bengali, Sun NXT in Tamil. Recently a few movies were also launched in three to four languages simultaneously. Already, Netflix has slipped to number 4 with Zee 5+ being the number one platform. According to EY_FICCI report on entertainment, regional content share on OTTs will increase to 60 per cent by 2025.

This paper, through analytical research, studies the growth of regional content, its future in the OTT market, and content development in regional languages. Using qualitative analysis, the paper looks at the rise in regional platforms and content. Regional content is already close to 50 per cent of the content on OTTs platforms. Making content in regional languages especially Hindi is helping OTT platforms gain viewership in two and three tier cities. Localisation of content has gained momentum and for OTT platforms this is becoming the revenue earning mechanism. Movies, TV serials dubbed in local languages are getting far wider audiences by using subtitles. Dubbing in regional languages has become a new way to increase local viewership and audiences can watch a much larger and wider variety of shows in their own language than English or Hindi. Regional OTTs are have exclusive content like Bengali platform *Hoi Choi* with more than 32 exclusive shows and *Planet Marathi* which has over 25 web shows and 10 exclusive movie releases. They have high budget spends of over Rs 50 crore per annum on content acquisition to provide quality vernacular content. In the future, platforms like Amazon and Netflix will have to increase their regional content to be able to compete in the India market.

Keywords: *OTT platforms, regional language OTTs, localisation of content*

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Awadhi Folk Songs: A Comparative Study between Traditional Media and New Media Platform

Aanchal Praveen & Neeraj Singh*

India is a land of cultural diversity. At every milestone the language and culture varies. The oral lore and the folk lore connect to a majority of population. Although this folk culture of India have evolved a lot and have been a large variety of traditional mass media. This conversion is quite visible in fairs and festivals. The forms of these traditional mass media, however, remains constant, the content keeps on changing with the audience, the medium and the message. This too is mass communication but not in the sense we understand it. It is not immediate, instantaneous, one-way, and overpowering in its audio-visual impact. It is more of a two way interpersonal communication. Awadhi as a folk language has been used in number of traditional mass mediums and now there are a number of new media platforms using Awadhi as there mode of mass communication.

This paper tends to draw a difference and seek commonness between the traditional means of mass communication and new mediums of mass communication when it comes to the usage of Awadhi folk language. The objective of this paper is to find out how the new media has given a reboot to Awadhi folk songs. In this research we have done a comparative study between Bollywood songs and YouTube channels that work on Awadhi folk songs in the last 5 years. After the several steps taken by the government for the enhancement of regional languages, this paper will be very helpful in revamping the current status of Awadhi language in form of folk songs.

Keywords: *Awadhi Folk, Bollywood, Culture, Media, New Media, Traditional media*

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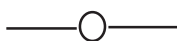
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Fake Messages on Social Media and Crisis of Authenticity

*Chandan Saxena**

This study sheds light on how fake messages and multimedia which are disseminated over social media create a void in the credibility of Digital Media. The wide and wild access to digital media and social media has allowed everyone in the world to share their thoughts publicly to the world. Where this opportunity was foreseen to benefit the functioning of a democracy, with time, unfortunately, it turned out to be carrying more in stock than what was predicted and expected from it. As every coin has two aspects, Social Media came with two as well, a positive and a negative as well. The feature of giving access to anybody and everybody has brought along a threat which has a consequence of declining credibility in Digital media as one can hardly differentiate between a credible and non-credible source. People depend on social media for acquiring information and thus, it plays an important part in the decision-making policy of the common man.

The study helped the researcher in knowing about the consequences of fake messages' circulation over social media, and how common people perceive it. The researcher was able to conclude that the quotient of anonymity has given birth to serious threats and thus results in creating a trust deficit in the common men on the media and lowered the dignity of media and the communication processes carried out by media. Social media, which is a so-called daughter of digital media, has hampered the trust of media.

Keywords: *Digital media, Social Media, Fake Messages, Fake Information, Credibility, Authenticity*

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Effect of Social Media on Culture: A Study on Indian Youth

Dr. Hari Krishna Behera* & Indira Behera*

Youth show a generally greater interest in change per se than do adults. The internet has revolutionized the entire world. The Indian youth is being exposed to all that is being offered by it. As a result, the Indian traditions are getting diffused to western culture. The way youth is doing purchases or helping others or raising their voices against corruption or any political matters, information access rights are changing with times. Along with the benefits of internet, the youth is also being influenced by its negative aspects. With the technology embedded society emerging, India is undergoing contradicting cultural changes. The term "culture" originates from Latin term for "cultivation", the preparation of land for producing crop. It is defined as all of the beliefs, behaviours, and products common to a particular group. These include the values and customs that we hold in common with others; the language that we speak; the rules we follows; the tools and technologies we use to make things; the goods we consume; the organizations we belong to; and the larger institutions of society. One of the biggest innovations of technology is social networking.

A web-based social network service focuses on building online communities of people who share interests or activities, attracting people based on common language, sex, religion, or nationality- based identities. These sites also integrate new information and communication tools, such as mobile connectivity, blogging, and photo/video-sharing. We live today in an ever-increasingly hyper-interconnected world, a global society of communicative interactions and exchanges that stimulates profound cultural transformations and realignments. Indian youth is the most influenced segment that uses the innovative methods of communication and interaction.

Keywords: *Youth Culture, Social Media, Information Technology*

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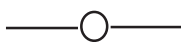
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Cultural Reporting in Rural Press of Aurangabad

Nitin Mukund Gaikwad*

Cultural Reporting is an important part in rural newspapers because newspaper is poor man's university. Information, education, transmission of culture and entertainment are important objectives of journalism. Culture has been defined by Inglis Davis as…culture means the ways of thinking and feeling characteristic of everyone in a given group or society, or the capacities of individuals; the attitudes and habits of the many or of the few.

The rural are very effective vehicles of cultural reporting. They contentiously present various news items related to festivals of Hindu, Buddhists, Jain and Muslim communities.

A newspaper which is published keeping village as a focal point in their own mother tongue is known as rural newspapers. There are 8000 small newspapers and 250 farm journals. They cover cultural festivals regularly because sharing of joy and festival mode has become possible due to this locale content which is involving people on large scale. The festivals such as Dassera, Diwali, Id ulfitra and Paryushan Parv, Chat puja are celebrated in rural areas. The traditional folk dance, theatrical performance and dance, music as well as drama functions are celebrated and their reporting is appreciated by locale people. In villages people also read Harikatha and Pothi. These activities are also covered in language news papers. The Cultural activities in schools and colleges are also covered in rural newspapers.

The present paper has been developed by using descriptive research design. Descriptive research is used to describe characteristics of a population or phenomenon being studied. Rather it addresses the 'what' question (what are the characteristics of the population or situation being studied?). Here survey of rural newspapers will be conducted and sample of hundred respondents will be recorded, content analysis of newspapers will be conducted and ten experts will be interviewed.

The findings revealed that the rural newspapers provide ample content on cultural activities. It is more than 6.7 percent. Cultural coverage helps to boost locale artists and their personality development. The locale coverage is focusing on dance, drama, music concerts. The traditional folk theater is popularized by language newspapers.

Keywords: *Cultural reporting, rural press, coverage of cultural news, cultural communication, Aurangabad news*

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The Cynical Side of Social Media That Clouds its Positive Aspects

Saikat Majumdar*

In recent times people are concerned and quite reasonably, about the indiscriminately spread fake news and it is almost an accepted fact that the social media culture is majorly responsible for that. It's not that social media is the only one responsible for all the negative things. Even at the dawn of civilization when people used to beat the drums to communicate among themselves, they used to change the beats of the drums to mislead their opponents, human or non-human. Wasn't it also 'faking news' in the age of dialogue less communication? Even we find this culture of falsification in our epis also. The cleverly crafted 'death news' of Ashwatthama might be one of the earliest fake news of India. Dronacharya was the ultimate victim of that.

The trend kept continuing in the mediaeval period and then overlapped to the early modern period. The invention of printing technology just fueled the fire. James Augustus Hickey, who is revered as the 'Father of Indian Journalism' allegedly published some articles in his newspaper, which were absolutely concocted. He indulged in serving scandalous stories in a palatable way to ridicule the British.

The culture of fabricated or overhyped news has gone out of proportion after the advent of digital media. The negative influence of it is so overpowering that often people forget the positive aspects of it. The social media is a fabulous bridge of connectivity with personal or official acquaintances. It's a fantastic tool to connect to the world. The term 'crowd funding' could not have come to existence without the help of social media or digital platform. During the pandemic the digital culture has grown up like anything. People grabbed their phones, tabs & laptops to connect to their near & dear ones while confined at home. The only source of entertainment also was provided by the digital platform only which was the saving grace among the gloomy atmosphere.

This thesis would try to focus on both sides of the coin. The target is also to focus on the fact that the digital media is like many other branches of culture, is a great world of communication, information & entertainment if used with proper care.

Keywords: *Social Media, fake news, culture of falsification, overhyped news, impact of digital media*

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Cultural Communication in Ancient Indian Society:
A New Light on Ellora Buddhist Caves

Dr. Sanjay Paikrao*

In Indian society cultural values have been cherished form ancient times.Ellora caves were epicenter of socio-cultural communication. All the 3 ancient Indian religions, Buddhist, Hindu & Jain had contribution for enrichment of the art & architecture. The present paper mainly focuses on exploring cultural communication in Ellora Buddhist caves. The objectives are noted, Buddhist caves in socio-cultural communication view point. To highlight social & religious life of the Buddhist community in ancient period. To study social spirit behind the Buddhist caves. To study the cultural messages depicted through Buddhist caves. Descriptive research design will be used this study & content analysis of Buddhist sculptures will be conducted in this study. Major finding of this study are noted, Ellora Buddhist caves were means of socio-cultural communication during the ancient period.

The social & religious life depicted in Ellora caves in general & Buddhist in particular in the Buddhist caves of Ellora. The study of cultural messages depicted through Buddhist caves revealed that, there were 3 stages in Buddhist religion. The Ellora Buddhist caves truly reflected socio-cultural images in the right manner. The major transitions both philosophical & religious were absorbed & imbibed by Ellora artists & they have painted the picture of socio-cultural communication. The place of common man in religion has been clearly shown through sculptural art. The social life as well as material life has also been presented in this paper by exploring the content.

Keywords: *Cultural Communication, Ancient Indian Society, Ellora Buddhist Caves, socio-cultural communication*

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Effectiveness of Educational Public Relations in Publicity of Cultural Activities

Mr. Santosh Shivaji Sable*

Educational PR is important in the field of corporate and educational field. Education public relation is new area in the field of corporate PR in the world. There is need to study how educational PR is changing in the field of culture. In this paper attempt had been made to study Effectiveness of Educational Public Relations in publicity of cultural activities.

This study is based on last 75 years. It is based on valuable ideas on action program. It has been reported that Public relations (PR) is the practice of managing and disseminating information from an individual or an organization to the public in order to influence their perception. Public relations (PR) and publicity differ in that PR is controlled internally, whereas publicity is not controlled and contributed by external parties. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. In educational public relation, information is promoted for the well-being of students, teacher and community. The educational PR has become integral part of modern public relations. It is based on building new work culture in the University system. In this paper attempt has been made to focus sharply on cultural perspective in educational PR The objectives of this study are mainly to flow light on cultural aspects of PR, to evaluate success of cultural public relation and to suggest remedies for improving cultural educational public relations in cultural perspective.

In the present study descriptive research method has been used to test its effectiveness. The methodology comprised development of tools and techniques based on observations and content analysis. In order to study the present problem of effectiveness of changing PR three local daily news papers were selected viz. Daily Lokmat, Daily Sakal and Daily Divya Marathi specially focused on Nashik city. It is observed that local news paper focus less on cultural aspect than sports activities. The coverage in terms of cultural activities regarding festivals seems to be more published than other cultural activities. It is also observed that universities do conduct many cultural activities; however, media coverage is not much focusing on these activities. This could result gap in the university and local community on the basis of coverage and publicity based on local news paper. It eats observed that out of total coverage in Indian University PR, only 7.5 percent weight age is given to cultural news hence, there is need to review public relation practices in recent years to have equal weight ages to all activities and to bridge gap between academia and local people.

Keywords: *Educational Public Relations, Effectiveness, Cultural activities*
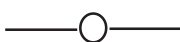
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# Cultural Reporting in Regional Language Press of Marathwada

Dr. Shekhar Magar*

Newspapers are friend philosophers and the guide of common man. They also play an important role as a protector of culture. Especially the language newspapers are closely connected with the soil. They are always busy in reporting, cultural activities such as festivals, yatras, local music concerts, folk dance, art, paintings & various entertaining programmes. In this paper special light has been thrown on cultural reporting and the primary concern of cultural reporting in the regional press. Following objectives have been decided; To study the status of cultural reporting in the language press of Marathwada region; To understand the difficulties in the cultural reporting & to suggest remedies for improvement; To provide a future dimension of cultural reporting.

Descriptive design will be used & content analysis of three leading newspapers published from Aurangabad such as Divya Marathi, Sakal & Lokmat in October-2022. Cultural reporting is related to creative journalism based on arts and enlightening work. The language press in Marathwada also pinpoints this phenomenon. The leading newspapers like Divya Marathi, Lokmat and Sakal are providing special reports on festivals such as Ganesh Jayanti, Navratri & Diwali. Village level yatras are also covered by describing people's involvement in many activities such as local drama Bharud, skits & Wagnatya.

The purpose of information, education and entertainment is served which is the basic objective of journalism. In language press, the arts are usually understood on the basis of literature, visual arts, music, film, theater, dance, photography & architecture and designing. Hence news items related to these activities are given priority in the language press. A cultural reporter files four to five news items every day. The Sunday supplement of local newspapers published cultural features critical reports and reviews - The Rasik of Divya Marathi, Akshar of Daily Lokmat & Saptrang of Daily Sakal. These are all a special pullout covering literature, art and culture. A journalist in the language press evaluates currents within society and draws conclusions on its basis. Cultural Journalism in the Marathwada region is based on holistic examination of all-round activities related to people's participation in free & fair cultural events in day to day activity.

Keywords: *Cultural Communication, Cultural Reporting, Regional Language Press, Marathwada news*

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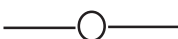
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Role of Heritage Walks in Cultural Communication: A Case Study of Pune City

Ms Supriya Shelar*

With the first hand experience in conducting heritage walks in a city like Pune which known as 'Cultural Capital of Maharashtra' and Kolhapur- a city known as 'Historical Capital of Maharashtra', the author has witnessed the evolution of heritage walks in these two cities. The heritage and history enthusiasts in Pune were conducting city tours independently since 2008, but it was not a regular practice and not much promoted among the masses. The first official Heritage walk in Pune city titled 'The Pune Heritage Walk' was initiated by the Pune Municipal Corporation and a city-based NGO namely 'Janwani' in 2012, in which the author has participated as a guide. It was a successful attempt and was well responded by the tourists as well as the local people. It received the 'Best Tourism Award' by the Ministry of Tourism, Government of India, in the year 2013.

Gradually, the popularity of this heritage walk gained momentum and a few more private partners came into the picture. The leading regional language newspaper in the city- Maharashtra Times started its own Heritage Walk in the Pune with the partnership of Tilak Maharashtra Vidyapeeth which was again a successful experiment. Currently, there are around ten private companies conducting heritage walks and tours in Pune. The present study is an attempt to document the feedbacks to Heritage Walks in Pune city and explore the potential of Heritage Walks as communication tool in cultural communication.

The main objective of the present research paper is to document the nature and frequency of heritage walks as medium of cultural communication. The present study adopts the 'Descriptive Research Design' based on observation and interview technique. The major finding of this research paper is that Heritage Walks are gaining popularity among masses including the international tourists and has been resulting as a powerful mean for the cultural communication in the city.

Keywords: *Pune Heritage, Cultural Communication, Heritage Walks, popularizing tourism*

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A Study on the Role and Problems of Women Journalists in Odisha

Sangeeta Parida* & Nity**

Women journalists face several challenges in media houses. Lily Mayers, an Australian TV reporter, discovered that the consistent threats confronted by woman journalists compelled 21 per cent of them to change their distinctiveness and 21 per cent to even resign from the job. Surjit (2022) states, 'Even though there has been several sexist violence on the field, it is surprising to notice that 73 per cent of gender-based violence manifests online'. Family and society's patriarchic state of mind compels women journalists to leave their profession or switch to various fields. Due to sexual violence, the dangers faced by women journalists are doubled, making it twice as hard for them to continue their work. Media houses may lose many of the environment-friendly and devoted women journalists.

The study focuses on gender biases, odd operative hours, stress levels, job security, and maternity leaves in media organizations. The main objective of the research study is to understand the gender discrimination, problems, and different roles played by working women journalists in different news channels of Odisha. The researchers conducted descriptive and analytical research design in the research work. Quantitative and Analytical research was adopted for the research. The researchers employed a survey method for data collection of 45 women journalists from three news channels in Bhubaneswar. The Sampling technique for the research study was Non-Probability Sampling, under which a convenient sampling process was done. The researchers found no lack of awareness of the service role of journalism. The study also found that 57.8 per cent of women journalists got shifts according to their choice, while 26.7 percent did not get shifts according to their choices, and 15.5 per cent did not want to say anything about this.

Keywords: *Odisha women journalists, challenges for women journalists, Odisha media*

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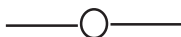
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Social Media Strategies of Odisha Government during Covid-19 Pandemic

Subhasmita Panda* & Nity**

The coronavirus illness 2019 (COVID-19), initially rumoured in early December in the Wuhan province of China, unfolded worldwide to become a worldwide pandemic (Pan et al., 2020). Governments across the globe enforced social distancing and isolation measures to cut back the chance of infection (Zhai and Du, 2020). At that time, social media was being utilized as a critical channel of communication in many countries across the world. Social media platforms became highly regarded among government entities thanks to their easy use as a channel, easy accessibility, and period updates during the pandemic. Several studies have confirmed that bound users use Twitter primarily as an Associate in nursing data-seeking medium that fulfils their want for information (Hughes et al., 2012; Johnson and rule, 2009). The study aims to identify the role of the Odisha Government's Information and Communication Technology (ICT) in informing, engaging and serving people. Researchers attempted to study how the Odisha Government used Twitter in their governing models. The research work also focuses on how the public perceived Twitter content. Descriptive and analytical approaches have been adopted. A cross-sectional research design has been employed for the research work. The researchers analyzed the Twitter content by the Odisha Government during the pandemic. Also, the attitudes, opinions and behaviour of youths of Bhubaneswar towards this communication by the state government were assessed. A survey of 50 youths (both male and female) aged 15-29 years in the urban areas of Bhubaneswar was conducted.

The research process has followed the Non-Probability sampling method under which convenient sampling was employed. Analyzing the tweets, posts, photos and videos shared by the Odisha Government during the pandemic made it evident that the information provided was educative and instructive. Effective communication was indispensable to overcome these challenges, and social media has helped the government in making its message reach far and wide in the state, especially to the youth. The study found that 92.3 percent of respondents agreed that social media helped to spread government communication, whereas the rest, 7.7 percent of respondents, failed to believe the same.

Keywords: *Social media, Information and Communication Technology (ICT), Twitter, Communication, Covid-19*

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Marginalised and Social Media in Karnataka

Dr. N. Mamatha* & Yashavantha Kumar H C**

Caste is an ancient system of hierarchical segregation by birth. It is based on notions of purity and pollutions and routed in Hindu Doctrine. The Indian constitution uniquely identifies the scheduled Tribes and other backward classes. Mostly comprising the shudra and some sections of country religious minorities for affirmative actions. The national census of 2011 shows that Scheduled Castes 16.6% of Indian population and Scheduled Tribes 8.6% while the OBC population at around 50% rest of the listed under General Category and are them commonly described as upper castes. It is found that like legislative, executive and Judiciary. The mass media is not inclusive of marginalized group of our society. No significant effort has been going to bring diversity in all spheres of media till.

In recent times, the issue has been raised by very few including people from media in a significant way. This issue of under representation of marginalized sections in media has not been brought to the attention of government and by others. In this scenario media houses of Karnataka and the representation of marginalized has to be analysed. This working paper is an attempt the analyse representation of Marginalized and their issues in Karnataka newsrooms.

Keywords: *Marginalized group, Karnataka media, social media, media margin*

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सोशल मीडिया द्वारा सामाजिक व सांस्कृतिक परिवर्तन का स्वरुप : एक अध्ययन

अजय कुमार, पीएच.डी. शोधार्थी
प्रोफेसर डॉ. हरीश कुमार (प्रोफेसर एवं अध्यक्ष)
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सारांश- आधुनिक समय में सोशल मीडिया एक ऐसा प्लेटफार्म है, जो कि अन्य जनमाध्यमों से अपनी अलग पहचान रखता है। सोशल मीडिया इंटरनेट के माध्यम से एक विजुअल दुनिया बनाता है, जिसे उपयोग करने वाला व्यक्ति सोशल मीडिया के किसी भी प्लेटफार्म जैसे- फेसबुक, ट्विटर, इंस्टाग्राम आदि का उपयोग कर आसानी से अपनी पहुंच बना सकता है। आज के समय में सोशल मीडिया लोगों की जिंदगी का अनिवार्य हिस्सा बन चुका है। इसके बहुत सारे फीचर हैं जिसमें सूचनाएं प्रदान करना, मनोरंजन करना, शिक्षित करना, मुख्य रूप से शामिल है। यह संचार का एक बहुत ही सशक्त साधन है। वर्तमान समय में क्षेत्रीय घटनाओं से लेकर वैश्विक स्तर की घटनाओं तथा सांस्कृतिक कार्यक्रमों को हम सोशल मीडिया पर देखते व सांझा करते हैं। इस शोध अध्ययन में हरियाणा राज्य के रोहतक जिले के एक शहर तथा एक गांव में से 100 विद्यार्थियों को नमूने के रूप में चयनित किया गया हैं। इस शोध का अध्ययन में रैंडम प्रणाली या यादृच्छिक निर्देशन के रूप में विद्यार्थियों का चयन किया गया है। इस अध्ययन में 18 से 30 आयु वर्ग के युवाओं पर शोध किया जाएगा। इस विषय पर साहित्य का अवलोकन करते हुए विभिन्न तालिकाओं व पाई चार्ट के माध्यम से डाटा दर्शाया जाएगा। सोशल मीडिया के अंतर्गत फेसबुक, व्हाट्सएप, इंस्टाग्राम को चयनित करके प्रस्तुत करेंगें। इस शोध का मुख्य उद्देश्य सोशल मीडिया के विभिन्न प्लेटफॉर्मों द्वारा सभी देशों की संस्कृतियों को वैश्विक पटल पर प्रसारित व प्रचारित करने का विस्तारपूर्वक अध्ययन करना है। इसके अतिरिक्त एक देश पर दूसरे देश की संस्कृति का सांस्कृतिक वर्चस्व स्थापित करने संबंधी अध्ययन करना हैं।

मुख्य शब्द-सोशल मीडिया, सामाजिक जीवन, सांस्कृतिक जीवन

हिंदी समाचार पत्रों में प्रकाशित कृषि समाचारों का अंतर्वस्तु विश्लेषण एवं तुलनात्मक अध्ययन

Sandeep* & Prof. Dr. Harish kumar**

कृषि भारतीय अर्थव्यवस्था की केन्द्र बिन्दू व भारतीय जीवन की धूरी है। आर्थिक जीवन का आधार, रोजगार का प्रमुख स्रोत तथा विदेशी मुद्रा अर्जन करने का माध्यम होने के कारण कृषि को देश की आधारशिला कहा जाए तो कोई अतिश्योक्ति नहीं होगी। कृषि एवं किसान पत्रकारिता आज हाशिए में है। हर दिन के अखबार उठाकर देखें तो स्पष्ट होता है कि अधिकतम अखबारों मे कृषि एवं किसान को लेकर न ही कोई विशिष्ट काँलम है और न ही कोई साप्ताहिक परिशिष्ट। मीडिया विस्फोट होने के बाद भी समाचार चैनल व पत्र-पत्रिका में कृषि आधारित सूचनाए न के बराबर है। तो इस स्थिति को ध्यान में रखते हुए यह शोध अध्ययन कृषि एवं ग्रामीण विकास के लिए महत्वपूर्ण हो जाता है। शोध अध्ययन के लिए *"हिंदी समाचार पत्रों में प्रकाशित कृषि समाचारों का अंतर्वस्तु विश्लेषण एंब तुळनात्मक अध्ययन "* विषय को शोध समस्या के तौर पर चुना गया है। शोधकर्ता द्वारा शोध विषय से संबंधित् पुस्तकों, लेखों, पत्रिकाओं, समाचार-पत्रों, रिपोर्ट आदि का अध्ययन करने के बाद ही शोध कार्य को आगे बढ़ाया गया है। शोध आंकड़ों को एकत्रित करने के लिए अन्तर्वस्तु विश्लेषण विधि का प्रयोग किया गया है। शोध अध्ययन क्षेत्रो से संबंधित संपूर्ण समग्र में से दैनिक भास्कर, दैनिक जागरण , अमर उजाला और जनसत्ता समाचार पत्रें को सेंपल के तौर पर चुना गया है। चयनित समाचार पत्रों में प्रकाशित कृषि एंब किसान संबंधित सूचना सामग्रि का गणनात्मक एवं गुणात्मक अध्ययन करने के लिए मार्च २०२१ से अगस्त २०२१ तक के नियमित समाचार पत्रों में प्रमुखता के साथ कवरेज किया जाता है। साथ ही शोध कार्य में कृषि समाचारों के प्रकार, समाचारों के स्रोत, समाचारों में मुख्य पात्र, समाचार का स्तर, फोटो के प्रकार,कृषि एवं किसान समस्याएं, कृषि कार्यक्रम, शोध एवं नई तकनीक, विज्ञापन, समाचारों की स्थिति एवं स्थान, काँलम संख्या, शब्द संख्या, पृष्ठ अधारित स्थित, डेटलाइन, समाचारों का वर्ग सेंटीमीटर (स्पेस) इत्यादि विषयों पर भी गहन अध्ययन किया गया है।

मुख्य शब्द : *कृषि पत्रकारिता, जागरुकता, संस्कृति एवं मीडिया*

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The booklet covers the detailed programme of the three-day 6th National Media Conclave-2022 and abstracts of research papers presented in the parallel sessions. The 'Media Mahakumbh' this year too presented an electrifying conglomeration of the country's top academicians, policy makers, media luminaries and communication experts who debated on the theme 'Media & Culture'. The mega scholastic meet highlighted the core issues relating to media and culture and its impact on language, knowledge and society at large. The book will be a treasure for students, scholars, academicians and media professionals.