7TH
NATIONAL MEDIA CONCLAVE 2023
DIGI-TECH, MEDIA & DEMOCRACY
November 21-23 | Bhubaneswar, India

ABSTRACTS

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Institute of Media Studies ....Since 1994
UTKAL UNIVERSITY
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7TH NATIONAL MEDIA CONCLAVE 2023

DIGI-TECH, MEDIA & DEMOCRACY

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

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November 18, 2023

M E S S A G E

I am glad to know that Institute of Media Studies, Utkal University, Bhubaneswar in association with Consortium for Educational Communication (CEC) is organizing the 7th National Media Conclave at Bhubaneswar on November 21-23, 2023.

The Central theme of this year's Conclave is "Digi-Tech, Media & Democracy". Media and Technology are critical components of our democracy. Growth of a digital public sphere includes both possibilities and challenges as it connects people with information and each other. The integrity of the complex information environment in which we live has to be ensured. Media educators, research scholars, practicing media executives, policy makers and people's representatives would be sharing their ideas, research findings during the Conclave and would discuss the importance of media and culture. I believe the deliberations would be enriching and enlightening. The endeavour of the organisers deserves appreciation.

I wish the 7th National Media Conclave and publication all success.

(Raghubar Das)

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 organizing 7th National Media Conclave on the theme 'Digi-Tech, Media & Democracy' during 21-23 November 2023 in Bhubaneswar and bringing out a souvenir in commemoration.

Media is one of the most significant pillars of democracy. Massive development in communication technology, emergence of new media and changes in social priorities have significantly impacted the traditional outlook of mainstream media. Social Media is emerging as a major influencer in society. I hope the conclave will deliberate on significant issues of current times and come out with ways to face the new challenges for upholding democratic values.

I wish the conclave a grand 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

सत्यमेव जयते

M E S S A G E

It is a great honour and privilege to extend my warm greetings to the organizers, participants, and esteemed guests of the 7th National Media Conclave-2023, organized by the Institute of Media Studies at Utkal University in association with the Consortium for Educational Communication.

The theme of this year's conclave, "Digi-Tech, Media & Democracy," is both timely and relevant, reflecting the profound impact that digital technology has had on the media landscape and, by extension, on our democratic processes and institutions. The media plays a crucial role in shaping public opinion, fostering transparency, and holding those in power accountable. In today's digital age, it is more important than ever for media professionals to adapt to new technologies and platforms to effectively communicate with and engage their audiences.

I commend the organizers for bringing together a diverse group of media educators, researchers, professionals, policy makers, and people's representatives to share their ideas, research findings, and insights on the importance of media and culture in our society.

I am confident that the discussions and deliberations at the conclave will contribute to a deeper understanding of the challenges and opportunities facing the media industry today, and will help chart a course for a more vibrant, inclusive, and democratic media landscape in the future. I wish the 7th National Media Conclave-2023 every success and look forward to the outcomes of this important gathering

Dharmendra Pradhan

सबको शिक्षा, अच्छी शिक्षा   स्वच्छ भारत   कौशल भारत - कुशल भारत
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M E S S A G E

I am happy to know that Institute of Media Studies is organising the 7th National Media Conclave in Bhubaneswar from 21st to 23rd November, 2023 on the theme "Digi-tech, Media and Democracy" and bringing out a Souvenir to mark the occasion.

Media is truly called the fourth pillar of democracy because it drives democracy forward based on the quest to bring truth, justice and equality for the common people. In today's fast moving digital age, the need for media persons to uphold accuracy, impartiality and responsibility on their reporting to successfully vanquishing the challenges posed by the rapidly changing socio-political environment.

I extend my greetings to the participants of 7th National Media Conclave and wish the publication of Souvenir all success.

(Pradip Kumar Amat)

ATANU SABYASACHI NAYAK
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BHUBANESWAR

Date ...07 . 11 . 2023...

M E S S A G E

I am happy to know that Institute of Media Studies is organising 7th National Media Conclave at Bhubaneswar from 21st to 23rd November, 2023 on the theme "Digi-tech, Media and Democracy" and a souvenir is being brought out to mark the occasion.

Digital Technology plays an important role in society today. The emergence of digital media, however, has changed the way in which people now participate in democracy. Compared to traditional media, digital media has a larger reach, is easily accessible, enables mass participation and provides instant updates. These factors have led to a situation where people rely more on digital media than their traditional counterparts, to become aware of their surroundings and participate in discussions- political, economic, or otherwise, which in turn strengthens democracy. However, digital media does not have only positive implications on democracy. On the flip side of the coin, it has been misused a number of times, often becoming the antithesis of democracy.

I am sure, 7th National Media Conclave will discuss the role played by digital media in a democratic setup, both positive and negative. I wish the National Media Conclave and publication of souvenir all success.

(Atanu Sabyasachi Nayak)

Prof. Sabita Acharya
VICE CHANCELLOR

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(NAAC 'A+ Accredited)

M E S S A G E

It gives me immense pleasure to share that Institute of Media Studies, Bhubaneswar an educational Institute under Utkal University is celebrating the 7th National Media Conclave-2023. The institution has traversed a glorious journey studded with numerous landmark achievements in the field of Media Studies.

This souvenir, being brought out on the occasion, captures the magnificent moment and outstanding achievements of the college during this odyssey. I congratulate all the Stakeholders of the college on this occasion and convey my best wishes to the commemorative volume all success.

(Sabita Acharya)

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M E S S A G E

I am pleased to learn that Institute of Media Studies, Utkal University, Bhubaneswar, is hosting the 7th National Media Conclave on the theme "Digi-Tech, Media, and Democracy." This conclave comes at a crucial juncture, offering a platform for experts, scholars, and students to deliberate on the impact of digital technology on media and, by extension, our democracy.

While we celebrate the benefits of the digital era for the media, we must also consider its ethical implications. There is no doubt that the digital age has expanded the reach of the media, helping to keep citizens informed, which is essential for a democracy. However, it has also increased the spread of misinformation and disinformation which can influence voters. The advent of artificial intelligence now brings both opportunities as well as challenges.

As Chairperson of the Press Council of India, I recognize the importance of fostering constructive dialogues and critical thinking in the field of journalism. We are witnessing the advent of this digital era and it is imperative to deliberate upon its advantages and disadvantages. The release of the monograph, containing articles aligned with the theme and sub-themes, is a commendable initiative. Comprehensive study on the theme shall certainly provide insight to the challenges and opportunities that lie ahead in the world of media and technology.

I extend my best wishes to Utkal University for the success of the Conclave

(Ranjana Prakash Desai)

CONTENTS

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7ᵗʰ NATIONAL MEDIA CONCLAVE 2023

Bhubaneswar | 21-23 November 2023

THEME: DIGI-TECH, MEDIA & DEMOCRACY

Digi-Tech has caused a recent surge in the way our culture consumes media. Media involves the basic characteristic of communication to large audiences. Communication is a vital characteristic which people use everyday. Digi-Tech has allowed for far more possibilities for productivity than traditional methods before. It has given people the power to express themselves via blogs, social media sites, pictures, and other user-friendly programs. Digital technology has come a long way and constantly is being improved everyday. Due to the rising surge in the technology, traditional media producers have changed to accommodate the trend of using digital technology.

One of today's most controversial and consequential issues is whether the global uptake of digital media is causally related to a decline in democracy. Increasing political participation and information consumption are likely to be beneficial for democracy and are often observed in autocracies and emerging democracies. Other associations, such as declining political trust, increasing populism, and growing polarization, are likely to be detrimental to democracy and were more pronounced in established democracies. While the impact of digital media on political systems depends on the specific variable and system in question, several variables show clear directions of associations. The evidence calls for research efforts and vigilance by governments and civil societies to better understand, design and regulate the interplay of digital media and democracy.

Digital media appears to be another double-edged sword. On the one hand, it can empower citizens, as demonstrated in social media movements. On the other hand, it can also be instrumental in inciting destructive behaviors and tendencies such as polarization and populism, as well as fatal events. Relatedly, the way political leaders use or avoid digital media can vary greatly depending on the political context. While some political systems used it to spread numerous lies, most social media platforms were banned in different countries probably to prevent access to information. At the same time, different countries have skillfully used social media. Examples of the dual-use dilemma of digital media abound.

Digital media can foster liberation, democratization, and participation, but can also play an important role in croding democracy. The role of digital media is further complicated because unlike other communication technologies, it enables individuals to easily produce and disseminate content themselves and offers largely friction-less interaction between users. These properties have not only moved the self-centred political behavior of citizens into the spotlight, they have also shifted power to large digital media platforms.

Hence, the three-day 7ᵗʰ National Media Conclave-2023 with the broad theme **'Digi-Tech, Media and Democracy'** aims to have discourse on the relationship between digital technology, media and democracy by providing evidence-based pictures of this complex constellation.

OBJECTIVES:

* To look critically into the digital ecosystem that is disrupting and converging state and society's behavior in all spheres of human activities.

- As the disruption and convergence are through language and communication whose inadequacy-adequacy and fit-misfit in new ecosystem, it need solutions from researchers

- To explore digital technology's impact on how we consume media. It has provided new ways of communications with others.

- To examine associations between digital media use and different political variables

- To find out answers to the questions - to what degree and in which contexts, do digital media have detrimental effects on democracy and how these effects play out as a function of political contexts.

- To sensitize about digital environment and Artificial Intelligence's impact on society

EXPECTED OUTCOMES:

- Redefining the media's critical role in disseminating information and debating issues in a democracy.

- Set boundaries of the evolving forms of media which can strengthen the democratic societies.

- Develop policies to engage digital media to help public interest journalism and promote editorial independence

- Reshaping the relationship between digital media and democracy

- Prepare models, proposals, policy suggestions to relook into existing theories based on empirical evidences grounded on sound methodology

SUB-THEMES:

A. Digital Technology & Media

- Artificial Intelligence (AI) in Communication-Information-Education

- New Media Technologies: Metaverse, AI and Machine Learning

- Digital Technology and its impact

- Over-the-top and Mobile Journalism

- Artificial Intelligence on Media and Communication in Digital Information Dissemination

- Social Media: Ethics, AI, Legality of Digital Languaging

- Transforming Literature and Media Studies in Digital Landscape

- Indian Newspaper Industry Digital Trends and Transformation

- Missing Voices in Digital Media

- Future of Broadcasting (Radio and Television)

- Digital Materialism

- Culture and Heritage vis-a-vis Digital Technology

- Skilling, off-Skilling and Re-skilling in Digital Age

B. Media & Democracy

- Smart Technology, and Freedom of Speech and Expression

- Media as Social Institution and Sociology of News – Diversity in Newsrooms
- Political Consequences of Communication: Socio Political Movements
- Political Communication in the Digital Era
- Historical Perspectives: Media's Role in Shaping Democracy
- Sociology of Digital Media and Democracy
- Psychological Effects of Digital Media on Political Behavior
- Economic Implications of Digital Media and Democracy
- Technological Innovations and Democracy Enhancement
- Developmental Studies and Access to Digital Democracy
- Public Administration and Digital Governance
- Online advocacy and its impact on policy change
- Transforming Literature and Media Studies in the Digital Landscape
- Reading the Television Text: Political Leanings of Indian Television Channels
- Political leadership, Image Perception and Voter Behavior

C. Media and Society

- Cultural Identities and Diversities
- Culture, Arts, History and Philosophy
- Indian Knowledge Society
- Nationalism, Imperialism and Dynamics of Media Control: The Global Percussion.
- Media, Society and Technology: Mapping the Socio-Psychological Architecture
- Cultural Communication, Communicating through Cuisine, Music and Arts
- Philosophical Confetti of Communication: Convivial Contradictions
- Impact of Social Media Prompted Popular Movements: Myth and Reality
- Cinema: Technology, Freedom and Diversity
- Language and Literature Combo: Decoding the Media Creativity
- Study of Posters, Graffiti and Memes
- End of the Road to Print and the Fragmented Future of Corporate Media.
- Mass Media and Tribal Life
- Women and Mass Media

3-DAY PROGRAMME

DAY-1: November 21, 2023 (Tuesday)
Inaugural Ceremony- 10:30 am

CHIEF GUEST	**Shri Biswa Bhusan Harichandan,** Hon'ble Governor of Chhattisgarh
Presided by	**Prof. Sabita Acharya,** Vice Chancellor, Utkal University
OPENING REMARKS	**Prof. BP Sanjay** Professor, School of Communication, Manipal Academy of Higher Education (MAHE)
Keynote Address	**Prof. Ramon Guillermo R. Tuazon,** Secretary General, Asian Media Information and Communication Centre (AMIC) and Senior Communication & Information Specialist, UNESCO Myanmar
Theme presentation	**Prof. Chandrabhanu Pattanayak**, India Representative, AMIC & Former Vice Chancellor, Himgiri ZEE University, Dehradun
WELCOME ADDRESS	**Prof. Upendra Padhi** Conclave Chairman & Director of IMS, Utkal University
MODERATOR	**Shri Mrutyunjaya Rath,** Dept. of English Kshetrabasi DAV College, Nirakarapur

Prof. Sunil Kanta Behera Memorial Lecture

By	**Prof. Krishnapuram Venugopal Nagaraj,** Former Pro-Vice Chancellor, Assam Central University
Coordinator	**Dr. Fakir Mohan Nahak,** Professor School of Media & Communication, Manipal University Jaipur

1.30pm to 2.30pm: LUNCH BREAK

2.30 –4.00 pm: Plenary Session-I
THEME: Digital Technology (Media): Need for a Robust Hybrid Higher Education System. Skilling, Upskilling & Reskilling in Digital Age

CHAIRPERSON	**Dr. S. K. Nanda, IAS (Retd.),** Writer & Thinker, Ahmedabad, Gujarat
SPEAKERS	**Shri Giridhari Mohanty,** Director General, KIIT Deemed to be University
	Dr. G. Balasubramania Raja, Head, Dept. of Communication, Manonmaniam Sundaranar University
	Prof. I ARUL ARAM, Professor, Dept. of Media Sciences, Anna University
	Prof. (Dr.) B.C. Mahapatra, Professor of Education, Adj. Professor, Department of MCU, Bhopal
MODERATOR	**Dr. Kitty Mukherjee**, Assistant Professor, RV University, Bangalore, Karnataka

4.00pm - 4.10pm: TEA BREAK

4.10 pm – 6:00 pm: Plenary Session-II
**THEME: Policy Options and Programmes for Enhancing Social
& Gender Inclusivity in Digital Ecosystem**

CHAIRPERSON	**Prof. VL Dharurkar,** Former Vice Chancellor, Tripura University & UGC Emeritus Professor
SPEAKERS	**Prof. Biplab Loho Choudhury,** Professor, Centre for J&MC, Visva-Bharati, Santiniketan
	Prof. Diwakar Shukla, Professor & Dean, Faculty of Journalism and Creative Studies, Jagran Lakecity University
	Dr. P.V. Satya Prasad, Dean & Associate Professor, School of Liberal Arts & Humanities, Woxsen University, Hyderabad
	Prof. Raghavendra Mishra, Head, Dept. of J&MC, IGNTU, Amarkantak
MODERATOR	**Mrs. Debabani Mukherjee** Media Educator and Former Head of the Department, Media Science, iLead, Kolkata

6.30pm – 8.30pm - Cultural Programme

DAY-2: November 22, 2023 (Wednesday)

9.30am – 11:15am: Plenary Session-III
THEME: Social Media Opportunities and Perspectives

CHAIRPERSON	**Dr. Nishamani Kar,** Senior Consultant, Bhartiya Bhasha Samiti, Ministry of Education, Govt. of India, New Delhi
SPEAKERS	**Prof. B.K. Ravi,** Vice-Chancellor, Koppal University, Karnataka
	Prof. Farhat Basir Khan, Professor, Centre for Media & Mass Communication Studies, Jamia Hamdard
	Dr. Ravindra Kumar Vemula, Professor & HoD, J&MC, EFL University, Shillong
	Dr. Abhijit Roy, Professor, Dept. of Film Studies, Jadavpur University, Kolkata
MODERATOR	**Dr. Kitty Mukherjee,** Assistant Professor, RV University, Bangalore, Karnataka

11.30am – 01:30pm: Plenary Session-IV
THEME: Digital Media Regulation in India & Social Media Ethics, AI, Legality of Digital Language

CHAIRPERSON	**Prof. K.V. Nagaraj,** Former Pro-Vice Chancellor, Assam Central University
SPEAKERS	**Dr. Narendra Kaushik,** Dean, School of Mass Communication, JECRC University, Jaipur
	Shri Sourya Sundar Das, Senior Advocate, Odisha High Court, Cuttack
	Dr. Lokesh Sharma, Associate Professor and Head, J&MC, Banasthali Vidyapith, Rajasthan
	Dr. Devender Bhardwaj, Assistant Professor, Dept. of Journalism, Delhi College of Arts and Commerce
MODERATOR	**Garima Sharma,** Department of Journalism and Mass Communication, Banasthali Vidyapith

1.30pm to 2.30pm: LUNCH BREAK

Time: 2.45pm
Parallel Paper Reading Sessions

Paper Reading Session-I
Date: 22nd November (Wednesday) | Time: 2.30PM

Chairperson: **Dr. Pradeep Mallik,** Professor,
Pandit Deendayal Energy University, Gandhinagar
Co- Chairperson: **Dr. Devender Bhardwaj,** Assistant Professor,
Dept. of Journalism, Delhi College of Arts and Commerce

Sl. No.	Authors	Title
1.	Bonica Das	Women Characterization in Bollywood: From Sex Objects to Sex Educators
2.	Dr. P.V. Satya Prasad	Redundant Dissemination of Obscene Remarks through OTT Platforms: Qualitative Framing Analysis of Mirzapur, The Family Man, and Pataal Lok
3.	Jinnah Muhammad	Differences In Cultural Identities: A View On Islamic Discourses
4.	Jitendra Dash	The Evolution of Mobile Journalism in the Over-the-Top Platform Era
5.	Dr. Mahendra Kumar Swain	Impact of social media-prompted social movements: An Introspect
6.	Mr. Amaljith N. K	Theatre to Celluloid: A Critical Study on Adaptation of Shakespearean Dramas to Malayalam Cinema
7.	Pankaj Shukla	Women and mass media
8.	Nazrul Ahmed Zamader	Participatory Communication and Knowledge Development: A study of social media in Kolkata
9.	Raghuram. R	Impact of digital technology and transformation on advertising strategies.
10.	Raja Sekhar	Impact of Digital Technology Transformation Using IoT-5G Technology on Media Communication
11.	G. Rajesh & Dr. C. Velayutham	Ownership of Achievement: Political Communication in the Digital Era
12.	Revathy C & Adarsh H S	State Of Mass Hysteria: An Analysis On Internet Killings In India
13.	Rishna K K & Dr. Rajesh Kumar	Communicational and cultural dilemmas of marital migration: A Study on the experiences of women in inter-state diaspora.
14.	Sripurna Barman	Assessing the Adequacy of Digital Media in Promoting Effective Environmental Reporting: A Critical Examination
15.	Sriyanka Sahoo, Research Scholar, Utkal University	Newspapers' Digital Transformation: An Organic Metamorphosis into the Digital Age
16.	Subhechcha Sarkar	Voyeurism and Instagram Culture
17.	Ms. Supriya Munda	The Meme Era- A study on the trending Meme culture in India
18.	Upasana Sarangi	What Women Want? Just A Few Laughs: A Postfeminist Analysis of Stand-up Performances By Select Indian Female Comics

19	Ms. Vishnupriya Singh & Ms. Riya Saini	Menstruation on Screen: Exploring Contrasting Perspectives in Mainstream Cinema vs. Documentary
20	Nitin Gaikwad	The Role of Akashwani in Promoting Digital Democracy in Amrutkal
21	Shekhar Magar	The Impact of digital technology on Indian democracy through alternative media
22	Alwyn Rodrigues	Effectiveness of Mobile Instant Messaging (MIM) in Media Students' Learning: A Critical Analysis
23	Harapriya Sarangi	Game-Based Learning: A Comprehensive Study on its Impact, Implementation, and Effectiveness in Educational Settings
24	Sandipta Patra	A Study on Awareness of People About Digital Health Services
25	Dr. Kitty Mukherjee, Dr. Ujjval Chandra Das	Metaverse -exploring the new gateway to the virtual world.
26	Saikat Majumdar	Present & future of Television in India: A perfect & predictable example of media convergence
27	Dr. Mohammad Aamir Pasha & Dr. Shivendra Mishra	Impact Assessment of Vanya Radio: A Tribal Community Radio Initiative of Government of Madhya Pradesh

Paper Reading Session- II

Date: 22nd November (Wednesday) | Time: 2.30PM

Chairperson: **Dr. Fakir Mohan Nahak,** Professor School of Media & Communication, Manipal University Jaipur

Co-chairperson: **Dr. Bachha Babu,** Assistant Professor, Head of the Dept. of Mass Communication and New Media, Central University of Jammu

Sl. No.	Name	Title
1.	Advaitha Chandrapati	Artificial Intelligence in News Media: Status, Perceptions and Future outlook in the Capital Region of Andhra Pradesh, India
2.	Amit Kumar Singh	A Study On The Structural Impediments To Health Communication Designs of NRHM among the Sadri-Speaking Tribes of Ranchi
3.	Aparna Rastogi	A Study on Challenges and Opportunities for Women Journalists in Vernacular Press of Bhubaneswar Region
4.	Divya Yadav	Aadhaar as a Change Agent in Surveillance Democracy of India
5.	Haritha Kalyadan	Mediating Religion: Media, Technology, and the Transformation of Thottam Songs in North Malabar, Kerala
6.	Jyotsana Sinha	A Study on the freedom of speech and Expression in Indian Cinema: In Special Reference to Central Board of Film Certification and Government Intervention

7	J. Karpagaraj & Dr. V. Sundararaman	Info-Savvy or Info-Stranded? Examining Digital Natives' Internet Practices in Southern Tamilnadu
8	Mr. C. Prabhaharan	Textual Analysis of X (Formerly Twitter) Messages by Politicians during the Farmers Protest (2020).
9	Parlapalle Ramaiah	Political Discourse on Facebook: Usage by Leaders
10	Dr. Priya Yadav	Social Media as tool for Social Change: An Interpretation and Evaluation of SocialMediaPrompted Popular movements
11	Rishna K K	Communicational and cultural dilemmas of marital migration: A Study on the experiences of women in inter-state diaspora
12	Rohan Vijay Shandilya	Cinematic Acculturation of Nattawut Poonpiriya's Bad Genius: Higher Education under Neoliberalism as an Educational Catastrophe depicting Homo Economicus
13	Mr. S. Augustin Jesuvadian	Appropriate Information for meaningful appropriation: An attempt to understand the relevance and veracity of Health Communication in Social Media
14	Sanjib Kumar Ray	Digital Media and Democratic Discourse: Exploring the Democratic Potentials of Digital Media and Political Socialization of Youths in Odisha
15	Sumit Kumar Behera	Social Media in Shaping Political Agenda: A Study in Odisha
16	Swapan Kumar Roy	The Framing of the Manipur Ethnic Conflict: In the Special Context of NDTV News Coverage
17	V. Venkatesh	The relevance of User and Gratification Theory in understanding the influence and affect of Social Media
18	S. G. Veeralakshmanan	A study on User Intimating the Presence and Impression Management via Ephemeral Medium
19	Venkitesh S	Social media as counter hegemonic site: Reimagining Mahabali with images on Facebook and Instagram
20	Dr. S. Hemamalini	Enabling Skill Development Training through Digital Initiatives among Higher Education Institutions in Tamil Nadu, India
21	Prof. Neha Dubey	The Potential of Digital Media in Spreading Bond Market Awareness amongst Indian Youth
22	Niharika Nayak	Leveraging Artificial Intelligence Tools in Research
23	Shilpa Das	Presentation of Urban Legend through Fear and Folklore on Indian Cinema
24	Shipra Priyadarshini	A study of presentation of Odissi dance postures in temple architecture of Odisha
25	Til Bor Ghalley & Ruby Nanda	Digital Transformation for Inclusive Development: A Case Study of Government-to-Citizen Services in Bhutan
26	Yakub Rai & Ruby Nanda	Role of Social Media in Shaping Public Opinion: A Case Study of Bhutan Broadcasting Service Facebook Posts
27	Indira Dash and Dr. Anurag Sahu	Review of Social Media in Managing Disasters by Timely Communication

Paper Reading Session-III

Date: 22nd November (Wednesday) | Time: 2.30PM

Chairperson: **Prof. Raghavendra Mishra,** Professor, Deptt of JMC,
IGNTU, Amarkantak, Madhya, Pradesh
Co- Chairperson: **Dr. Anurag Sahu,** Assistant Professor, School of Mass
Communication, KIIT University

Sl. No.	Name	Title
1.	Vijaya	A Study of Socio-Economic Perspective of Digital Divide
2.	Aanchal Sood, Ruchi Kumari, Dr. Bhavna Upadhyaya	Globalization and cultural diffusion: A study on the role of digital media in cultural dissemination
3.	Mr. Amaljith N. K	Exploring the Empowering Portrayal of Gender in the Films of Legendary Filmmaker Satyajit Ray
4.	Athul Mohan	Understanding Monsoons and It's Impacts on the Emotions of People in Kerala
5.	Chandramouly Pandey	Democratization of Information in the age of Artificial Intelligence: Ethical Issues and Challenges
6.	Dhirendra Kumar Behera	A Study on Health Issues of Tribal Communities: The Analysis of News Coverage of Two Odia Newspapers
7.	Dr. Gayatri Kar	Information & Communication Technology: A Boon To Rural Farmers
8.	Dr. Pratima Mutyala	A Theoretical Analysis of New Media as a Potential Threat to Democracy in India
9.	Haseena Kasim	Data Privacy Dilemmas in Digital Democracy: An Indian Perspective
10.	Jharna Raina	Reformulating the News Landscape: The Dynamic Interplay of Mainstream Media and Social Platforms
11.	Mahendra Kumar Nayak,	Social and Infrastructural development of Tribal population in Koraput district of Odisha: A Case Study
12.	Md. Abu Rayhan & Farzana Fahmee	Exploring State of Freedom of expression in the presence of Cyber Security Act in Bangladesh
13.	Md. Khurshed Alam & Tania Akter	Understanding Audience Psychology of Political Content on Political Facebook Page: Area Bangladesh
14.	Nandita Banerjee	Impact of Indian cinema on Culture:A sociological analysis of Bollywood movies.
15.	Pinak Pani Basumatary	Digitisation and inequality of access in Bodoland areas of Assam
16.	Plabini Swain & Nity	A Study on Execution of Government Schemes in the Rural Areas of Odisha
17.	Prakriti Pandey & Dr. Bhavna Upadhyaya	Exploring the Impact of Interactive Storytelling in Video Games among Youth

18	Dr. Anusuah. R	Dalit Perspective in Movies. A Comparative Study on Dalit Filmmakers vs. Non-Dalit Filmmakers of Indian Cinema
19	Vaishali Behera	An insight on democracy on social media: Twitter Analysis
20	Garima Dutt	Mapping Fake News: Unmasking Disinformation In Indian Media Landscape
21	Archana Tukaram Gaikwad	Media's Role in shaping Democratic Values: Study of women's Coverage in Marathi Press
22	Dr. Bhagwan N. Suryawanshi	Digital Technology and its Impact on Agriculture Sector: With Special Reference to Farmers' Problems
23	Saswat Panigrahi	Broadcasting all set for a thrilling ride
24	Michelle-Gina T Chikwanha	Likes, Hash-tags and the Ballot: Social Media's Role in Shaping Democratic Engagement in India and Zimbabwe
25	Dr. Hari Krishna Behera & Indira Behera	JMI Students protest against CAA: An analytical study of articles published by The Wire and OpIndia (December 2019)
26	Dr. K. Manikkam & Dr. Abdullah Alfazeena	Influential Psychological Practices of Digital Technology (Social Media) Inducing the Fear of Missing Out (FoMO) among Youngsters
27	Dr. S. Ajantha Thamayanthi Baylis,	Analyzing the Impact of Social Media on Young Women

Paper Reading Session-IV

Date: 22nd November (Wednesday) | Time: 2.30PM

Chairperson: Dr. Onkar Kakade, Professor & Chairperson, Dept of Journalism and Mass Communication Akkamahadevi, Women's University, Vijayapura

Co-Chairperson: Dr. Ambika Sankar Mishra, Associate Professor, Dept. J&MC, RD University, Bhubaneswar

Sl. No.	Name	Title
1.	Rojalin Mohanty & Ahaana Mansai	A Study on controversial advertisements
2.	Saheb kumar	From Dieting to Digital Dieting: A Study to Find Out Ways to Being Truly Healthy in a Digital World
3.	Saheli Sen	A Paradigm shift in the landscape of cross-cultural communication in the age of the Fourth Industrial Revolution
4.	Saideep Kar & Nity	A Case Study on the Tribal Freedom Fighters of Odisha
5.	Sameera Bhoi & Dr. Rajesh Kumar	Impact of Media Literacy in Fostering Informed Citizenry in Democracies: A Systematic Literature Review

6	Sharen Thumboo	Digital Disruption: Exploring the Dynamics of Misinformation and Disinformation on Social Media Platforms during the 2021 South African Civil Unrest
7	Shruthi BC & Suhas S Kashyap	Can AI replace human teachers in classrooms? A comparative study among students in urban and rural regions of Bengaluru
8	Shruti Bonde & Ishika Tharwani	Shaping Political Discourse: A Study of Political Advertisements and Public Opinion in Madhya Pradesh
9	SK Abbasuddin	Shifting Sites of Screen Leisure: An Intergenerational Study of Rural Cinegoers in West Bengal
10	Sribalaji Ravi, Founder and CEO of 32Mins Digital Consultancy Services Pvt Ltd. & Dr. S. Hemamalini	Artificial Intelligence: Transforming the Future of Indian Education System Mr. Sribalaji Ravi and Dr. S. Hemamalini
11	Suchismita Panda & Ms. Ahaana Mansai	Portrayal of Transgender in Odia Cinemas
12	Dr. Yadav Devi Prasad Behera & Sumitra Behera	Effect of Social Media through Social Media Influencers, Social Media Blogs and Social Media Podcasts on the Popularity of Social Movement among Gen "Y" and "Z" in a Democracy
13	Susmita Datta & Dr. Manali Bhattacharya	Impact Of Digital Technology on Health Communication in India During Covid-19 Pandemic: A Narrative Review
14	Swetapadma Naik & Ms. Nity	The Impact of Cyberbullying among the University students of Odisha
15	Urva Kapoor	How Misinformation on Social Media Affect People
16	Venkitesh S & Dr. Rajesh Kumar B. M	Social media as counter-hegemonic site: Reimagining Mahabali with images on Facebook and Instagram
17	Vinayak Kumar Jha & Dr Rajesh Kumar	Fact-Checking in the Digital Age: A Comparative Study of Practices in India and United States of America
18	Ragini B	Cultural Communication through Cuisines: A Case study on Karnataka Cuisine
19	Garima Sharma & Dr. Lokesh Sharma	Role of Community Newspaper in Women Empowerment: A Content Analysis of Khabar Lahariya Newspaper of India
20	Kranti Senapati	How Odisha Media (news channel) worked in the time of cyclone Fani
21	Pratibha Biswal	Technology and Identity Construction in Indian Society
22	Subhangi Madhusmita Bastia	Study on the Ghantapatua Tradition at Temple of Goddess Sarala
23	Pravat Kumar Mishra and Dr. Rajeev Kumar Panda	Visualizing Odisha: A Mixed-Methods Study on the Photographic Coverage of Cityscapes in Sambad and Dharitri Newspapers
24	Prathama Pulak Tripathy and Dr. Rajeev Kumar Panda	Content analysis of coverage of development news in the front pages of Bhubaneswar edition of three leading Odia dailies
25	Anita Chhetri and Dr. Bidu Bhusan Dash	Bhutan in editors' pen: A critical discourse analysis of three leading newspapers
26	Simple Sujata Mishra	Scope of Media Laws in Reporting Human Rights

Paper Reading Session-V

Date: 22nd November (Wednesday) | Time: 2.30PM

Chairperson: Prof (Dr) Farhat Basir Khan, Professor, Centre for media and Mass Communication studies, Jamia Hamdard

Co-Chairperson: Dr. Hari Krishna Behera, Assistant Professor, IIMC, Dhenkanal, Odisha

Sl. No.	Name	Title
1.	Tania Akter, Comilla University, Bangladesh	Visual agenda setting by political parties in Social Media in Bangladesh
2.	Amalan Arokiaraj	An Analysis of the Affective User Interface (UI) of the Uzhavan (Farmer) App and its User Experience (UX) among the Non-Chemical Farmers
3.	Anushka Namdev & Nishtha Chidar	The effectiveness of humor in advertising
4.	Biswajit Biswal	Transforming Government: The Role of Digital Governance in Public Administration
5.	Dheera C Sasidharan	Uncovering and Amplifying Missing Voices: A Study of Representation Gaps in Social Media
6.	Jugal Kishore Pradhan	Exploring the role of ethics in media and its significance in contemporary era
7.	Suchivrat Arya	Adoptions of AI in Education: A Systematic Literature Review
8.	Sulakshana Bhattacharya	Use of social media and digital technology for environmental advocacy: A study of recent movements in India
9.	Sumana Mitra	The Role of Social Media in Facilitating Participatory Development Communication: Opportunities, Challenges & Implications for Community Engagement
10.	Tanmay Samanta	Colorization, Symbolism and Artificial intelligence: A case study of Satyajit Ray's Pather Panchali
11.	Arindam Basu	Captain Marvel and setting of new gender equality benchmarks
12.	R. Sekar	The Digital awakening of Kani Tribal People "The Role of New Media in their Lifestyle and Livelihood Opportunities"
13.	Amrutha P	Exploring the realms of Social Media Influence Among Active Users: A Study with special reference for the Viewers of the Documentary 'The Social Dilemma'
14.	Dr. Biranchi Narayan Seth	Media's Role on Child's Right To Protection In Covid Pandemic In Aspirational district
15.	Prof. Dr. Ananya Mehta	The Rich Indian Culinary Heritage: A Multi-faceted Medium of Cultural - communication through food

16	Itishree Itimita Malick	Parallelism of Indian Parallel cinema
17	Sujata Sahoo	Indigeneity and the Digital Age
18	Dr Rolii Agrawal	Beautiful Bodies: The paradox of self-objectification, enfranchisement and debilitating depiction of women in mass media
19	Sumitra Behera & Dr. Yadav Devi Prasad Behera	Effect of Social Media through Social Media Influencers, Social Media Blogs and Social Media Podcasts on the Popularity of Social Movement among Gen "Y" and "Z" in a Democracy.
20	Ajaya Kumar Mishra	Folklore and Cinema: Tracing the Adaptation of Laxmi Purana in Regional (Odia) Cinemas of India
21	Debashis Pratim Sarma	The Question of Bodo Sub-Nationalism in the Politics of Assam and its Assertion in the Print Media Discourse of Assam
22	Dr Biswendu Bhattacharjee	The role of press in molding democracy in Tripura: A historical perspective
23	Dr. Ajay Suryawanshi	Digital Technology Application In The Public Speeches Of Prime Minister Narendra Modi In 2019 Lok Sabha Elections
24	Dr. Disha Batra & Mr. Akshay Upmanyu	Exploring ChatGPT's Implications in Media: Innovative Prompt Writing Techniques
25	Dr. Sana Absar	Revising Manifestoes: Assessment and Prospects for upcoming General Election 2024
26	Dr. Sheshrao Pathade	Transforming Folk Media in to Digital Landscape
27	Sonam Lhamo	The Political Economy of Media in Bhutan: Examining the Interplay of Media Ownership, Government Influence and Public Discourse

Paper Reading Session-VI | Online Paper Reading Session

Date: 22nd November (Wednesday) | Time: 2.30PM | Platform: Google Meet

Chairperson: Dr. Rajeev Kumar Panda, Associate Professor, KSMC, KIIT University

Co-chairperson: Mr. Narsingh Majhi, Assistant Professor, Dept. J&MC, RD Women's University

. No.	Name & Designation	Title
1.	Rohan Pillay A. & Dr. Lalmohan P., Department of Communication and Journalism, University of Kerala	Reading Expressions from Cuisine: Empirical Mapping on the Communicative Actions of Kurumba Community
2.	Neethu S Kumar, Research Scholar, Department of Communication and Journalism, University of Kerala & Dr. Lalmohan. P	Idea of 'Gender' and 'Class': A Discourse Analysis of Farm Songs in Malayalam

3	Ms. Kajal Sharma, Dr. Zakia Tasmin Rahman, Amity School of Communication, Amity University, Noida	Role of Social Media in Rising and Falling of Overnight Sensations
4	Amrutha G Pradeep, Research Scholar Department of Journalism and Mass Communication, SRM University	An intercultural communication study on domination of Arab food culture in Malabar cuisine
5	Deepamol Thomas & Dr. Lalmohan P., Department of Communication and Journalism, University of Kerala	Perception on AI: How Automation is Disrupting Journalism
6	Ritika, Research Scholar, Dept. of Mass Communication and Journalism Babasaheb Bhimrao Ambedkar University, Lucknow	Portrayal of Women over OTT Platforms: An Analytical Study
7	Shevali Singh Chandel & Dr. Amanpreet Randhawa, Punjab University, Patiala	How Portrayals of Women in Mass Media Impact Reality
8	Ankit Katyayan, PG student, Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal	Content analysis of a popular item song 'Oo bolega ya oooo bolega': Duality in the lyrics and visual presentation
9	Dr Anshuman Rana, Assistant Professor, KR Mangalam University, Haryana & Prof. (Dr) Neeraj Khattri, Dean & Professor, KR Mangalam University	Navigating India's Digital Streaming Frontier: Trends and Transformations
10	Somyajit Sarkar, Research Scholar, Jadavpur University, Kolkata	When Demands & Digitization Collide: A subcontinent centric analysis into the world of Popular Movements in the age of Zuckerberg & Musk
11	Dr. Trisha Dowerah Baruah, Assistant Professor, Krishna Kanta Handiqui State Open University, Assam	Impact of digital media platforms in the field of open and distance learning : A case study of Krishna KantaHandiqui State Open University
12	Mrs Talat Siddiqui Ph.D. Research Scholar (IGNOU)	Developmental Issues turn to the margin in media coverage: A Content analysis
13	Anu Sinha, Phd Scholar, Manipal College of Communications	Transforming Marketing: The Impact of AI and ML Integration
14	Anant Jain, Student, Jagran Lakecity University, Bhopal & Dr. Bhavna Upadhyaya, Assistant Professor	Minorities and Indian mainstream media: A study on minorities' representation in Indian TV channels
15	Monika A N, Research Scholar, University of Mysore	Role of new media in promoting sustainable tourism in Kodagu District
16	Abhishek N, Research Scholar & Dr. N. Mamatha, Professor, DOS in Journalism and Mass Communication, University of Mysore	New Media for Wildlife Conservation and Management
17	Yashavantha Kumar H C, Research Scholar & Dr. N. Mamatha, Professor, DOS in Journalism and Mass Communication, University of Mysore	Missing Voices in Digital Media
18	Dr. Beerappa H, Assistant Professor, Department of Studies and Research in Journalism and Mass Communication, Karnataka State Open University, Mysore	New Media for Sustainable Agriculture in Karnataka
19	Millena Christabel John & Dr. Lavanya Rajendran	An Extension of Technology Acceptance Model (TAM) for the adoption of Educational Technology (EdTech) in schools
20	Gowhar Hassan & Pooja Shree, Department of Convergent Journalism, Central University of Kashmir	From Clicks to Trash: A Discourse on the Environmental Cost of Digital Media and its Management
21	Saurabh Gupta, Research Scholar School of Performing and Visual Arts IGNOU, Delhi	Need of Commercial Cinema and Parallel Cinema to bring Balance between Social Message and Entertainment

6.30pm – 8.30pm - Cultural Programme

DAY-3: November 23, 2023 (Thursday)

9.30am – 11.15am: Plenary Session-V
THEME: Gender equity, access and participation in the
digital eco-system

CHAIRPERSON	**Prof. Navaneeta Rath,** Chairperson, PG Council, Utkal University
SPEAKERS	**Dr. Padma Rani**, Director and Professor, Manipal Institute of Communication
	Mrs. Tanaya Patnaik, Editor, Sambad Group, Bhubaneswar
Virtual	**Prof. Mira K Desai,** Professor & HoD, SNDT Women's University, Mumbai Women's University, Mumbai
	Dr. Manasvini M Yogi, Former Associate Professor, University of Delhi
MODERATOR	**Dr. Kitty Mukherjee**, Assistant Professor, RV University , Bangalore, Karnataka

11.15am – 11.30am: TEA BREAK

Valedictory Ceremony- 13:30 am

CHIEF GUEST	**Shri Atanu Sabyasachi Nayak,** Hon'ble Minister of Food Supplies and Consumer Welfare Co-operation, Higher Education, Govt. of Odisha
GUEST of EMINENCE	**Shri Pradip Kumar Amat,** Hon'ble Minister I&PR, Panchayati Raj, Drinking Water and Forest, Environment and Climate Change, Govt. of Odisha
Valedictory Address	**Prof. B.K. Ravi,** Vice-Chancellor, Koppal University, Karnataka
Valedictory Remark	**Prof Upendra Padhi,** Conclave Chairman & Director of IMS, Utkal University
CLOSING REMARK	**Dr. Pradeep Mallik,** Professor, School of Liberal Studies, Pandit Deendayal Energy University, Gandhinagar
	Shri Snehasis Sur, President Press Club of Kolkata, Former Principal Correspondent Doordarshan, Kolkata
MODERATOR	**Shri Mrutyunjaya Rath,** Dept. of English Kshetrabasi DAV College, Nirakarapur
VOTE OF THANKS	Manoranjan Panda, Assistant Professor, IMS

SPEAKERS

Shri Biswa Bhusan Harichandan
Hon'ble Governor of Chhattisgarh

Hailing from a family of warriors and freedom fighter's tradition in Odisha, Shri Biswa Bhusan Harichandan, who joined the High Court Bar of Odisha in 1962 and Bharatiya Jansangh in 1971, shot into prominence as an advocate and a political leader by dint, of his hard work and determination within a short span of time. He fought against the throttling of democracy in the historic J.P. movement for which he was jailed during the Emergency for months together. As chairman of High Court Bar Association Action Committee, Harichandan led the Lawyers' agitation in Odisha against the supersession of Judges in Supreme Court in 1974 and roused public opinion against the dictatorial regimes of the Smt. Indira Gandhi, the then Prime Minister. Shri Harichandan, a stalwart in Odisha politics, was elected to the State Assembly of Odisha for five times - 1977, 1990, 1996, 2000 and 2004. He was Minister in Odisha Government for 4 times - 1977, 1990, 2000 & 2004 and continued as such till 2009 important portfolios. He was the founder President of BJP in Odisha in 1980 and elected as President for another three terms till 1988. He was also leader of the BJP Legislature Party in State Assembly for 13 years. His literary contributions are "MAHA SANGRAMAR MAHANAYAK", a drama on Buxi Jagabandhu, the supreme commander of Paik Revolution of 1817, six one act plays - MARUBHATASH, RANA PRATAP, SHESH JHALAK, on MAHARANI PADMINI of MEBAR, ASTA SIKHA, on TAPANG DALABERA's heroic war & sacrifice, MANASI, (social) and ABHISAPTA KARNA (mythological), Swachcha Sasanara Gahana Katha, an anthology of his 26 short stories and "Ye MATIR DAK" a compilation of some of his selected published articles, "Sangram Sari Nahin", his autobiography.

Shri Pradip Kumar Amat
Hon'ble Minister of Information & Public Relations, Panchayati Raj, Drinking Water and Forest, Environment and Climate Change, Odisha

Amat is the former Speaker of Odisha Legislative Assembly and Finance Minister of Odisha. He had studied LLB, M.A. and was an advocate by profession. Amat, who became member of the Assembly for the first time as an Independent candidate in 2000, was Speaker of the Assembly twice from 2009 to 2014 and from 2017 to 2019. The five-time MLA was elected from Boudh in 2000, 2004, 2009, 2014 and 2019. A senior BJD leader, Amat has served the State as a Minister of Steel and Mines, Finance, Public Enterprises and Health & Family Welfare earlier. He was inducted into Naveen Patnaik's Cabinet as Forest & Environment, Panchayati Raj & Drinking Water, Information & Public Relations Minister in June 2022. During his Finance ministerships, he has introduced several important Bills including Odisha Value Added Tax (Amendment) Bill, 2015; Odisha Fiscal Responsibility and Budget Management (Amendment) Bill, 2016 and Odisha Protection of Interests of Depositors (In Financial Establishments) Amendment Bill, 2016.

SPEAKERS

Shri Atanu Sabyasachi Nayak

Hon'ble Minister of Higher Education, Food Supplies and Consumer Welfare, Co-operation, Odisha

Shri Atanu Sabyasachi Nayak, journalist-turned politician, is a well-known people's leader of Odisha. The three-time MLA from Kendrapada district represents Mahakalapada constituency from the Biju Janata Dal. He was the Minister in Odisha Legislative Assembly with important portfolios like Energy (2009-2012), Health and Family Welfare, Information & Public Relations (2014-2016). He was inducted into Naveen Patnaik's Cabinet as Food Supplies and Consumer Welfare, Cooperation Minister in June 2022 and Higher Education Minister in 2023. He introduced two important Bills - The Orissa Electricity (Duty) Amendment Bill, 2010 and The Odisha Clinical Establishments (Control and Regulation) Amendment Bill, 2016. Born in 1967, Nayak has studied BA, LLB and PG in Management (Marketing) from IMM, New Delhi. He has received 'President Scout Certificate' during school time and "Prabasi Samman" on social works from 'Singhbhum' an Odia organisation of Jamshedpur. He worked as a team leader of volunteers during the 1999 Super Cyclone and 2002-03 flood in Kendrapada-Patkura areas. During his journalistic career, he worked with daily newspapers like Anupam Bharat & Prajatantra and highlighted various important social issues.

Prof. Sabita Acharya

Vice-Chancellor, Utkal University

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. (Dr.) K. V. Nagaraj

Senior Media Educator & Former Pro-Vice Chancellor, Assam Central University

Prof. Nagaraj is an exemplary figure in Mass Communication and Journalism. He has been one of the senior media teachers with an academic career spanning half a century. He was a journalist before joining the Maharaja's College, Mysore, in 1973 as a teacher. He has served the universities of Mysore, Andhra, Mangalore and Gulbarga in addition to Assam Central University, Silchar, where he was pro vice-chancellor. Mizoram Central University was the last institution he served. His groundbreaking doctoral research, "History of Kannada Journalism: An Analytical Study (1843-1980)," stands as a seminal contribution to the understanding of Kannada journalism's evolution. A leader in academia, Dr. Nagaraj played pivotal roles in various academic bodies, demonstrating his dedication to fostering growth. As Dean of the Faculty of Arts in Mangalore University, he showcased leadership in academic development. Prof. Nagaraj is associated with more than 100 academic institutions. He has written a good number of books and research articles some of which are international publications. He has also supervised more than 50 research scholars for their doctoral degree.

Prof B.P. Sanjay

Professor of Communication, Manipal Institute of Communication

Prof. B.P. Sanjay (Bharthur Parthasarathy Sanjay) is currently a faculty at the Manipal Institute of Communication, Manipal Academy of Higher Education (MAHE), Manipal. Starting his research career with Bangalore University and Indian Institute of Management (IIM), Bangalore, he had a long teaching career at the University of Madras, Manonmaniam Sundarnar University, Tirunelveli before joining the University of Hyderabad from where he retired in 2020 after 25 years and took up his present assignment in 2020. During his academic career, he has also served as Dean of the School, Director of the Indian Institute of Management, Bangalore, Pro-Vice Chancellor, University of Hyderabad and founding Vice-Chancellor, Central University of Tamil Nadu, Thiruvarur. He has served as UNESCO Consultant, to the University of Nairobi, Kenya. His academic credentials include consistent publishing in journals, chapters for books under international banner, more recently a chapter on 'Media System in India' has been published by Routledge. A chapter on paradigms in communication is under review for a publication under Springer banner by the EFLU, Shillong. A book titled 'Digital Landscapes in the Indian Context' has been published last year by Lumina. Forthcoming work includes a book under preparation on political economy of communication technology with respect to SITE. His association with National Media Conclave (NMC) is since its inception.

SPEAKERS

Ramon Guillermo R. Tuazon

Secretary General, Asian Media Information and Communication Centre (AMIC)

Ramon Guillermo R. Tuazon is the Secretary General of AMIC and the Communication and Information Specialist at UNESCO Myanmar Office. Mr. Tuazon is the immediate past president and a current trustee of the Manila-based Asian Institute of Journalism & Communication (AIJC). Mr. Tuazon has over 35 years of experience in strategic communication planning, management, and capacity building in diverse development areas. He is co-author of Media and Information Literacy: Curriculum for Teachers (UNESCO Paris, 2011), Media and Information Literate Citizens: Think Critically, Click Wisely (UNESCO Paris, 2021) and Myanmar Journalists' Toolkit in Cultural and Ethnic Reporting (UNESCO, 2023). He was project coordinator of the first Model Journalism Curricula Project of UNESCO in Paris. He was the Project Director of the EU-funded Safeguarding Press Freedom in the Philippines (2018-March 2020) managed by the AIJC and the International Media Support (IMS) which produced the Philippine Plan of Action on the Safety of Journalists. Mr. Tuazon completed his Master in Communication from AIJC.

Prof. Chandrabhanu Pattanayak

India Representative, AMIC & Former Vice-Chancellor, Himgiri ZEE University, Dehradun

He presently works as the Director of the Institute of Knowledge Societies (IKS) which holds the exploration of the interface between modern technologies and traditional knowledge systems at its core. Prior to this, he was the Pro-Vice Chancellor and Dean, and later the Vice-Chancellor of Himgiri ZEE University in Dehradun, India. He held many positions such as the Director of CCTE & the University of Hawai'i, Manoa-India programmes. He was also a consultant for Community Media with the Minister of Skill Development and Entrepreneurship and the National Skill Development Corporation, Government of India. He also held the position of Senior Consultant to the SAARC (South Asia Association for Regional Cooperation) Apex body in India and Global Consultant in International and Cross Cultural Education and Training. Prof. Pattanayak also worked as a Consultant to the Government of Norway and the Embassy of Norway in Delhi on Higher Education and Communications. He has spent the last 25 years or so negotiating the myriad paths of Cross Cultural Education and Training, first on behalf of the American Government and then in India. His early meanderings into areas of 'Theatre', Film making, Ritual Studies, English Literature and Communications came together in his training in Communications and Cultural Studies at McGill University where he spent several years studying for a doctoral degree under a Commonwealth Fellowship, and later teaching in the department of Cultural Studies. He returned to India after about 20 years in North America.

SPEAKERS

Prof. B.K. Ravi

Vice-Chancellor, Koppal University, Karnataka

Prof. B.K. Ravi (Bheemaiah Krishnan Ravi) is a veteran and renowned communication expert. Professor is well-versed in political, television, film, social media, Health Communication and development communication, and has a strong social commitment. He has produced numerous high-quality research works. His contributions as a teacher, researcher, critic and administrator are exceptional. Having 34 years of teaching and research experience, Prof. Ravi has served as the Registrar and Chairman of the Department of Communication at Bangalore University. Formerly, he was also a Member of the Karnataka State Commission for Backward Classes for two terms. He was the Special Officer at Karnataka Fine Arts University for two years. He is the Executive Chairman of the National Communication Congress (NCC), Shantiniketan, Kolkata, and Member, Planning Board, Pandit Lakshmi Chand State University of Performing and Visual Arts, Rohtak, Haryana, nominated by the Governor of Haryana. Professor B.K. Ravi has significantly contributed to the area of communication research; he is an editor, an editorial member, and a member of the advisory board for more than 15 renowned international and national research journals. He is also the editor-in-chief of "Constructive Communication," a peer-reviewed academic journal and he has been invited to serve as a resource person by the UGC for more than 22 orientation courses and 25 refresher courses.
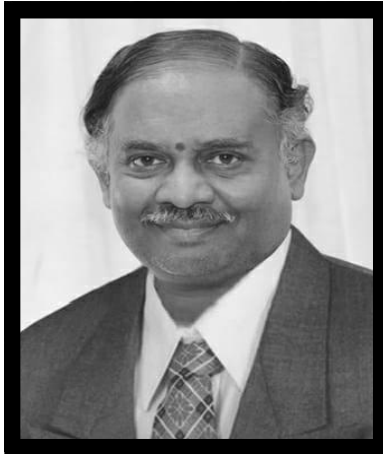
Dr. SK Nanda, IAS (Retd.)

Administrator, Writer, Thinker and Humanist

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

Prof. G. Balasubramania Raja

Head, Dept. of Communication, Manonmaniam Sundaranar University, Tamilnadu

Prof. G. Balasubramania Raja is an experienced communication teacher and researcher specialising in the area of Communication and Mediation. Professor earned his Doctoral degree from the University of Madras and his work was centred on the Television Mediation. Professor continues to work in the many projects in various capacities to realise the amenable communication practices. Professor has supervised more than 13 doctoral students. His articles have been published in both reputed international and national journals. He has authored 2 books. Professor has completed one UGC Major Research Project focused on working about Television Mediation involving adolescent children. Professor has been pivotal to coordinate the initiation of the Community Radio Station in the Manonmaniam Sundaranar University which aims to reach the people living around the University campus.

Prof. (Dr.) Bhuban Chandra Mahapatra

Adjoin Professor, Department of Research, MCU, Bhopal

Prof. (Dr.) Bhuban Chandra Mahapatra, who belongs to Balasore in Odisha, holds M.A. (Psy), M.Ed. and Ph.D. (DAVV, Indore, 1993) degrees. A professor of education since 2009, he started his career from Madhya Pradesh Bhoj (Open) University (MPBOU), Bhopal in Madhya Pradesh. During my academic period, he has visited 7 countries as academic resource person and published 109 papers in National and International Journals and Published 36 books related to Education, Educational Technology, Research and Social Issues, Special Education, Distance Education as Solo and joint authors. Twenty Three (23) Scholars awarded Ph.D. under his guidance and six are enrolled. From 2009- 2016, he was as National Expert for both the States i.e. M.P. and Chhattisgarh (Vocational Education) programme by National Open Schools (NIOS), Government of India, New Delhi.

SPEAKERS

Prof. (Dr.) I. Arul Aram

Professor, Dept. of Media Sciences, Anna University, Chennai

Dr. I. Arul Aram is a Professor and former Head at Department of Media Sciences, Anna University, Chennai. He was Director of UGC's Educational Multimedia Research Centre (EMRC) 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 and a Lead community radio status from the Ministry of Information and Broadcasting. 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 specialisation and research interests include Environmental Communication, Peace Journalism, Science Communication and Climate Change Communication.

Shri Giridhari Mohanty

Director General, KIIT University

A graduate from Ravenshaw College (now University) and Post Graduate from IIT, Kharagpur, Shri Giridhari Mohanty joined the Indian Information Service after cracking the Civil Services Examination in 1982. He has headed AIR as Director General (News) as well as DAVP besides working as Registrar of Newspapers for India. During over 30 years of experience with the Government of India, Shri Mohanty has watched the Media landscape changing rapidly. After his superannuation from Government job, he has recently joined KIIT Deemed University as a Director General and is associated with the School of Communication & Journalism.
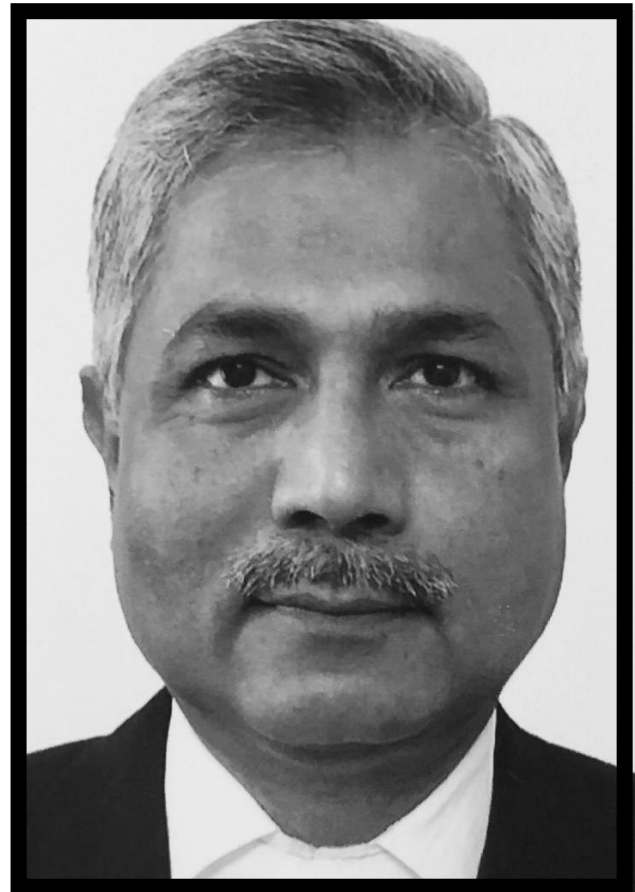
SPEAKERS

Prof. VL Dharurkar

Former Vice Chancellor, Tripura University & UGC Emeritus Professor

Prof. Vijay Kumar L. Dharurkar is a former Vice-Chancellor of Central Unive-rsity Tripura and UGC Emirates Professor in Mass Commun-ication & 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.

Prof. (Dr.) Biplab Loho Choudhury

Professor, Centre for Journalism & Mass Communication, Visva-Bharati, Santiniketan

Dr. Biplab Loho Choudhury (Born 1964) is a Professor in the Centre for Journalism & Mass Communication, Visva-Bharati at Santiniketan, India since 2011. He currently heads the Nation Communication Congress Trust, the organiser of Bharatiya Sanchar Samaroho (Indian Communication Congress). During his 27 years teaching and professional research experience, he went to Hungary, Germany, China, Hongkong, Indonesia, Malaysia, Thailand, UAE and Bangladesh for academic work. Currently, he is in editorial board of Springer, Singapur, Culture & Communication in Contemporary Asia series, and Editor-in-Chief of International Journal of peace Education & Development. His jointly authored book Natyashastra-The Continuity and Change in Indian Communication Theory and Praxis is published from Motilal Banarsidass (1923). Singly authored books include Media Organization Management (2008, Unique, Kolkata), Indian Paradigm of Development Man Standard and Communication (2011, Sampark, Kolkata & Delhi) and Nabo Madhyamer Ruprekha (An Outline of Newmedia in Bengali, West Bengal State Book Board, 2013). His experience includes working as Group-A Gazetted Officer, journalist in two English dailies, lecturer in Assam University, Silchar (1996-2005), and as faculty (since 2005) in Visva-Bharati at Santiniketan. He worked as Principal Investigator and Project Coordinator in Assam University Rural Communication Project (1998-2001), Media Convener in Assam University (2000-2005), and consultant to tea sector and NGOs in Communication and project management.

SPEAKERS

Prof. Diwakar Shukla

Professor & Dean, Faculty of Journalism and Creative Studies and Faculty of Liberal Arts and Humanities, Jagran Lakecity University, Bhopal

Prof. Shukla brings with him a unique confluence of academics and praxis and has more than two decades of specialisations in the fields of Communication for Development, Social & Behavioural change, media research, communication strategies and brand communication, with premier organizations like World Bank, Indian Express, European Union projects and Dutch Bilateral Programme along with over 14 years at the world's largest Communication organisation-Ogilvy. He has facilitated the development of an encyclopaedic study of women in North India and has been widely trained at various global forums including CSR classes at Harvard Business School. As a former Managing Partner of Ogilvy, he designed and led various award winning campaigns in social marketing, cause marketing, media, and CSR, for a global brand portfolio, including Harvard Business School, Hindustan Unilever, USAID, Castrol, Hong Kong Disneyland, WHO, DuPont, Rolls-Royce Motor Cars and the like. He is a winner of numerous accolades including the WPP Crème De La Crème Global Award, BP Helios Award, Dalton Pen USA, ABME and PR Week, among others. A TEDx speaker, he has mentored students as a visiting faculty at premier management institutions. He is a member of the National panel that supports UNICEF's Social and Behaviour Change Communication curriculum development in India. In addition, he holds the office of Secretary-Communication Committee, Association of the Universities of Asia and the Pacific.

Dr. P.V. Satya Prasad

Dean & Associate Professor (Journalism), School of Liberal Arts & Humanities, Woxsen University, Hyderabad

Dr. Satya Prasad is a senior academician, researcher, and author in the field of Journalism and Media Studies, who has worked in reputed higher education institutions both in India and the Gulf region. Dr. Prasad has taught journalism and mass Communication courses at the undergraduate as well as graduate levels. His research expertise is in the domain of print journalism, media literacy, and the digital divide and he has authored a book titled, "Role of Social Media in the Arab Spring Uprising in the Middle East and North African Region. Dr. Satya Prasad has rich exposure to the print media having worked as senior journalist in reputed national media organisations like The Hindu (Hyderabad edition) as well as in Oman Daily Observer (Muscat, Oman) and the Gulf Daily News in the Kingdom of Bahrain. Dr. Satya Prasad is currently the Dean & Associate Professor (Journalism) at the School of Liberal Arts and Humanities, Woxsen University, Hyderabad.

SPEAKERS

Prof. Raghavendra Mishra

Head, Dept. of Journalism and Mass Communication, Indira Gandhi , National Tribal University (IGNTU), Amarkantak, MP

With 16 years of teaching and 5 years of industry experience, Prof. Raghavendra Mishra is currently serving as Professor & Head of Journalism and Mass Communication Department at Indira Gandhi National Tribal University (IGNTU), Amarkantak in Madhya Pradesh. Having specialization on Communication Theory and Research, Public Relations, Traditional Folk Media and New Media, Prof. Mishra has a significant contribution to research with publication of 37 papers, 29 chapters in edited volumes and 50 popular articles. He also authored 3 books and published 5 edited books. He is the member of Academic Council of IGNTU, member of DRC and Board of Studies of various universities. Prof. Mishra also performs as member of Editorial Board of various journals and other administrative responsibilities. He is the Head, Dept. of Vocational Education II and Coordinator of NSS, IGNTU III.

Dr. Nishamani Kar

Senior Consultant, Bharatiya Bhasha Samiti, Ministry of Education, Govt. of India

Dr. Nishamani Kar, a retired Group 'A' Officer of Govt. of India (Ministry of Defence), superannuated from the National Defence Academy (NDA), Khadakwasla, Pune, as Head of English faculty, is presently working as the Senior Consultant, 'Bharatiya Bhasha Samiti' (Ministry of Education, Govt. of India). A Ph.D. from Visva-Bharati, Santiniketan (1994); Dr Kar was a Fellow Associate of the Indian Institute of Advanced Study, Shimla (2001-2004), Post-Doc Fellow of OUCIP (Osmania University Centre for International Programme), Hyderabad (2013). Widely published in many referred national and international journals (Asian Quarterly, Asian Journal of English Studies, The Literary Criterion, Studies in Humanities and Social Sciences, Indian Journal of English Studies, JIWE, and Indian Literature, to name a few) and in 30 Books, he takes a keen interest in English and Indian Bhasha Literature. His book titled: Articulation of the Indian Feminine: Myth and Reality (2013) has been published by Lap Lambert Academic Publishing, Saarbrucken, Germany. He translated major poems of T S Eliot, including The Waste Land and Four Quartets, published in leading Oriya journals. Recently he translated the Odia book Prema Taranga into English titled Love Ripples, which has been published, with an Overview from Prof. Ganeshi Lal, Hon'ble Governor of Odisha, by Gyanayuga Publications in March 2022. A well-known researcher (a registered Research Guide of Utkal University, Bharati Vidyapeeth Deemed University, Pune and Symbiosis International University, Pune), he has already guided 08 scholars for their PhD in English so far, and 04 others are currently working under him in different areas like Comparative Literature, Indian Writing in English and Culture Studies. He has addressed academic gatherings at International and National conferences as Resource Person at BHU, MU, EFLU, OUCIP, and Utkal University.

SPEAKERS

Prof. Ravindra Kumar Vemula

Professor & Head, Department of Journalism and Mass Communication, The English and Foreign Languages University, Shillong

Prof. Ravindra Kumar Vemula heads the Department of Journalism and Mass Communication in The English and Foreign Languages University, Shillong, India. His research interests are in development communication, health communication with special interest in HIV and AIDS, new media, communication policy and analysis. He was the co-chair of the Health Communication and Change Working Group of the International Association for Media and Communication Research (IAMCR) (2011-2019). He is also involved in many national and international projects. He was the country coordinator for India during the BRICS media systems study which was funded by University of Tampere, Finland. This project was concerned with comparing media systems and journalism doctrines in the new coalition in global politics known as "BRICS" – Brazil, Russia, India, China and South Africa. He is currently involved in an international collaborative project with NIHSS, South Africa, where the localised responses of community engagements during covid-19 is studied. He has published extensively in indexed international journals and books. His latest book is Health Communication and Sexual Health in India: Interpreting HIV & AIDS Messages in India published by Routledge. His other edited book is Health Communication in the Changing Media Landscape: Perspectives from Developing Countries, published by Palgrave-Macmilan (2016). He is currently working on his upcoming book on Communication for Development- Theories and Practices, to be published by Routledge.

Dr. Abhijit Roy

Professor, Department of Film Studies, School of Media, Communication and Culture, Jadavpur University, Kolkata

Dr. Abhijit Roy is a Professor in the Department of Film Studies, and formerly Director, School of Media, Communication and Culture, Jadavpur University. He is on the editorial boards of Studies in South Asian Film and Media, Journal of the Moving Image and International Journal of Politics and Media. Roy has received visiting fellowships from Maison des Sciences de l'Homme (Paris, 2006), IIAS (Shimla, 2009), University of Oregon (Eugene, 2017) and Fu Jen Catholic University (Taipei, 2019). He has co-edited Channeling Cultures: Television Studies from India (OUP, 2014) and written a book on Sergei Eisenstein (Papyrus, 2004). His research projects have been supported by government of India, UNICEF, USIEF and National University of Singapore. His present project, supported by British Council, is aimed at developing a training programme for reporting women's sports. Interested in alternative media practices, Roy has worked with his students to create a number of websites on urban sustainability issues.

SPEAKERS

Prof. Farhat Basir Khan

Professor, Centre for Media and Mass Communication Studies, Jamia Hamdard University, New Delhi

Prof. Farhat Basir Khan is a distinguished educator and researcher with more than 40 years of experience in academia and industry. He is currently a professor at Jamia Hamdard University and has played a significant role in establishing the AJK MCRC at Jamia Millia Islamia as a leading centre for electronic media education. He taught at MCRC for 35 years since the first batch of students and was the first professor of media and communication and the Maulana Azad Chair Professor. He founded several institutions including the Department of Design and Innovation at Jamia Millia Islamia and the APEX Academy in New Delhi. He has published numerous articles in leading journals and authored a groundbreaking book, *"Games of Vote: Visual Media Politics in the Digital Era,"* which has earned praise from prominent figures like Former President Shri Pranab Mukherjee and Hon'ble Governor of Kerala Shri Arif Mohammad Khan. He has curated exhibitions and run campaigns addressing critical issues and played a key role in the development of Swayam MOOC programs. Professor Khan's achievements include the production of 50 years of official commemorative audiovisuals for UNICEF India and WHO.

Prof. Narendra Kaushik

Dean, School of Mass Communication, JECRC University, Jaipur

Prof. Narendra Kaushik is a former editor, international author, columnist, motivational speaker, and currently the Dean, School of Mass Communication, JECRC University, Jaipur. He became a journalist after quitting a cushy job with Comptroller & Auditor General of India (CAG), and became an editor in less than 15 years. He worked with almost all genres of print and digital media including dailies, weeklies, monthlies, quarterlies, tabloids, and broadsheets, foreign publications based in Southeast Asia, Gulf region, and Europe. During his over two and a half decades in journalism, he broke news and did exposes on 2001 Parliament attack, match fixing case, international terror syndicates, underworld, and Baba Gurmeet Ram Rahim. In 2020 and 2021, his book Mahatma Gandhi in Cinema was published in London. The book was written about across India with major publications like The Hindu, Deccan Herald, National Herald, The Free Press Journal, Kashmir Times, and Outlook magazine having interviewed him or written about the book after interviewing him. In 2013, he was part of a project on Electoral Democracy funded by European Network Research Programme. The London School of Economics and Political Science was the Chief Investigator in the project. He wrote a study on Indian democracy after having spent around a month in Dalli Rajhara, a mining town in Chhattisgarh. He has covered a good number of parliamentary and state elections. He has been addressing World Ramayana Conference (WRC) since 2016 and has spoken in three conferences so far. In the last WRC in 2023, he spoke about Communication Lessons in Valmiki Ramayana).

SPEAKERS

Shri Sourya Sundar Das

Senior Advocate, Orissa High Court, Cuttack

Sourya Sundar Das is a name synonymous with excellence in the field of law and a distinguished senior advocate at the Orissa High Court, Cuttack. With a legal career spanning decades, Das has earned a reputation as one of the most accomplished and respected legal professionals in the region. His practice is as diverse as the cases he handles, covering a broad spectrum of legal matters with exceptional expertise. Having spent years honing his legal skills, Das has amassed a wealth of experience in representing clients across various types of cases. His versatility as an advocate is one of his defining characteristics, and he is known for his adept handling of complex legal issues in diverse areas of law. However, what truly sets Das apart in the legal fraternity is his exceptional work in matters related to the National Company Law Tribunal (NCLT), where he is an elected Vice President of the NCLT Practitioners Association. His expertise in NCLT cases has made him a sought-after authority in corporate and insolvency law. His extensive knowledge, coupled with a keen understanding of the intricacies of the NCLT, has consistently delivered favorable outcomes for his clients. Das is not just a legal luminary but also a dedicated advocate of justice. His unwavering commitment to upholding the principles of fairness, ethics, and the rule of law has earned him the respect and admiration of his peers, clients, and the judiciary. Shri Das has contributed significantly to legal education and is often invited to share his wisdom and experience with aspiring lawyers.
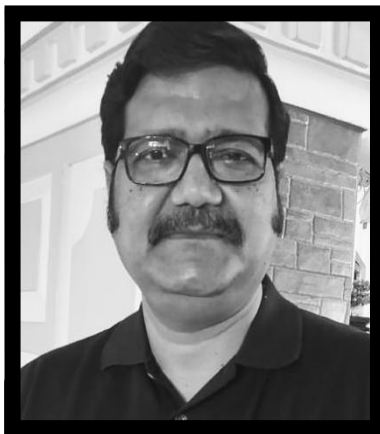
Dr. Lokesh Sharma

Associate Professor and Head, Department of Journalism and Mass Communication, Banasthali Vidyapith University

Dr. Lokesh Sharma is associate professor of Journalism and mass communication with 14 years of experience in teaching, research and administration. He is also a community radio expert having experience of 18 years in community radio programme production and station management. Currently, Dr. Sharma is serving Banasthali Vidyapith (A++ Graded University) as associate professor and head of the department of Journalism and Mass Communication. He is also looking after the Banasthali Community FM radio station (Radio Banasthali 90.4 FM) as station manager. Started career with E-TV Rajasthan, Jaipur (India) in December 2000 and served the TV channel for about 5 years then joined the esteemed university (Banasthali Vidyapith) in 2006. Contribution in establishment of community FM radio station and commencement of Journalism & Mass Communication programs at the university are recognized as key achievements of his services at the university. Community Broadcasting, Community Journalism, Broadcast Journalism (Radio & TV) and development communication are the major areas of his research interest. He has authored and co-authored research papers which have also been published in SCOPUS and reputed peer review journals. He has authored a book on community radio. He has participated and presented in more than 60+ international and national conferences on journalism and mass communication. He has also worked as co-investgator in the research projects sponsored by CEMCA, UNICEF and DST.

SPEAKERS

Prof. Navaneeta Rath

Professor of Sociology and Chairperson, PG Council, Utkal University, Bhubaneswar

Post-graduating from the Department of Sociology, Utkal University, Prof. Rath joined the Odisha Educational Service in 1989. She then completed her M.Phil. degree and obtained her Ph.D. from Utkal University. She also got her post-Doctoral degree from the University of Wuppertal, Germany. She has completed 34 years of teaching while in between she served as a full-time consultant to the World Bank from 1994-1997 and UNDP from 1999 to 2001 on Foreign Service deputation. Currently, she is a professor the Department of Sociology at Utkal University. She also had the opportunity to serve as the Director of the School of Women's Studies, Director of self-financing Courses, Director of HRDC, Utkal University. Her areas of interest hover around Gender Studies, Sociology of Environment and Climate Change, and Development Studies. Her publications throw light on women's issues, women in the development process, and the role of institutions in transforming women. Now her major publications in Elsvier and Springer, relate to environment and natural resource management and the anthropogenic components. She has more than 50 articles published in various national and international journals. She has authored one book, 4 textbooks, and 4 occasional papers and is an editor of 5 books, published by various reputed national publishers. She is guiding the publication of textbooks on gender for primary and secondary schools in Odisha. She has completed almost 19 projects in her capacity with organizations like the World Bank, ILO, European Commission, German Agro Aid, UNICEF, Prem Plan, OXFAM, ONGC, etc. She is a member of the Institutional Ethics Committee of AIIMS and Kalinga Hospital. She is currently focusing her research interest on climate change and local communities. She is a member of the State Commission for Backward Classes.

Prof. Mira K. Desai

Head, University Department of Extension & Communication, SNDT Women's University, Juhu Campus, Mumbai

Mira K Desai is Indian scholar working across three academic disciplines- gender, development, studies and media for over three decades. She has contributed to the domains of development communication, India television studies, Indian media education balancing theory and practice. Currently, she is heading the University Department of Extension & Communication at SNDT Women's University, Juhu Campus, Mumbai. She has many publications to her credit. She is associated with number of institutions for teaching, research, course writing, paper setting, examination, PhD or other assessments, Interview Panel Subject/research expert and other academic endeavors.

SPEAKERS

Dr. Padma Rani

Director, Manipal Institute of Communication

Dr. Padma Rani joined Manipal Institute of Communication (MIC) in 2010 as a Reader. From December 2017 to today, she is serving as Director of Manipal Institute of Communication, a constituent unit of Manipal Academy of Higher Education (MAHE); an institution of eminence by the Government of India. Before joining MIC, she was the Head of Communication, M.O.P. Vaishnav College for Women (Autonomous), Chennai, India. She was a visiting faculty to University of Applied Sciences, Bremen, Germany on a DAAD scholarship in 2013 and as Visiting Professor to Technical University, Nuremberg, Germany in 2016. Her passion for research and publishing has motivated her to lead the Global Media Journal-Indian edition from 2017. Recognizing her passion for research she was granted an Intra-Mural grant and made the coordinator of Media Research center. She has successfully guided PhD students in areas of Digital media, mhealth, alternative media, Gender. She is active in bodies like AMIC, IAMCR and ICA.

Mrs. Tanaya Patnaik

Editor, Sambad Group, Bhubaneswar

Tanaya Patnaik, who heads the print, radio, television and digital wings of Odisha's no.1 media house, Sambad Group, is an alumnus of the prestigious Warwick Business School in England. She is extremely passionate about new media and has been pioneering the group's foray into digital platforms. She identifies herself as a proud Odia and actively promotes Odia culture via Sambad Group's various platforms. Tanaya is also keen about the 'Street Store' project and was instrumental in introducing this concept in India for the first time in 2014. She facilitated the 'Sambad 100 Women Edit-a-thon' aimed to create and edit biography articles of notable Odia women on Wikipedia in Odia and also orchestrated an exclusive open mic for women called 'UNZIP' to commemorate International Women's Day which organizes innovative, women centric events. Her very own monologue series 'Pause with Tanaya Patnaik' sheds light on various issues, personalities and places relatable to the current trends, along with Odia tradition and culture. A fervent enthusiast within the realm of theatrical performances, she embarked on a creative endeavour by founding Choklate Productions. This venture bore fruit with the creation of a widely acclaimed play titled "Ahe Nilashaila."

SPEAKERS

Prof. Pradeep Mallik

Professor of Mass Communication and Head, Department of Languages, Literature & Aesthetics, Pandit Deendayal Energy University

A communication teacher with more than 25 years of experience in print, broadcast and new media, Dr. Pradeep Mallik follows a multi-disciplinary approach to communication study, teaching, research and practice. He has worked with media houses like The Times of India, Business India, India Abroad, Bhaskar Corporation and has served as Executive Editor and Resident Editor. Currently, he is a Professor of Mass Communication and Head of the Department of Languages, Literature, Aesthetics at School of Liberal Studies, Pandit Deendayal Energy University (PDEU), Gandhinagar. A graduate of IIMC, New Delhi, Dr. Mallik has also studied at Tata Institute of Social Sciences (TISS), Mumbai, and Gujarat University. He attended the summer school at Sacred Heart University, Connecticut, in the US, to update his audio-visual skills. Dr. Mallik has supervised PhD scholars and sat on several Doctoral Committees. He has authored/co-authored three books. Chapters written by Prof. Mallik have appeared in about a dozen edited volumes.

Dr. Manasvini M Yogi

Former Associate Professor, University of Delhi

With more than 40 years of experience, Dr. Yogi was the brain behind the establishment of Delhi School of Journalism, University of Delhi in June 2017 and she was the first OSD from 2017 to 2022. She retired from service as Associate Professor, Philosophy in February 2020 at Indraprastha College for Women, University of Delhi. During her academic journey, she has been honored with 'Sankalpa Se Siddhi Award' State Hope and Faith Foundation and Shuruaat (NGO), International Award for Lifetime Achievement by International Venus International Women Association- Women Achievers Award and Women Achievers Award by State Prachi Education Society. She got here PhD degree in Philosophy on the topic 'Euthanasia: Its Moral Implications' (University of Delhi), PhD in Mass Media on 'Study of Tools of Advertising and its Ethical Implications' from New World Mission Dunamis International University (NWMDIU), South Africa and M.Phil in Philosophy (University of Delhi) and MA in Philosophy –Gold Medalist (University of Delhi), Diploma in Journalism (Symbiosis, Pune) and Masters in Journalism and Mass Communication with Gold Medal from Guru Gobind Singh Indraprastha University (GGSIPU). She specializes on aesthetics, Indian Philosophy, Applied Ethics, Media Laws and Media Ethics. Dr. Yogi has many publications like articles in Journals and books to her credit.

SPEAKERS

Dr. Devender Bhardwaj

Assistant Professor, Department of Journalism, Delhi College of Arts & Commerce, University of Delhi

Dr. Devender Bhardwaj is an esteemed Assistant Professor and Teacher-in- charge at the Department of Journalism, Delhi College of Arts & Commerce, University of Delhi. Prior to his academic endeavors, he completed a specialised course as Defence Correspondent organized by the Ministry of Defence, Government of India, adding a unique dimension to his rich experience in the field. With prior experience as a Political Correspondent for esteemed news networks including ETV News-Network 18 and India News, he brings a wealth of expertise to his academic role. As an alumnus of the esteemed Indian Institute of Mass Communication, he has contributed significantly to the field through the publication of numerous research papers, books, and chapters on diverse topics. Demonstrating a strong commitment to advancing academic discourse, Dr. Bhardwaj actively participates in various seminars and conferences as a speaker and session chair.

Shri Snehasis Sur

President, Press Club of Kolkata, Former Principal Correspondent, Doordarshan, Kolkata

An iconic journalist, Snehasis Sur is currently the President, Press Club of Kolkata. Shri Sur was the Television News Correspondent in the Scale of Deputy Director General for Doordarshan, Kolkata. He has been the recipient of multiple awards in the field of journalism. He has been teaching for decades in prestigious institutions such as University of Calcutta, Jadavpur University, Visva-Bharati University and Indian Institute of Mass Communication (IIMC), Dhenkanal. He has also authored many books and published multiple papers.

Dr. Fakir Mohan Nahak

Professor School of Media & Communication, Manipal University Jaipur

Dr. Fakir Mohan is having a PhD Degree in Journalism and Mass Communication from Berhampur University, Odisha. He is an M.Sc. in Environmental Science and a Gold Medallist in MJMC (Master of Journalism and Mass Communication) from Berhampur University. Dr. Nahak is a journalist turned academician. He started his career as a casual announcer in All India Radio by qualifying an audition test during his college days. He is a broadcaster and worked with major television networks of India like ETV Network, Eastern Media Limited, News18 network, Zee Media Corporation etc. He has also freelanced for Doordarshan and Akashvaani. Dr. Nahak has more than 24 years of experience in industry and academia. Formerly he was the Professor & HoD of University Institute of Media Studies, Chandigarh University. Presently Dr. Nahak is working as the Professor and HoD of School of Media and Communication, Manipal University Jaipur. He is a professional storyteller, author, and social researcher. He has edited and authored 7 books and hundreds of articles.

ABSTRACTS

Redundant Dissemination of Obscene Remarks through OTT Platforms: Qualitative Framing Analysis of Mirzapur, The Family Man, and Pataal Lok

Dr. P.V. Satya Prasad

The shift from linear to non-linear audio-visual viewing seems to have democratized content creation and distribution. In recent years, the OTT platforms in India have witnessed exponential growth, with a plethora of original content emerging across various genres. This study employs a rigorous qualitative approach to assess the prevalence, nature, and context of obscene remarks within Indian web series available on OTT platforms. Through a systematic examination of selected Indian web series, namely Mirzapur, The Family Man, and Pataal Lok, the researcher seeks to identify recurring themes, motifs, and narratives that may contribute to the perpetuation of obscene content.

Additionally, the researcher analyses the impact of such content on societal norms, values, and viewer perceptions. The inclusion of obscene remarks in "The Family Man" serves a narrative purpose, as it aims to depict the gritty and realistic aspects of the espionage and crime world it portrays. While "Mirzapur" explores the lives of mafia families, law enforcement, and corrupt politicians, where strong language is a part of their everyday interactions. This choice of language adds authenticity to the narrative and reflects the harsh realities of the characters' lives. The use of obscene remarks in "Pataal Lok" is intended to create an authentic portrayal of the complex and often harsh realities it explores. The series delves into the depths of crime, corruption, and the criminal justice system, where strong language reflects the challenging and grim circumstances in which the characters find themselves.

The research findings illuminate a complex landscape where the redundancy of obscene remarks serves both creative and commercial interests. While these remarks can contribute to character authenticity and plot development, their overuse may also raise questions about artistic restraint and the potential desensitization of viewers. This analysis provides insights into the evolving discourse on content standards, artistic freedom, and the ethical responsibilities of content creators and platforms.

Keywords: *Qualitative Framing Analysis, OTT Platforms, Indian web series, Viewer engagement, Social Responsibility*

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Impact of Social Media-Promoted Popular Culture: Myth and Reality

Dr. Awa Shukla

This research delves into the influence of the interconnectedness, between media and popular culture. It explores how the prevailing trends, beliefs and aesthetics promoted on these platforms infiltrate facets of society such as fashion, language and societal norms. Additionally it investigates whether social media fosters a popular culture or encourages the development of diverse subcultures. An in depth examination of how social media shapes personal identity formation and self perception is also a focus of this study. It contemplates the ways in which online personas and curated representations of reality can impact aspirations and self worth. Furthermore it discusses how social media can serve both as a tool for expression while also imposing limitations. Lastly the paper evaluates the implications associated with culture driven by social media.

This includes concerns regarding authenticity, privacy issues and the commodification of experiences. The responsibilities held by platforms, content creators and users, in minimizing harm while fostering a cultural ecosystem are thoroughly scrutinized. In summary this research provides an analysis that debunks misconceptions while acknowledging the significant influence that social media has on popular culture. This research adds value to the conversation, about the relationship, between media and the Cultural Revolution by offering a well rounded viewpoint.

Moreover this research delves into the influence of the interconnectedness, between media and mainstream culture. It explores how the trends, ideologies and aesthetics endorsed on these platforms seep into aspects of society such as fashion, language and social norms. Additionally the study evaluates whether social media fosters a culture that erases diversity or nurtures a range of distinct subcultures.

Furthermore this investigation critically analyzes how social media shapes personal identity formation and self perception. It examines how online personas and curated portrayals of reality can impact aspirations and self confidence. The study also considers how social media can simultaneously empower individuals to express themselves while placing limitations on expression.

Finally, this paper scrutinizes the implications associated with culture driven by social media. It assesses concerns regarding authenticity, privacy issues and the commodification of experiences. It evaluates the responsibilities shared by platforms, content creators and users in ensuring harm while cultivating a cultural environment.

In conclusion, this comprehensive study offers a nuanced examination of the influence of media, on culture. It dispels misconceptions while acknowledging its impact. This research adds insights, to the conversation about the relationship between digital media and the Cultural Revolution by offering a well rounded viewpoint.

Keywords: *Popular Culture, Identity Development, Cultural Spread, Ethics and Social Norms*

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Media Based Education and Learning Solution

Prof. (Dr.) B.C. Mahapatra

Education is the nuclear part for social development and identity. Education through the interventions of Instructional Technology, Learning Technology and Media Technology re invented our education system with the ethos of Student Centric Learning. Media is playing crucial role from primitive to modern society for educational ultimate goal fulfilment. The multimedia education is increasing the amount of information distributed and the speed and reach of distribution and information processing; it is also increasing the capacity for discriminating distribution, interactive and individualized reception, and accelerating ideological exchange, resulting in advantages for the biggest information providers.

Among their primary objectives educational systems list the development of the individual's ability for self-expression and communication through writing, music, sculpture, etc., but evidently comprehension skills carry more weight in formal education. For students, success in school is based on understanding teachers' messages, and teachers' professional success, as well as the success of the educational system itself, is based on their interpretation of policy. Under the developing and developed society race media role making a zircon for overall development.

Keywords: *Instructional Technology, Learning Technology and Media Technology, Media-based education*

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A Theoretical Analysis of New Media as a Potential Threat to Democracy in India

Dr. Pratima P Mutyala

As the world's largest democracy, India has demonstrated multiple shades and meanings of the socio-political system of governance in the past seven decades. In the decades after independence, Indianprint and broadcast media have playedimportantrolesin the democratic processes and in formation of public perceptions about how democracy works. New media is a totally different medium of communication that has great creative as well as destructive forces. Unlike other forms of media, regulation and monitoring of voices and opinions on the internet is not feasible, maybe not even desirable. But it is a fact that fake news, misinformation and propaganda have found the perfect means of reaching widest possible audiences through new media. Democracy as a political system of governance established hundreds of years ago, was not built for social, behavioural and technological changes of this magnitude. How it adapts to the new realities of society today is a poignant question.

This paper is an attempt to apply the established and accepted theories of mass media to New media, particularly Social media and online news using qualitative method of conceptual analysis. It explores both positive and negative effects that new media has on key democratic processes and focuses on the later as a precaution. The effects that threaten to weaken the foundations of our democracy and must be dealt with firmly.

The paper highlights the dichotomies, strengths and weaknesses, opportunities and threats related to New media technologies in the context of Indian democracy.It begins with identifying the core values of Indian democracy as envisioned in our Constitution. Next the role of new media is analysed in terms of its social responsibilities followed by examining of functioning of Indian media in terms of its (a) investigative role in keeping government open and accountable, and (b) informative role by way of communication between government and the public. Using methodology of extensive review of literature and concept mapping, the paper points out the potential threats posed by new media forms to the functioning of a healthy democracy. Secondary data is presented to support the theoretical arguments. The paper proposes anew concept linking formation of 'filter bubbles' and 'echo chambers' in the context of social media and presents its implications. It concludes with suggested approaches to using new media to strengthen democracy and advocates media literacy campaigns as one of the effective ways to counter and proposes a few strategies to counter these negative effects.

Keywords: *Democracy, New Media, Social Media, Filter bubbles, media literacy*

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Dalit Perspective in Movies: A Comparative Study on Dalit Filmmakers vs. Non-Dalit Filmmakers of Indian Cinema

Dr. Anusuah. R

Dalits and Women face prejudice due to the prevailing Caste system in India, which is deeply embedded in social norms, and impedes the accomplishment of constitutional specifications against untouchability. Lower-caste people including marginalized communities had been marginalized and neglected for hundreds of years due to the forces of dominant caste people's priorities. The Dalit community in India faces significant underrepresentation in majority of the society which includes the entertainment industry; they have toiled as daily wages and labourers and are unrecognised.

In recent years, Dalit perspectives started to reach the public due to some Filmmaker's lateral ideology and increase in equal opportunities in education. The perspectives of Dalit ideologies differ between learned perspective and lived perspective. The aim of the paper is to examine the Dalit ideologies reflected in the recent Indian film industry by Dalit filmmakers and non-Dalit filmmakers through qualitative analysis. It focuses on the potential pitfalls, misrepresentations, and understanding and expressing Dalit ideologies, due to differences in the learned and lived experiences of the filmmakers. In the last two decades, notable filmmakers such as Pa.Ranjith, Vetrimaaran, Nagaraj Manjule, Sanal Kumar Sasidharan, Anubhav Sinha and T.J Gnanavel from Indian cinema have contributed to the portrayal of Dalit experiences and issues in their films, often providing a unique and socially conscious perspective. Their films have attained a huge hit at the box office and are critically acclaimed due to theirintriguing plot and perspective.

The research findings contribute to a deeper understanding of the characterization and concepts these filmmakers try to convey using the film language.

Keywords: *Dalit filmmakers, Dalit films, Discrimination. Underrepresentation, Dalit perspectives*

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Theatre to Celluloid: A Critical Study on Adaptation of Shakespearean Dramas to Malayalam Cinema

Mr. Amaljith N. K

Shakespearean dramas are timeless works of literature that have captivated audiences across the globe for centuries. Their universal themes and rich characters have provided fertile ground for artistic exploration and adaptation in various mediums, including cinema. Malayalam cinema also known as Mollywood, holds a significant and unique place in the Indian film industry. Renowned for its artistic excellence, storytelling prowess, and rich tradition of meaningful cinema, Malayalam cinema has made a profound impact both nationally and internationally. In the realm of Malayalam cinema, filmmakers have embraced the challenge of bringing the essence of Shakespearean dramas to the regional context, blending Bard's genius with the unique cultural nuances of Kerala.

Over the years, filmmakers in the Malayalam industry have successfully brought Shakespeare's timeless works to the local cultural context, offering fresh perspectives and innovative interpretations.

These adaptations have not merely been direct reproductions of the original plays but have incorporated elements of the local culture, traditions, and social dynamics, making them relatable to the Malayalam audience. Directors and actors have expertly blended Shakespeare's universal themes with the specific cultural nuances of Kerala, resulting in compelling narratives that resonate with both Shakespeare enthusiasts and regional cinema lovers. This research critically explores the adaptation of Shakespearean dramas to Malayalam cinema, examining the creative interpretations, cultural resonances, and impact on the audience. Qualitative content analysis is used as the methodology for the research.

Keywords: *Media, Society, Cinema, Drama, Adaptation, Shakespeare*

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Impact of Digital Media Platforms in the Field of Open and Distance Learning: A Case Study of Krishna Kanta Handiqui State Open University

Dr. Trisha Dowerah Baruah

Digital media technologies and platforms are increasingly used on a wide scale in the field of education more specifically in the field of open and distance learning. Distance education has indeed come a long way from the Correspondence model to the Intelligent Flexible Learning model. With every passing year, news technologies and digital platforms have changed the way communication takes place. Digital media takes several different forms, such as email, video, websites, photos, and slideshows.

The platforms are most beneficial with the use of advanced technological devices, such as iPads and laptops that have also been implemented in many classrooms. In order to analyse the impact of digital media technologies and platforms in the field of ODL, Krishna Kanta Handiqui State Open University (KKHSOU) has been taken as a case study. This is the first and the only State open university of India's North-East. The website of the University (kkhsou.ac.in) serves as an important medium of dissemination of information to the learners and other stakeholders of the University. The website of the University has a plethora of features like information about the University (including governance), the different school of studies, research wing, learner's corner, information about the examination, study centres, links to digital library and eBidya, E-services and other important links. These days the emphasis has shifted from e-learning to u-learning which is an amalgamation of e-learning and m-learning that allows learning to take place independently of time and place. Since learners in open and distance learning system are not in direct face to face contact with the instructors, so they are provided with learners' support services which can facilitate the teaching-learning process.

Qualitative analysis will be followed in this particular study where the different online learning platforms and digital media tools will be analysed and studied in depth for their applicability. This study will explore the feasibility of online web portals and other digital media platforms offered by KKHSOU in disseminating knowledge and information to the learners.

Keywords: *Digital media, web portal, Open and Distance Learning, Krishna Kanta Handiqui State Open University*

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Navigating India's Digital Streaming Frontier:
Trends and Transformations

Dr. Anshuman Rana* & Prof. (Dr) Neeraj Khattri**

In the last decade, digital streaming platforms have fundamentally transformed the television landscape in India, ushering in an era of on-demand, personalized entertainment. Government initiatives such as Digital India, aimed at providing high-speed internet and affordable subscriptions, have positioned India as a significant player in the global over-the-top (OTT) services market.

Remarkably, this market has experienced a remarkable 20% growth, boasting over 420 million viewers and 120 million active paid subscribers. The average daily streaming time has also increased significantly, exacerbated by the impact of the pandemic. This descriptive research paper looks into the ways in which digital streaming has revolutionized viewing habits, content creation, and distribution, exerting a profound influence on the traditional media industry.

Moreover, it anticipates a promising future for the industry characterized by hybrid streaming services, technological advancements, and a commitment to diverse content creation. The undeniable impact of streaming services on India's entertainment landscape continues to drive ongoing transformations in how entertainment is consumed.

Keywords: *Digital streaming, OTT services, Indian television, content revolution, audience trends.j*

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Enabling Skill Development Training through Digital Initiatives among Higher Education Institutions in Tamilnadu, India

Dr. S. Hemamalini

Digital platforms with attractive gamification and artificial intelligence have captured the Indian education regime in real-time. Inter-disciplinary skills, reimagining classroom education, blended learning experience and understanding even game theory along with the advancement in technology leads to an collaborative approach towards e-learning/online learning/digital learning. The diversified platforms motivate the digital native learners for online certification, test preparation, and in skill development.

This study focuses on the drastic behavioural change towards education among the rural youngsters in Tamilnadu, India. The geographical reach of these digital learning and its scalability is explored to understand the potential growth opportunities, challenges and its sustainability to empower the rural youth. An online survey was administered among 1112 students from various districts of Tamilnadu to identify the penetration of skill development programmes conducted among the youngsters in the year 2022-23.

The study identifies emergence of new digital native learners due to the new and more cost-efficient methods provided by various online programmes. Digital divide parameter is found to be narrowed down due to the various interactive algorithms and parameters adapted by the youngsters and organisations. The respondents stated that the major challenge was internet connectivity and availability of smart phone. The research also concentrates to identify the student outcome and perception towards individualized education.

Keywords: *Digital learning, skill development programmes, media and information literacy, Digital divide, digital native learner*

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Revisiting Manifestos: An Assessment and the Prospects for the upcoming Indian General Election 2024

Dr. Sana Absar & Dr. Ishan Tripathi

India is the largest democracy and a land of multi-party political system. During the wake of the election, every single party attempted to seize the attention of the citizenry, as they recognized their need to be legitimized by this set of political actors in India. In the phase of technological progression, while social media and alphanumeric expertise have traded almost all the old formats of communication among these three actors of political communication, the political parties too opt for more prompt forms of communication. What remains static is the party manifesto, a declared statement that is put into the movement as the proposed policy documents. In the same venture, almost a decade ago, India witnessed a political shift that was projected through the manifesto of the political party that is enjoying the position of the current Indian government.

This research paper aims to analyze the released manifestoes of two national-level political giants in India, the BJP and INC, for the 2014 and 2019 general elections in India. It aims to explore the pattern of issues that are being addressed in the manifesto and to make predictions for the upcoming manifestoes of the 2024 general election for both parties. The researcher has used the abductive reasoning method to make abductive predictions based upon the previous manifestoes of the BJP and INC. After following the process of detailed exploration, examination, selection, and explanation, predictions have been given. Analysis explored that both political parties have their own exclusive issues of concern apart from common concerns, and these new set of issues will be posed in the manifesto of the 2024 general election.

Keywords: *Prediction 2024, General Election 2024, Manifesto Analysis, Indian Politics, Political Shift*

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Artificial Intelligence: Transforming the Future of Indian Education System

Mr. Sribalaji Ravi* and Dr. S. Hemamalini**

Technological advancements in the education diaspora have given rise to drastic changes from ebooks to adaption of AR (Augmented Reality) and VR (Virtual Reality). Use of various edutech applications and devices among the learners has changed the scenario of the learning process to a great extent. In depth learning and understanding of knowledge is effortless due to the daily advancements in education technology. Artificial intelligence has started to revolutionise with its automation in the 4.0 industry revolution which requires more regulations and policies to make it legal without disturbing the future human development and their intelligence.

This study focuses on the various artificial intelligence (AI) technological tools adhered to improve the learning process among the students leading to an eminent digitalisation learning environment. Machine learning and data mining done by AI applications to communicate the parent natural language model creates various other applications. This is a phenomenological qualitative study that seeks to understand the essence of adaptation towards AI interfaces for education. The opinions and experiences of students using AI tools for their assignment, study and projects are highlighted. The pros and cons of AI use in the education diaspora are listed out for future research activities. The paper also highlights various attributes to provide insights of how artificial intelligence can be used to provide adaptive, engaging, and effective learning contents across multiple topics and various levels of education. The study points out the important aspect of integrating artificial intelligence into educational content production that can lead to efficient and personalised learning experiences for both learners and educators.

Keywords: *Artificial Intelligence, Education, Augmented Reality, Virtual Reality, Digital learning*

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Analyzing the Impact of Social Media on Young Women

Dr. S. Ajantha Thamayanthi Baylis* & Dr. G. Balasubramania Raja**

Social interaction has diversified into the realm of online communication, which is any communication that is enabled by the use of computers and the Internet. Communication technology has a global reach where individuals can collaborate, share, and learn through information. We connect with the world through social media. The purpose of the study is to investigate the influence of social media on the perception of young women's social lifestyle. A field survey was done among young women aged between 20 and 25 in the Kanyakumari district. The respondents were selected through a random sampling. The data was collected through a questionnaire.

The study aims to discuss the perception of social media in the cognitive, emotional, and moral dimensions. The findings include how social media refines females to think, interact, and communicate in their social lifestyle. It also highlights the extent to which social media changes the social lifestyle of female students. The study was able to discover the impacts of social media usage on young women.

Keywords: *Impact, Women, Social Media, Cognitive and Social Lifestyle*

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Present & Future of Television in India:
A Perfect & Predictable Example of Media Convergence

Saikat Majumdar

The writing was on the wall since long and eventually it happened - TV viewing habits have changed the medium itself. If new & advanced technology and evolving platforms is the primary reason the Covid pandemic worked as a quite strong catalyst. Watching TV used to mean sitting on the couch in front of a television set, but that's changed significantly. As we slowly emerged out from the shadow of the pandemic, the shift from TV-style appointment viewing to streaming has already happened, especially for younger people. Over 50% of streaming viewers are under 35; viewers ages 60 and up said they spend only 14% of their entertainment time with streaming services, but those ages 15–29 said they spend 22% of their entertainment time with streaming.

Digital media has created a clear division between appointment viewing & binge watching. While appointment viewing is the traditional viewing of content live or when it is broadcast, typically in a once-weekly format, binge watching is defined as, long periods of focused, deliberate viewing of sequential television content that is generally narrative, suspenseful, and dramatic in nature. Younger viewers have almost stopped watching traditional TV channels, with 90% of 18 to 24 year olds favouring their preferred streaming service. Viewers aged 16 to 24 spend an average of just 53 minutes a day watching traditional broadcast TV—a fall of two-thirds over the last decade–and seven times less than those aged 65 and over. Those aged 65 & more still spend about a third of their waking day, almost six hours, watching broadcast TV—slightly higher than a decade ago. Audiences' viewing styles, activities and reasons have clearly shifted over the past several years, and change is unlikely to stop anytime soon.

This paper will try to focus on the developments & changes that took place in recent years in the television viewing habit of the Indian consumers, the subsequent changes taken place in the industry & also the factors & reasons behind it. The researcher has adopted content analysis method to analyze some Television programmes, live telecast & graphical representation of the audience number.

Keywords: *Television, OTT, Audience, Youth, Digital, media convergence*

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Information & Communication Technology:
A Boon to Rural Farmers

Dr. Gayatri Kar

India's population is expected to surpass 166.80 Crore by 2050 and agriculture has to focus on more production of nutritious food to meet the growing demand and ensure food security to all. It has to generate jobs, improve incomes and contribute to poverty eradication and rural economic growth. Agriculture is increasingly becoming knowledge intensive and most of the farmers have limited access to markets to sell their produce and financial services, poor access to education and weak information flows.

By using Information and communication technology, the farmers at large will be able to take complex decisions such as how to use their land, which crops to produce, the market for buying inputs and selling their products. Several apps are now available and many more can be developed to help farmers access authentic, accurate and timely information related to high yielding variety seeds, production enhancing and cost minimizing farming practices, efficient use of water etc.

Digital agriculture promotes sustainable farming practices by minimizing the use of water, fertilizer and pesticides, farmers can reduce the environmental impact, conserve the resources and protect the eco-system. Information and communication technology has the potential to revolutionize Indian agriculture in terms of raising productivity and profitability per unit area and proper utilization of resources.

Keywords: *ICT for farmers, agricultural communication, sustainable farming practices*

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Cultural Communication through Cuisines:
A Case Study on Karnataka Cuisine

Ragini B

Karnataka cuisine, hailing from the southwestern region of India, serves as a robust conduit for the expression of culture. This in-depth case study probes the intricate tapestry of Karnataka's culinary heritage, illuminating its capacity to convey time-honored traditions, historical narratives, and foundational values. Noteworthy for its diverse spectrum of flavors and regional nuances, Karnataka's gastronomy encapsulates the very essence of the state's cultural identity.

The scientific research navigates through the historical and geographical influences that have profoundly shaped Karnataka's culinary landscape. In the coastal regions such as the Karavali, an abundance of seafood-based gastronomy takes center stage, whereas the northern plains emphasize the cultivation and utilization of millets. By embarking on an exploration of these regional distinctions and culinary methodologies, this study elucidates the intricate manner in which Karnataka cuisine imparts cultural narratives throughout the various localities of the state.

Moreover, this research uncovers the customs and rituals intricately interwoven with Karnataka cuisine, revealing the profound significance of culinary practices within a wide spectrum of social and religious contexts. Additionally, it delves into the pivotal role played by Karnataka cuisine in fostering intercultural exchanges and nurturing a profound sense of belonging among its diverse communities.

In summation, this case study on Karnataka cuisine underscores the multifaceted nature of cultural communication facilitated through the medium of food. It accentuates how Karnataka cuisine, extending beyond its role in tantalizing palates, serves as a potent instrument for the preservation and dissemination of cultural heritage, ultimately fostering connections among the populace of Karnataka.

Keywords: *Karnataka gastronomy, culture, culinary, historical and geographical influence, inter-cultural exchange, cultural communication*

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Effect of Social Media through Social Media Influencers, Social Media Blogs and Social Media Podcasts on the Popularity of Social Movement among Gen "Y" and "Z" in a Democracy

Dr. Yadav Devi Prasad Behera* & Sumitra Behera**

The participation of a large mass of people in a democracy is a prerequisite for the success of any nation. India, being the country with a large proportion of young mass especially from the segment of generation "Y" and "Z", expects the maximum participation from the young mass to bring democratic values in the society. This paper aims to find the impact of social media, social media influencers, social media blogs and podcasts in social media on bringing the consideration of generation "Y" and "Z" for the popularity of social movements for keeping democratic values. A causal research design was followed where a total of 406 responses are drawn from Gen "Y" and "Z" through a self-structured questionnaire from four stratum of Odisha.

Bibliometric analysis is done through VOS viewer software for finding research gaps. PLS-SEM is used to find the relationship among variables and the effect of independent latent variables on the dependent construct. Reliability is tested through the Cronbach Alpha for scale reliability and composite reliability is tested for construct reliability. Convergent validity is tested for with the help of AVE analysis and discriminant validity is tested through Fornell and Larcker criteria. The finding of the study shows that the social media influencers, social posts, social media blogs and social media podcasts constitute the elements of social media that affects the spread of information of specific social movements for the greatness of one's democracy and maintaining democratic values in modern society.

Literature Type: Research Article (Empirical)
JEL Classification: Z13, Z18, I2, P2.

Keywords: *Social Media, Social Media Influencers, Social Media Blogs, Social Media Podcasts, Social Movement, Democracy*

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Influential Psychological Practices of Digital Technology (Social Media) Inducing the Fear of Missing Out (FoMO) among Youngsters

Dr. K. Manikkam & Dr. Abdullah Alfazeena

The booming social media habitat has tremendously influenced users of all ages by altering their ideas, thoughts, and behaviors toward themselves and others (Ibrahim & et.al, 2021). Continuous occurrence of such *influential practices* leads social media users to equip *the Fear of Missing Out* (FoMO). This concept deals with the *'fear of losing something'* because of their decreased involvement. FoMO has psychologically impacted social media users to experience a sense of "... irritability, anxiety, and inadequacy", while they restrain themselves from their *habitual social media practices* (Wortham, 2011).

Similarly, the *theory of practice* suggested by Pierre Bourdieu (1994) illustrates the habitual imposition of certain cultures, which has adverse effects on humans' everyday practices. Social media usage has transformed into *social media culture,* insisting that 'power field' to be explored through *anthropological practices*.

This research study aims to explore the *social media practices* among young adolescents, who equip *FoMo* with continuous involvement. Study utilizes Qualitative In-Depth Interviews conducted among ten youngsters. Pierre Bourdieu's *Theory of Practice* is underpinned within this study to develop an efficient theoretical and conceptual framework.

Keywords: *Fear of Missing Out, Social Media Practice, Influential Practice, and Habitual Practice*

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Mapping Fake News:
Unmasking Disinformation in Indian Media Landscape

Garima Dutt

I ndia's complex and diverse media environment mirrors the country's rich and vast linguistic, social, political and economic differences present within its population. A recent emerging trend within this media ecosystem – the rampant proliferation of factually inaccurate news, fake news and incendiary narratives through online platforms – contributing to social and political polarisation and sporadic outbreaks of violence warrants concern. The surge in the dissemination of factually incorrect information, often orchestrated by political figures or their supporters to advance specific political or business agendas has emerged as a formidable challenge. Notably, the Indian Government is now recognising the urgency and imperative to actively combat the menace of fake news. Alarming evidence from a Microsoft Survey and data from the National Crime Records Bureau also underscores the fact that India has witnessed one of the highest numbers of fake news incidents in the world.

Utilizing the qualitative content analysis methodology, this paper will scrutinize and dissect the role of Indian media in propagating false information. The paper will also delve into the indicators/signs of fake news, what can be termed as 'fake news' specifically within the Indian context and examine the countermeasures deployed (if any) in checking this pernicious trend. Furthermore, the study seeks to investigate, explore and highlight the prevailing predominant themes, content structures and formats, and sources of fake news disseminated through Indian social media and traditional media channels. Drawing and examining media stories from recent times, the research aims to identify key obstacles in the battle against misinformation and suggest potential avenues and recommendations for future inquiry and research.

We are living in an era where information is power but information is also increasingly being weaponized. Therefore, understanding the dynamics of fake news in India's diverse media environment assumes paramount significance. This paper, thus, aims to contribute towards creating a more informed discourse and foster the development of effective strategies to combat the dissemination of factually inaccurate narratives.

Keywords: *Fake News, Indian Media Landscape, Social Media, Factually Inaccurate Narratives, Digital Deception, Fact vs. Fiction, Fact vs. Fake*

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Exploring Women's Identities: Unveiling Roles and Empowerment in Millet Farming through Intersectional Analysis

Nelson Mandela S

This study delves into the intricate interplay between women's identities and their profound influence on roles and empowerment within millet farming. Rooted in the cultural context of Karnataka, India, the research acknowledges the significance of comprehending the multifaceted dimensions of gender, caste, class, and ethnicity. Drawing upon foundational theories from esteemed scholars like Collins (2000) and Crenshaw (1989), the investigation aims to uncover the intricate pathways through which these identity facets shape women's experiences in the realm of agriculture.

Employing a conceptual approach, this study analyzes existing literature and theories to develop and test hypotheses concerning women's identities and empowerment in millet farming. The theoretical framework integrates feminist theory and intersectionality concepts as articulated by Kabeer (2005) and Sen (1990), providing a comprehensive lens to understand the nuanced dynamics of these dimensions within the agricultural context.

The study uncovers the profound ways in which women's identities, encompassing gender, caste, class, and ethnicity, influence their agency, resource access, and decision-making in millet farming. It highlights the pivotal role of these dimensions in shaping women's empowerment within the agricultural domain.

This paper's insights advocate for the development of inclusive agricultural policies and interventions that address the intricate interplay of women's identities. By incorporating the principles outlined by FAO (2011) and Doss (2013), these policies can promote gender equity, sustainable practices, and transformative empowerment within millet farming communities.

This paper carries significant social implications by shedding light on the multifaceted dimensions of women's identities and their effects on empowerment within the agricultural sector. By recognizing and addressing these identity-related dynamics, policymakers and stakeholders can formulate targeted interventions and policies that promote gender equity, social inclusion, and sustainable development in millet farming communities.

This study offers a novel exploration of the interrelation between women's identities and empowerment in millet farming. By synthesizing established theories and concepts, it presents a valuable framework for understanding the complex dynamics that shape women's roles and agency in agriculture, fostering gender equity and sustainable development.

Keywords: *Women's Identities, Empowerment, Millet Farming, Gender Dynamics, Caste, Class, Ethnicity, Feminist Theory, Intersectionality, Sustainable Agriculture, Gender Equity*

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Media's Role on Child's Right to Protection during Covid Pandemic in Aspirational Dhenkanal District

Dr. Biranchi Narayan Seth

Children are future citizens of our country as well as economic assets. Protection of child rights is a sign of any democratic and civilized country. Though several factors are responsible but widening of socio-economic inequality discourage child Rights. Lack of Leadership and insensitivity in Public Administration during crisis situation afflict children who are voiceless to protect their rights. For protection of child Rights and their wellbeing, India has signed UNCRC and ratified it 1992. Subsequently laws enacted. Now JJ Act is in force with state specific Rules in implementation in respective States. The Act ensures child's Four Major Rights: Child's Right to Survival, Development, Protection and Participation.

Despite law and amendment of law, training of man power and increasing numbering of Police stations, augmentation of enforcement agencies relating to Child Rights but there is growing incidents of crime against children at National, State and district level. More incidents are reported and unreported against children especially in tribal and backward communities.

In order to reduce socio-economic inequality and betterment of living standards in developing districts in India, Government of India has declared as many as 112 districts under Aspirational districts programme including 10 districts from Odisha since 2018. Dhenkanal district is one of them.

But Odisha has seen rise in death of ST children under five years old, according to survey conducted under National Family Health Survey in 2021. Besides Covid pandemic had overstress on children who not only lost learning immensely but their protection was affected adversely. This was found also in Dhenkanal district which has witnessed increasing incidents against children during Covid pandemic. Child marriage trend was very discouraging in this crisis situation sans intervention of authorities concerned. Especially girls below 18 were worst affected and victims of violence, child marriage and other situations. The scenario is discouraging among tribal kids before Covid pandemic and more uglier during the pandemic in aspirational Dhenkanal district.

The study aims to make assessment about the understanding of Child's Right to Protection, to know Journalists' understanding about JJ Act and to know the level of understanding among Journalists about aspirational district programme defined by Govt. of India. The researcher has attempted to provide more understanding of situation through descriptive and analytic way. Survey and content analysis methods have been adopted to collect data.

Keywords: Child Rights, Aspirational district, Covid pandemic, Tribal children, JJ Act

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The Role of Internet Radio as Social and Cultural Construct to Preserve Local Culture and Tradition for Better World

Dr. Priyadarshini Kiran* & Dr. Lokesh Sharma**

The digital world has been rapidly changing. Traditional media such as print, radio and television see newer methods of distribution through the World Wide Web. The present study is focused on the emergence of Internet Radio in India with special reference to Education. The study comes out with a finding that Radio Enabled Learning (REL) through internet radio can serve as a potential tool or medium to preserve local culture and tradition besides learning. The present research is based on a case study of two portals of internet radios: Apeejay Stya University, Haryana, and Sri Sankara College, Tamilnadu with Commonwealth Educational Media Centre for Asia promoting and supporting the project.

The findings suggest that Radio enabled online courses are always helpful in the higher education arena. It helps to increase the listening capacity of the students as audio programmes are blended with folk songs, rap music, and jingles. Translation of audio content for creating course curriculum from local culture and language helps preserve local dialect and culture.

Keywords: *Radio Enabled Learning (REL), culture and tradition, Internet Radio*

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Beautiful Bodies: The Paradox of Self-Objectification, Enfranchisement and Debilitating Depiction of Women in Mass Media

Dr. Rolii Agrawal* and Prof. Diwakar Shukla**

Women are portrayed in certain specific ways in the mass media. More often than not there is an unconsciuos or conscious emphasis on the abstract idea of femininity (Beauvoir) in their depiction. These unstated and understated signs make a humongous contribution to the skewed cultural interpretation of women and their roles in the larger society. They uninterruptedly contribute to the continuous propagation of reductionist stereotypes that further entrench women in traditional roles. Depiction of women in mass media and social media also encourages self-objectification in women, where the average woman is constantly bombarded with unrealistic expectations of standards of beauty.

These conversations always revolve around how a woman looks physically, and encourage creation and circulation of content exclusively about bodily attributes. While this is generic case and needs to be investigated, in the current scenario this aspect is rapidly under change with new set of norms and semiotics coming into play. Even though this is relevant, it opens up another dimension of contradictions between the old and the new. They give thrust to the idea of femininity and how women should be, what qualifies as beautiful and appealing, and the like. Even though the contraption looks newer every time, but essentially the cast/mould remains the same. The obligation/desire to fit in with these norms results in unquestioning and, at times, innocuous self-objectification, and weakens the dissenting voice. It encourages a sustained second position for women where their principal interpretation is vis-à-vis men in the context of biological characteristics resulting in women being categorized as the 'Other' (Beauvoir).

Thus, women are always juxtaposed against men as a polar opposite, as binaries, like night and day. Using the objectification theory of Fredrickson and Roberts (1997), we explore how this acculturation of women results in a prolonged submissive state for them. In such a scenario, empowerment for women continues being a distant dream because women ceaselessly keep getting stuck in the vicious cycle of beauty and body. Normalising the anatomical givens and unequivocally accepting that biological differences do not necessarily translate into character traits is the only way through which one could have hopesof breaking free from the narrative of dominance and escape from incapacitation.

Keywords: *Empowerment, objectification, gender equality, beauty, cultural representation, femininity, second-ness*

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Portrayal of Women in Indian Mass Media:
A Constitutional Values Perspective

Mr. Pankaj Shukla

The Constitution of India is a manifesto for building an equitable, just, discrimination free, equal opportunities and fraternal society. The Constitution calls for ensuring equal values and equal rights for every citizen of the country, no matter what section, sect, caste, class, creed, gender or ideology that citizen belongs to. Media plays an important role in achieving this objective. Mass media can play this role even further because mass media is not limited to just print or electronic media but it extends to all art mediums including social platforms, cinema, TV, radio. Even after this expansion, negative portrayal of women by mass media is a cause for great concern. Although mass media are considered the watchdogs of society, contemporary Indian mass media is proving to be misogynistic due to various reasons. Misogyny is a form of hatred against women that is spreading rapidly through the web, especially on social media platforms.

The research topic is 'Portrayal of women in Indian Mass Media: A constitutional perspective'. It will have three dimensions: women's participation in mass media, portrayal of women in mass media and status of constitutional rights of women. Objectives to this paper are to analyse the presence and portrayal of women in mass media, to critically analyse the role of mass media in creating the image of women, to analyse the usefulness of the tool kit and modules prepared keeping the constitutional values at the centre to make the mass media accountable and sensitive towards women. Analytical method will be used to accomplish the objectives of the study. Under this method, already available news, facts or information will be analysed. Various studies, research works, reports showing the status of women in Indian print, electronic, web and mass media will be analysed. Media module based on constitutional values will be analysed as a solution to changing the image of women in mass media.

Study of media modules on constitutional values and the opinion of India's female journalists and female social media influencers on these modules will be the primary source. Data for this study will be collected from secondary sources ie. books, magazines, journals, and various websites. This study will highlight the importance of ways to prevent negative portrayal of women in mass media, especially the process of developing understanding and assimilation of constitutional values.

Keywords: *Women, mass media, constitutional values, gender equality, dignity*

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The Rich Indian Culinary Heritage: A Multi-faceted Medium of Cultural Communication through Food

Prof. Dr. Ananya Mehta

India, traditionally, melting pot of cultures has had a unique and rich heritage of food culture for centuries. It's a platform that binds different ethnicities, faiths, customs and traditions. Food culture in India is a social force to reckon with and plays a pivotal role in social functions, festivals, celebrations, and religious gatherings thus forging spiritual and cross-cultural connections among communities. The Indian Culinary heritage is a reflection of expressing cultural identities, customary recipes, and family cooking traditions.

This study looks at how food in India has been used to communicate with different cultures over time. It looks at how food plays a role in identity, religion, and social hierarchies, as well as how food is used to express culture. It also looks at how Indian cuisine has changed over time, with different regions and cultures assimilating different ingredients and cooking styles. Ultimately, it looks at how food culture in India is a foundation of multifaceted communication in conveying rich Indian Culinary Heritage.

Keywords: *Culture, Communication, Indian Culinary Heritage*

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Impact of Whistleblower Movies on Whistleblowing Tendencies: An Experimental Study Using Solomon Four-Group Design with Journalists and Journalism Students

Namrata Jain* & Dr. Arulchelvan S**

The portrayal of whistleblowers in popular culture, especially in movies, has received both praise and criticism. This study looked at how seeing whistleblower movies might influence journalists' and journalism students' propensity to come out with information. By analyzing the relationship between cinematic representations and actual whistleblowing behaviors, the study hopes to advance a more ethical and educated society that values openness, responsibility, and the vital part that whistleblowers play in furthering integrity and justice.

The Solomon Four-Group Design, an experimental research methodology, was employed in the study. This method increased the internal validity of the research by reducing the possibility of confounding variables. Two of the four sets of participants saw dramatized whistleblower movies, while the other two acted as controls. A purposive sample technique was employed to ensure that individuals knowledgeable about journalistic practices and ethical dilemmas were included.

The study sample comprised 112 individuals from Chennai, who were equally distributed across the four Solomon Four Group Design groups. The study's findings suggest that fictionalized whistleblower films may positively impact journalists' propensities to release information.

Keywords: *Whistleblowers, Journalists, Popular Culture, Cinematic Representation, Solomon Four Group, Ethics*

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Info-Savvy or Info-Stranded? Examining Digital Natives' Internet Practices in Southern Tamilnadu

J. Karpagaraj* and Dr V. Sundararaman**

In the era of ubiquitous internet access and proliferating social networking platforms, the digital landscape has witnessed an unprecedented surge in user engagement. This medium's user-friendly accessibility and cost-effectiveness have further amplified its popularity, revolutionizing communication, social interaction, commerce, and familial connections. Particularly, the cohort identified as "Digital Natives," representing the current generation of young individuals, exhibits a pronounced reliance on these digital technologies. As traditional media conglomerates pivot towards web-based content creation, the internet's user-generated nature leads to a constant influx of new content, spanning text, images, and videos. Consequently, digital natives predominantly turn to the Internet for knowledge acquisition. The global COVID-19 pandemic, as established by prior research, further accelerated this reliance on online resources.

This study delves into the experiences of digital natives in the Tirunelveli district, focusing on usability, dependability, and information-gathering practices, as well as the perceived credibility of internet-sourced information. Employing a mixed-methods approach comprising focus group discussions and in-depth interviews, the qualitative analysis serves as the primary methodology. The study involved 50 participants for focus group discussions and 25 for in-depth interviews, employing a purposive sampling strategy. By examining the intersection of digital natives' information-seeking behavior with the credibility and utility of online content, this research offers valuable insights into the evolving digital landscape. The findings of this study hold implications for media literacy, digital education, and the development of strategies to enhance the credibility of online information sources.

Keywords: *Digital Natives, Digital Refugees, Information Gathering, Internet Usability, Qualitative Analysis*

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Women Characterization in Bollywood:
From Sex Objects to Sex Educators

Bonica Das

Mass Communication creates Mass Culture and Mass Media has the ability to determine salience of issues. In the constantly customizing and modernizing of the societies, films- a crucial tool of mass communication, plays a vital role. It communicates ideas and enlightens and gratifies the needs of the people. It reflects the experiences of individuals on the bigger screen, thus reaching in the form of stories to a larger audience, which influences person's perception and changes beliefs. Women have played roles that conform to the gender roles assigned by the dominant normative patriarchal society. She is seen through the lens of men playing the role of a caring mother, sacrificing wife, loyal lover, loving sister and the cunning vamp. Also, they have been presented as glam dolls and sex objects who satisfy voyeuristic pleasure of men and thus reinforcing the male gaze and making it a must in almost all the films.

The Bollywood films have evolved over the years and witnessed changing narratives influencing the human civilization. Movies in the contemporary scenario have slowly changed the representation of women from submissive, timid, damsel in distress to more independent, outstanding and career oriented. The present paper discusses about the switch in representation of women in films as sex objects to sex educators in the contemporary society focusing on the select Bollywood films- "Khandani Shafakhana" (2019), "Janhit Mein Jari" (2022) and "Chhatriwali" (2023) by the method of Textual Analysis.

Keywords: *Bollywood, Cinema, Women, Stereotypes, Patriarchy*

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The Evolution of Mobile Journalism in the Over-the-Top Platform Era

Jitendra Dash

The rise of over-the-top (OTT) platforms has significantly impacted the media landscape, and mobile journalism is no exception. Platforms like YouTube and Facebook have made it possible for anyone with a smartphone to produce and distribute news content to a global audience. This shift has democratized news reporting, allowing anyone with a smartphone to become a journalist. This study examines the evolution of mobile journalism in the OTT era. It begins by discussing the key developments that have made mobile journalism possible, including the proliferation of high-speed internet, the emergence of powerful smartphones with advanced cameras and editing capabilities, and the advent of new mobile journalism tools and techniques.

The study then explores the impact of OTT platforms on mobile journalism, contending that they have broadened the reach of mobile journalists and facilitated innovative audience engagement. However, the study also argues that OTT platforms present challenges for mobile journalists, such as the need to compete with professional news organizations for attention and the risk of misinformation.

In conclusion, the study foresees that mobile journalism will play an increasingly pivotal role in how news is both produced and consumed in the years ahead. Key findings of the study indicate that mobile journalism has gained significant popularity in recent years, propelled by the rise of OTT platforms and the increased affordability and accessibility of smartphones. These platforms have enabled mobile journalists to reach a wider audience and engage with them through novel and creative approaches.

Mobile journalism possesses the potential to democratize news reporting and foster a more informed and engaged public. Nonetheless, it also presents challenges, including the requirement for technical skills and the potential for spreading misinformation. The future of mobile journalism looks promising. As the media landscape continues to evolve, mobile journalism is poised to assume an increasingly pivotal role in how news is produced and consumed.

Keywords: *Mobile Journalism, OTT Platforms, Democratization of News Reporting, Audience Engagement*

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Participatory Communication and Knowledge Development: A study of social media in Kolkata

Nazrul Ahmed Zamader

Knowledge and information are very essential for people to critically judge a society as a whole. Historically, as a social animal and as a best creature, man has been gathering knowledge for thousands of years. But through different scientific and technological developments, man has reached the age of social media. In this age, people not only gather information and knowledge; they want to share it. But this knowledge and information must be effectively communicated to people. In this respect, participatory communication has emerged as a solution. Participatory Communication is a decision-making process, and it is a citizen-led approach to both creating and expressing knowledge.

Participatory communication is a dialogic and horizontal approach to knowledge development which is reflected in social media. Social media has significant differences in comparison to other media due to its user-generated content. This content is communicated through network structures. Through this structure, people can interact their knowledge and information with each other. By this process, people can construct their own reality. On the other hand, they can be empowered to change the society. This article examines how knowledge is developed through participatory communication. And knowledge development by participatory communication will be analyzed through the lenses of social media in Kolkata, a city of India. Whether common people get the democratic space in this participation will also be critically examined.

Here, the content of different Facebook, WhatsApp and other social media groups in Kolkata will be analyzed. Not only that, but how people participate in these social media groups will also be explored. In this respect, discourse analysis will be applied here. To explore this, a qualitative research methodology will be followed. Some intensive interviews will be taken with the admins of different social media groups, participants, journalists and academicians. This article will also analyze some theories like Uses and Gratification, Jurgen Hebermas's Public Sphere and Communication Action theory, Paulo Freire's liberating pedagogy theory and critical thinking theory.

Keywords: *Participatory Communication, Social Media, Knowledge Development*

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Idea of 'Gender' and 'Class':
A Discourse Analysis of Farm Songs in Malayalam

*Neethu S Kumar * & Dr. Lalmohan. P ***

Historical songs and poetries are intended to deliver an account of historical vocations and the popular nature of historical poetry transforms into folk songs (Vansina,1961). Anthropologists and historians are increasingly making use of folk songs as a source to construct social history of subaltern categories such as women, craftspeople and peasants (Ramaswamy,1993). The origins of folk songs pertained with the marginalized social category and the music of the songs aligns with the labour performed by the working people. Farm songs (*Krishippattu* in Malayalam, the language of Kerala) are the category of folk songs which is considered as the natural outcome of drudgery labour conditions. It is not an index of occupational activities but reflections of the social situation. It is therefore possible to argue that the farm song genre particularly those which portray women's labour practices can provide a different perception of women's labour history. The class structure identifiable in the farm songs is the lower strata of the society, thus these songs are crucial evidence to analyse the social structure.

In this backdrop, this discourse analysis study analyses the content of Malayalam farm songs and it also critically inquires the performance of categories of class and gender portrayed in those songs. Farm songs of Kerala usually address the various stages of paddy cultivation and its labour patterns. These songs are not only the portrayal of the labour practices of the women either in the paddy field or pounding the grains but also provides a grass root perception of gender relation prevailed in the patriarchal society. The researcher selected five categories of farm songs including *Kilappattu* (Plough songs), *vithideelpatu* (seed planting songs), *njattupattu* (weeding song), *thekkupattu* (irrigation songs), *Koythupattu* (harvest songs) which sung in the occasion of farming in the form of personal experience, dialogue between men and women and third persons point of view. All these songs are the clear expression of social situations. It provides the inter-connection between women of the lower strata of society and their labour practices. The possible outcome of the study would offer fresh insights on the folk songs and the performances of the categories of class, gender and labour.

Keywords: *Folk songs, farm songs, gender, class, labour*

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Impact of Digital Technology & Transformation on Advertising Strategies

*Raghuram. R * & Dr. Balasubramania Raja. G ***

With the rapid advancement of digital tools and platforms, the advertising landscape has undergone a significant paradigm shift. As digital technology continues to advance rapidly, traditional advertising strategies are becoming less effective. Marketers face challenges in adapting to this digital transformation, and consumers are increasingly demanding personalized and engaging content. This study aims to address these issues and provide insights for advertisers. This study aimed to determine how digital technology and transformation affect advertising strategies.

This research employs a cross-sectional research design. Quantitative data is collected through surveys. Surveys are conducted to collect data from both consumers and marketing professionals. A convenience sampling technique is used to gather data from a group of consumers. This research aims to shed light on the evolving landscape of advertising in the digital era. By understanding the impact of digital technology and transformation on advertising strategies, advertisers can adapt and create more effective and engaging campaigns, ultimately enhancing brand-consumer relationships in the digital age.

Keywords: *Digital Technology, Strategies, Advertising, Digital Age*

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Impact of Digital Technology Transformation Using IoT-5G Technology on Media Communication

Sree Naga Raja Sekhar Mallela* & Dr. C.M. Vinaya Kumar**

The convergence of Digital Technology Transformation and the transformative power of IoT-5G technology has ushered in a new era of possibilities within the realm of media communication. This study delves into the profound impact of this convergence, shedding light on the intricate interplay between advanced digital technologies and the evolution of media communication strategies. In an age where interconnected devices and ultra-fast connectivity redefine the boundaries of communication, this research aims to explore how the integration of IoT-5G technology has revolutionized the way media content is created, delivered, and consumed. Through a comprehensive analysis of industry trends, case studies, and empirical data, this paper reveals the multifaceted ways in which media organizations leverage IoT-5G's capabilities to enhance engagement, personalize experiences, and reshape communication paradigms.

By examining real-world applications, the study uncovers the optimization of content delivery, real-time interactions, and immersive experiences facilitated by IoT-enabled devices and seamless 5G connectivity. Moreover, it investigates the strategic shifts in media production, distribution, and user engagement models, catalyzed by the fusion of these technologies. The findings underscore the significance of leveraging IoT-5G technology to create dynamic and engaging media experiences that transcend traditional boundaries. Furthermore, the paper highlights the challenges and considerations that media professionals and technology stakeholders must navigate in this rapidly evolving landscape. Now, this study unveils how the amalgamation of Digital Technology Transformation and IoT-5G technology is redefining media communication paradigms. The insights presented here provide a roadmap for media practitioners, technology enthusiasts, and policymakers to harness the full potential of IoT-5G and drive innovation in the dynamic field of media communication.

Keywords: *Digital Technology Transformation, IoT- Internet of Things, 5G- Fifth Generation Technology, Media Communication, Technological Convergence*

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Ownership of Achievement:
Political Communication in the Digital Era

G. Rajesh* & Dr. C. Velayutham**

In the dynamic landscape of Indian politics, strategic political communication plays a decisive role in shaping public perceptions and electoral outcomes. Jurgen Habermas' (1989) traditional concept of the public sphere as a space characterized by rational discourse and consensus building on numerous issues is undergoing profound transformations in the digital age. These shifts are primarily driven by the proliferation of social media platforms, widespread internet accessibility, mobile networks, and the ubiquity of smart phones, fundamentally reshaping established political communication norms.

Political parties currently leverage various social media platforms to engage the public on a wide range of issues. Recent research highlights the substantial impact of social media on voting behavior. Petrocik (1996) introduced issue ownership theory, suggesting parties can gain an advantage by being seen as competent and trustworthy on specific policy matters, affecting electoral competition. Furthermore, Walgrave et al. (2017) stress that issue ownership is dynamic, highlighting that mediated party communication plays a pivotal role in driving these changes. In such scenarios, political organizations make substantial efforts and use creative communication strategies to associate themselves with these issues in order to influence voter behavior.

Within this theoretical framework, this study endeavors to conduct a case analysis of a pivotal moment in Indian Space History, focusing on the success of the Chandrayan-3 mission. It examines how political parties crafted their communication strategies on the social media platform X (formerly Twitter) to associate themselves with this achievement. In order to grasp the nuances of both national and regional dynamics, the research analyzes tweets and retweets from two national and two regional parties on their official X accounts. The methodology employs comparative content analysis of all tweets related to this significant event, shedding light on how the concept of "Ownership of Achievement" manifests in political communication strategies.

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The Framing of the Manipur Ethnic Conflict:
In the Special Context of NDTV News Coverage

Swapan Kumar Roy* & Prof. Gopal Singh**

The initial outbreak of the Manipur conflict occurred on the 3rd of May in the year 2023. The conflict takes place concerning the Meitei and Kuki ethnic communities. The Meitei ethnic group holds the greatest population and exerts overwhelming influence in the region of Manipur. The Kuki ethnic group is a tribal population residing in the hilly regions around the state of Manipur. Since date, ethnic conflict between the Kuki-Zo and Meitei communities has resulted in more than 160 fatalities and more than 60,000 displacements.

The level of awareness on Manipur within the mainstream media was limited before to the occurrence of this crisis, and even most of the reporting on the matter lacks comprehensive analysis. After a period of four months, no significant progress has been observed that indicates the likelihood of an imminent resolution. The potential for international and national media to be influenced by bias and disinformation gives rise to concern regarding their ability to lead mistaken a significant number of individuals who lack the capacity to generate well-informed opinions.

In this research, the researcher has analysed how mainstream television channels are framing this conflict. The researcher has applied framing analysis of news content in NDTV news coverages. The researcher identified the share of the two generic frames known as the conflict frame and the social responsibility frame used most in this period of conflict by making a frame typology. The samples of the research have been selected from NDTV online archive. To understand the media discourse, the researcher has applied semiotics structural analysis in the same.

Keywords: *News coverage, Manipur Ethnic Conflict, NDTV, Meitei, Kuki ethnic communities*

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A Study on the Freedom of Speech and Expression in Indian Cinema: In Special Reference to Central Board of Film Certification and Government Intervention

Jyotsana Sinha

Cinema is an aesthetic way of representation. But it is not completely free for the expression. Of course, It has the right to speech and expression under Article 19 (1) (a) of the Constitution of India but along with this, Indian cinema has to face censorship by the Central Board of Film Certification (CBFC). It is commonly known as the Censor Board of India. It handles film certification. Films can be exhibited to the public only after they have been certified by CBFC. Sometimes CBFC has refused to certification to a film for public exhibition for violation of guidelines issued under section 5B of the Cinematograph Act, 1952. Not only the CBFC but also the Government of India and the government of states have banned some films. These actions are violating the freedom of speech and expression of Indian cinema. There are some 'Reasonable restrictions' as outlined in Article 19(2) of the Constitution allow for restrictions in the interests of the security and sovereignty of India, friendly relations with Foreign States, public order, decency or morality concerning contempt of court, defamation or incitement to an offence.

The researcher has analyzed the role and power of the authorities behind the restrictions on films and attempted to find out whether these restrictions on films are arbitrary or not. Also, the violation of artistic freedom in cinema has been measured in this research. The researcher has analyzed the background scenario behind the censoring or banning of the films. The films are categorized under different categories based on Political dissension reasons, religious values (blasphemy), Social values (Nudity and sexual content) and unsafe for National Security. With the help of this classification, it conclusively finds the reason behind most of the bans on films and its impact on the freedom of speech and expression of cinema.

Keywords: *Censorship, Central Board of Film Certification, Freedom of Speech and Expression, Government's Intervention*

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A Paradigm Shift in the Landscape of Cross-cultural Communication in the Age of the Fourth Industrial Revolution

Saheli Sen

Technology and communication are closely intertwined. The advancements in information technology in this era of the Fourth Industrial Revolution have transformed how we communicate with each other. This transformation has had a great socioeconomic impact as the global economy has become interconnected. In this globalized society, cross-cultural communication has emerged as one of the key constituents.

This article will investigate the impact of technological progress during the Fourth Industrial Revolution on cross-cultural communication. It starts with a brief historical overview of the Fourth Industrial Revolution (4IR), describing the evolution of communication technology through the ages. This study employs content analysis as the primary research methodology to investigate and analyze the influence of 4IR technologies and digital media in bridging the cultural gaps in an ever-evolving landscape of global communication.

Keywords: *Fourth Industrial Revolution, Cross-cultural communication, digital technology, Artificial intelligence, Global connectivity*

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Appropriate Information for Meaningful Appropriation: An Attempt to Understand the Relevance and Veracity of Health Communication in Social Media

S. Augustin Jesuvadian* & Dr. Gnana D. Hans**

The emergence of innovative social media platforms in the present day information age has fundamentally changed the way individuals share and receive information. Among the varied information shared by the users, health related communication and information is seemingly received and appropriated by score of users. The proposed paper is an attempt to understand the adoption of new media by everyone, especially when it comes to seeking health-related information, communicating about health, and getting health advice.

Furthermore, the study plans to analyze the relevance and veracity of information disseminated through social media. Modern society's rapid growth in using new media platforms has given people exclusive access to plenty of information sources. As a result, there is an increase in the use of these platforms for health-related queries, including questions about general health as well as specific health conditions and advice-seeking practices.

This study seeks to bring understanding of the basic causes and factors influencing people's interactions with social media and new media platforms for issues related to their health. A comprehensive mixed-methods technique is going to be used in order to achieve this research's objectives. This study has a chance to provide important light on how social media platforms and new media play a role in influencing public health discourse. It also aims to identify the extent to which people take proactive actions to confirm the accuracy and truthfulness of health-related information provided through various digital platforms. The study's conclusions will significantly improve our understanding of how digital media platforms impact public health and may provide guidance to enhance health communication techniques in the age of digital media.

Keywords: *Health communication, Social media, health information.*

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When Demands & Digitization Collide: A Subcontinent-Centric Analysis into the World of Popular Movements in the Age of Zuckerberg & Musk

Somyajit Sarkar

Social media has grown exponentially in the last few years. Platforms like Facebook, X (previously Twitter), Instagram, etc. have become an inseparable part of our lives. Expectedly, the world of politics has found a new battlefield in social media. Laymen are often giving vent to their political beliefs through social media platforms.

Thus, a political & ideological scrimmage (or should we call it a crusade?) has taken over the virtual world. Political parties too were quick to identify the power of social media. Leading political parties from around the world were quick to exploit social media platforms to further their agenda. Thus, social media has had a major impact on major popular movements all over the world. It has become nearly impossible to give shape to a movement without the support/assistance of social media.

Social media helps in keeping the 'issue' on the boil. Since a large part of humanity is now invested in social media, it has evolved into a terrific medium to market a movement.

In the age of blatant (at times brazen) consumerism, even a movement has morphed into a product that needs to be 'sold'. The paper tries to show how social media (as a medium) has moulded popular movements in the 21st century with a special focus on India & its immediate neighbourhood.

The paper will endeavour to evaluate how big tech companies (like Meta & X) are involved in the making & fallout of such movements. A major allegation surrounding the erosion of 'sovereignty' at the behest of social media & foreign powers is another dicey issue to be discussed. The reasons are understandable. Not every movement is an outgrowth of a credible yearn for change. Powerful vested interests often dissolve themselves into the sea of public anger to consolidate their own petty objectives.

Hence, even popular movements owing much of their presence to social media must be taken by salt. The article will try to delve into effete 'movements' which were often lionized by the media at one point of time. The paper will follow a qualitative form of research with a detailed literature review of the subject at hand.

Keywords: *Social Media, Big Tech, Movements, Protests*

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Role of Community Newspaper in Women Empowerment:
A Content Analysis of Khabar Lahariya Newspaper of India

Garima Sharma* & Dr. Lokesh Sharma**

Participation of women in media is still inadequate and confined to mainstream media of urban and semi-urban areas. The alternate media like community radio and community newspaper opens avenues for the rural women to work as journalist and creates role models for others in the rural communities. This research paper is based on a Community Newspaper i.e. Khabar Lahariya, which is being run by women from underprivileged and backward communities of Indian society. It is the only newspaper in India that is published by a rural woman. It works for local people and disseminate information from local perspective. This paper investigates the strategies adopted by the newspaper to ensure continuous participation of rural women in reporting and writing for the newspaper.

This paper also investigates how the continuous engagement of women with the newspaper leads to empowerment. The content analysis method is used to gain a comprehensive understanding of the phenomenon wherein interviews of women journalists of the newspaper available on website and YouTube have been analyzed along with the content pertaining to women. The study suggests newspaper adopts a flexible policy of recruitment and other job conditions which encourages local women to participate and contribute in it. The platform enables the women to voice their opinion and concerns which leads to the skill development of the self-expression, confidence and public speaking.

Reporting on socio-economic, political and local issues enhances their understanding and empowers them to take decisions in their day-to-day life. The digital transition of the newspaper opens avenues for the rural women to learn digital media skills. The present case study suggests newspaper is playing a significant role in women empowerment by developing the skills of decision-making, self expression, public speaking and digital media.

Keywords: *Community Newspaper; Khabar Lahariya; Rural Women; Skill Development; Empowerment*

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Textual Analysis of X (Formerly Twitter) Messages by Politicians during the Farmers Protest (2020)

Mr. C. Prabhaharan* & Dr. G. Balasubramania Raja**

The 2020 Farmer Protest in India was an important socio-political event that drew enormous attention on social media platforms, particularly X (Twitter). The purpose of this study is to undertake a textual analysis of tweets by politicians namely Sri Narendra Modi and Sri Rahul Gandhi during the Farmer Protest to give insight on their stances, strategies, and engagement with the protest's discourse. The study is a collection of tweets from two political Leaders across the ideological spectrum using sentiment analysis and topic modelling.

Our findings shed light on the complex terrain of political communication during the demonstration, which encompassed a wide spectrum of attitudes, techniques, and issues. Political Leaders used a variety of rhetorical strategies, such as supporting or opposing the demonstration, attempting to change public opinion, and using emotional appeals. They also discussed agrarian reform, constitutional rights, and social justice, demonstrating the protest's multidimensional nature. This study employs a mixed-methods approach that involves both quantitative and qualitative analysis. Quantitative methodologies will be utilised to determine the frequency of specific phrases, hashtags, and linguistic markers, while qualitative research will examine the context, tone, and framing of selected tweets from notable politicians within the periods studied.

This study contributes to our understanding of the significance of social media in contemporary political discourse, as well as how politicians use these platforms to transmit messages and engage with people during times of Farmer Protest. It emphasises the role of digital communication in melding public views on policy results.

Keywords: X (Twitter), Political Communication, Former Protest, Framing, Meaning Making

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State of Mass Hysteria:
An Analysis on Internet Killings in India

Revathy C* & Adarsh H S**

With an astounding 400 million Indian users on its platform, India is WhatsApp's largest market. Recently, the spread of false information on social media has become widespread. Among the top social media sites, WhatsApp has been at the forefront of disseminating false information. In the contemporary Indian context, where lynching transfers the executive's armor of law and order to the fanatical mob that is blinded by ethnocentrism, social media-mediated hate crimes can be seen as the norm. Lynching against the vulnerable sections of society, particularly Dalits and minority communities is seen as the modern manifestation of tribalism and has been increasing significantly.

Therefore, hate crimes might be seen as the pinnacle of vigilantism. Mob violence's potential for violating human rights was at the forefront, followed primarily by WhatsApp-forwarded messages. The alarming challenge is that lynching is not specifically defined as a crime in the IPC. The 'Mobocracy' has been fueled by the limited misinformation disseminated by these social media platforms, and vigilantes have used it as a tool for their politically driven goals. The blatant abuse of natural rights and violation of human dignity are at an unprecedented level given the significance of the recent Supreme Court ruling that labeled mob lynching a "horrendous act of Mobocracy." The most heinous instances of mob violence that occurred in Manipur and Haryana have been addressed in the article. In addition, it explicates how communal violence has evolved into an institutionalized riot. The pronounced civil war between the two major ethnic communities of Manipur, Meitis and Kukis, served as the primary impetus for the ethnic violence.

The ethnic tensions in Nuh, Haryana, additionally rendered apparent how social media, particularly WhatsApp, could potentially be misused to promote ethnic conflict. Both of the riots were sparked by the fake viral videos that had been circulated prior to the violence. The ramifications of social media on society are getting a lot of scrutiny, as is the necessity of filtering out fake news. In order to curtail the spread of false information and hate speech, Indian law desperately needs to be strengthened.

Keywords: *Social media, Hate crimes, Vigilantism, Fake news, Misinformation*

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From Dieting to Digital Dieting: A Study to Find Out Ways to Being Truly Healthy in a Digital World

Saheb Kumar

I nvention of Internet paved way for digitalisation. Internet at first was an academic research project (1969) and turned into a global commercial network in the 1990s. 21st century is the century of digital innovations. Digital technologies like smartphones, smartwatches, advanced computers, Artificial Intelligence (AI), Internet of Things (IoT) and many more advanced digital technologies are being developed at a faster rate. Due to such global digital transformations, the present age has started to be called as the 'Digital Age'.

Digital technologies have eased our lives a lot. We can book travel tickets online, perform e-commerce, consult doctors online, learn and teach online and perform other online activities. But together with benefits/ opportunities, digital innovations have brought with itself several demerits/challenges like health issues (both physical and mental), cyberbullying, privacy issues, cyber frauds, cyber hacking etc.

In the present times those who care about their health think only of consuming healthy food and dieting. They only think of healthy diet for their stomach. But most of the people ignore their mental health. They do not think of a healthy diet for their minds which is the central processing units (CPUs) of their computers (bodies).

This research paper has thus tried to find and suggest ways to practice digital dieting. To fulfill this objective researcher has utilised descriptive research method. He reviewed several reports, research papers, news articles, features and many more documents related to the topic. After reviewing these documents he found that it is very necessary to practice digital dieting in one's life and there are several ways to do this which will make people truly healthy.

Keywords: *Digital Dieting, Illicit, Inappropriate, Content, Creator*

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Assessing the Adequacy of Digital Media in Promoting Effective Environmental Reporting: A Critical Examination

Sripurna Barman

Print media despite facing challenges from the digital age, maintains a formidable presence in West Bengal, offering a diverse range of e-newspapers and periodicals that cater to a wide readership. This research seeks to delve into the effectiveness of digital media platforms in tackling environmental issues within the state. By examining the quality, depth, and frequency of environmental reporting, this study aims to provide a comprehensive assessment of how well digital media accomplishes its role as an environmental watchdog and educator.

The study aims to assess how digital media addresses critical problems such as the greenhouse effect, global warming, ozone depletion, acid rain, climate change, air- water-soil-noise pollution, population growth, deforestation, biodiversity loss, ecological disturbances, pesticide usage, overfishing, energy shortages, human waste, and non- biodegradable plastics.

The study aspires to raise public consciousness about challenges and inspire individuals to adopt eco-friendly measures. This examination holds the potential to foster a greater understanding of how media shapes public perceptions and encourages proactive steps toward addressing urgent environmental concerns.

Keywords: *Digital Media, Environmental Concern, Public Awareness*

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Impact of Media Literacy in Fostering Informed Citizenry in Democracies: A Systematic Literature Review

Sameera Bhoi* and Dr. Rajesh Kumar**

In democratic settings, an informed citizenry is essential for efficient governance, fostering healthy discourse, and ensuring accountability among policymakers. This systematic literature review explores the crucial relationship that exists in democracies between media literacy and informed citizens. The study tries to examine the way media literacy interventions affect people's ability to make informed decisions and actively participate in democratic processes.

Our methodical approach involves a rigorous literature search across well-known databases such as JSTOR, Google Scholar, ResearchGate, and Core.uk. Following a thorough examination of numerous theoretical and empirical studies, this research investigates the relationship between media literacy and informed citizenry within democratic contexts. The article emphasizes that citizens' capacity to access, process, and critically evaluate information from various media sources is vital for informed voting, civic engagement, and government scrutiny.

The findings show programs promoting media literacy consistently improve critical thinking abilities among the masses in general and citizens in particular. People who are exposed to these programs demonstrate improved discernment when assessing media material, which contributes to more informed public discourse. The review emphasizes the need for media literacy in battling misinformation and disinformation. Media Literacy programs empower citizens to identify and debunk false information, mitigating its influence on public opinion. The review highlights the importance of conducting long-term impact assessments of media literacy programs. While short-term gains are evident, longitudinal studies are crucial to gauge the sustainability of these gains.

In conclusion, this systematic literature review reinforces the pivotal role of media literacy in fostering informed citizenry within democracies. Initiatives to promote media literacy have the potential to develop critical thinkers, engaged citizens, and debunkers of disinformation. However, the complexity of media ecosystems and contextual considerations emphasize the continual need for research and adaptation in a constantly changing information landscape.

Keywords: *Media Literacy, Informed Citizenry, Democracy, Misinformation, Systematic Literature Review*

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Adoptions of AI in Education:
A Systematic Literature Review

Suchivrat Arya

When talking of Artificial Intelligence, we visually imagine a supercomputer with numerous capabilities, sensors, including adaptive behavior. This immersive technology has taken a vast portion in our day-to-day lives. Not only for corporates, but the education sector has also seen a progressive change after the boom of artificial intelligence. With the usage of information technology, it is inevitable that this technology has impacted education in different ways.

The study is aiming to analyze the previous studies conducted in the domain and will try to read how AI has affected the education sector, looking at various aspects of education. This study will use the quantitative content analysis method for analyzing the studies. Researchers will incorporate the major social studies journals i.e., Sage Journals, Taylor & Francis, and Science Direct to find out the studies by using keywords related to technology. Also, will analyze the different themes used in the studies. This research will include the studies for the last ten years from 2013-2023.

The expected findings of the study may be the acceptance of artificial intelligence in the education sector by the learners as well as the educators. Other inclusive heads in the education sector may also take help from this technology to make their tasks easier.

Keywords: *Artificial Intelligence, Education, Learners, Educators*

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A Study of Socio-Economic Perspective of Digital Divide among University Students

Vijaya Bala* & Dr. Govind Ji Pandey**

Indians living in 21st century are known as one of the most dynamic, developing and digital loving people in the world. With the rapid growth of Digital Technology, the internet emerged as an important medium for exchange of idea, opinion and knowledge. The ICT (Information and Communication Technology) facilities are the basic right of every individual for the economic and social exchange of knowledge.

This research paper aims to study the socioeconomic reasons of digital divide among the students of Higher Education. The purpose is to provide a comprehensive analysis of digital technology usage pattern among the students of Higher Education. It also tries to highlight the basic reasons of digital divide among the students. The study exposes the different factors including socioeconomic status, geographical status and educational background of the population.

The researcher conducted survey among the students of Higher Education and finds that the use and access of digital technologies are quite dismal in various caste, class and peri-urban students.

The researcher also focused on the ease of access with technology and education . It was quite interesting to see that the students who were from convent education has more knowledge about the digital technology then those who come from Hindi medium schools. The Caste, Class, and Place of living also affect the access to the digital technology. The difference between have and have not is affecting educational achievements. If we want to make India a digitally literate society then we have to take measures to fill this gap as soon as possible.

Keywords: *Digital divide, Higher education, ICT, Digital access, Digital equality*

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Fact-Checking in the Digital Age:
A Comparative Study of Practices in India and United States of America

Vinayak Kumar Jha* and Dr Rajesh Kumar**

T he ubiquity of misinformation & disinformation poses substantial hitches to the integrity and dependability of news and public discourse in an era distinguished by the widespread impact of digital information. Given the spread of misinformation & disinformation and it's potentially disastrous repercussions, such as destroying the social fabric of society, loss of lives and property, crushing democracy, and undermining authorised sources, reliable fact- checking practices have become essential.

This research paper delves into the fact-checking practices in India and United States of America (USA), with a primary focus on comparing and contrasting the fact-checking scenario in these two countries, these countries are also the top two in terms of total number of fact-checking organisations per country, as listed in the Duke Reporter's Lab database. The ultimate purpose is to give insightful information about the state of fact-checking in the digital age and its role in combating misinformation.

This study uses secondary data analysis to examine fact-checking in two countries by systematically examining credible sources such as databases, academic studies, governmental documents, and organizational websites. By using a wide-range of dataset, the study's findings come out with a multifaceted understanding of fact-checking practices in the digital age, which includes different trends in the field of fact-checking in these countries and their patterns of growth and disparities in the practices between them. The findings also suggest the varying geographical distribution of these organisations, their prevailing diversity, challenges they face and Collaborations among them, methodological variations and future projections.

Keywords: *Fact-checking, Misinformation, Disinformation, Database, Digita,*

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Shifting Sites of Screen Leisure: An Intergenerational Study of Rural Cinegoers in West Bengal

SK Abbasuddin

This research paper explores the changing patterns of screen leisure activities among rural cinemagoers in West Bengal across different generations. As digital technologies continue to penetrate even the remotest corners of India, this study investigates how rural communities are adapting to and utilizing various forms of screen-based entertainment. The research adopts a qualitative approach. The study focuses on three main generations within rural West Bengal: the older generation, who primarily experienced traditional forms of entertainment; the middle generation, who transitioned from traditional to digital leisure; and the younger generation, who have grown up in a digitally connected world. Through in-depth interviews and participant observations, the research examines the preferences, motivations, and social implications of screen leisure activities within each of these generational cohorts.

This study sheds light on the role of cinema as a cultural and social marker in rural West Bengal, emphasizing its significance in shaping identity, community bonding, and leisure activities. The paper also discusses the implications of these shifts for the preservation of cultural heritage and the challenges posed by globalization. The research also highlights the challenges and opportunities that digitalization has brought, focusing on digital divide, shedding light on the disparities in the access and usage of digital technologies among different generations and socioeconomic groups in rural West Bengal. This intergenerational study provides valuable insights into the evolving landscape of screen leisure in rural West Bengal, emphasizing the need for culturally sensitive approaches to technology adoption and the preservation of cultural heritage in the face of rapid digitalization.

Keywords: *Cinegoers, Intergenerational, Single Screen Theatres, Screen Leisure, West Bengal*

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A Study on User Intimating the Presence and Impression Management via Ephemeral Medium

S. G. Veeralakshmanan* & Dr. G. Balasubramania Raja**

This Study aims to investigate how people might create and project their identities using the transient platforms of Instagram and Snapchat Stories. Stories are short-lived posts that disappear after 24 hours, generating a sense of urgency and immediacy in content sharing. Because Stories are transitory, users are encouraged to create and share content that may not be part of their carefully selected permanent feeds, allowing for more spontaneity in self-presentation. We look at the ways that Stories' transient nature enables users to directly communicate their presence online, supporting impression control tactics.

The essential aspects of ephemeral storytelling on Instagram and Snapchat will be assessed through a comprehensive analysis of relevant literature. It analyzes the motivations for users' interaction with Stories, as well as how these platforms have evolved into essential tools for impression management. Instagram and Snapchat Stories allow users to express their true, unedited selves, boosting relatability among their followers. Real-life experiences, behind-the-scenes views, and candid photos all contribute to the perception of authenticity, which can help with impression control efforts.

To acquire insights on user behaviors and attitudes around stories, the study conducts qualitative approach, such as in-depth interviews. We also examine how ephemeral content affects users' self-esteem, self-concept, and interpersonal connections, offering light on the intricate interplay between identity building and impression management in the digital age.

Keywords: *Ephemeral Medium, Social Media, Impression Management, Instagram Stories*

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The Relevance of User and Gratification Theory in Understanding the Influence and Affect of Social Media

Mr. V. Venkatesh* & Dr.Gnana D Hans**

The role of Social media inour every living is significant due to the factors attributing to social connectedness, entertainment and communication purposes. The significance of social media is also proportionally relative to the reality of the unprecedented quantum of the users. In deciphering the nuances of social media, understanding the influences of the media and the messages and the affect it has the individuals is pivotal. This paper is an attempt to understand the influence of social media application like Facebookand Instagram and its affect among varied users. The aspect of affects relates to the behavioral change exhibited by an individual under the influence of a message. Furthermore, the study seeks to understand the relevance of users and gratification theory in analyzing the media platform, the messages and the users.

Aligning with the motif of the paper, the researcher proposes to analyse a real crime that happened in the month of August in village called Nanguneri in Tirunelveli District, Tamilnadu. The crime involved attempted homicide by group of juveniles purported by the reason of caste issues. It was reported that the prior to the attempt to homicide, the same group of juvenile showcased throwing of Molotov cocktail (petrol bomb) over the social media and also chanting slogans about their caste. The video had gathered certain momentum among the juvenile and consequently in the next few days, they ended in murderous assault of school boy and girl aged 15 and 17. This issue prompts to seriously reflect on the relevance of User and Gratification Theory. It is proposed that the brief study for the paper would employ qualitative approach involving in-depth interviews to enquire the problem aligning with the theory of User and Gratification proposed by Jay G Blumler and Elihu Katz. Furthermore, this paper would explore the impact of societal shifts towards valuing online popularity over genuine accomplishments and the potential erosion of meaningful connections in favour of shallow, transactional relationships.

Keywords: *Social media influence, Instagram, Facebook, reels domination*

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Uncovering and Amplifying Missing Voices:
A Study of Representation Gaps in Social Media

Dheera C Sasidharan

Equitable representation is essential for any sort of democratic debate in the age of digital media. There is an ongoing underrepresentation of marginalised voices across almost all social media platforms based on gender, ethnicity, culture, or political viewpoints. This study tends to unleash the underlying societal effects including the maintenance of stereotypes and its impact on public opinion.

This study examines representational gaps in social media using content analysis as a tool for Qualitative Approach. To discover patterns of representation and underrepresentation, the study examines a varied corpus of digital media content, including news stories, social media posts, and digital publications. It also emphasises the necessity for media stakeholders and governments to prioritise diversity and inclusion in digital content by drawing attention to these disparities. "Uncovering and Amplifying Missing Voices" adds knowledge to the conversation around media representation and directs tactics towards a more equal digital media environment.

Keywords: *Social Media Representation, Digital Media, Representation Gaps, Marginalized Voices*

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How Portrayals of Women in Mass Media Impact Reality

Shevali Singh Chandel* & Dr. Amanpreet Randhawa**

The present study explores the impact of women's portrayals in mass media on reality. In today's digital age, what we see in mass media directly or indirectly affects our perception of reality. This influence has had a profound effect on the image of women, despite living in an educated society. Mass media has contributed to the degradation of women's image, with unrealistic expectations perpetuated in television and films. Women are often depicted as submissive, vulnerable, weak, and easily manipulated, confined to household chores, and obedient to their family's demands.

This portrayal not only reinforces stereotypes but also aids sexual predators in selecting victims. If women's portrayals in media improve, it can contribute to a more positive reality for women, promoting a strong, independent image that counters their real-life subjugation. While the actual world differs from media representations, the impact of media on women's reality cannot be ignored. Media portrays the entire gender as sexually available, blurring the lines between consent and sexual assault. The media has a responsibility to change the perception of women to create a safer future. Although there has been progress, the fight is far from over.

Keywords: *Women's portrayals, Mass Media, Indian television and films, gender*

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The Question of Bodo Sub-Nationalism in the Politics of Assam and its Assertion in the Print Media Discourse of Assam

Debashis Pratim Sarma* & Dr. Abhijit Bora**

The paper attempts to analyse the relevance of Bodo sub-nationalism in the politics of Assam and its assertion in the print media discourse. Bodo movement has been the loudest voice among all the ethnic movements for separation (both state and statehood). The politics of Bodoland have undergone significant changes after the signing of the Bodo Peace Accord in 2020: firstly, after fifteen years in power, the Bodoland People's Front (BPF) was defeated in the Bodoland Territorial Region (BTR) election by the United People's Party Liberal (UPPL) and its former ally, the Bharatiya Janata Party (BJP); secondly, The BJP and the UPPL joined forces for the BTR election in 2020 and the Assam Assembly Election in 2021 and thirdly, despite the wrangling history between the parties and their respective vote banks, the BPF joined forces with All India United Democratic Front (AIUDF) in the Congress-led alliance for the 2021 Assam Assembly Election.

In order to evaluate the discourse of print media in Assam, two renowned newspapers of the region, namely 'The Assam Tribune' (English newspaper) and 'Asomiya Pratidin' (Assamese newspaper), are utilized to analyse the coverage given to the politics of Bodoland during the BTR election, 2020, and the Assam Assembly Election, 2021. The study finds that the print media focused more on BPF than UPPL. It also suggests that the print media frequently highlighted peace, development, and the new Bodo Peace Accord.

Keywords: *Bodo sub-nationalism, Ethnic identity in Assam, Print media in Assam, Political culture of Assam, Election in Assam*

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Colorization, Symbolism and Artificial Intelligence:
A Case Study of Satyajit Ray's *Pather Panchali*

Tanmay Samanta

The objective of image colorization is to add color to a monochrome input picture to generate a colorful outcome, which is a classic and essential issue in visual effects. In cinema, color has a significant role in on various levels. But it was not the fundamental component of cinema. Although color was added in film later, but for a long time people were used to watch movies on their black and white television set.

This study depends on the effort of a Bengali professor based in the United States who used artificial intelligence to colorize Satyajit Ray's *Pather Panchali* as a quarantine experiment. This research analyzes the use of colorization in *Pather Panchali* to determine whether the colors work well to emphasize the film's symbolic meaning. It also examines whether there is still a place for sentimentality after colorization and how well AI works at coloring in black and white movies.

The research objectives include evaluating the role that colorization plays in bringing the film's meaning to light with regard to certain situations, examining among specialists the nostalgia/emotions linked with classic black and white films, and gauging experts reaction to the practice of using AI to colorize previously black-and-white movies. This study uses in-depth interviews as a qualitative research approach for gathering expert opinions.

This study concludes that the cinematic symbolism of the black and white version of *Pather Panchali* is lost in the colorized version. Expert interviews highlighted the complicated link between colorization and the film's aesthetic direction. The findings emphasize the need for careful consideration and preservation of the original black-and-white format, while also recognizing the advancements and limitations of artificial intelligence in the colorization process.

Keywords: *Colorization, Recoloring, Pather Panchali, symbolism, Artificial Intelligence*

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Use of Social Media and Digital Technology for Environmental Advocacy:
A Study of Recent Movements in India

Sulakshana Bhattacharya

Environmental communication is an ethic of crisis and care. It is both pragmatic - in terms of making people aware of various issues, spreading information about the steps to be taken practically on the ground, organizing various events and strategic initiatives; and is constitutive – it influences the ways in which we narrativize human-nature relationship.As founding environmental communication scholars Cantrill and Oravec (1996) observed, the "environment we experience and affect is largely a product of how we come to talk about the world."The advent of the internet, digital technologies, and social media platforms has opened up new avenues to communicate environmental issues, share stories that matter, and organize the best forms of strategic movements globally. Recently, some of the initiatives by organizations like the Isha Foundation, namely, the Rally for Rivers-Cauvery Calling and Conscious Planet: Save Soil have been rallying national and global support in favour of important systemic changes.Drawing thousands of people at over 180 public events, the Rally became the largest public-endorsed, mass awareness campaign in history. Supported by over 162 million people, Rally for Rivers is the world's largest ecological movement today.

These efforts have mainly been organized centred around creative use of social media, besides other on-the-ground tactics. The paper presents a descriptive analysis of various social media, internet, and digital technology-based communication components of both the movements. Qualitative narrative analysis of primary sources like organizational websites, YouTube videos, social media posts etc. has been done, besides analysis of secondary sources like relevant scholarly literature. Some of the Diagnostic, Prognostic, and Motivational framing of messages have been briefly discussed. A convenience (snow-ball) sample survey of 52 students in the age group 20 to 27was conducted to draw primary data about the level of awareness of these initiatives amongst the youth of Kolkata. Descriptive analysis of the data has been presented through graphs and charts. Facebook was found to be the most cited social media platform, where the respondents came across campaign messages. But, the level of engagement is not high enough. The said exploration will shed light on the recent trends in India in the field of environmental advocacy by independent non-governmental organizations, using social media and digital technology.

Keywords: *Environmental communication, internet, digital technology, social media, advocacy campaign, public sphere, framing.*
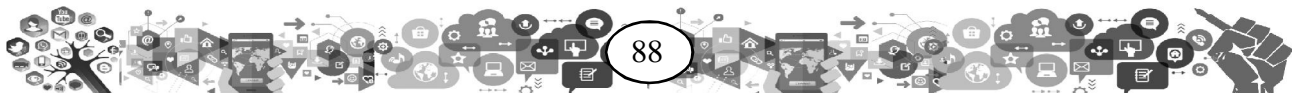
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Need of Commercial Cinema and Parallel Cinema to bring Balance between Social Message and Entertainment

Saurabh Gupta

Commercial cinema and parallel cinema are distinct filmmaking paradigms with different objectives and societal impacts. Commercial cinema aims to provide entertainment and generate financial gains, while parallel cinema communicates social themes and stimulates intellectual reflection. This study explores the significance of commercial and parallel film in blending social messaging and entertainment, highlighting their distinctive features and the potential benefits of their convergence in cinema. Data was gathered through a mixed-methods approach, using a survey design tool and secondary information from critical reviews and existing literature.

The study concludes that the contemporary film industry needs a balanced approach between commercial and parallel cinema, allowing filmmakers to deliver richer, deeper stories, promote intellectual stimulation, and create a more equitable cinematic environment.

Keywords: *Cinema, Parallel Cinema, Commercial Cinema, Social Message, Convergence*

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Portrayal of Women over OTT Platforms: An Analytical Study

Ritika

Over-the-top (OTT) platforms have gained popularity due to their broader range of content, increased flexibility in watching choices, and reduced pricing compared to traditional pay-TV services. However, the portrayal of women on these platforms has been a subject of debate. Critics argue that OTT platforms have liberated themselves from traditional constraints, allowing for more nuanced and realistic depictions of women, while others argue that they have reproduced existing stereotypes and tropes in popular culture.

This research aims to analyze the portrayal of women on OTT platforms through semiotic analysis. The study examines the historical background of OTT platforms and their portrayal of women, revealing a significant underrepresentation of women, often characterized by passivity, aggression, and sexual objectification. The study explores the role of OTT platforms in promoting societal transformations by challenging stereotypes and harmful stories, particularly about women from diverse backgrounds. The research employs a descriptive qualitative methodology, employing a semiotic theory analytical framework developed by Roland Barthes. It focuses on two web series, Made in Heaven (Season 1 and 2) and Delhi Crime (Season 1 and 2), chosen from popular OTT platforms Amazon Prime and Netflix. The semiotic data analysis technique was used to collect data through documentation of the portrayal of female lead characters.

The study delves into the semiotic signs present in the online series Made in Heaven and Delhi Crime, employing the concepts of signifier and signified to identify denotative markers and explore their connotative implications. The research emphasizes the importance of addressing the portrayal of women on OTT platforms, as these platforms can significantly impact societal transformation.

Keywords: *OTT platforms, women, society, representations, reality*

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Reading Expressions from Cuisine: Empirical Mapping on the Communicative Actions of Kurumba Community

Rohan Pillay A.* & Dr. Lalmohan P.**

Indigenous communities have developed food habits that correlate to their demographic, social, and cultural identities, bringing forth numerous food cultures that may not align with the dominant hegemonies. The Chickasaws used the entire region along the rivers beside their residences as their hunting grounds, while the Western Tribe of the Torres Straits primarily consume indigenous plants and animals such as yams, sweet potatoes, dugong, etc. (Gibson, 1971) (Haddon, 1890). Therefore, food is central to the identity of an indigenous community. Feeding their people according to traditions and customs is the focal point of indigenous sovereignty (Ricart, 2020).

Engaging emotions in the purview of ethnography is critical to constructing anthropological knowledge (Dundon&Hemer, 2016). Emotions cannot be limited by textual grammar, and oral traditions are also not limited by the same. With love being a universal emotion, lovers have devised means to communicate in absentia to evade the privy eyes of onlookers, and one medium which was widely used before the advent of technology is love letters. However, tribal communities which are primarily oral fall out of the purview of love letters. Being a significant metaphor in cultural expression, cuisine can be used to express love.

In this light, the researcher investigates the presence of cultural practises that lie beyond textual imagination. The researcher has conducted an ethnographic study among Kurumbas—a tribal community residing in the hilly forest regions of Attapady, Palakkad, Kerala. Through field observation, participant observation, and conversations with community members, the researcher traces how cuisine communicates emotions through the specific example of how the community members used food to express love to their potential partners, i.e., to serve the purpose of love letters.

Keywords: *Emotions, expressions, food, cuisine, orality.*

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The Role of Social Media in Facilitating Participatory Development Communication: Opportunities, Challenges & Implications for Community Engagement

Sumana Mitra

This article delves into the dynamic intersection between social media and participatory development communication. In today's interconnected world, the proliferation of social media platforms has revolutionised the way individuals and communities engage in communication related to development initiatives. This study explores how social media platforms empower stakeholders at all levels to actively participate in the development process, shaping policies, sharing insights, and fostering inclusive decision-making. This study utilized the qualitative research design approach through a comprehensive review of relevant literature and case studies.

This article examines the various ways in which social media platforms have bridged traditional communication gaps, allowing for greater inclusivity and participation in development projects. It delves into the mechanisms by which social media tools enable grassroots mobilization, facilitate real-time information dissemination, and amplify the voices of marginalized communities. Furthermore, this article investigates the challenges and ethical considerations associated with using social media as a means of participatory development communication. It explores issues of digital divide, privacy, misinformation, and the need for effective governance in the digital realm.

The findings suggest that social media, when leveraged effectively, can be a powerful tool for participatory development communication. It has the potential to democratize decision-making processes, enhance transparency, and foster a sense of ownership among communities involved in development initiatives. However, careful planning, digital literacy promotion, and ethical guidelines are essential to harness the full potential of social media in advancing participatory development communication. This article contributes to the evolving discourse on the role of social media in development by shedding light on its transformative capacity and the imperative of addressing associated challenges. It underscores the importance of adapting development communication strategies to harness the ever-evolving landscape of social media for inclusive and sustainable development outcomes.

Keywords: *Social Media, Participatory Development Communication, Community Engagement, Sustainable Development*

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A Study on the Structural Impediments to Health Communication Designs of NRHM among the Sadri-Speaking Tribes of Ranchi

Amit Kumar Singh* & Dr. Rahul Amin**

Effective communication plays a pivotal role in enhancing healthcare outcomes and patient satisfaction. However, when barriers impede this vital interaction between healthcare professionals, patients, and their families, it can lead to confusion, frustration, and misunderstandings. This study seeks to investigate the perceived structural impediments to effective health communication within the framework of the National Rural Health Mission (NRHM) among tribal beneficiaries, their families, healthcare facilitators and other stakeholders. The research was conducted in the rural areas of Bero block of Ranchi.

A mixed method research approach was adopted to comprehensively explore and analyze the obstacles to effective communication encountered by tribal beneficiaries. A purposive sampling method was employed to select hundred participants from the study area. Data was collected using structured surveys, and analysis was conducted using the Statistical Package for the Social Sciences (SPSS) and in-depth interviews of 25 respondents were conducted using the structured questionnaire. The study's findings shed light on critical issues within the realm of health communication. It became apparent that there were significant challenges related to communication, primarily stemming from Accredited Social Health Activists (ASHAs) and Auxiliary Nurse Midwives (ANMs).

These barriers hindered the exchange of crucial information, often resulting in suboptimal healthcare experiences for tribal beneficiaries. The identification of these challenges underscores the need for targeted interventions and structural improvements in healthcare communication practices to enhance healthcare delivery, promote patient understanding, and ultimately improve the overall health outcomes and satisfaction of tribal communities in rural Ranchi.

Keywords: *Health Communication, NRHM, Sadri, Tribes of Ranchi*

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Digital Awakening of Kani Tribal People: The Role of New Media in their Lifestyle and Livelihood Opportunities

R. Sekar* & Dr. G. Balasubramania Raja**

Any nation's significant population is the tribal community; They make up nearly 7.5% of the population in India. When compared to other villages, towns, and cities, the majority of tribal villages are isolated with little connectivity and lack communication. When compared to traditional education transactions, tribal students are quite at ease with the learning options they have. In the Kalakkad Mundanthurai Tiger Reserve Forest (KMTR) of the Tirunelveli district, there is a traditionally nomadic community known as the Kani'. These native Keralans settled in the secondary hills. They slowly moved to Tamilnadu and settled in the Tirunelveli Forest in the Western Ghats. The estimated number of Kanis in Tamilnadu and Kerala, according to the 2011 census, is 24,000. In the past, tribes shared information, knowledge, and entertainment through face-to-face oral communication and folk arts.

However, the situation has altered, and they now use new media, a paradigm shifts in their livelihood. It even showed up in education, particularly during the pandemic in parts of the Western Ghats that had access to a network. They, like other tribes, are becoming more aware of how other people live their lives. The only endemic community in the Tirunelveli districts, the Kani, were selling honey, herbal products, and handicrafts for their livelihood opportunities.

Keywords: *Livelihood Diversification, Education and Skill Development, Empowerment, Cultural Preservation, Market Access.*

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Digital Disruption: Exploring the Dynamics of Misinformation and Disinformation on Social Media Platforms during the 2021 South African Civil Unrest

Sharen Thumboo

In South Africa, a country boasting a staggering 25 million social media users , the digital landscape has emerged as a pivotal arena for diverse social interactions, business engagements, and the exchange of information. However, the nation encountered a critical juncture during 9 – 18 July 2021, marked by widespread civil unrest. In response to this turmoil, the populace turned to social media platforms as their primary source of information, setting the stage for a critical examination of the influence of these digital spaces on the dissemination of counterfeit news.

This scholarly inquiry delves into misinformation and disinformation by scrutinizing ten significant instances of counterfeit news that propagated across various social media networks during the 2021 South African civil unrest. To guide this research, the researcher poses two primary research questions: (1) How did social media platforms contribute to disseminating counterfeit news during the 2021 South African civil unrest? and (2) What were the consequences of such false narratives on public perceptions and safety? Within the contemporary digital age context, characterized by an onslaught of disinformation, misinformation, fake news, and the pursuit of digital freedom, the study employs methodological approaches rooted in communication theories, specifically the magic bullet theory and uses and gratification theory. Through these lenses, this research aims to unveil the catalytic role played by social media in igniting and exacerbating social unrest among South Africans during a period of significant instability. This research reveals that social media platforms played a substantial role in the rapid dissemination of counterfeit news, exacerbating panic and harm during civil turmoil. This research contributes invaluable insights into the challenges of misinformation in the digital age, with far-reaching implications for digital freedom and public safety.

As South Africa and the world grapple with the consequences of the digital information age, this research endeavours to illuminate the complex relationship between social media, information dissemination, and misinformation's societal consequences. Doing so offers a foundation for informed discussions and potential strategies to address the pressing issues surrounding counterfeit news and its impact on civil society. This study aspires to make a meaningful contribution to academic discourse and, ultimately, to safeguarding democratic principles and public welfare. Further research directions include investigating the efficacy of countermeasures against misinformation on social media platforms and assessing their impact on public perceptions and behaviour.

Keywords: *Fake news, misinformation, news dissemination, social media*

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Menstruation on Screen: Exploring Contrasting Perspective in Mainstream Cinema vs. Documentary

Vishnupriya Singh and Riya Saini

Menstruation, a natural biological occurrence that impacts almost every woman, tends to be stigmatised, silenced, or inaccurately portrayed in media and society. Menstruation can be connected to notions of impurity, uncleanliness, or illness in various cultures and religions. This leads to restrictions and discriminatory practices, causing it to be considered a private or taboo subject that is not openly discussed. Consequently, there is a lack of education, awareness, and dialogue surrounding menstrual health and hygiene. Gender norms and expectations also contribute to the perception that women are inferior, weak, or irrational, reinforcing stereotypes regarding menstruation. Therefore, it has become crucial to challenge and transform the prevailing narratives and representations of menstruation in media. This paper aims to explore how menstruation is portrayed on screen, comparing and contrasting the perspectives of mainstream cinema and documentary films.

The paper analyses two films as case studies: 1. Pad Man (2018) a biographical comedy-drama Bollywood movie portraying the story of a husband who creates an affordable machine for manufacturing sanitary pads and 2. Period. End of Sentence. (2018) a documentary short film that explores the story of Indian women who are at the forefront of a silent but significant sexual revolution. The findings show that in mainstream cinema the positioning of women's issues relating to sanitation & menstrual hygiene is being campaigned by a man. This phenomenon depicts the growing need for the projection of social issues in mainstream Bollywood movies as an attempt to uphold neoliberal capitalism and a desire to cater the middle-class values. In documentary films, the issue is being addressed at a grass-root level which results in empowering the masses and the local communities. The documentary for-mat allows filmmakers to interact with the community to create more non-profit material and work together by helping each other. These films have the potential to create a more democratic production environment.

The paper argues that mainstream cinema tends to reinforce stereotypes and myths about menstruation, while documentary films offer a diverse, nuanced, and positive portrayal of menstruation and women. The paper also discusses the implications of these findings for media literacy, menstrual activism, and social change.

Keywords: *Menstruation, Mainstream Hindi Cinema, Bollywood, Documentary Film, Women, Gender*

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Data Privacy Dilemmas in India's Digital Democracy:
Challenges and Regulatory Perspective

Haseena K

The rapid advancement of digital technology and its integration into governance systems have brought about a transformation in the nature of democracy. While digital democracy offers opportunities to enhance traditional democratic setups, it also ushers in concerns about data privacy and security due to the increasing phenomenon of datafication. India has witnessed substantial growth in digital access, with a significant increase in mobile and internet connections. This has led to an immense volume of data, presenting both opportunities and challenges. This research paper analyzes the complexities of data privacy in the context of India's digital democracy, examining the concerns arising from various digital technologies and the regulatory framework designed to safeguard citizens' data rights.

Digital democracy in India is about leveraging information and communication technology (ICT) to engage citizens in political processes, enhance transparency, and optimize the functioning of democratic institutions. However, this digital transformation comes with its own set of challenges, including the dissemination of false information, the digital divide, transparency, accountability, security, and privacy concerns.

The exponential rise in data generation and control by individuals has elevated the importance of data privacy. Individuals' personal information is increasingly vulnerable, posing a dilemma for governments aiming to strike a balance between preserving data privacy and utilizing data for societal welfare. The paper highlights the need for equal access, the protection of personal data, and digital literacy in the digital democracy. It emphasizes the delicate balance democratic nations must strike to protect individual rights while ensuring public safety in surveillance infrastructure. Enhancing public understanding of technology and fostering digital literacy are essential to navigate the digital landscape effectively.

Keywords: *Digital Democracy, Data Privacy, Transparency, Accountability, societal welfare*

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Can AI Replace Human Teachers in Classrooms?
A Comparative Study among Students in Urban and Rural Regions of Bengaluru

Shruthi BC* & Suhas S Kashyap**

Artificial Intelligence (AI) has taken everyone by storm. Social media platforms are flooded with influencers persuading students, teachers, and corporate employees to start using AI tools to enhance their productivity and are creating a feeling of insecurity that if they do not master the tool then, there is a probability that they will be left behind in the rapidly evolving educational and technological landscape. There is no doubt that AI tools have created an edge in the education sector and have become increasingly popular among students for a variety of reasons like instant feedback, personalized and tailored learning, and creating work in the least amount of time. But the question 'Can AI replace human teachers? has captured the imagination of educators, policymakers, and students alike. The idea of whether AI can fully take over the role of human teachers is a complex one, influenced by various factors like the availability of technology, economic disparities, and cultural differences.

This study takes a closer look at this question, focusing on a comparison between student's perception and attitudes in urban and rural areas within Bengaluru, in the state of Karnataka, India. The study will also attempt to uncover various factors that influence students' perception of AI replacing human teachers in classrooms. A survey method with questionnaireswas used to gather input from studentsstudying in both urban and rural areas of Bengaluru.

The objective of the study was to understand the pulse of the students, their perspectives, attitudes, and experiences regarding the potential of AI to replace human teachers in the classroom. The implications of our findings extend beyond Bengaluru; they have relevance on a global scale. They emphasize the need for an approach to AI in education that considers regional differences and cultural factors. While AI offers exciting possibilities for improving education, it is clear that the human touch remains crucial, especially when it comes to emotional development, cultural understanding, and holistic growth.

In conclusion, this comparative study shines a light on the intricate relationship between AI and human teachers in the diverse educational landscapes of urban and rural Bengaluru. It underscores the importance of considering regional disparities and cultural nuances when discussing the potential for AI to replace human educators. Ultimately, our findings advocate for a collaborative model that harnesses the strengths of AI while preserving the invaluable role of human teachers in shaping the future of our students.

Keywords: *Artificial Intelligence, students' perception, educators, psychological differences, emotional development, collaborative model, urban and rural divide*

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Exploring State of Freedom of Expression in the Presence of Cyber Security Act in Bangladesh

Md. Abu Rayhan & Farzana Fahmee

I n the contemporary digital landscape, the pervasive utilization of virtual tools and platforms for communication has become increasingly commonplace. Nevertheless, this digital realm is not without its share of transgressions, leading the Bangladeshi government to institute the Digital Security Act of 2018. Paradoxically, this legislative measure, ostensibly designed to fortify digital security, has, in reality, curtailed the freedom of expression. It has cast a pall over dissent, impeded investigative journalism, and, in certain respects, contradicted Bangladesh's constitutional principles.

Over recent years, an eclectic array of individuals, spanning journalists, politicians, artists, actors, film directors, garment workers, educators, and students, have found themselves ensnared in the web of the Digital Security Act, facing incarceration as defendants. The outcry against this draconian legislation, raised vociferously by journalists, intellectuals, social activists, and international circles, compelled the government to reconsider its stance. Consequently, the Digital Security Act was eventually rescinded, only to be supplanted by the Cyber Security Act. It is imperative to acknowledge that the constitution of Bangladesh enshrines freedom of expression as a fundamental right. Paradoxically, the Digital Security Act nullified this cherished freedom.

The primary aim of this inquiry is to ascertain whether the Cyber Security Act, like its predecessor, will encroach upon freedom of expression and potentially contravene Bangladesh's constitutional framework. Certainly, this paper employs a qualitative approach, complementing discourse analysis. To achieve this, it conducts in-depth interviews with five highly experienced and esteemed lawyers, as well as ten experienced and representative journalists. The data gleaned from these interviews are subsequently evaluated through the prism of the theoretical construct of freedom of expression. The study asserts that the CSA has a similar impact on freedom of expression as the DSA, thereby violating this fundamental right. The potential for misuse of the law raises constitutional concerns; as such abuse contradicts the Constitution's principles.

Keywords: *Cyber Security Act, Freedom of Expression, Constitution, Digital Security Act, Human Rights*

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Globalization and Cultural Diffusion: A Study on the Role of Digital Media in Cultural Dissemination

Aanchal Sood, Ruchi Kumari* & Dr. Bhavna Upadhyaya**

The media plays a significant role in enhancing globalization and facilitating culture exchange. The low marginal cost of media is ideal for globalization as it helps in reaching a wider market. The global reach of media is relevant and technology has been propelling globalizations by allowing for quick communication, fast and coordinated transport, and efficient marketing. Media also largely helps in facilitating cultural exchange as it allows for intercultural socialization which enables society to add new aspects to their cultures. It also influences the behavior of an individual like how people think, feel and act as well as how cultural norms and values influence these aspects.

It has made societies and its components are dependent on digital technology that we are glued to our computers, smartphones, and tablets and it's impossible to survive without digitalisation. The epistemological understanding of global media diffusion through mass media and digitalistion includes understanding of concepts involved in the process, i.e., theoretical orientations, and patterns and models. This research paper aims to explore the pathways and impact of digital media on India's cultural diffusion.

Keywords: *Digital Media, Globalization, Diffusion, Culture & Social Change*

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Democratization of Information in the Age of Artificial Intelligence: Ethical Issues and Challenges

Chandramouly Pandey* & Prof. Kh. Kabi**

In recent times Artificial Intelligence (AI) is spreading its limbs in every sector including the media and communication sector. AI has brought a revolution in the sector with many automation tools. AI tools which are largely used to gather and disseminate information in media sector however, at same time it is pertinent evaluate how AI effect the democratization of information in digital public sphere. Even the most advanced AI systems, created by highly skilled professionals, are to prejudice and can be challenging to understand.

An AI system that is developed without suitable training or that is run without the proper controls might produce something blatantly harmful which can be discriminating in nature or with major flaws. Use of AI by various institutions like – government, civil societies, non-state actors etc. has been recorded tremendous increase in recent time and it is going to increase in the near future. Mechanism and algorithms behind AI is complex and opaque and there exists many ethical issues and challenges like there is a chance that it will interfere with forming opinion, access to factually correct information which can lead to de-democratization of information.

Apart from this, there is also a privacy concern related to collection and unethical use of personalized data. With the increasing penetration of internet and social media usage, it is very easy to set a narratives and form opinion with the help of algorithms, AI bots and artificial intelligence applications. AI has concerns in area of content creation, content moderation, web search, commercials etc. these fields can be controlled through algorithms, filter bubbles, use of biased data and bots which erodes the accessibility of information which will be explored and discussed in this paper with the help of interview method with experts and agencies and content analysis method.

Keywords: *Artificial Intelligence, Democratization of information, AI Bots, Social media, Ethical Issues, Privacy, Information.*

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Audience Emoji Reactions on Political News Published in Facebook Page of Mass Media in Bangladesh

Md. Khurshed Alam & Tania Akter

This study employs content analysis to examine audienceemoji reactions to political news content published on the Facebook pages of popular Bangladeshi media outlets. Building on agenda setting theory and uses and gratifications theory, this research explores how audiences engage with and perceive political issues based on their reactions to news posts. Data will be collected through purposive sampling of the 10 media outlets with the largest Bangladeshi Facebook followings, including ProthomAlo, BBC Bangla, Daily Star, Rtv, NTV, independent24.tv, KalerKantho, SomoyTV and jagonews24.com.

Content analysis of user comments on media posts about political developments will identify key themes arising from audience reactions and how individual users relate the issues to their own lives. The first research question asks how main themes are established by audience reactions which will provide insight into public perception of issue importance as framed by media coverage (McCombs & Reynolds, 2009). The second question examines personal connections made by users, elucidating the gratifications obtained from engaging with political news (Katz, Blumler, & Gurevitch, 1973).

This study will contribute knowledge on how media influences public issue salience in the social media age and how Bangladeshi citizens employ political news for information, social interaction, and other needs. By analyzing theconnections sparked by news content, this research also aims to inform best practices for engaging digital audiences on public affairs coverage.

Keywords: *Emoji reactions, Public perception, Content analysis*

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Transforming Marketing:
The Impact of AI and ML Integration

Anu Sinha

The integration of machine learning (ML) and artificial intelligence (AI) in marketing has ushered in a transformative era for the industry. This abstract explores the profound impact and implications of this technological convergence. Machine learning algorithms have empowered marketers to decode vast datasets, extract meaningful insights, and personalize customer experiences with precision.

By analysing customer behaviour, ML models enable dynamic content recommendations, tailored email marketing, and personalized advertisements, enhancing engagement and conversion rates.

With natural language processing and chatbots machine learning and Artificial intelligence has revolutionized customer interactions. Engaging in real-time conversations, address queries, and offer personalized product recommendations, thereby boosting customer satisfaction and loyalty. Artificial Intelligence driven predictive analytics also empower marketing teams to forecast trends, optimize pricing strategies, and streamline inventory management.

Artificial intelligence-powered instruments streamline everyday activities, like A/B testing and content creation, this helps in saving time and resource and helps better the marketing operations. The application of AI in social media analytics enables sentiment analysis and competitor tracking, providing marketers with invaluable competitive intelligence. There would be however, ethical concerns regarding data privacy and algorithmic bias remain pertinent challenges. Hence, balancing the benefits of AI and ML with these concerns is crucial for responsible marketing practices.

In conclusion, ML and AI have redefined marketing by enhancing personalization, automating tasks, and improving customer engagement. While ethical considerations must be addressed, the integration of these technologies continues to reshape the marketing landscape, making it more data-driven, efficient, and customer-centric.

Keywords: *Machine learning, artificial intelligence, chatbots, marketing strategy*

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An Analysis of the User Interface (UI) of Uzhavan App and its Effective User Experience (UX) among the Non-chemical Farmers

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

In 2018, the Department of Agriculture and Farmers' Welfare of the State of Tamil Nadu initiated the Uzhavan (farmer's) App, which has recorded nearly 10 lakh downloads. Uzhavan Application is an ICT platform intended for farmers to access information, disseminate information, and mechanisms to keep informed on farming needs. The agriculture office of regional and block levels has been facilitating the registration of farmers in this application for subsidy and insurance purposes. The design of this application has many targets apart from information and communication such as e-governance in crop insurance, subsidy, and schemes. In this study, the user interface (UI) of the Uzhavan App was analysed to find the extent of user-friendliness on the basis of the farmers' experiences.

Both qualitative and quantitative methods have been employed. To measure qualitatively, the study gathered affective semantic responses to atomic visual aesthetics (AVAs) within colour, typeface, and animation through content analysis. Quantitative data collection is made on farmers with questions on various factors such as operability, accuracy, readability, directness, timeliness, creditability and reliability.

The objectives are: to find the effectiveness of UI design and its atomic visual aesthetic in identifying utilities; to find the user experience (UX) of the Uzhavan App by farmers; to give enhanced UI and UX of the Uzhavan App; and to find the scopes for non-chemical agricultural methods (NCAM) information in the Uzhavan App. The key findings suggested building this application with five different utilities (my profile, e-governance, e-market, information and interactions as prototypes) as simple UI to make this app usage easier an ICT tool. Information needs and communication service for non-chemical agricultural practitioners (NCAP) through ICT tools have been addressed.

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Exploring the Role of Ethics in Media & its Significance in Contemporary Era

Jugal Kishore Pradhan

The media serves as a link between the public & the government. It serves as a leader, motivator, or informant for sound democracy at all levels. Ethics are the inner superintendent decency moralities, values & ideas that people use to analyze or understand a situation and then choose how to conduct. The media is free to carry out its social obligations, but it must adhere to ethical standards when gathering and presenting news to the public by maintaining objectivity & fairness. Media ethics is focused with the proper conduct for a member of the media. The media ethics are moral principles that media professionals must voluntarily uphold in order to maintain and foster public trust, their own credibility, and to avoid betraying the trust and confidence of the public. These principles include reliability, respect, responsibility, fairness, truth, and self-control. The nature of this study is descriptive.

The study of media ethics and its significance in contemporary era is the paper's main topic. For proper broadcasting, preventing information misrepresentation, and avoiding conflicts of interest, media ethics are crucial. It is crucial to promote equality under the law, truthfulness, accountability, and universal ideals. Ethics maturity develops through the identification of values, subjects, and evaluation of several opinions while tolerating opposing points of view. To defend the interests of the people and society, further research is required, and appropriate laws and standards for media ethics should be created globally.

Keywords: *Media ethics, social responsibility, news, freedom of press*

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Understanding the Impact of Unchecked Information and Misinformation on Social Media

Urva Kapoor

In an age dominated by the digital revolution, social media platforms have become the primary channels of information dissemination, connecting individuals, communities, and societies globally. However, the rise of unchecked facts and unchecked information on these platforms has given rise to an alarming phenomenon the spread of misinformation. This research paper aims to explore the profound and multifaceted impact and effect of unchecked facts on people and how it leads to a lasting tide of misinformation. While social media has enabled the rapid exchange of information and has the potential to foster greater transparency and informed decision-making, it has also become a fertile ground for the unchecked spread of information that is often misleading, false, or manipulated.

This study talks about the various dimensions of this issue, with a primary focus on how misinformation impacts individuals. Misinformation on social media can have far-reaching consequences, shaping public opinion, influencing political events, and also sometimes causing violence. The unchecked sharing of unverified facts can trigger social polarization and erode trust in traditional media and institutions.

The research employs a multi-faceted approach, drawing upon a review of existing literature, analysis of real-world case studies, and examination of the mechanisms through which misinformation is rapidly increasing. Key questions explored include the role of algorithms, echo chambers, and confirmation bias in perpetuating misinformation and the implications of this misinformation for society at large.

While acknowledging the challenges posed by the unchecked spread of facts on social media, this study also highlights the crucial role of media literacy and critical thinking in mitigating the adverse effects. The research explores strategies to combat misinformation, emphasizing the need for digital media literacy programs that equip individuals with the skills to discern credible information from falsehoods.

In conclusion, this research paper seeks to shed light on the pressing issue of unchecked facts on social media and their implications for individuals and society. It underscores the importance of understanding the mechanisms through which misinformation spreads and advocates for a collective effort to foster digital literacy, responsibility, and critical thinking to navigate the complex information landscape of the digital age.

Keywords: *Digital age, Fact-checking, Misinformation, Social media, Unverified facts*

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Cinematic Acculturation of Nattawut Poonpiriya's Bad Genius: Higher Education under Neoliberalism as an Educational Catastrophe depicting Homo Economicus

Dr. Rupa Sarkar* & Rohan Vijay Shandilya**

*H*omo economicus attempts to address this inquiry by finishing up with the assistance of hypothetical conversations and scholarly portrayals. The present investigation examines Nattawut Poonpiriya's Thai heist film *Bad Genius* through the lens of higher education under neoliberalism, an educational catastrophe. Nattawut Poonpiriya's parody of higher education, *Bad Genius*, spoofs how higher education under neoliberalism standardizes skeptical personal responsibility as the reality of society and human instinct around economic events. *Bad Genius* is a thriller cinema released in 2017 that shares many similarities with higher education under neoliberalism.

This article investigates the dynamics and narratology of what the research scholar mentions as higher education under neoliberalism using higher education as a theory machine. It argues a case for higher education under neoliberalism with its properties like student debt, commercialization of education, or reduced access to quality education. However, a comparison proves very fruitful since higher education and the movie *Bad Genius* investigate the extent to which poverty, frustration, hopelessness, and humiliation play a role in the complicated factors that reincarnate humans into *homo economicus* characters. Higher Education transactions represent a spatial consciousness in which higher education under neoliberalism seeps into exams-cheating schemes, corruption, and revenge.

On the contrary, *Bad Genius* goes so far as to explain cheating on international standardized tests, crime, and corruption in higher education concerning the transgressions routinely performed by *homo economicus* as they rise to the top of the cheating racket, startling the world in the instance of the international standardized test scandal for university admissions. Thus, higher education under neoliberalism stimulates relationships with a twist, rewriting the cinematic acculturation to communicate society's advantages and disadvantages.

The global civilization continues to prioritize neoliberalism; higher education has become a high-stakes game in the context of higher education under neoliberal policies, often leading to reduced public funding for universities, increased tuition fees, and a market-oriented approach to education where students are becoming customers. *Bad Genius* is a thrilling and thought-provoking film that combines elements of heist cinema with a social commentary on the education system and the lengths to which some individuals are willing to go to achieve success. The cinema *Bad Genius* serves as a means of cultural transmission or socialization through cinema, possibly conveying cultural or societal values, including those related to neoliberalism and the pursuit of economic success. Through the power of cinema, we can learn to navigate this world and come out on top.

Keywords: *Homo Economicus, Bad Genius, Cinema, Higher Education, Neoliberalism*

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What Women Want? Just A Few Laughs:
A Postfeminist Analysis of Stand-up Performances by Select Indian Female Comics

Upasana Sarangi

The growth of stand-up culture in urban India can be marked by the increasing number of live shows across the country, its social media presence, as well as its availability on popular digital streaming services such as Netflix and Amazon Prime. Taking the same into account, the paper intends to take a postfeminist approach to examine how the content of stand-up performances (available on digital platforms) by popular Indian female comics namely, Kaneez Surka, Niveditha Prakasam, Neeti Palta, and Anu Menon, on one hand, localises the feminist conversation by using their humour as a form of subversion against patriarchal practices prevalent within contemporary India, but on the other hand, causes a disjuncture by reinstating another form of class hegemonic discourse through its narratives.

While exploring this contradictoriness, the paper also notes how female identity has been personalised on the basis of the geographical location and lived experiences of the selected comics. This paper also foregrounds the role of stand-up culture in the expression of female resilience against Indian patriarchal structures which may possibly lead to social transformation.

Keywords: *Postfeminism, Stand-up Comedy, Female Identity, Digital Entertainment, Humour*

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The Role of Press in Moulding Democracy in Tripura: A Historical Perspective

Dr. Biswendu Bhattacharjee

The press played an important role in moulding democracy in Tripura since its inception. Tripura was never a colony of the British but kings of the Tippera hill region had a big role in the promotion of literary activities and publications. The history of the language press of Tripura is traced to the way back to 1860. Though there was no trace of a newspaper before 1860 in Tripura Royal records indicate, that the then ruler Ishan Chandra Manikya had fought against the British during the Sepoy Mutiny in 1857, which has been described as the First War of Independence in India by V D Savarkar.

The royal history of Maharajas of Tripura was found in Bengali language even though they belonged to a tribal community. Dialect of indigenous communities (known as Kokborok) did not have a written form of language, which is still growing amid script controversy whether Roman, Bengali or Devanagari. The recognized tribal language of the state - Kokborok has been shaped in Bengali script over the years. Bengali was the administrative language of the Manikya rulers. As a result, whatever press and publication traced in Tripura was Bengali only. Between 1860 and 1946, a year before India attained Independence; as many as 36 Bengali newspapers were published from undivided Tripura. However, the frequency of the publication was mostly monthly. The titles of these newspapers were interesting and relevant such as Gnyan *Prakashani, Prakashya Tripura, Abhyudoy, Agragati, Tripura Katha, Sarathi* – all are in Bengali, and *Katal Kathma*, the first Kokborok newspaper of Tripura, published in 1954. These are related to the sun moon and mirror reflecting knowledge and awakening.

In the beginning, like other parts of the country, the publication of newspapers in local and co-local languages was a mission to highlight the own activities of the rulers, to educate the opinion makers to make them aware of royal administration. There was no professional attitude in the press; rather it was mostly related to an intellectual exercise and inscription of public administration. Till the merger of Tripura with the Indian Union in October 1949, newspapers were published from Comilla, Dhaka, and Kolkata with the patronage of the princely rulers. Thus, the local press in Tripura played a vital role in promoting democratic values, liberty, fraternity, equality, and social justice. In this process, knowledge sharing and tremendous awakenings were generated through these small newspapers. Though these newspapers had limited circulation, they had a profound impact on civic life because one printed copy of a newspaper was read by at least 20 readers, their kids and keens as well as family members.

The socio-economic issues of the people of Tripura were the main contents of vernacular press. Sometimes, these newspapers were commonly read in the Chowmuhanis (road square) loudly. In the cities like Udaipur, there was a small public library wherein newspapers were made available for the common readers. Like British India, there were no strict laws against freedom of the press in Tripura which resulted in building democracy as a way of life. The credit for attaining cent percent literacy today goes to the pragmatic rulers of Tripura as well as language newspapers which became a vanguard of change.

Keywords: *Tripura, press, democracy*

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A Study on Awareness of People about Digital Health Services

Sandipta Patra

The study deals with the awareness of people on digital health services provided by different digital programmes. At present digital technology is greatly influencing our daily pattern of life. People started doing everything digitally like learning, office work, newspaper reading, ordering food, watching TV shows and series etc. Digital technology developed in every point of society. Our health system is not an exception to it. Health is our necessity to live a happy life. We treat our health as the biggest prosperity we have.

In today's world digital health is also there to give easy access of health services to the patients or people suffering from any health issues. Yes, health services like taking doctor appointment, booking prior appointment, taking prescription, setting reminder for taking medicines, doing routine exercises, ordering medicine etc are available in digital applications developed by various companies for patients to get easy access to all the services. This study is an attempt to understand the awareness among people about such digital health services through survey method using questionnaire.

Keywords: *Digital technology, Health, Applications, Services, Awareness*

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Facebook - A Political Sphere: Analyzing Political Leaders' Usage and Public Engagement

Parlapalle Ramaiah* & Dr. Thadi Vijayalakshmi**

Facebook serves as a prominent platform for political discourse, offering politicians a convenient approach for campaigning. This research delves into the nature of political content managed by politicians on Facebook, looking into the various types of content they engage with. It's discussed about political discourse. Politicians utilize comments as a barometer of public opinion and observe responses to their posts. Many politicians contain photos and videos in their content."

This article not only classifies the different post types shared but also illuminates the primary Facebook features most commonly utilized by politicians. Analysis was done using content method. The study derives its insights from the Facebook accounts of 10 politicians.

In addition, the research uncovers challenging patterns in audience engagement. Followers belonging to the same political affiliation tend to react positively, while those from rival parties often offer negative comments, occasionally resorting to personal insults.

This suggests that a significant portion of the followers may be party leaders and activists. Leaders from opponent parties and neutral individuals tend to have smaller followings. Amazingly, government workers may follow politicians but are less active in terms of engagement.

Keywords: *Facebook, Politicians, Posts, Likes, Comments*

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The Potential of Digital Media in Spreading Bond Market Awareness amongst Indian Youth

Prof. Neha Dubey & Prof. (Dr.) Ananya Mehta

This study examines the underutilized potential of digital media channels as effective methods for educating the Indian youth audience about the bond market. The research examines the effectiveness of targeted digital information in filling the knowledge gap surrounding bond-related awareness. The research further highlights the crucial role that financial literacy plays in determining the economic prosperity of an individual and of a successful democratic regime.

This study will examine and evaluate the effects of educational content distributed through multiple digital platforms on the bond market. The research identifies the persistent issues impeding youth participation in the bond market and brings forth a snapshot of the current state of awareness about the youth through a thorough examination of the literature and empirical data.

Findings show a strong positive association between targeted digital media material and younger Indians' increased knowledge of the nuances of the bond market. The use of interactive mobile applications, educational webinars, and social media sites to spread difficult financial concepts is becoming more and more effective. The study also underlines how crucial it is to use gamification and storytelling strategies to improve learner comprehension and recall of bond market fundamentals.

Keywords: *Financial literacy, digital media, bond market, and Indian youth*

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From Clicks to Trash: A Discourse on the Environmental Cost of Digital Media and its Management

Gowhar Hassan & Pooja Shree

Digital technologies revolutionized the field of communication by making information easily accessible, instant, and distributable to remote places. The public could experience the phenomenon with the proliferation of the internet as it was made open for general use. This was accelerated by the emergence of interactive social media platforms and messaging services. The countless online interactions by individuals and groups led to the creation of huge amounts of data. As the world is becoming more data-driven, digital waste -online engagements that contribute to carbon emissions-has become a crucial issue. Statistics reveal that a single Google search contributes 0.2 grams of carbon, which cannot be neglected considering the billions of searches every day on the search engine. On average, 2.5 quintillion bytes of data are generated every day. Digital waste highlights the inefficient ways to store data. The waste also comes out of other numerous inevitable practices of online engagements that are embedded in our daily routine.

Although the issue has been debated, it has largely remained out of the bounds of the media and communication domain. This is irrespective of the fact that digital media platforms like search engines, social media, and the internet contribute immensely to digital waste. This study aims to highlight the issue of digital waste in relation to media technologies. Using a critical review approach, it will explore some prominent perspectives and directions that are being taken worldwide to cope with the issue including data protection regulations, healthy ways of media use, and novel approaches to data storage. In doing so, the study will also locate the debate on digital waste in the communication field by examining the extent of attention given to the issue by media scholars. The study will contribute to the sustainable practices of news production and consumption in news media.

Key Terms: *Digital Technologies, Digital waste, Carbon emissions, Social media, Data protection, Data Storage*

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An Insight on Democracy on Social Media:
Twitter Analysis

Vaishali Behera

Social media has become the new public sphere (Habermas, 1990; Curran, 1993; Shirky, 2011) because it encourages democracy with increased exposure, heterogeneous interaction and its user-friendly and consistent availability (Kent, 2013; Saldana et al, 2016; Barnidge et al, 2018; Zuniga et al, 2014; Zuniga et al, 2018). Though studies mentioned that social media fosters democracy but the same idea has also been challenged by a number of concepts such as *echo chambers, political advertising, computational propaganda etc.* (Margetts, 2019; Zuniga et a;, 2018; Avello, 2015; Boulianne et al, 2020; Freedman et al, 2004; Woolley & Howard, 2017; Renee, 2018). There has been an increased focus on information dissemination which is subjective to the transnational equation of power.

This equation is structured and inclusive of societal and logistical power in the global political economy. Regarding the same, Harry Cleaver describes capital as political economy and its exploitative nature which explains the uneven information dissemination (Cleaver, 1994; Hoffman, 2019). The paper examines the reach and impact of online campaigns like 'Black lives matter', 'Dalit lives matter' etc. and their effectiveness which shall redefine democracy on social media (Tucker, 2017; Bradshaw, 2018; Howard & Hussain, 2011). Using the theoretical lenses of dependency theory and world system theory, this study will explore the politics of power by making a clear distinction between the periphery and core countries and the politics of their positioning (Hays, 1964; Barrow, 1993; Skocpol, 1980; So, 1990; Chirot & Hall, 1982).

The primary objective of the study is to use these theoretical lenses to analyse the co-dependency of socio-political position of the country (core country hegemony) and the political attention due to capitalist forces (Wallerstein, 1976; Gramsci, 1971). The paper uses data mining as a method to collect online tweets from campaigns such as 'Black lives matter' and 'Dalit lives matter', 'Me too' movement (first world) and 'Me too' movement (third world) for reach and participation assessment (Chen et al, 1996; Russell, 2013; Ali, 2011; Poushter et al, 2018; Stanislavska et al, 2020; LeBron, 2023; Mundt et al, 2018; Carney 2016; Ince et al, 2017; Shah &Lerche, 2021; Thakur, 2020; Kujat, 2016; Guha, 2021; McDonald, 2019; Moitra et al, 2020; Chandra, 2020; Lee &Murdie, 2021).

Keywords: *Democracy, social media, twitter, #blacklivesmatter, #dalitlivesmatter, #metoo movement, dependency theory*

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Leveraging Artificial Intelligence Tools in Research

Niharika Nayak

In recent years, the integration of Artificial Intelligence (AI) has revolutionized the landscape of research across various disciplines. AI, a branch of computer science, empowers machines with the ability to learn, reason, and make decisions, mimicking human intelligence. Artificial intelligence tools encompass a range of technologies designed to mimic human cognitive functions. They have become invaluable in various educational contexts. Among students, AI tools offer personalized learning experiences. They adapt to individual learning styles and pace, providing tailored content and feedback. This promotes engagement and enhances comprehension.

In research, AI tools revolutionize data analysis and interpretation. They can process vast datasets, identify patterns, and generate insights that might otherwise be overlooked. This accelerates the pace of discovery and enables researchers to tackle complex problems more efficiently. AI technologies are transforming learning and research by offering complex capabilities and easy solutions. These solutions use artificial intelligence to speed up work, boost output, and provide insightful data. This study aims to explore how the students are utilizing AI tools in the process of research and their perceptions regarding the benefits which can be gained by using this AI tools.

Keywords: *Artificial Intelligence, AI tool, Algorithms, Machine learning*

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Game-Based Learning:
A Comprehensive Study on its Impact, Implementation, and Effectiveness in Educational Settings

Harapriya Sarangi* & Dr. Ambika Sankar Mishra**

The study deals with how the game has become an effective tool for classroom education and enhances the students' attitudes toward learning. While we live with a pre-conceive notion that games are only a part of entertainment and a spoiling of time but incorporation of game in class room education has changed the complete study pattern. Game as an assessment tool, enables students for their cognitive development and provokes them for active learning process.

Game-based learning is constructed upon traditional learning concept and creates an engaging classroom experience for the students. Though games are considered as important part of our life, but game as a learning tool has brought a great solution that allows students to think critically, handle problems confidently and show their creative skills to achieve success. Gain the knowledge by playing game not only makes their brain sharpen to memorize things but they can easily retain this learning for a longer time.

In this study, a survey can be conducted among school children, to get a clear understanding regarding how the game can enhance the learning efficiency and can be used as an operative tool to enhance class room learning experience of the students.

Keywords: *Game, learning, tool, classroom*

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Exploring ChatGPT's Implications in Media:
Innovative Prompt Writing Techniques

Dr. Disha Batra* & Akshay Upmanyu**

The rapid evolution of artificial intelligence has ushered in transformative changes across industries, with the media sector being no exception. This research paper delves into the multifaceted applications of ChatGPT, a generative AI model, within the realm of media. The overarching objective is to engineer the prompts for diverse use cases associated with ChatGPT in enhancing media-related tasks. In this comprehensive study, the researcher explores the efficacy of ChatGPT in various media domains, including electronic, print, social media, advertising, public relations, and data journalism.

The paper presents a detailed set of use cases of how ChatGPT can be effectively employed to streamline workflows, boost creativity, and improve content quality. The methodology underpinning in this research paper is rooted in trial and error, as the researcher engineered-prompt writing techniques and fine-tuned prompts tailored to specific media use cases. By iteratively refining these prompts, this study uncovered the nuanced ways in which ChatGPT can be harnessed to generate headlines, draft scripts, conduct interviews, craft news articles, edit content, and even optimize social media posts across different platforms. Findings of this study reveal that ChatGPT is a versatile tool that empowers media professionals to efficiently generate content, improve content quality, and personalize audience experiences. Whether it's automating content creation, enhancing storytelling, or conducting data-driven investigations, ChatGPT proves to be a valuable asset in the media industry's arsenal.

Keywords: *ChatGPT, data journalism, media writing, artificial intelligence*

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Communicational and Cultural Dilemmas of Marital Migration: A Study on the Experiences of Women in Inter-state Diaspora

Rishna K K* & Dr. Rajesh Kumar B M**

Linguistic adaption and cultural rehabilitation are the initial crises of migration. The women are imperilled by interstate marital migration. The experience of a sudden shift in the language, culture, and space is crucial in a migration after marriage. The change in the language of communication creates disputes in the interaction process with others. The denial of communication as a basic need of a human being led to inner instability and social isolation. Due to dislocations and cultural shifts, the migrated woman experienced a crisis in linguistic adaptability and emotional blending with the family and society. The complex interplay between the two cultures reshapes their attitudes, beliefs, and desires, severely transforming their identity, understanding, communication competence, and performance.

The migrant women's emotional and social needs are denied due to the incapability of sharing thoughts, emotions, feelings, opinions, and ideas through communication. Cultural alienation, social isolation, and loneliness form an emotional burden to the young minds of new brides. Silence, nonverbal expressions, facial communication, and signs are the alternatives for conveying essential messages. The geography and local culture of the space, language literacy and communicative nature of the groom's family can reflect in shaping the migrant's identity and co-existence. The study explores the communication issues of woman migrants of interstate marriage by conducting in-depth interviews on their lived experiences.

The study initiates a qualitative inquiry to identify the means and methods of communication the migrants adopted for communication in the early days of marriage. It looks forward to the issues and process of communication they experience and strategies adopted for cultural readaptation and socialization. It explores the psychological and emotional hurdles encountered in the process of learning the language, identifying the hyperlocal expressions and mannerisms of interpersonal exchange of emotions and meanings, and resisting or resettling the taste, appearance, choices and preferences. The study identifies the sociological and psychological hurdles of migrated women living through communicational and cultural isolation.

Keywords: *Marriage migration, Women in diaspora, Communication crisis, Cultural readaptation, Space and identity*

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Artificial Intelligence in News Media:
Status and Perceptions of AI among News Media Practitioners in the City of Vijayawada

Advaitha Chandrapati* & Dr. Kunnathully Nakulan Kishore**

After mechanical, electric, electronic and digital technological revolutions, we have entered the era of yet more radically transforming technology – Artificial Intelligence or AI. All the prospective capabilities of AI technological developments will customarily be explored by the media industry. Journalism needs media for wide dissemination and hence has always adopted all new media technologies, as and when they enter the commercial realm; and AI is no different. The digitization of editorial desks and newsrooms, integration of social media networks, etc., are all in place for the AI revolution to happen in the journalism industry. This paper attempts to explore this emerging field by conducting a survey of a few journalists, editors / sub-editors, media technology experts, et al, in the city of Vijayawada, Andhra Pradesh; by serving a structured questionnaire. The resulting data was analyzed quantitatively using Excel sheets and qualitatively through narrative interpretation.

The summary reveals that – AI can help improve the capabilities of journalists by saving time and increasing the efficiency of editorial teams and media organizations; it is very helpful for content generation, data analysis and insights, newsroom automation and audience engagement; Open source AI tools such as ChatGPT can be used effectively by journalists and news desks, to produce content more efficiently; there are many challenges for news industry to produce accurate, ethical and trustworthy news. The paper concludes that the application of AI by the news industry in the city of Vijayawada, Andhra Pradesh is still in its infancy, but yet ready to adopt its functionalities; and that, accuracy and trust in news can only be ensured when there is supervision of AI generated content by journalists and editors.

Keywords: *Artificial Intelligence, news industry, journalism, ethics, news consumption*

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A Study on Execution of Government Schemes in Rural Areas of Odisha

Plabini Swain* & Nity**

The government is undertaking various schemes for the development of rural areas. To see the effectiveness of the schemes by reviewing the opinion of author Manas Jena's Adarsa Gram Yojna & P. Srinivas Rao's Rural Govt schemes of India, the researchers chose Dantual village of Odisha. A survey method was employed for the collection of data. Non-probability sampling was carried out to see the effectiveness of government schemes and policies, especially in terms of media sources and their role in disseminating information. The study was very comprehensive, covering sources of information, media forms used by villagers, and the success rate of scheme implementation. The study focused on the role and importance of different media sources in the representation of information related to the execution of government plans. This research study throws light on various media forms which are used by rural people to gain knowledge about government schemes and policies.

The objectives of the study were to know the source of information, the media forms used by the villagers, and the effective execution of the government schemes in rural areas of Odisha. The study focused on the implementation of several government schemes like Digital India, Make in India, Atal Pension Yojana etc. This study also discussed the Kalia yojana, Odisha free smartphone yojana for female farmers, Odisha Sahay Scheme, and Baxi Jag Bandhu assured water supply yojana. The researchers found that 93% of the respondents were aware of government policies, and the majority were getting the news from social media. The study concluded that due to a lack of internet access, some people are unable to get the benefits of the scheme. The national government has demonstrated success when the goal is shared by all, and corruption is one of the elements. This research study addresses crucial aspects of rural development in Odisha and provides valuable insights into policy implementation and media utilization in the village.

Keywords: *Government Schemes, Government Policies, Rural, Execution, Media, Social Media, Internet*

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Social and Infrastructural Development of Tribal Population in Koraput District of Odisha: A Case Study

Mahendra Kumar Nayak

This paper presents a comprehensive case study examining the social and infrastructural development of tribal populations in the Koraput district of Odisha, India. The study on a development intervention orchestrated through a collaborative framework involving government agencies, civil society organizations, and tribal communities themselves. The primary focus is on elucidating the multifaceted challenges faced by tribal communities in this region, including pervasive poverty, systemic marginalization, and limited access to essential services. However, the research also underscores the immense potential for fostering sustainable development and empowering tribal communities through concerted efforts. Central to this investigation is the recognition of the critical role played by mass media in shaping the lives of tribal communities. By harnessing the power of mass media, specifically through the establishment of community radio stations, CSC and mobile towers, previously unreached and tribal backward areas have witnessed transformational changes. These media platforms have not only facilitated communication within and beyond tribal communities but have also acted as conduits for disseminating critical information about development initiatives, government policies, and available resources. This paper also highlights the challenges faced by tribal communities, including poverty, marginalization, and lack of access to basic services. It also points towards the potential for promoting sustainable development and empowering tribal communities through collaborative efforts.

Furthermore, the paper emphasizes the importance of cultural sensitivity in the process of development. It underscores the necessity of tailoring interventions to align with the unique cultural norms, traditions, and beliefs of the tribal populations. Moreover, it highlights the imperative of promoting women's empowerment within these communities, recognizing the pivotal role that women play in the social and economic fabric of tribal life. While the journey towards social and infrastructural development for tribal communities in Koraput district has been marked by significant challenges, this study illuminates the progress made through the collaborative efforts of both governmental and non-governmental organizations. Though there remains a substantial distance to traverse, these initiatives have engendered positive changes and hold the promise of ushering in lasting, sustainable development within these communities. However, various government and non-governmental organizations have undertaken initiatives to address these issues and promote the development of these communities. While there is still a long way to go, these initiatives have brought about positive changes and have the potential to bring about long-term development in these communities.

Keywords: *Sustainable Development, Marginalization, Women's empowerment, Mass Media, Tribal Communities, Cultural Identity, Government interventions*

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Effectiveness of Mobile Instant Messaging (MIM) in Media Students' Learning: A Critical Analysis

Alwyn Rodrigues* & Dr. Jyoti Ranjan Sahoo**

M IM has gained significant popularity in higher educational settings in India. Platforms like WhatsApp and Telegram are extensively used for teaching and learning due to their attractive features, including free calls, messaging, document sharing, and group chats. Scholars have identified multiple factors influencing students' learning experiences in this context, such as the wireless learning environment, perceived innovativeness, ease of use, perceived usefulness, performance and effort expectancy, social influence, etc. WhatsApp is a popular MIM app used for teaching and learning in online education (Annamalai, 2019; Nirgude & Naik, 2017), supporting interpersonal communication, content sharing, expressing creativity, and social interactions. The integration of technology into education has become imperative, with MIM apps emerging as powerful tools for enhancing the effectiveness of students' learning experiences.

MIM is a valuable learning tool for media students, facilitating timely assignment submissions, accessing resources, doing practical assignments, and group discussions. This empirical research attempts, therefore, to assess the impact of the MIM Apps on media students learning. But the question arises: How do media students adopt and perceive MIM Apps for their learning? Whether MIM App exposure and perceived MIM App usefulness and ease of use affect media students' learning effectiveness?

This paper examines the relationship between various independent factors such as Social Influence, Ease of Use, Perceived Usefulness, Attitude, and Behavioural Intention to measure learning effectiveness. The Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) models have been employed as theoretical frameworks to investigate the factors influencing the adoption and usage of MIM apps among media students in India. A quantitative research approach utilizing survey questionnaires has been employed to collect 400 data from media students across India, providing valuable insights into the adoption patterns and associated factors.

Various advanced statistical models such as SEM that include regression, ANOVA, correlations, and factor analysis will be used to examine the relationship among various factors of MIM apps influencing learning. The pilot study analysis shows consistent reliability and validity in the items and within the constructs of different variables selected for the study. In the context of media education, it is essential to understand the underlying factors influencing their acceptance. MIM apps can prove to be effective tools for collaboration and knowledge sharing. Educators can harness their potential, fostering a more engaging and interactive student learning environment.

Keywords: *Mobile Instant Messaging (MIM) applications, Media Education, Learning effectiveness, Technology Adoption*

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Impact of Digital Technology on Health Communication in India during Covid-19 Pandemic: A Narrative Review

Susmita Datta* & Dr. Manali Bhattacharya**

The world is currently grappling with one of the deadliest viruses and one of the most widespread pandemics. In that regard, health communication has evolved into one of the most vital areas in the field of communication. During the COVID-19 pandemic, the world has shown that the virus can affect anybody irrespective of caste, class, gender and religion.During such a catastrophe, supply shortages, lockdowns, and accelerating death tolls communication seemed to be the most vital tool. Health communication is a form of communication that helps guide communities through the help of communication plans about how to make individual decisions that are associated with health.

There are still many parts of India which has yet not received proper medical facilities. In such a grim situation technology has a huge role to play in reaching out to remote areas and providing proper health care systems and communication. Digital technology has provided a safe relief for addressing the affected populations. It has helped in taking necessary steps in bolstering necessary long-term resiliency against any kind of future pandemic as well as provided necessary steps resolving challenges that emerge inside a socially distanced environment. The digital revolution has taken various industrial sectors to a new height with the advancement of technology. Naturally, the healthcare industry has also embraced the digital revolution with an open arm to facilitate various kinds of technological changes from analogue and mechanical devices to the digital technology available out there today.

The impact of digital technology and its impact can be felt in domains such as improved communication systems, medical records in an electronic format, data collection and cloud storage, Information and Communication Technology (ICT), improved patient care, telemedicine and a wide variety of health apps. Through the course of this research work, all these areas will be studied thoroughly. The researchers through the current study aim to analyse how Digital Technology impact the health communication system in India in the format of a narrative review with a specific reference to the Covid-19 pandemic.

Keywords: *Digital, Technology, Health, Communication, India, Covid-19, Pandemic*

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Content Analysis of a Popular Item Song 'Oobolegayaoooobolega': Duality in the Lyrics and Visual Presentation

Ankit Katyayan

Cinema is synonymous to entertainment, but this is not the holistic definition of cinema. Cinema has the representation of the culture, language, religion, education, thoughts, economics and the whole society. While cinema itself is the reflection of society, it also sets the standard for the society and vice-versa. The imitation in the cinema in terms of action, dialogues, songs and aesthetics are visible in real life. Cinema, thus, has the power to influence the social needs and psychological perspective of the audience. Cinema has many elements, song being one of the most influential because of the rhythmic patterns that can be retained in the mind of the audience. Popular Indian films with heavy box office returns have a significant part of songs making them popular. In this context, item songs play a crucial role in the popularity of commercial films in India, where not only the song but the visuals too attract the audience.

One of the most popular Indian item songs 'Oobolegayaoooobolega' from the film Pushpa (2020) has created such a buzz recently. The song has also been in the talk for the unconventional lyrics while the visuals being stereotypical. The researcher has done a qualitative content analysis using a codebook for the lyrics and visuals of this song. Interpretative research design has been applied in the present research paper to study the duality in the audio and visual content of the song. The analysis and findings of the present research show that the video is sexual in nature, objectifies females and supporting male gaze. While the lyrics of the selected item song is unconventional by empowering women. But the visuals of the song are just opposite to the lyrics in timeline, thus failing to find success in breaking the stereotype.

Keywords: *Cinema and society, Item song, Male gaze, Women objectification, Breaking stereotype*

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A Study on Health Issues of Tribal Communities:
The Analysis of News Coverage of Two Odia Newspapers

Dhirendra Kumar Behera

Media play an active role in disseminating news, views and reviews to the masses. At the same time, they also create socio-cultural and health awareness among the people. But many times, it is seen that the poor and the unprivileged, especially the tribals are far away from the news coverage of media. We know that tribals are more vulnerable to various diseases and malnutrition which are considered major health problems among the tribal communities.

This paper studies about how print media covers the news related to the health issues of tribals in Odisha; whether media play the role in creating awareness on health, sanitation and healthy living practice among the tribals and which types of news are published by the regional print media. In this research, the researcher applied the content analysis methodology to study the coverage of "Health Issues of Tribal Communities: The Analysis of News Coverage of Two Odia Newspapers", The Sambad and The Samaja,published from Odisha. For the secondary data collection, books, news magazines, research journals, government reports and publications and various websites have been used.

Keywords: *Tribal Health, Print media, Content Analysis, Odisha*

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Social Media as Counterhegemonic Site:
Reimagining Mahabali with Images on Facebook and Instagram

Venkitesh S* & Dr. Rajesh Kumar B. M.**

Onam is one of the major annual cultural festivals in Kerala, celebrated during harvest. The celebrations centered on the myth that the Asura (demon) king Mahabali, popularly known as Maveli, ruled Kerala. His ruling period was prosperous, without theft or fraud, and was an egalitarian society. People neglected the Gods as there were no sorrows. The Gods felt jealous, and Lord Vishnu reincarnated as a Brahmin boy, Vamana, stepped on Mahabali's head and sent him to the netherworld. The popular belief is that Mahabali returns to visit his people during Onam every year. Thus, Keralites welcome him with a feast and flowers. Celebration of a demon king is unusual in India; the famous Hindu religious festivals, such as Deepavali and Holi, are celebrated as the success of Gods (Aryans) over demons (Dravidians) by killing them.

Though the popular myth about Onam is counterhegemonic, the stereotyped image of Mahabali is fair-skinned with a mustache and potbelly, wearing gold ornaments, and with a sacred thread that represents Brahmanical identity. Commonly, in media, Asuras are depicted as dark-skinned and masculine. Mass media popularized the Brahmanical image of Mahabali, and it was adopted in the public sphere with people appearing in this costume during celebrations. Intellectuals raised fingers against the Brahmanical representation of Mahabali, though these disagreements were never discussed in the public sphere then. With the emergence of Facebook and Instagram, artists countered Mahabali's popular image with Dravidian Maveli, which is dark-colored, masculine, and without having jewels and the sacred thread. With hashtag campaigns, the idea of reimagining Mahabali popularized and democratized with campaigns to draw your own Mahabali in which people posted their drawings, including the king in an Argentinian football jersey. Furthermore, Mahabalis with Dravidian appearance were present in Onam celebrations in the public sphere.

The study analyzes the popular image of Mahabali in mainstream media advertisements and the counter-narrative picture of him presented on Facebook and Instagram. Further, the study is figuring out how social media help in democratizing the visual image of Mahabali. The study also enquires whether the public sphere adopted the counter-narrative images of Mahabali after the campaigns in the digital sphere. The method used in the study is semiotic content analysis of the images and semi-structured interviews with the artists.

Keywords: *Onam, Mahabali, counterhegemony, democratization, digital sphere*

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Metaverse - Exploring the New Gateway to the Virtual World

Dr. Kitty Mukherjee*, Dr. Ujjval Chandra Das** & Dr. Gouri Malhotra***

Metaverse the latest emerging concept which takes human beings to the machine world and makes them a part of the virtual world in their digital avatar version is becoming popular with each passing day. Imagine the scene of being part of a meeting with colleagues in form of a digital avatar while staying at home. How does it feel being part of a virtual world even when you are away physically from the real site?

This paper explores the possibilities of adapting to the Metaverse and the opportunities and challenges for using it in everyday life. The use of Metaverse in digital marketing is the most upcoming concept. The marketing strategists are visualizing the great opportunities in the new version of this machine-based technique to woe the customers and make lifelong associations. The brands are interested in providing the best experience to the new customers with a motive of converting them to be the loyal customers in future.

However, the debate is about the fact that this virtual reality will last for very long period, or it is just another game. Expansion of the Metaverse is well indicated by the adoption of artificial intelligence, the block chain technology, and other versions of digital marketing. The immersion of more and more audiences will revolve around the World with the accuracy in informing them and giving them the right directions.

Keywords: *Metaverse, Marketing, Opportunities, challenges, Virtual reality, Digital Avatar*

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A Study on Challenges and Opportunities for Women Journalists in Vernacular Press of Bhubaneswar Region

Aparna Rastogi

"There is no chance of the welfare of the world unless the condition
of women is improved. It is not possible for a bird to fly on one wing."
- Swami Vivekananda

Media industry is distinctive industry in nature and in work style. This industry is based on high quality time within deadline, more and more time with efficiency, field work, compulsion to chase the breaking news. The biggest challenge in this industry is to work in pressure and to be on time. According to designation and individuals' growth, pressure increases simultaneously. Beginners and women journalists face various challenges in this industry. The purpose of this research study is to investigate the role and challenges faced by women journalist in Odia Print Media (Vernacular press Bhubaneswar).

Under qualitative research technique, focus group has been opted for in-depth understanding of the condition of women in vernacular press. This investigation demonstrated prejudice behaviour with women media professionals, less or no job satisfaction, safety issue, low income, high stress level due to less facilities, insecure employment, no women benefits. Women journalists are compelled to leave the field of journalism or change into a different one due to the patriarchal mindset of their families and society. This study will also try to discuss and identify different aspects of women condition in vernacular press, Bhubaneswar, Odisha.

Keywords: *Gender biasness, Media industry, Nature of media industry, Media policies, Women journalists*

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Understanding the Impact of AI News Anchors in Odisha Media Industry

Sangita Agarwal

In this era of new media, the combination of artificial intelligence and media industry has brought revolutionary changes in the newsrooms. The emergence of AI news anchors in recent years has definitely had an impact on the broadcast media. AI made its debut at the 5th World Internet Conference held in China's Zhejiang Province in 2018 as a male news anchor with human-like facial expressions and actions. In 2023, five years after the first AI appeared, India followed suit and launched its first AI powered anchor, Sana in April. The regional channels followed suit and Lisa appeared in Odisha Television (OTV), Soundarya on Power TV (Kannada) and AI Kaur on News18 Punjab Haryana taking a leap forward in the broadcast industry at a local scale and these anchors delivered in local languages too.

This paper will explore this new trend of AI in media and the inclusion of AI news anchors in the Odisha media industry through media professionals. It will also implore whether it is a competition to the existing human news anchors. The paper would analyze the effect of AI news anchors in the media industry from the perspective of media professionals. The assessment will rely on secondary data sources and survey will be conducted through questionnaires and interviews.

Keywords: *Artificial Intelligence, AI news anchors, Media, media professionals*

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Parallelism of Indian Parallel Cinema

Itishree Itimita Malick

Hindi cinema, one of the largest entertainment industries of the world, is no exception to it. Bollywood films has seared the entertainment industry through Indian cinema. In any cinema, there exists two streams or two kinds of cinema - the experimental cinema and the committed cinema. Post Independence saw a decent growth of cinema related to socialistic issues but with the late 80's it faded away.

Industrialisation or the commercialisation demolished the border of film genres where music, action, romance, sex, action has overruled. The films emphasis on box office collection and actors on stardom, if the actor achieves stardom his or her films will be in box office.

With time there are cinemas which have proved that only commercial cinema is not meant to be at the box office. The experimental cinema which dealt with the realism of the common man or a mass too survived in the box office and proved the variation of audiences. The parallel cinema or new wave or art film is meant to be serious content and on realism but the new film makers define the parallel cinema in a new form of entertainment realism.

In the research article the researcher will analysis the parallel cinema and the contemporary cinema over the decades and re-examine the boundaries of popular cinema and culture. Its paper will attempt to review the journey of Indian cinema with the trend and gross making parallel cinema. It will try to focus on the content of the cinema over the years and the lifespan of parallel cinema along with the mainstream cinema.

Key words: *Parallel, New wave, Cinema, Entertainment, Mass, Realism*

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Digital Media and Democratic Discourse:
Exploring the Potentials of Digital Media in Political Socialization of Youths in Odisha

Mr. Sanjib Kumar Ray*, Dr. Gyanaranjan Mishra** &
Dr. Asesh Kumar Nayak***

In an era marked by the rapid expansion of digital media, its impact on democratic discourse and the political socialization of youth has become a subject of increasing importance. This study delves into the dynamic relationship between digital media and democratic processes, with a specific focus on Odisha. By examining the role of digital media in shaping the political attitudes and behaviours of young individuals, this research seeks to shed light on the potential implications for the democratic landscape. Digital media platforms have emerged as pivotal channels for political communication and information dissemination.

In Odisha, a state characterized by a diverse socio-cultural milieu, digital media plays a multifaceted role in facilitating political engagement among the youth. The study employs a mixed-methods approach, combining surveys and qualitative interviews to capture a comprehensive view of how digital media influences the political socialization of Odisha's youth. The research investigates how young individuals in Odisha utilize digital media for political participation, the sources of political information they access, and the extent to which digital media affects their political attitudes and behaviors. Additionally, it explores the challenges and opportunities digital media presents for fostering a more inclusive and informed democratic discourse.

Keywords: *Digital Media, Democratic Discourse, Political Socialization, Political Communication, Political Attitudes*

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Folklore and Cinema: Tracing the Adaptation of Laxmi Purana in Regional (Odia) Cinemas of India

Ajaya Kumar Mishra

Folklore and cinema have a long-standing and intricate relationship, with folklore serving as a rich source of inspiration for film-makers and storytellers. The folklores often contain elements of fantasy, mythology, and supernatural beings making them appealing for cinematic adaptation. Films rooted in folklore can serve as a representation of a culture's identity and heritage and can be instrumental in preserving and promoting cultural traditions, customs, and beliefs. Being the reflection of society, folklore cinema adapts the stories which were passed on orally through generations within a specific culture or community and turns heritage piece.

Cinema has the power to bring folklore to life visually and audibly, captivating audiences through powerful narratives and immersive visuals. Popular cinema is a form of storytelling and traces a logical linear descent from ritual and folklore. India with a diversified cultures and customs is full of myth, legends and folklores which provide an oblique affirmation of the national sentiment against the threatened domination of alien culture.

The culture and tradition of the people of Odisha predominantly revolves around the myths and folklores related to Lord Jagannath, the Lord of the Universe and Goddess Laxmi, the goddess of wealth. Since its inception, Odia cinema continues to reflect the essence of Odisha's identity and showcase its rich and diverse tapestry by adapting thees myths and folklore to audiences within and beyond the state. The story of "Jai Jagannatha", based on Laxmi Purana, bears testimony to the fact. The Purana speaks out against the social evils of untouchability.

Additionally, it accentuates the value of feminism and gives women the tools they need to challenge male hegemony. The contributors to this paper look at the convergences of film and folklore, showing how cinema conveys vernacular culture. The study follows an analytical case study approach. It analyses the adaptation of the story of Laxmi Purana in several Odia cinemas from different perspectives. This article's objective is to show the precise representation of folkloric elements on screen.

Keywords: *Cinema, Folkore, Adaptation, Odisha, Lord Jagannath, Goddess Laxmi*

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The Meme Era:
A Study on the Trending Meme Culture in India

Ms. Supriya Munda* & Dr. Tripura Sundari**

Meme as a term proposed in 1976 in The Selfish Gene, a book by British evolutionary researcher Richard Dawkins. Meme is a content of text, picture and video, etc. which is humorous in nature and is spread through social media mostly. As there is a substantial rise in the social media users like Instagram, Facebook, twitter, etc., the memes have become a dominant part of the social media culture. It is now fuelling the platform with humorous and fun content. Memes are being used as one of the major visual tools for creating content and also has been used as a part of marketing by various brands worldwide. Meme marketing has captured the market with relevant and trending sensational content on their social media handles.

The paper focuses on the study of the trending memes on social media in India and also to explore and analyse how brands are engaging with the audience using the trending meme marketing culture. The methodology used for the study was a qualitative method investigating the content through observation and analysis sought from the data collection through social media, websites, articles, etc. It has been analysed that there has been memes that were trending on the topics like Aajo Dikha Dunga, India vs Pakistan cricket match, barbienheimer, Akhir woh din aa gaya, and many more. While the big brands like Zomato, Swiggy, Netflix India, Brand Factory, Unacademy etc are leveraging the use of meme marketing and creating/posting content for consumer/audience engagement and attention.

Keywords: *Meme, Meme culture, Meme marketing, social media, marketing culture, trending*

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Newspapers' Digital Transformation:
An Organic Metamorphosis into the Digital Age

Sriyanka Sahoo

Over the past few decades, a substantial and extensive transformation has occurred in how individuals consume media. Witnessing this, the newspaper industry has recognized the inevitability and importance of adapting to the digital cultureto remain relevant and competitive. This paper explores the intricate process of newspaper's transition into the digital world, focusing on the driving forces behind this change, its impact on the industry, and the interconnectedness of print and digital media. Notably, the COVID-19 pandemic accelerated the shift from physical newspaper buying to digital consumptionas e-paper. The emergence of digital technology has spurred a seismic change in how information is produced, distributed, and consumed.Besides digital editions, most newspapers have social media handles which provideunlimited space for discussion, unlike the print version.

Although the move towards a digital culture has played a pivotal role in rejuvenating the print media sector, it also presents hurdles. The conventional revenue models relying on subscriptions and advertising have faced disruption prompting media organizations to seek inventive income-generating methods. Furthermore, the digital landscape has introduced pressing challenges related to the authenticity of online content, safeguarding data privacy, and combatting the proliferation of misinformation. These issues have taken on crucial significance for media entities, necessitating a steadfast commitment to upholding journalistic integrity and implementing real-time fact-checking measures.

Keywords: *Newspaper, Social Media, Digital Culture, e-paper*

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How Technology Changing the Medium of Broadcasting: A Study

Saswat Panigrahi

The broadcast industry in India is in the middle of a change as technology has disrupted the world of broadcasting. New and emerging technologies are poised to take the broadcasting experience to greater heights. The content consumption has become highly fragmented due to the explosion of number of endpoints where consumption patterns are difficult to predict.

This paper attempts to explore the emerging trends of broadcasting vis-à-vis the consumption pattern of content in India by analyzing various spectrums. The presenter has carefully studied the changing trends of broadcasting and the new and emerging technologies that help reshape the rules of broadcasting with radical new formats and compelling new content. The presenter has studied various relevant samples and taken note of a number of surveys pertaining to the trends of broadcasting and accordingly drew a conclusion.

TV remains choice of masses, radio still relevant. Even in the Digital era, television continues to remain the choice of the masses. There has been an explosion of sorts in television channels, devices and platforms. From unicast broadcasting via satellite, there is simulcast broadcasting in satellite, Digital and Over the Top (OTT) platforms. Now, the television viewership is divided among various spectrums - DTH, OTT and online platforms. The fifth generation (5G) cellular technology, the virtual reality (VR) and Artificial Intelligence (AI) are transforming the television broadcasting. On the other hand, despite the fast changing technology landscape, radio continues to occupy an important place in India. From state-run All India Radio (AIR) to private FM channels, from listening to analog radio via conventional radio sets to Direct to Mobile Broadcast to Digital radio, consumption of radio has witnessed a massive change.

Even as digital television is on the rise, data suggests that the good-old linier television continues to score in terms of penetration and there is still a large headroom left to fill. According to a recent estimate, India now has 210 million TV homes and the television penetration stands at 70 per cent.

The most visible change in television broadcasting is that scheduled content viewing has largely gone out of the window. Instead of being tied to a set of schedule, viewers can now decide what they want and when they want. On the other hand, radio in India has witnessed a rebirth of sorts since Prime Minister Narendra Modi launched 'Mann ki Baat' in 2014.

Keywords: Future of broadcasting, Future of television, Future of radio, Broadcasting in Digital era, OTT, DTH, Analog radio, Digital radio

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Persistence of the Literary?:
On "Prestige TV" and Web Series

Prof. Abhijit Roy

This paper is broadly concerned with the literariness of the audiovisual. It could also alternatively be called 'an axiology of literariness in popular media', in the sense of understanding the historical value of the literary, both social and aesthetic, in popular audiovisual storytelling traditions. Located in the discursive context of 'intermedial studies', the paper critically engages with the recent debate on the literary liaison of television fiction and web series. The focus here is not as much on adaptation, as on narrative strategy, signifying system, mode of address, style, and narratorial position. Taking into account the discourses underlining literary connection of TV/Web series and the critiques of such discourse, I argue that the point is not to take sides, but to understand how and why literature has historically emerged as the grand Other of popular audiovisual media, especially when they have tried to strip themselves off the sphere of kitsch and claimed aesthetic and social value within the popular. In this regard, I particularly try to understand to what extent, if at all, "Complex TV" or "Prestige TV", along with film, lends a 'literary depth' to certain genres of web series. The key question asked is whether the 'modern' connection between novel and capital is still at play behind the persistence of the 'literary' in 21st century popular media.

Keywords: *Web Series, storytelling, literariness in popular media, literary connection*

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New Media for Wildlife Conservation and Management

Abhishek N* & Dr. N. Mamatha**

New media has the potential to play a significant role in wildlife conservation and management by raising awareness, new media has the potential to be a major asset in wildlife conservation and management. In this situation, new media can be used in the following ways: Social media campaigns: You can rapidly reach a large audience by using sites like Facebook, Instagram, and Twitter. Information about threatened species, conservation initiatives, and success stories can be exchanged between organizations. Videos, pictures, and interactive posts are examples of engaging content that can help spread the word and rally support. Apps for wildlife: Mobile applications can offer useful resources for managing wildlife. These applications can help with tracking, data collection, and animal population monitoring. For instance, users can capture and share observations of using apps like iNaturalist. Virtual reality (VR) and augmented reality (AR) can offer people immersive experiences that let them virtually explore the habitats of wildlife, strengthening their bond with the natural world. These tools can be incorporated into educational initiatives to foster compassion and empathy for wildlife.

Podcasts about Wildlife Conservation: Podcasts are a great way to have in-depth conversations and interviews about the management and conservation of wildlife. They provide a convenient and approachable format for educating and engaging a wide range of audiences. Modeling and Visualization of Ecosystems: Interactive representations of ecosystem dynamics can be produced with the aid of new media tools. Researchers and decision-makers can use these models to inform their decisions about habitat management and conservation. Multimedia storytelling and Documentaries: These mediums can effectively highlight both the difficulties and the beauty of wildlife. These formats can inspire action and support for conservation initiatives. Social Media for Conservationists: Niche social media platforms can link people and groups involved in managing and conserving wildlife, promoting cooperation, information exchange, and effort synchronization The integration of new media into wildlife conservation and management initiatives has the potential to greatly improve public engagement, outreach, and research. It can facilitate communication between researchers, environmentalists, and the general public and promote a sense of shared accountability for safeguarding the natural world.

Keywords: *Wildlife conservation, new media, biodiversity, public awareness*

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An Intercultural Communication Study on Domination of Arab Food Culture in Malabar Cuisine

Amrutha G Pradeep

Food is a means of a communication. It is used as a nonverbal form of communication that can share meanings and feelings in others. Food can reflex our tradition and culture. It is a tool for expressing friendliness and welcoming different cultures. Studying the connection created by food sharing among various cultures is crucial. According to Counihan and Van Esterik (2013), food is an interdisciplinary field, embracing history and geography. It is directly inter-connected to a wide range of different topics, such as race, class, gender, and queer studies (Counihan and Van Esterik 2013). In fact food has also been related to the expansion of social movements, diaspora and migration, and globalization (Counihan and Van Esterik 2013, 355–484).

When India was linguistically divided and Kerala was formed in 1956, the Malabar district was geographically further divided for easy administration (Abraham, 2019). The term 'Malabar' is derived from the Malayalam word 'Malavaram' denoting the location by the side of the hill. Kozhikode, Malappuram, Wayanad, Kannur, Kasaragod, Thrissur and Palakkad are the Malabar regions of Kerala. The majority of the population in the Malappuram and Kozhikode regions is predominantly inhabited by Muslims, colloquially called the Mappilas or Mophlahs. These regions have a rich history and a richer cuisine. For some time now, flavours of Malabar have spread throughout the state. Some of the most delicious and favourable innovations in Kerala cuisine have come from this region. However, over the years, Arabic food has also become prevalent in Kerala, especially in the Malabar region. The study focuses on the dominance of Arab food into Malabar cuisine and how food can enrich intercultural communication.

Food is also a kind of a signfier. It is one of the most important determinants of ethnic identity. The study will show how food within a culture trigger culturally-specific gastronomic action frames. Moreover, the research demonstrates how food and eating behaviours reflect the dissemination of culture and the confirmation of cultural identity.

Keywords: *Food, Inter-cultural communication, Malabar and Arab*

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Minorities and Indian Mainstream Media: A Study on Minorities' Representation in Indian TV Channels

Anant Jain* & Dr. Bhavna Upadhyaya**

It is frequently mocked that there are too many channels and not enough facts in Indian media. Today, we tend to look into the practice of agenda-setting in Indian media the real issues are sidelined. It is often said that due to this agenda setting many a times the journalism ethics are also kept aside. The media has a significant impact on how people perceive what is significant. Due to the privatization of Indian media, news flow is very selective and repetitive on the same topic i.e., religion. Television media is now more focused on TRP and revenue generation and presents only the news from which the mass population is affiliated or can be affected. This way of news dissemination majorly affects minorities as their issues are taken for granted and don't show minorities in a positive light. The researcher is trying to find out that how mainstream media i.e., news channels are not portraying minorities and their issues in media. In recent incidents that happened, which are related to minorities they don't find any space or slot in any major news channels, which shows that television channels are being loyal to their owners.

Keywords: *Minorities, Indian TV channels, media, agenda setting*

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Media's Role in Shaping Democratic Values:
Study of Women's Coverage in Marathi Press

Archana Tukaram Gaikwad

Media has played a significant role in establishing democracy throughout the world. Since the 18th century, the media has been instrumental in reaching the masses and equipping them with knowledge especially during the independence movement. Media is considered as "Fourth Pillar" in democratic countries along with Legislature, Executive, and Judiciary, as without a free media democratic system cannot cease to exist. The system of checks of balances which is followed among the other well-known pillars, media also keeps a check on the functioning of the three independent organs of government to keep the system intact. The role of media is to ensure that the people are aware of the social, economic, political developments taking place around them. In performing its role in spreading information, media also plays a pivotal function in creating public opinion. It holds significance in a democracy as a positive public opinion on any subject would mean legitimization and validation from the public.

Media role in shaping Democratic Values can be carefully studied in sociological perspectives. The representation of women in news and other fact-based media is complex and presents a mixed picture of women as subjects and actors in society. Women are largely underrepresented in news coverage and portrayed in stereotypical and simplistic ways, and women's issues are also marginalized as legitimate topics of news media interest. Both early works and current research on this area analyze news discourses about women as newsmakers and sources, and pays attention to the emergence of particular constructions of femininity and "women's issues" in media coverage. Women have historically been left out of the public sphere and have had less power to speak and be heard in the public realm, and in the 21st century—important inroads in gender equality notwithstanding—women continue to face marginality and misrepresentation in news coverage, with their problems not considered newsworthy.

Maharashtra is progressive state & women have 50 percent reservations in local body government since 2010. Women in Maharashtra have contributed in building democratic institutions. The role of Marathi Press is very positive in promoting women's participation from the beginning. Balshastri Jambhekar who is a pioneer of Marathi Press & Editor of 'Bombay Darpan' supported women education & all round upliftment of women. Lokhitwadi Gopal Hari Deshmukh in his historical 'Shatpatra' supported women education & Eradication of superstition. Editor of 'Induprakash' Vishnu Shastri Pandit also supported all round development of women. Social Reformer Savitribai Phule established first girl school in 'Bhidewada' of Pune in 1848. Mahatma Phule published 'Ishara' & 'Satsar' & raised various women's issues. Krishnarao Bhalekar also wrote in favour of Women education. Tanu Bai Birje, third editor of 'DinBandhu' also contributed for women's rights. Tara Bai Shinde wrote Series of articles on women's issues in 'Kulaba Samachar'. Later these articles were published as a book 'Stree Pursuh Tulna'. Dr Babasaheb Ambedkar in his weekly 'Muknayak' & 'Bahiskrut Bharat' also supported women social Reformation. Nowadays lots of issues discussed in press. Thus newspaper have promoted for providing more voice to the voiceless women in Maharashtra. Without newspapers, the role of women could not have been so effective. Women are now became 'Role Model' in reshaping democratic awakening.

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Captain Marvel and Setting
of New Gender Equality Benchmarks

Arindam Basu

Gender divide is as old as human civilization and with each new milestone society sets on its highway to progress gender definition changes. We have come a long way from the Red Stockings movement and now delve on rights of LGBTQ community. And rightly so. But what about women. Despite *'beti bacaho, beti parao'* clarion call from the government there is still much to be done. There is a lot that is being done also.

This paper tries to analyzehow Captain Marvel as a movie and a social mirror breaks through this glass-wall of gender definitions and sets new parameters. Captain Marvel appears for the first time the Avengers: Endgame and then as the eponymous hero in the next full length feature.

This papers aims to break down the character of Captain Marvel in these two movies and through the analysis establish the gender equality benchmarks its sets for the modern woman. Former Air Force pilot and intelligence agent Carol Danvers harboured a dream of space exploration as a NASA employee, but her life changed forever when she met with an accident that transformed her into a Human-Kree hybrid with extraordinary powers.

As much as the extraordinary powers form the base of this study, so are the human elements of Carol Danvers that make her extraordinary and set new patterns of gender equality for women.

Keywords: *Gender, Feminism, Super Power, Equality, Society, Evolution*

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Understanding Monsoons and Its Impacts on the Emotions of People in Kerala

Athul Mohan

Of experiencing rain and being fond of the rainfall, the poet Langston Hughes neatly sums it up by saying, "Let the rain kiss you, let the rain beat upon your head with silver beads, let the rain sing you a lullaby." However, few studies have investigated the link between rainfall and emotions and even less is known about individual differences in people's responses to the weather. This study examines this 'classic notion', in relation to the Monsoon season and state of mind of people in Kerala. Located along the Malabar coast in southwest India, Kerala popularly known as 'God's own country' has two major Monsoon seasons that come in June and Mid - October respectively. For the people who live here, the monsoon is not just a geographic phenomenon, but a recurring, living, gasping character in their lives. It's a trope for hope, peace, observance, adventure etc.

The inquiry considers four different emotions: Vigor, Satisfied, Baneful and Burnout. Vigor is a positive affective state of high activation, Satisfaction is a positive well-being state of low activation, Baneful is a state of destruction in productivity or woe and Burnout is a negative well-being state of low activation, comprising exhaustion and disengagement. Study comprises the extensive interviews with 200 people having age range of 10 to 80, aiming to explain such individual differences in weather reactivity. By analyzing the data gathered from this study, it's evident that people seem to differ in their reactivity to weather and contribute to the understanding of affective well-being of people by pointing at the role environmental factors such as monsoons can play. This study can also provide possible explanations for previous deficient findings on the role of weather for well-being in Kerala.

Keywords: *Monsoon and Emotions, Weather Psychology, Intra-personel communication, Environmental Communication*

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Transforming Government: The Role of Digital Governance in Public Administration

Biswajit Biswal

Digital governance is revolutionizing the way governments operate and interact with their citizens. The rapid advancement of digital technology has ushered in a new era of governance, transforming the way governments operate and deliver services to their citizens. Digital governance in Public Administration refers to the use of digital technologies and data-driven approaches to improve the efficiency, transparency, and effectiveness of government operations and service delivery.

This paper explores the significant role that digital governance plays in modern Public Administration. It examines the impact of technology on government services, transparency, accountability, and citizen engagement. This paper explores the significance of digital governance in transforming traditional government structures and processes. It discusses the challenges and opportunities associated with implementing digital governance strategies within government organizations. In the 21st century, the transformation of government operations and public administration has been significantly shaped by the arrival of digital governance. Through a comprehensive analysis, this paper sheds light on the evolving nature of governance in the digital era and underscores the importance of harnessing technology to advance the public sector's capabilities.

The paper emphasizes the need for government agencies to embrace digital governance strategies to adapt to the digital age and better serve their constituents. As governments worldwide grapple with the complexities of modern governance, understanding and implementing digital governance principles is essential to shape a more responsive and effective Public Administration system.

Keywords: *Digital Governance, Public Administration, Government Transformation, Efficiency, Transparency*

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Democratization of Information in the Age of Artificial Intelligence: Ethical Issues and Challenges

Chandramouly Pandey & Prof. Kh. Kabi**

In recent times Artificial Intelligence (AI) is spreading its limbs in every sector including the media and communication sector. AI has brought a revolution in the sector with many automation tools. AI tools which are largely used to gather and disseminate information in media sector however, at same time it is pertinent evaluate how AI affect the democratization of information in digital public sphere. Even the most advanced AI systems, created by highly skilled professionals, are to prejudice and can be challenging to understand. An AI system that is developed without suitable training or that is run without the proper controls might produce something blatantly harmful which can be discriminating in nature or with major flaws. Use of AI by various institutions like – government, civil societies, non-state actors etc. has been recorded tremendous increase in recent time and it is going to increase in the near future. Mechanism and algorithms behind AI is complex and opaque and there exist many ethical issues and challenges like there is a chance that it will interfere with forming opinion, access to factually correct information which can lead to de-democratization of information.

Apart from this there is also a privacy concern related to collection and unethical use of personalized data. With the increasing penetration of internet and social media usage, it is very easy to set a narratives and form opinion with the help of algorithms, AI bots and artificial intelligence applications. AI has concerns in area of content creation, content moderation, web search, commercials etc. these fields can be controlled through algorithms, filter bubbles, use of biased data and bots which erodes the accessibility of information which will be explored and discussed in this paper with the help of interview method with experts and agencies and content analysis method.

Keywords: *Artificial Intelligence, Democratization of information, AI Bots, Social media, Ethical Issues, Privacy, Information*

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Perception on AI:
How Automation is Disrupting Journalism

Deepamol Thomas* & Dr. P. Lalmohan**

AI (Artificial Intelligence) is the ability of a computer or machine to think and learn. It is an area of computer science that emphasizes the creation of intelligent machines that work and reacts like humans. AI is used in a variety of industries, including healthcare, finance, manufacturing, and robotics.. Journalism fields require a variety of skills, including strong writing and communication skills, research and interviewing skills, an understanding of media law and ethics, and the ability to work quickly and accurately. However AI has a lot of potential, it can also be used to manipulate news stories and spread false information, which can have a detrimental effect on the potential of journalism. AI can also be used to create biased stories, which can lead to a lack of trust in the media.

The present study put forth three objectives. 1) To understand the potential risks of using automation in journalism, which leads to bias and inaccuracy. 2) To identify the ethical implications of using automation in journalism. 3) To assess the future of journalism profession.

A quantitative research approach and questionnaire survey research designs are using for this study. Thiruvananthapuram district is the study area and UG journalism students of 4 colleges under University of Kerala are the samples. The semi-structured questionnaire will be distributed among the students and percentage analysis to be used for findings and conclusions.

Keywords: *Artificial Intelligence, Automation, Journalism Profession*

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Aadhaar as a Change Agent in Surveillance Democracy of India

Divya Yadav

The Aadhaar policy has emerged as a transformative force within India's surveillance democracy. The paper will explore how Aadhaar, the unique biometric identification system, has played a pivotal role in reshaping the dynamics of surveillance and governance in the country. The Aadhaar policy serves as a dynamic catalyst in India's surveillance democracy, illustrating both the potential benefits of technological innovation in governance and the pressing need for robust safeguards to protect individual rights and liberties in an increasingly interconnected and data-driven world.

Aadhaar, initially introduced as a tool to facilitate efficient welfare distribution and enhance financial inclusion, has gradually evolved into a multifaceted mechanism with far-reaching implications for privacy, security, and social control. Its implementation has raised critical questions regarding the balance between individual rights and state authority, as well as concerns about data security and misuse.

The researcher has adopted mixed methodology where primary data will be collected through survey and secondary data will be scratched from available literature. The paper will delves into the complex interplay between Aadhaar and the surveillance democracy of India, examining the policy's impact on citizen-state relationships, its role in enabling digital governance, and the challenges it poses to privacy and civil liberties. Furthermore, it explores the legal and ethical dimensions surrounding Aadhaar, including landmark court cases and evolving legislative responses.

Keywords: *Aadhaar, Surveillance Democracy, Privacy, Digital Surveillance*

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New Media for Sustainable Agriculture in Karnataka

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Sustainable agriculture is of paramount importance in Karnataka, India, as it not only ensures food security but also addresses environmental and socio-economic challenges. In recent years, new media technologies have played a significant role in promoting sustainable agricultural practices in the region. This abstract explores the innovative ways in which new media, including the internet, mobile applications, and social media, have been harnessed to disseminate knowledge, provide access to crucial information, and facilitate communication among farmers, researchers, and government agencies.

The paper discusses various initiatives, such as online agricultural extension services, weather forecasting apps, and community-based platforms, which have enhanced the adoption of sustainable agricultural techniques. Furthermore, it highlights the potential impact of these technologies in improving crop yield, resource management, and farmers' livelihoods. This abstract serves as an overview of the growing role of new media in advancing sustainable agriculture in Karnataka, shedding light on the opportunities and challenges associated with their implementation.

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Digital Technology and its Impact on Agriculture Sector: With Special Reference to Farmers' Problems

Dr. Bhagwan Nagorao Suryawanshi

In the UN document regarding shaping our future together In India after digital revolution different schemes for doubling income of farmers have been successfully launched and due to digital technology Indian farmers have been given subsidies to reduce tension in their lives to face uncertainty in the agro sector, which has resulted in declining the graph of farmers, commit suicides in South Indian states. This is a digital impact which has encouraged the farmers' confidence. It is a matter of pride that up to February 2023 Rs. 2.24 lakh crores have been transferred to the accounts of about 11.5 Crores farmers. In the latest 13 th installment, an amount of Rs. 16,800 crores was transferred on the accounts of the farmers. Making farmers life prosperous and stable has become possible due to use of Direct Bank Transfer through digital technology.

The budget agricultural sector has been raised up to 1.25 lakh crores which includes Fasal Bima i.e. agricultural crop insurance and Agricultural Infrastructure Fund worth Rs. 1 lakh Crores have been launched for agriculture and allied sector. Recently all primary agriculture cooperative credit societies have been digitalized and there is a plan to involve all villages in cooperative credit system, which will elevate farmers to boot their credit problems at any point of critical stage.

Further due to impact of digital technology farmers grievances have been rightly focused and Kisan Credit Cards have been issued and for their health problems majority of them can avail health insurance scheme at their door step. The use of agro drones have benefitted farmers in many ways because they are useful for controlling wastage in agriculture, optimum use of fertilizers, water, seeds and pesticides.

The paper aims to study impact of digital technology on agriculture sector, to examine various strong points and limitations of digital media in agriculture sector, to understand and pinpoint farmers' problems in Maharashtra. The present paper is based on exploratory design in which 100 farmers have been orally interviewed and ten books and articles have been reviewed. This case study is based on understanding farmers' problems in the Nanded district by comparing urban and rural farmers.

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Impact of Digital Technology on Indian Democracy through an Alternative Media

Dr. Shekhar Magar & Prof. VL Dharurkar

Digital technology has totally changed the profile of Indian mass media. Newspapers, Radio, TV & Internet based new media have strengthened the banyan tree of the Indian mass media, which has revitalized the role of alternative media. They also play an important role in building of democratic values. From the last three decades, Electronic media are also performing well for the sake of Indian democracy. Both Mainstream & an alternative media are playing a vital role to protect the Indian constitution, Indian democracy as well as Indian political morality.

Digital technology has opened new doors of democratic participation. The definition of digital technology refers to the support of an important tool. Digital technology refers to the use of computers to process data & information. Digital technology is defined as any data represented by a series of digits, and media refers to methods of broadcasting or communicating this information. Together, digital media refers to mediums of digitized information broadcast through a screen or a speaker. It would be interesting to study how digital media is changing the Indian democracy landscape by developing various modes of alternative media, Suitable for vast geographic expression with plural society having different casts, religion and languages.

Alternative media are media sources that differ from established or dominant types of media such as mainstream media in terms of their content, production or distribution. Sometimes the term Independent media is used as a synonym, indicating independence from large media corporations, but this term is also used to indicate media enjoying freedom of the press as well as independence from government control. Alternative media does not refer to a specific format and may be inclusive of print, audio, film, video, online, digital and street art, among others.

By using these digital technologies we have now developed different modes of alternative media. Every person who has a smartphone can be a citizen journalist. Using digital technology our canvas becomes broad, comprehensive & inclusive. In contrast to mainstream mass media, alternative media tend to be non-commercial projects that advocate the interests of those excluded from the mainstream media. We have set forth the following objectives to study the role of alternative media in Shaping Indian Democracy, to highlight the impact of digital technologies, to suggest remedies, to improve the role of alternative media. In this paper descriptive design will be used & oral interviews of 50 senior citizens will be conducted to strengthen the alternative media's role.

Keywords: *Digital technology, Indian democracy, Indian Constitution, Alternative media*

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JMI Students Protest against CAA:
An Analytical Study of Articles Published by the Wire and OpIndia (December 2019)

Dr. Hari Krishna Behera* & Indira Behera**

This is an analytical study of two websites/media called The Wire and OpIndia. This study focuses on the published articles of these two media about the Jamia Millia students' protest against the CAA (Citizenship Amendment Act). The way both media websites handled the issue raised by the students and the names these media used to refer to the students in their articles from December 16 to 30 require close analysis and attention. OpIndia and Wire are two websites/media that published many articles about the students' CAA protest. Both quantitative and qualitative methods help this study. Media Effects Theory and Agenda-setting Theory play an important role in this study. Ervin Goffman's framing theory, Norman Fairclough's three-dimensional model, conflict reporting by Johan Galtung and Stuart Hall's represent theory have been taken care of while analysing these articles. In light of these theories, we can analyse how both of them framed different objectives in the same issue.

We are part of a nation where the government is made up of politicians who come from student politics. As a qualitative analysis we will check the sentiment analysis (text2data.com), Part of Speech Tagging and semantic text analytics API. It is important to know the views of the media and how they can disseminate different views on this issue. The extent to which the media influences people's perceptions and how the media can create their followers through content rather than making room for individual perceptions are some of the concerns of this research. Comparative study of articles published by OpIndia and Wire, Media streamline methods, examine the influence of media in this issue, Language framing culture in media are discussed here.

This combination (wire and India) has not yet been studied by researchers.so a clear picture of the theories and concepts highlighted in the introductory section can be provided. Students and their voices are integral to a democratic nation. The balance of power and a transparent legal system can be maintained through their participation in amendments. This study is conducted to raise awareness of the importance of personal opinions and perceptions, which must be free from media constructed storylines. It Is an attempt to provide evidence that the media are only mediators of knowledge and events and not mediators of perceptions.

Keywords: *Media, OpIndia, wire, JMI, CAA, student protest, perception, opinion, streamline, student politics*

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Mediating Religion: Media, Technology, and the Transformation of *Thottam* Songs in North Malabar, Kerala

Haritha Kalyadan

The entry of technology and mass media into the spaces of religious practice has brought about significant changes in how these practices and the belief systems associated with them are configured and re-presented. In this context, this paper explores *Thottam* songs, a tradition of musical ritual performance practiced extensively even to this day in the north Malabar, Kerala, analyzing the specific ways in which technology and media have come to mediate the ritual space of the song and singing and their implications. In the context of this technological mediation, the paper projects ahead two orders of questions; one having to do with the amplification of sound in the ritual space, principally by using microphones and loudspeakers, and the second to do with the reproduction and circulation of the *Thottam* songs through various media such as television and internet. The *Thottam* songs are now part of the larger projects of documentation of oral cultures and as such further subject to the influence of technologies in making these songs available to a broader audience.

However, the use of mass media in the spaces of *Thottam* singing has not only widened the possibilities of public access but has also transformed perceptions of ritual efficacy and performativity. The incorporation of media and technology into this community performance space has transformed the songs into a tangible entity, making a private event into a public one with global reach. This technologically mediated circulation and amplification of the songs raise pressing questions surrounding the notions of authenticity, depersonalisation of hereditary practitioners from their songs, and the cultural necessity of such interventions, especially in the context of globalization. Furthermore, as the songs are circulated through various media platforms, a notion of imagined community associated with the *Thottam* songs also emerges, challenging the traditional boundaries of ritual participation and cultural preservation.

Looking at the evolving dynamics of ritual practices and belief systems, this study contributes to the broader discourse on the intersection of technology, media, and religion in a globalized world. The study, grounded in ethnographic research, encompasses in-depth interviews with the *Thottam* practitioners and extensive observation of their singing performance. Additionally, visual ethnography has been employed to explore how *Thottam* songs are reproduced and circulated through various modes of mass media.

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Reformulating the News Landscape: The Dynamic Interplay of Mainstream Media and Social Platforms

Jharna Raina

This paper critically examines the intricate relationship between mainstream news media and social media channels in India, wherein it attempts to explore their impact on the widespread dissemination of news. Through an in-depth analysis, the study investigates the interplay of biases and prejudices within media platforms, shedding light on the strategies employed to garner increased viewership and ratings. Central to the inquiry is the question of how these biases contribute to societal division and detriment.

The research employs a pilot study methodology to unravel the complexities of these interactions, aiming to elucidate their profound and effective influence on both the contemporary social landscape and an individual's psyche. By delving into these interconnections, the research work offers valuable insights into the multifaceted, intertwined dynamics of news and social media that shape public perception and societal cohesion within our current political paradigm.

Keywords: *TV, News Channel, Social Media, Politics, Opinion Leaders, Discourse, News Distortion*

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Role of Social Media in Rising and Falling of Overnight Sensations

Ms. Kajal Sharma* & Dr. Zakia Tasmin Rahman**

In the age of online social media, network contagion allows social causes to reach large numbers of connected individuals more easily, efficiently and at a lower cost. Some social causes go viral and at a quicker pace gain following. In recent years, social media has emerged as a dynamic platform that not only connects people across the globe but also shapes and amplifies popular culture. This research explores the multifaceted role of social media in the phenomenon of overnight sensations, individuals who experience rapid and often fleeting fame, and the subsequent rise and fall of their public profiles. Understanding the nature of viral altruism and its key behavioral traits can help sustain positive and social changes. The research study is focused on examining ethical and societal concerns.

The research will be qualitative in nature and secondary data will be used, content analysis to investigate the factors contributing to the emergence of overnight sensations and the mechanisms involved in their ascent to fame and decline into obscurity. Hence, social media platforms like Facebook, Youtube, LinkedIn etc. Case studies of real life examples will be considered in the research study.

Keywords: *Social Media, Internet Sensation, Viral, Popular Overnight, Financial Challenges, Hidden talents*

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Review of Social Media in Managing Disasters by Timely Communication

Indira Dash* and Dr. Anurag Sahu**

Today, social media has become the most used communication channel worldwide. The term "social media" refers to the "means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks" according to the Tuft University marketing and communication site. As a tool, social media has been increasingly used to manage disasters and crises in times when other communication channels fail or breaks down. The emergence of this new communication channels represent an opportunity to broaden warnings to diverse segments of the population not only during times of emergency but also post crises to help volunteers and governmental machineries to supply help and respond immediately to any crisis.

The various tools and platforms of social media such as blogs, video-hosting platforms, and social networking platforms have taken up the role of systemic approach to disseminate information, conduct emergency communications, and issue warnings in the times of natural and manmade calamities. We have also seen how social media users have effectively used this medium to request assistance for victims post-calamity and have also used it to monitor user activities and postings to establish situational awareness. Images that are uploaded were able to create damage estimates and portray aftermath situation, among others.

The ability of social media to help identify both survivors and victims of emergency has been a major quality nowadays. As we know, we come to know if family and friends are safe through social media and its various useful networking options. Social media as a tool has the advantages of being interactive and can disseminate "right information at right time" which makes it a popular medium in the world.

In this paper, we aim to review social media use in managing crises and disasters along with disaster recovery and being the channel to mobilize volunteers and government to mitigate the aftermath of the calamities through a systematic literature review. We will look at how social media helps during and after a crisis though the following points: information support, social solidarity, donations, mental and emotional support, and governmental support.

Keywords: *Disaster management, social media, communication, solidarity, community help*

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Likes, Hash-tags and the Ballot: Social Media's Role in Shaping Democratic Engagement in India and Zimbabwe

Michelle-Gina T Chikwanha

This commentary delves into the dynamic interplay between social media, particularly focusing on platform X, formerly known as Twitter, and democratic elections, using India's 2014 general elections and Zimbabwe's 2018 elections as illustrative case studies. It underscores the transformative influence of social media on election campaigns and the vital role media plays in shaping electoral processes and democratic participation. Special attention is given to the notable shift in campaign strategies during India's 2014 general elections, with a pronounced emphasis on digital campaigns and social media engagement, especially targeting the youth demographic. The article conducts a comparative analysis of election narratives in India and Zimbabwe, with a specific focus on the role of social media, particularly platform X.

The comparative framework is established using data from the Democracy Index 2021 report by the Economist Intelligence Unit (EIU) and the state of democracy analysis by the PEW Research Centre across 165 independent nations. India ranked 46 and Zimbabwe 133, respectively, providing a basis for the analysis. The commentary closely examines distinctive narratives such as India's 'Modi wave,' 2014, and Zimbabwe's 'new dispensation,' 2018, that emerged following significant political events in 2017. It underscores the significance of the electoral season as a critical period for citizens in democratic nations to exercise their agency in selecting leaders who profoundly impact their nations' trajectory.

This commentary also explores the interconnection between politics and social media during the electoral phase, underscoring its importance in understanding the political sphere within the context of democracy. Furthermore, the study identifies social media literacy as a critical factor for citizens to discern misinformation and disinformation, enabling them to make informed choices during elections. The concept of social media literacy through multidimensional frameworks is brought into light in a bid to understand its relationship with voter engagement. It provides valuable insights into how individuals engage with political content on social platforms and the subsequent influence on voter turnout, considering dimensions such as access to social media applications, social media competences, and patterns of social media use. In conclusion, this paper sheds light on the impact of social media on electoral processes and accentuates the need for media literacy to ensure informed and meaningful democratic participation, particularly in an increasingly digital era.

Keywords: *Platform X, elections, media literacy, voter turn-out, democracy*

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Digital Transformation for Inclusive Development: A Case Study of Government-to-Citizen Services in Bhutan

Til Bor Ghalley* & Ruby Nanda**

This study explores the transformative impact of digitalization on development, focusing on the Government-to-Citizen (G2C) service initiative in Bhutan. In 2010, the Bhutanese government undertook a mission to provide effective and efficient services to its citizens, with a particular emphasis on reaching the rural population. This initiative, G2C, serves as the pivotal communication link between the government and private individuals. Notably, Bhutan joined the global digital landscape relatively late, making its G2C journey a unique case study.

Through an in-depth analysis and literature reviews of Bhutan's G2C program, this paper aims to explore the complex interactions between the government, citizens, and digitalization. It examines the extent to which digitalization has enabled development, enhanced citizen participation, and improved service delivery. The study also examines the challenges and opportunities associated with the digital divide, such as ensuring equitable access to digital technology and services and addressing the skills gap that may prevent some citizens from fully benefiting from digital government initiatives.

Key findings from this case study shed light on the significant strides made in service accessibility, transparency, and responsiveness as a result of G2C. Additionally, the study illuminates the socio-economic impact of digitalization on Bhutan's citizenry, especially in remote and underserved areas. Moreover, it assesses the role of government leadership and policy frameworks in fostering a conducive environment for digital transformation.

This research contributes to the broader discourse on the role of digitalization in fostering development, particularly in regions where internet adoption has been relatively recent. The Bhutanese experience serves as a valuable lesson in harnessing digital technologies to bridge the gap between government and citizens, ultimately leading to more inclusive and efficient service delivery.

Keywords: *Bhutan, G2C, digitalization, Inclusive Development*

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Role of Social Media in Shaping Public Opinion: A Case Study of Bhutan Broadcasting Service Facebook Posts

Yakub Rai* & Ruby Nanda**

The Bhutan Broadcasting Service (BBS) plays a pivotal role in shaping public opinion in the Bhutan, acting as the nation's primary source of news and information dissemination. With its strong commitment to unbiased reporting and cultural preservation, BBS has established itself as a trusted institution in a rapidly changing media landscape. BBS social media pages are also very popular, they have a presence in Facebook, Instagram, Twitter and Youtube.

BBS's Facebook page has the highest followers with 500k followers, it serves as a digital extension of its broadcast platform, connecting with a diverse and tech-savvy Bhutanese audience. It provides real-time updates, breaking news, and a platform for engagement, allowing citizens to voice their opinions and concerns on important matters.

To understand the impact of BBS's social media presence, a content analysis will be conducted over one month on BBS Facebook page. The findings will reveal a dynamic mix of content, ranging from news articles and video clips to cultural features and community events. BBS demonstrates a deliberate effort to maintain a balanced representation of Bhutanese society, ensuring that various perspectives are heard.

Moreover, this content analysis underscores BBS's commitment to fostering public discourse. The Facebook page encourages active participation, inviting comments, discussions, and feedback from its audience. By embracing the digital sphere, BBS not only informs but also empowers its citizens to engage in constructive dialogue about the issues that matter most to them.

Keywords: *Bhutan Broadcasting Service BBS, Public Broadcaster, Facebook, Public Discourse, Content Analysis*

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An Extension of Technology Acceptance Model (TAM) for the Adoption of Educational Technology (EdTech) in Schools

Millena Christabel John* & Dr. Lavanya Rajendran**

The purpose of this study was to ascertain the factors that determine the adoption of educational technology in a school classroom. The objective was to predict the role of factors in influencing the actual use of educational technology. Technology acceptance model (TAM) was adopted and modified to include constructs and external variables subjective to the study. A total of 393 responses were collected from school students of Chennai, India through structured questionnaires in google forms. The research model was analyzed by employing partial least squares structural equation modelling (PLS- SEM). The external variables namely self- efficacy, digital literacy and curiosity had a positive effect on perceived ease of use, perceived satisfaction, and perceived enjoyment. Perceived enjoyment and perceived ease of use contributed to behaviour intention to use and attitude towards using respectively.

However external variables as well as constructs did not share a positive relationship with perceived usefulness. The results also indicated perceived satisfaction, behaviour intention to use and attitude towards using to be significant contributors of actual use of educational technology.

Keywords: *Educational technology (EdTech), Technology acceptance model (TAM), Structural equation modelling (SEM)*

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Developmental Issues Turn to the Margin in Media Coverage: A Content Analysis

Mrs. Talat Siddiqui

A dual-layered analysis of the evolving news landscape across the chosen publications finishes the thorough investigation. The first phase's qualitative study showed that each newspaper had various degrees of dedication to tackling developmental issues. With the most developmental articles published, Rajasthan Patrika established itself as the benchmark and shown its significant influence on the media environment. Despite having varying numbers of publications, Tribune and Malayala Manorama both showed their distinct advantages and power.

The Sustainable Development Goals (SDGs) served as a framework for the study's quantitative methodology in the second phase. The ninth SDG, "Industry, Innovation, and Infrastructure," stood out because it showed that science and technology development was a shared priority. Disparities in coverage across other SDG categories, however, brought to light potential paths for development in tackling crucial sustainability issues.

This content analysis clarifies the complex goals of well-known Indian periodicals when they cover breaking development news. Coverage gaps highlight the need for a fair and rigorous approach to developmental reporting, even while certain SDGs receive more emphasis than others.

In summary, this study makes a substantial contribution to our knowledge of the intricate relationships that media and development have with India. The results create a more educated and nuanced dialogue on India's developmental narrative by providing insightful information for media professionals as well as the general public.

Keywords: *Development Communication, SDGs, Social Transformation, Climate Change, Zero Hunger*

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Impact of Indian Cinema on Culture: A Sociological Analysis of Bollywood Movies

Nandita Banerjee

The paper aims to document the impact of cinema on Indian culture and to investigate the ongoing cultural transformations that have happened over a point of time in India owing to the contributions made by Indian cinema. Moreover, an attempt is made to understand how Indian movies specially Bollywood have initiated various changes with regards to the thought process on the one hand and lifestyle on the other.

Bollywood movies are so far a great source of information of the diverse culture in societies. Films are responsible for the portrayal of architecture, music, dance and traditions of different regions of India alongside the complex processes of globalization, modernization, nationalism and others.

In my proposed article I would like to discuss one or two films as case studies and discuss the depiction of Indian culture by Bollywood from the impact of cinema on various internal factors like clothing and fashion to language (English speaking) as a style statement and symbol of modernity. From the realism and body shaming ideas to the eventual changes in the institution of marriage and changing family structure and the depiction of LGBTQ, their exclusion from the mainstream in poor light shown in number of films made around 2010 to 20s.

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Study on Role of Humorous Appeal in Consumer Behaviour - With Special Reference to Youth of Bhopal

Nishtha Chidar

This study delves into the persuasive power of humorous appeal in advertisements, focusing on high involvement product Bajaj Dominar 400 (Haathi Mat Paalo) and low involvement product Mentos candy advertisement. The research objectives include examining the uses of humorous appeal in the selected brands, assessing the recall value of advertisements employing humor, and investigating the role of humorous advertisements in shaping consumer persuasion. The research is based on descriptive research design with qualitative and quantitative approach. Also content analysis and survey methods have employed to fulfill the research objectives.

This research illuminates the nuanced ways in which humor influences consumer behavior, shedding light on the distinct strategies employed by advertisers to engage audiences and sway buying decisions. Through meticulous examination and interpretation of these ads, this study contributes valuable insights to the field of advertising, offering a comprehensive understanding of the interplay between humor, consumer recall, and persuasive marketing strategies.

Keywords: *Consumer behaviour, advertising, humor appeal , recall value, persuasion, youth*

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Role of Akashwani in Promoting Digital Democracy in 'Amrutkal'

Nitin Gaikwad* & Prof. V.L. Dharurkar**

Very recently All India Radio has been renamed as Akashwani (AW) and it has become the world's largest Digital Information Dissemination infrastructure. Indian broadcasting has ably faced digital revolution in a systematic manner both in embracing innovations and technological change. Akashwani has totally changed its working methods. Digitalization has been implemented from top to bottom and news based programmes as well as entertainment programs: drama and music have been made available on you tube channels and social media platforms. Radio apps have been made available. Digitalization of Akashwani transition from tradition to modern technological modes has led to many positive benefits.

Akashwani or All India Radio (AIR) is the largest public broadcasting system of India. It has played a key role in serving to inform, educate and entertain its audiences since its inception, living up to its motto- Bahujan Hitay, Bahujan Sukhay - which is very dynamic in developing democracy as a way of life. Due to android telephones and five G mobile system listeners are gaining benefits of clarity and accuracy in reception.

Digital democracy in India is on the crossroads of change because due to technological developments participation co-existence and sharing fruits of sustainable developments has become more effective. The scope of digital democracy in India has enlarged due to switching over to the new technology. Due to digitalization of broadcasting AW has become one of the largest broadcasting organizations in the world in terms of the number of languages of broadcast and the spectrum of socio –economic and cultural diversity it serves with 470 centers, 92 percent of the geographic area and 99.19 percent of the total population which elevates democracy and infuses participation of people.

The objectives are to study the role of Akashwani in building Indian democracy, to examine the performance of AW in strengthening democratic institutions and values, to throw lights on problems and suggest remedies for making democracy a way of life by promoting freedom of expression through AW. The present paper will be based on descriptive research design and content analysis of Pune and Aurangabad station.

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Exploring the Impact of Interactive Storytelling in Video Games among Youth

Prakriti Pandey* & Dr. Bhavna Upadhyaya**

In the digital age, video games have become a potent medium for storytelling, transcending passive consumption to active participation among younger generations. Interactive storytelling in video games allows players not just to witness but to shape narratives. Our journey navigates the ever-evolving landscape of interactive storytelling in video games, aiming to unravel the emotional and psychological dimensions of player-driven narratives. By doing so, we contribute to the discourse on storytelling in the digital era and provide valuable insights to game developers, storytellers, and researchers aiming to craft more immersive and emotionally resonant gaming experiences. The research will be conducted on people who are 15 to 35 years of age in Bhopal, Madhya Pradesh.

This research studies interactive storytelling's impact, moving beyond traditional linear narratives. It examines how player agency transforms storytelling by letting players make choices that mold the game world, characters, and outcomes. The research employs survey for gathering insights from gamers with varying experiences, probing into their gaming habits, encounters with choice-driven narratives, emotional connections with in-game characters, and perceptions of these choices' significance. It explores the intricate relationship between interactive storytelling and player engagement, delving into how narrative interactivity profoundly affects emotional attachment, immersion, and overall gaming satisfaction.

Keywords: *Interactive Storytelling, Video Games, online gaming, Player Engagement, Immersive Narrative*

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Social Media as tool for Social Change:
An Interpretation and Evaluation of Social Media Prompted Popular movements

Dr. Priya Yadav

Social media, most popular form of media, originated with a concept to share one's thoughts, views, emotions, amongst friends, family and followers. Additionally, later on, as itgainedpopularity, its usage and impact over society, brought changes. A very recent phrase added to the dictionary of social media is 'slacktivism', which refers to the practise of circulating information and resources through likes, shares, and retweets. With daily data pack and free wi-fi access, public got the liberty to build environment in against or favour of any incident. In this processes, social media is dictating the actions of people living is a society or outside and mobilizing them to gather, discuss and resolve. However, this is not always true in every social movement occurred in recent times.

Quoting some of the recent social movement encompassing social media as reason for their success or failure, like Black Live Matter, Me too, Arab Spring movement, Bucket Challenge etc, it is observed that in majority of the movements, social media has misled the public. However, feel good or narcotics effect of media has helped to gained momentum but without any resolution. In the present paper, the scholar has discussed impactful incident carried over social media in last ten years and its contribution in channelising the public views and demands into social change.

The present research paper is qualitative in nature with an approach to theoretical undergirding and attempts to study prominent cases of social movements promoted by social media over last fifteen years. In this descriptive analysis, the researcher has tried to implement the concept of 'thick description', introduced by Clifford Geertz in 1973 in his research paper titled Thick Description: Towards an Interpretative Theory of Culture.

With an explosive evolution of internet, audience is quickly establishing opinions and often supporting views based on biased information. This information is often articulated, distorted and circulated by a group of people with an aim to fulfil the objective of their propaganda. Although, social media generated opinions have gathered audience and helped the victim get justice. But in maximum cases, it has created a storm only on web, often distracting citizens and lull people into believing that they are bringing a change in society that we often referred as slacktivism.

Keywords: *Social movement, Social media, slacktivism*

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Transforming Folk Media into Digital Landscape

Dr. Sheshrao Pathade & Dr. V. L. Dharurkar***

The definition of digital technology refers to digital devices, systems and resources that help create, store and manage data. The traditional folk media is a powerful means of mass communication, which can be documented and can be revitalized form fostering social change and economic development in the new age. In the changing media landscape, if folk media is documented properly it can play an important role in achieving inclusive development goals. Traditional media and modern electronic media along with digital technology can change the profile of Indian mass media to reach it to the villages and to cover the illiterate masses those who cannot read newspapers and they can only understand traditional folk media.

Today Rajaram Kadam's "Bharud" and Dada Kondke's "Lawni" or Shahir Sable's "Vag Natya" are surviving because of digital technology. The dying and declining folk arts have been made immortal due to changing media landscape, which is based on advanced digital technology. The documentation of this folk media has strengthened Indian democracy by participating rural poor. At present the percentage of folk media in radio and TV, India's public broadcasting system is not more than 4.4%. If we improve this, Indian media can be truly mass media. In this process re-understanding and re-documenting the traditional folk media is highly needed. The present folk media is highly scattered and widespread and there is a need of urgent documentation of this immortal and incredible heritage. In this process of change, we require a new perspective to join together the traditional media and electronic media.

The paper aims to transform traditional folk media in the modern devices, to use digital platforms for recording and documenting folk media and to enrich Indian mass communication by merging traditional media and digital technology. This paper will be based on descriptive research method. The paper will also present five model folk songs documented in the form of digital media. These examples will be illustrated while presenting the paper. In this paper folk study of Maharashtra's traditional folk media will be presented by connecting the said content with digital platforms. The present author has documented more than 100 folk songs in the digital technology. The live performance and its documentation provide infinite and immortal recording for future generation.

In the decade of 1970 there was beginning of folk forms in the format of cinema as a media. Folk songs of Dada Kondke in Songadya, Ekta Jeev Sadashiv, and Ram Ram Gangaram etc. can be described as examples of folk forms reflected in the medium of cinema. Now all these films are available on OTT platforms and anybody can enjoy wit and humor in these films. Now, the digital technology is proving magic multiplier effect to Marathi cinema and it has become global art. By using the strength of folk media they can be revitalize the suit the modern period. The messages can be redrafted and new modes of communications based on digital technology to make the folk media content immortal and unparallel.

Keywords: *Folk media, traditional communication, digital landscape, documentation*

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Shaping Political Discourse: A Study of Political Advertisements and Public Opinion in Madhya Pradesh

Shruti Bonde & Ishika Tharwani

Political advertisements have had a significant impact on both younger and older voters worldwide for the past few years. These political advertisements, distributed through various media platforms, play a crucial role in forming voters' opinions and choices, which in turn affect how elections turn out. This research paper delves into the intricate relationship between political advertisements and public opinion in the dynamic political landscape of Bhopal, Madhya Pradesh.

This study can provide insight into how much political advertising affects public opinion, what influences it, and how it affects the election process in Madhya Pradesh. However, with the advent of political advertisements via new media, the impact has grown dramatically. This research will add important new perspectives to the larger conversation about Indian politics and election behavior by bridging the gap between political communication and public perception.

This research paper delves into the intricate relationship between political advertisements and public opinion in the political landscape of Bhopal, Madhya Pradesh. With a sample size of 50 respondents, this study examines the significance of the Ladli Behna Yojna in the context of political advertisement and its potential influence on the beneficiaries (aged 23 to 60) and the Madhya Pradesh election 2023, as well as their susceptibility to various political advertisements about voting behavior.

Keywords: *Political advertisements, public opinion, political communication, public perception, election*

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The Political Economy of Media in Bhutan:
Examining the Interplay of Media Ownership, Government Influence and Public Discourse

Sonam Lhamo* and Dr. Bidu Bhusan Dash**

The interplay of media, politics, and economics has long been a fascinating topic of research since it has the capacity to affect public opinion, influence government policies, and alter societal dynamics. This study examines the delicate interplay between media ownership, government influence, and public discourse in the setting of Bhutan, a country noted for its peculiar political and cultural terrain. This research aims to study how Bhutanese media outlets navigate the delicate balance between autonomy and state control through a political economy lens. Bhutan's media landscape, a unique blend of ancient values and modern goals, provides an insightful canvas on which to analyze the complex dynamics at work.

Political economy study illustrates how media, power, and money interact. Bhutan's 2008 democratic transition changed media ownership and impact. Bhutan's media ownership is complicated, comprising state, commercial, and hybrid organizations. The role of the government has changed over time, affecting journalistic freedom and diversity. This research looks at how government influences narratives, priorities, and ethics. Government control of the media extends beyond ownership, influencing editorial content, public debate, and advertising. This makes it difficult for the media to reconcile its functions as a watchdog, information disseminator, and platform.

In Bhutan, where media and societal standards interact with Gross National Happiness and cultural values, media ownership and government influence determine public debate. Bhutan's media political economy is complicated, with consequences for democracy and media development. As Bhutan's democracy matures, it is critical to promote a media environment that values honesty, independence, and variety. To accomplish this research, a mixed method of data gathering and interpretation will be used, which incorporates both qualitative and quantitative methods. All in all, this study explores Bhutan's political economy of media, focusing on the intricate interplay between ownership, government, and public discourse. It intends to shed light on Bhutan's media landscape's issues and potential, helping to a better understanding of the country's democracy.

Keywords: *Political Economy, Media Ownership, Public Discourse, Bhutan*

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Deciphering Increasing Consumption
of Pakistani Drama in India

Srimaya Rath & Niyati Kiran Patnaik

Television Drama viewership has been a major attraction for most people since its inception and with time, it continues to create an audience base still. When it comes to soap operas, Indian viewership has seen a devoted fan base for the genre of entertainment. Moreover, in times of geopolitical debates and discourses, conflicts and resolutions the future of cross border relations remain uncertain. However, in the era of internet and globalization, borders are consistently shrinking, boundaries fading thanks to popular culture and communications. In a similar instance, the growing fame of Pakistani Dramas in the current times shows a steep rise, higher than ever. With the advent of Zee's Zindagi led to a bloom of Indian audiences' interest in viewing Pakistani Dramas, and since then it continues to attract Indian viewers even long after the channel was closed down.

This paper intends to dive into the reason. Employing qualitative methodology with content analysis, sentiment analysis and interviews, this research intends to inquire into why the Indian audience prefers to watch Pakistani soap operas or dramas and what resonates with the Indian audience from the stories across the borders.

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Societal Influence on Women and their Sexualized Imagery on Instagram

Subhechcha Sarkar

The meaning of Voyeurism has changed with the introduction of Instagram in the temporary world. As a social media platform, Instagram allows users to post pictures. The range of vision for Voyeurism is restricted to videos and images that contain sexual suggestions through body language.

This paper intends to understand the actions of users of Instagram, who obtain their sexual pleasure from sexually suggestive images on the platform. The research focuses on the opinion of the followers on those pictures. This research uses content analysis to decode the meaning of such photos. This paper intends to study why young women users Of Instagram posted those photos.

This study stands on theories of Objectification and Body Autonomy as the basis of its framework. Objectification in this research refers to how a woman's body gets sexually objectified without the context in the eyes of a voyeur. However, for a female user, it is more of her right to expose herself in her personal space adhering to the theories of body autonomy.

The sample for this study would include educated young adults from the age of 18-25 years. The researcher chooses Judgmental Non-Probability sampling to choose the suitable sample for this research. For this study, In-depth interviews were held with young Instagram users (15-25 years) who create and watch these pictures for their visual and sexual pleasure. Various theories, like that of objectification theory, would be considered for analyzing the data to make the research more theoretically relevant.

The researcher is concerned that women objectify themselves to gain popularity virtually with pictures that indicate sexual content sub textually. That is why the researcher chooses this topic to study for her dissertation work. On the other hand, the body is the centre of every experience and attention. That is why this is a woman's choice; Instagram is her personal space to display what part of her body she wants to display, irrespective of how the voyeur opines about this. The dichotomy existing in the Instagram Culture provokes the researcher to study this phenomenon of voyeurism and Instagram culture.

Keywords: *Voyeurism, Instagram Culture, Young Instagram Users, Self-objectification, Body Autonomy*

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Social Media in Shaping Political Agenda:
A Study in Odisha

Mr. Sumit Kumar Behera* & Dr. Ashes K. Nayak**

In recent years, social media platforms have emerged as potent tools in influencing political discourse and shaping political agendas. This study explores the role of social media in the context of Odisha, and its impact on the political discourse. This research employs a mixed-methods approach, combining qualitative and quantitative analyses to gain a comprehensive understanding of the influence of social media on the political agenda setting in Odisha.

The study draws from extensive data collected through surveys, interviews, and content analysis of popular social media platforms such as Facebook, Twitter, and Instagram. The findings of this study highlight the significant role that social media plays in disseminating political information, mobilizing voters, and amplifying political narratives. Moreover, the study sheds light on how political parties, candidates, and activists utilize these platforms to engage with the electorate, create resonance, and project their ideologies.

The research also explores the challenges associated with social media in shaping the political agenda in Odisha. These challenges include the spread of misinformation, echo chambers, and the potential for the digital divide to exclude marginalized populations from the political discourse. Furthermore, the study examines the regulatory mechanisms in place and their responses in addressing these challenges.

Keywords: *Social Media, Political Agenda, Agenda Setting, Political Discourse, Political Narratives*

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Missing Voices in Digital Media

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

"Missing voices in digital media" typically refers to the underrepresentation or lack of diversity in the voices and perspectives featured in digital content, including articles, videos, podcasts, and other forms of digital media. It is common for persons from diverse racial, ethnic, gender, and sexual orientation backgrounds to be underrepresented in digital media. This may result in a narrow range of viewpoints and experiences being offered, which might not fairly represent the variety of the real world. Digital media is used by 50% of the world's population; Facebook has 2.2 billion active users, while YouTube and Twitter have 2 billion and 330 million users, respectively. Social networking sites give us great places to communicate, but they also have a great deal of control over the content we view online. Millions of individuals are being silenced by the massive amounts of content that are being mistakenly removed by algorithms and human censors, people are prone to bias and blunders.

This particularly affects minorities, women, and LGBTQIA individuals, who are already frequently denied a voice in society. Social media censorship limits public discourse, diminishes everyone's knowledge base, and keeps us all from holding people in positions of authority accountable. By requesting greater transparency from platforms and the ability to challenge rulings that restrict the right to free speech, we are standing up for the voices that are being silenced. Some people with impurities can find it difficult to access digital media content that hasn't been created with accessibility in mind, which would essentially keep them from participating in online discussions. In order to address these problems, one must be dedicated to diversity and inclusion, make deliberate attempts to elevate the voices of the marginalized, and alter the way that material is created and curetted to incorporate a variety of viewpoints. To foster a more welcoming and fair online community, numerous organizations and people are trying to increase diversity and representation in digital media.

Keywords: *Representation, Social Justice, Equity, LGBTQIA*

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Bhutan in editors' pen:
A critical discourse analysis of three leading newspapers

Anita Chhetri and Dr. Bidu Bhusan Dash

Editorials play a pivotal role in shaping public discourse on socio-cultural, political and development issues. These opinion pieces, featured prominently in newspapers and online platforms, serve as a platform for expressing the stance, values, and perspectives of the publication's editorial board or its individual authors. The study focuses on three leading newspapers of Bhutan, each representing a different ideological stance, to capture diverse perspectives on Bhutan. By employing the framework of Critical Discourse Analysis (CDA), the analysis delves into the linguistic, discursive, and social dimensions of the editorials. The research aims to uncover the underlying ideologies, power dynamics, and potential biases that manifest through language choices and discursive strategies.

Methodologically, a qualitative approach is adopted, involving systematic data collection and CDA. The editorials are examined based on their techniques used to influence the portrayal of Bhutan and its issues. The findings of this research hold implications for understanding the socio-political dynamics surrounding Bhutan in the global discourse. The analysis seeks to reveal whether the newspapers portray Bhutan primarily as an idyllic Shangri-La (paradise), a model of sustainable development, a geopolitical actor, or a complex amalgamation of these aspects. Furthermore, the study investigates how these representations are intertwined with the newspaper's own geopolitical interests and perspectives.

By unravelling the multifaceted representations of Bhutan across different newspapers, this research contributes to the growing body of literature on media discourse, international perceptions, and the construction of national identities. Ultimately, this research aims to foster a more nuanced comprehension of Bhutan's image and its implications for international relations, cultural exchange, and policy-making.

Keywords: *Editorial, Newspaper, Critical Discourse Analysis, Bhutan*

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Content analysis of coverage of development news in the front pages of Bhubaneswar edition of three leading Odia dailies

Prathama Pulak Tripathy and Dr. Rajeev Kumar Panda

L ent (1977) observes that the term 'development journalism' was coined in 1968 by the Press Foundation of Asia which was established in 1967. But the advent of Odia journalism was 75 years before the Odisha became a state in 1936 and almost 100 years before the term 'development journalism' was coined.Odia journalism which initially started as a mission soon turned into a tool to settle political score and thereby sidelining coverage of news requiring attention of the people as well as the authorities. The ownership of most of the leading Odia newspapers in Odisha was and is in the hands of practicing politicians or established entrepreneurs. The location and attention of these politicians and entrepreneurs are mostly in the coastal belt of Odisha, hence the coverage of news of these areas take priority. Odisha has witnessed a steady political scenario for over two decades and has incessantly progressed in all spheres, yet a plethora of areas still require attention and diligent perseverance. But the Odia newspapers hardly cover 'development news' either as an event or as a process. This research paper makes an attempt to analyse and evaluate the coverage of development news in front pages of the Bhubaneswar edition of the three leading Odia dailies (Samaj, Sambad and Dharitri) for the period of three months and make a content analysis of the coverage of development news using various development news indicators, like education, judiciary, infrastructure, etc. It also seeks to study the coverage and frequency of coverage of these categories of development news. The findings of the research paper contributes to the understanding and acknowledgment of scarce coverage of development news in the three leading Odia dailies. The study provides insight for the newspaper owners and practicing journalists to cover more development news and with better frequency.

Keywords: *Development, Development News, Categories of Development News, Odia newspapers, Content Analysis.*

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Visualizing Odisha: A Mixed-Methods Study on the Photographic Coverage of Cityscapes in Sambad and Dharitri Newspapers

Pravat Kumar Mishra and Dr. Rajeev Kumar Panda

This research paper seeks to examine the photographic coverage of cityscapes in the City pages of two leading Odia dailies Sambad and Dharitri. The rationale behind taking Sambad and Dharitri for the analysis is circulation. According to the report of Directorate of Advertising and Visual Publicity (DAVP), Samabad and Dharitri are the leading newspapers in Odisha.

The objective of the study is to provide a comprehensive analysis of the role of photography in the representation of city life in Odisha, India through their visual narratives, focusing on the content, context, style, and thematic patterns. This paper employs a mixed-methods approach that combines content analysis of photographs with qualitative interviews of photojournalists. The aim of the study is to explore the socio-cultural implications of photographic coverage in city pages of the two selected Odia dailies.

The findings of this research paper contributes to a critical understanding of the role of photography in shaping socio-cultural implications in Odisha and provide insights for journalists, photographers, and media practitioners to produce more nuanced and informed coverage of cities thorough photographs.
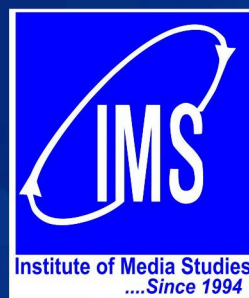
Keyword: *Photography, Photo Journalists, Society, Socio-cultural, Newspaper, Mixed-Methods.*

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The booklet covers the detailed programme of the three-day 7th National Media Conclave-2023 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 'Digi-Tech, Media & Democracy'. The mega scholastic meet highlighted the core issues relating to digital ecosystem that is disrupting and converging state and society's behaviour in all spheres of human activities as well as democratic processes in different contexts. The booklet will be a treasure for students, scholars, academicians and media professionals.