



NISCORT

CONFERENCE PROCEEDINGS

2nd NATIONAL MEDIA CONFERENCE (NMC 2020)

CONFERENCE THEME:

'CONTEMPORARY MEDIA LANDSCAPES: CHALLENGES & OPPORTUNITIES'

Conference Date: 13 March, 2020

NISCORT MEDIA COLLEGE

A-2, Sector-1 Vaishali, Ghaziabad NCR-Delhi-U.P, 201012

www.niscort.com



Conference Proceedings of 2nd National Media Conference (NMC 2020)
Conference Theme: '**Contemporary Media Landscapes: Challenges And Opportunities**'
Conference Date: 13 March, 2020

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About NISCORT Media College

NISCORT is a professional Media College for Journalism and Mass Communication Studies. The College offers Bachelor's Degree in Journalism and Mass Communication (BJMC), various Master's Degree programmes (MA), Diploma and Certificate courses in media. Situated in NCR- Delhi, NISCORT caters to the needs of both media students and the industry. As the media industry in India is fast paced; NISCORT is committed to train dynamically skilled and knowledgeable media professionals. Founded and owned by the Catholic Bishops' Conference of India (CBCI), NISCORT strives to create a media workforce that would produce morally uplifting and culturally enriching programmes for the holistic growth of society. The vision of NISCORT is to serve as an effective communication think-tank and as a centre for advanced learning, training and research in matters related to media and communication. Besides the Bachelor's Degree in Journalism and Mass Communication (BJMC), NISCORT also offers Masters Degrees in Print Journalism, Broadcast Journalism and Audio-Visual Communications.

About NISCORT NMC 2020

National Media Conference on *Contemporary Media Landscapes: Challenges and Opportunities* will look at how media and communication are being used, both as tools and ways of articulating processes of development and social change, improving and empowering people to influence their own lives and those of their fellow community members. The conference will provide a comprehensive analysis of emerging cultural practices and the underlying rationale of new media forms rather than concentrating on technological innovations and their impact. In the rapidly changing global environment, a theoretical framework is required that takes into account the wide range of hypotheses and reasons for media and interaction trends, which also includes factors such as globalization, individualization, and the increasing role of the market economy as a reference system. Digital technologies have fundamentally altered the existence and function of media in our culture, reinventing age-old public relation strategies and sometimes bypassing traditional media and questioning their exclusive status as gatekeepers of news and entertainment. We know things are changing in the world and we think that approaches taken towards research should also change.



CONFERENCE SCHEDULE

TIME	PROGRAMME
8:45- 9:30 am	Registration
9:30-10:40 am	Inaugural Session Chief Guest: Ms. Sarah Jacob , Senior Editor and Anchor NDTV (Anchor and Producer of the show 'We The People')
10:40-11:00 am	Networking Tea
11:00-11:45 am	Technical Session – I: New Media Moderator: Dr. Fr. Suresh Mathew Paper-1: <i>A Case Study on the Impact of Social Media on Globalization & Nationalism in Contemporary India</i> by Ramendra Nath Verma. Paper-2: <i>Smartphone Journalism: Changing Equations of News Production, Distribution and Consumption in Indian New Mediascape</i> by Dr. Nithin Kalorth & Malvika Sagar. Paper-3: <i>A Critical Review on the Models and Theories of Social Movements in Social Media</i> by Jenith Sekar.
11:45-12:30 pm	Technical Session – II: Gender and Media Moderator: Dr. Ritu Dubey Tiwari Paper-1: <i>Indian Web Series and Gender Role Reversal</i> by Shabnam Shahi. Paper-2: <i>Portrayal of Feminism in Media: Rethinking Language, Representation and Perception</i> by Shashi Shikha & Minu Marydas. Paper-3: <i>Social Media and the Politics of Truth in the Post Truth Era</i> by Dr. Jojo Joseph.
12:30-1:15pm	Technical Session – III: Media Management Moderator: Robinson Rodrigues Paper-1: <i>Paradigm Shift among Brands from Traditional to New Media for Promotions and Marketing</i> by Jolly Jain. Paper-2: <i>Placing Media Management in Sport Tourism Model and Framework from an Indian Sports Media Management Perspective</i> by Malvika Sagar & Dr. Jayati M. Sharma.
1:15-2.00 pm	Lunch
2:00-2:45 pm	Technical Session – IV: Development Communication Moderator: Dr. John Edappilly Paper-1: <i>Analysis of Research Trends in Media Information Literacy: A Systematic Literature Review</i> by Anjulika Ghosal. Paper-2: <i>Communication for Sustainable Development</i> by Minu Matthew. Paper-3: <i>A Review of How Newspapers are Still Relevant in the Digital Age</i> by Neha Khanna.
2:45-3:45 pm	Panel Discussion Topic: Contemporary Media Landscapes: Challenges and Opportunities Moderator: Fr. Stanley Kozhichira , President, SIGNIS India. Panelists: Mr. Vinod K Jose , Editor, Caravan Ms. RJ Simran , BIG FM, Delhi Mr. Josy Joseph , Founder, Confluence Media, Delhi
3.45-4.30 pm	Valedictory Function Chief Guest: Dr. K.G. Suresh , Founder Dean, School of Modern Media, UPES, Dehradun

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A CASE STUDY ON THE IMPACT OF SOCIAL MEDIA ON GLOBALIZATION & NATIONALISM IN CONTEMPORARY INDIA

Ramendra Nath Verma

Ph.D Research Scholar (SCADMS), Sharda University, Greater Noida

Abstract

Philosophers of globalization tend to presume the declining centrality of nationalism as an explanatory focus for understanding global power relations. The processes of globalization, including the formation of intra-national and international diasporas, simultaneously works to situate political power centrally and, through various counter hegemonic uprisings that also lay claim to discourses of nationalism, locally. This research paper argues that far from declining in significance, nationalism encompasses both hegemonic and counter hegemonic, mediatized processes of power struggle, processes that draw increasingly from resources that are both internal and external to geographic domains of conflict, and in a manner that re-patterns power relations at the local, national, regional and global levels. Social media has spread like bush fire in the world today as it has millions of users. The impact that social media has on people's lives has made it impossible to ignore its research by other higher institutions such as the corporate world, governments and other industries. It is for this reason that governments have had to join social media sites to maintain a loop in activities happening with its citizens and globally. Globalization which involves interchanging of ideas and cultures has been the greatest beneficiary in the increase in social media activities. This paper examines the relationship between social media, nationalism and globalization.

Keywords: *Social Media, Nationalism, Globalization*



SMARTPHONE JOURNALISM: CHANGING EQUATIONS OF NEWS PRODUCTION, DISTRIBUTION AND CONSUMPTION IN INDIAN NEW MEDIASCAPE

Dr. Nithin Kalorth & Malvika Sagar

Assistant Professor, Bennett University & Assistant Professor, Amity University

Abstract

The entry of mobile media in the mass media industry changed the way the news is being produced, distributed and consumed. It not only changed the technological logistics of media industry but also economy. The technological convergence of mobile “phones” and media has been taking place since the 1990s, but in India the adaptation and adaptation of mobile media in newsroom is still in the early stage. In the context of the ongoing economic slowdown or crisis in the global industry, the entry of smart phones in the newsroom has liberated the economical crunch for media managers and media planners. Accessing mobile news has gained grip in the daily life of the news audience. On the other hand, the traditional news media like newspaper and television have developed news delivery, by repurposing or customizing journalistic content published for mobile sites and/or applications.

The current paper tries to study the above-mentioned situation in the new media news production in India. The paper devices personal interviews of journalist, editors, and media managers of selected new media of India and analyses news production and consumption through content analysis. The paper tries to build a theoretical framework to understand the capacity and limitations of mobile media in Indian newsrooms.

Keywords: *Mobile Media, Content Management, Economy, Talent*



A CRITICAL REVIEW ON THE MODELS AND THEORIES OF SOCIAL MOVEMENTS IN SOCIAL MEDIA

Jenith Sekar

Assistant Professor, NISCORT Media College

Abstract

Social media today is becoming an alternative to main stream media. People from different walks of life very easily make use of social media to pitch their point of view to the whole world. Thus, social media enthusiasts, creators and curators become opinion leaders. Any triggering event that happens in the society becomes the pivotal theme for discussion and dissemination. Through textual, pictorial and visual descriptions, the social media activists opine their point of view so as to construct collective identities of protest movements. This aspect of mobilization has been witnessed in the protests happened in Mexico, Philippines, Tunisia, Egypt, India etc. Analysts postulate various models and theories underpinned this activism. This paper critically reviews some of the social media models and theories and subsequently proposes a conceptual framework of a model to understand the evolutionary process of social movement in social media.

Keywords: *Cyber-Activism, Social movement, Social Media, Social Network Theory, Stage based Model, SocialCapital Theory*



INDIAN WEB SERIES AND GENDER ROLE REVERSAL

Shabnam Shahin

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Abstract

In a society like India artificial boundaries are laid for specific ways of behaviour, characteristics and traits for both the gender. These ascribed gender roles have not only impacted the normal life, but, also impacted the projection of the Gender on the screens which were based in line with the separate gender role expectation. However, a change in the scenario can be seen with the coming of Digital era and internet revolution. Today free internet everywhere has propagated popular entertainment medium called the 'web series' in India. With the advent of Netflix and Amazon Prime, the Indian web series have grown to become one of the best sources of entertainment and inspiration.

However, the questions that arise are whether these web series are reversing the gender role completely? Are these web series in representing female characters as bold women trying to establish that a woman who drinks, smokes, uses men for entertainment and bullies men are the ones who are able to find success and feel empowered? This research paper is an attempt to understand whether these series are selling gender role reversal in the name of feministic freedom?

This study will be qualitative in nature and includes a detailed study of three selected Indian web series, namely *Lust stories*, *It's not that simple* and *Four more shots* on platforms like Netflix, Amazon prime and Voot. The female protagonists in the lead roles will formulate the primary data for the study. Perimeters on how these female characters are established, empowered by reflecting on some actions of their male counterpart, which is marked as toxic by the society, will also be studied.

Keywords: *Web Series, Gender, Empowerment, Role Reversal*



PORTRAYAL OF FEMINISM IN MEDIA: RETHINKING LANGUAGE, REPRESENTATION AND PERCEPTION

Minu Marydas & Shashi Shikha

Development Practitioner, CARITAS India & Development Practitioner, PRIA India

Abstract

Role of mass media in shaping ideas and practices of feminism that gets translated into women empowerment and admission of all other genders is well recognized. While the mass media can promote and break the public stereotypes it can also continue to produce discriminatory images and language about all genders and propagate sexism. This paper attempts to build on the evidences of such language use in all forms of media to highlight how the framing of narratives stand to be questioned and some of the ways in which it can be addressed.

Representation of femininity and masculinity differs across cultures, time and societies. They are culturally and socially constructed to a larger extent by the media in addition to family, education and society in general. This paper, through factual data, will argue that representation of women in media circles alone is not enough to bring a change in how gender is portrayed in media. The paper expands on how one of the significant roles of media to build perceptions remains complex and therefore how can the mass media play a more responsible role in building a positive perception with respect to feminism in a truer sense.

This paper advocates for feminist reawakening of all kinds of media including traditional mass media, social media, online platforms, entertainment and commercial messaging and attempts to provide insights into how this can be achieved through change in the language of reporting, representation of gender roles and responsibilities and bring change in building perception.

Keywords: *Empowerment, Feminism, Masculinity, Representation, Reporting, Social Media*



SOCIAL MEDIA AND THE POLITICS OF TRUTH IN THE POST TRUTH ERA

Jojo Joseph Varakukalayil, PhD

Little Flower Institute of Philosophy & Religion

Abstract

Homo sapiens are a post-truth species, whose power depends on creating myths that have served to unite human collectivities. We live in an era of posties, a time we are repeatedly told that we live in a new and frightening era of post-truth where the art of lie shakes every truth; that lies and fictions are all around us. 'True lies' win and a climate of mistrust to everything has become the air today; conspiracy theories thrive and sensationalism wins more than facts. Post-truth is defined as relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief. The paper aims to discuss the idea of post-truth that claims 'nothing is true and everything is possible' that describes the weariness of today. Rationality is threatened there by a crash in value of truth. In politics honesty and accuracy are no longer assigned a highest priority. There is a declining value of truth today, and it loses its currency. Lies matters less or even not at all. Social media generates this sensationalism at the neglect of facts and truth in the post-truth era. The language game of social media (Media Politics) wins the hollowness of the humans in the present era; thus there arises crisis in values in all levels of *Homo sapiens*.

Keywords: *Social Media, Truth, Lies, Post-Truth, Ethics, Politics*



PARADIGM SHIFT IN PROMOTION AND MARKETING STRATEGIES OF VARIOUS BRANDS FROM TADITIONAL TO NEW MEDIA

Jolly Jain

Research Scholar, IIS (Deemed to be University), Jaipur

Abstract

Over the last decade, technology has progressed in every industry imaginable especially in the field of online/digital marketing; the main reason is the rise of mobile users from 100 million in 2004 to more than 800 million in 2020. Indian market has also witnessed a paradigm shift in the field of e-commerce, due to the emerging mobile internet technology. Keeping trace of the behavior of users, Brands and Companies started targeting social media platforms which have mobile presence for promotion of their products. For example, Bangalore based tech startup Ridaex which is among India's top selling smart android television have organically established their presence on platforms like Face book and Twitter along with writing blogs to boost thought leadership. Therefore like Ridaex, who is comparatively a new player in the market, other already established brands are now creating brand identity on social media. Wikipedia defines social media as "technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Apart from connecting with friends and family, social media is also widely used to read the latest news, connect with the latest trends and has evolved into an engaging medium. Hence social media channels cannot be ignored when it comes to marketing. There are number of brands present in the market, some are well established, some are in the race and some are still struggling to create visibility around their brand as most of them do not have big budgets of marketing and promotion. In the following paper, we will try to understand, how brands are defining and achieving their marketing objectives on social media.

Keywords: *Social Media, Brand Promotion, Online Marketing*



PLACING MEDIA MANAGEMENT IN SPORT TOURISM MODEL AND FRAMEWORK FROM AN INDIAN SPORTS MEDIA MANAGEMENT PERSPECTIVE

Malvika Sagar & Dr. Jayati M. Sharma

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Abstract

In a seminal work titled, 'Sport tourism or event tourism: are they one and the same?' by Deery et al., (2004), devised sport tourism model and framework to study the relation between sporting events and tourism. They argued that sport tourism is essentially event tourism and, as such, it is governed by the issues that affect events and event management.

The current paper tries to revisit the model and framework put forward by Deery et al., (2004) from the point of view of the Indian Sports Media Management. Although, Indian media space and sporting culture has its own roots and practices, the media management of sporting events are less studied. The current paper tries to bridge the gap. In order to achieve the same, the paper studies 2015 edition of IPL and 2018 edition of 2018. The Content Analysis of coverage and reportages of selected editions of sporting events is provided in order to place or find Media Manager's role in the event. The personal interviews of selected Media Managers and Sports Managers are done to correlate the results of analysis.

Keywords: *Sports, Tourism, Media, Event, Branding, Media Management.*



ANALYSIS OF RESEARCH TRENDS IN MEDIA INFORMATION LITERACY: A SYSTEMATIC LITERATURE REVIEW

Anjulika Ghoshal

Research Scholar, IGNOU

Abstract

The emergence of new media technologies open vivid horizons for people to exercise their rights to freedom of opinion, expression and access to information – to be involved in, and beneficiaries of, sustainable development. However, to enjoy these benefits, every citizen should be equipped with adequate devices as well as affordable connectivity. Without this, the gap between the information rich and the information poor will continue to grow – contributing to development gaps may not be sustainable. The current study will aim at analyzing the research trends in the field of Media Information Literacy. It will analyze how and which themes are considered as crucial? How the themes are handled by the various research scholars? Which disciplines are majorly working in the MIL research sector? To analyze various aspects, a systematic literature review has been conducted. A PRISMA chart has been constructed on the basis of search results. The themes of the research trends are categorized on the basis of popularity of subjects, methodologies and major findings. These are further analyzed based on the major theme of Communication and MIL. Media Information Literacy would be further divided based on the competencies required as well as the varying needs of the Developed and Developing nations in the picture. The context of the search will be Development Communication while the frame of analysis would be Sustainable Development Goals. The research papers published in the period of 2015- 2019 will be critically analyzed.

Keywords: *Media Information Literacy, Sustainable Development Goals, UNESCO*



COMMUNICATION FOR SUSTAINABLE DEVELOPMENT - A CLOSE EXAMINATION OF CURRENT COMMUNICATION FRAMEWORK, ITS INADEQUACIES AND LESSONS FROM INDIGENOUS POPULATIONS OF THE WORLD

Minu Mathew

Content Strategist & Writer

Abstract

Sustainable development goes a long way with effective communication and awareness. With climate change and its after-effects looming large, this topic is an important present-day issue and therefore, it was selected for the presentation. The main objective of the presentation is to explain sustainable development, the current need for it and recommendations to communicate sustainable development goals effectively. The paper examines existing communication frameworks to communicate sustainable development at all levels namely governments, businesses, civil society and people.

The paper also leads to the finding that in addition to effective communication of sustainable development, the onus of sustainable development is on the individual, the individual's value system, convictions, a general regard for life and the living, respect for natural resources and the belief that everything in nature is interconnected. This aspect of respect, awareness and communication is seen in indigenous communities around the world. Often overlooked and misunderstood, the indigenous communities have protected natural resources and have effectively communicated the importance of meeting the needs of the present without compromising the ability of future generations to meet their own needs, thus providing valuable lessons on sustainability.

Keywords: *Sustainable Development, Indigenous Communities, Influencers*



A REVIEW OF HOW NEWSPAPERS ARE STILL RELEVANT IN THE DIGITAL AGE

Neha Khanna

Research Scholar, G D Goenka University

Abstract

Edward Blumer-Lytton's words, "the pen is mightier than the sword", hold true even today as the newspapers have kept the pride and glory of a pen intact over the years. The newspapers pen or now the keyboard is used to communicate knowledge, information, and education through broadsheet to the masses. But newspapers have been facing continuous competition earlier from radio and television. But still the newspaper industry has been shining in all glory for years till the digitalization of media. The new age media is fast paced and provides instant gratification of information needs of readers. The papers reviewed in this research paper are - Developmental news in two leading Indian newspapers by John V. Vilanilam, Trends in the first page priorities of Indian print media reporting - A content analysis of four English Language newspapers. Technological Advancement in the Written Press and New Reading Patterns: A Press Survival Perspective in Mauritius, The Impact of New Media on Traditional Media, Is Print Readers Declining? A Survey of Online Newspaper Readers. These papers throw light on how newspapers are relevant in the present times.

This paper points out that newspapers in India continue to be invincible as soul searchers of the government and the masses over the period of years despite the advent of an all encompassing new age media.

Keywords: Newspapers, Development, Indian Newspapers, New Media,



ROLE OF REGIONAL LANGUAGES IN COMMUNITY RADIO STATIONS

Ms. Akansha Arora

Research Scholar, Swami Vivekanand Subharti University, Meerut

Abstract

Community is a place where everyone shares the same basic values and interests together and discusses about their community development in a common language. In their 'particular' language they can easily connect with each other. Community Radio Station gives a platform to a Community to come out and communicate to the community people in their own language through which they feel connected. This research paper discusses the role of regional language in, Community Radio Station contribution.

Keywords: *Community Radio Station (CRS), Community Radio (CR)*



SOCIAL IMPACT OF INDIAN CINEMA: FROM REEL TO REAL

Dr. Gunjan Sharma

Assistant Professor, Swami Vivekanand Subharti University, Meerut

Abstract

Cinema is the most complex and powerful art form in the present world. It can help us to better understand our own lives, the lives of those around us and even how our society and culture operate. It can shed light on political and spiritual matters too and can provide catharsis and perspective and may open our eyes to new ways of thinking, feeling and pursuing our lives. The Indian Cinema has unveiled significantly in the recent years, by not restricting itself to just being a source of mere entertainment, but, by experimenting to stride towards showcasing social and responsible cinema” thereby having a stronger impact on the masses. Slowly but steadily the film fraternity is vouching on social issues and is ready to take the ordeal to create awareness amongst the audience. However, a major chunk of the movie makers still follow the traditional movie making formula which may have adverse bearings on the audiences. The research paper aims to cover the holistic effects of Indian cinema on movie buffs through a discussion and box office success of certain movies belonging to realistic cinema. The objective of the paper is to applaud the social initiatives taken by the cinema, highlighting the success of the ever evolving showbiz industry. The study showcases the success of this genre amongst cinema-goers and encourages the budding young film makers and media personnel to bring social issues on mainstream by implementing real aspects into the reel cinema.

Keywords: Social, Indian Cinema, Method Acting, Movie, Bollywood, Reel, Box Office, Hindi, Parallel, Realistic, Realism



ROLE OF NEW MEDIA IN WOMEN'S HEALTH REFORMATION

Mrs. BeenumYadav & Ms. Preeti Singh

Research Scholars, CCS University, Meerut & Shaheed MangalPandey Government Girls

Post Graduate College

Abstract

New media is one of the latest technologies that helps to link the human race and plays a dynamic role in multifaceted development. In today's era millions of Indian women's are spending their time on new media and learning about different issues related to their health and life style. If we talk about effect of new media tools such as Facebook, Twitter, WhatsApp, and other such online platforms, the information a woman's get in worthwhile and it has provided the new baseline in the healthcare vicinity. As we know women health is the basis of any society. The health of the future generation depends on the health of the present women. So this is not a feminine problem, it's a social problem. And media should take the responsibility and express real concern over women by looking into their health rather than their skin and beauty. Through this paper, the researchers want to discuss how the new media are raising awareness on women's about health policies and related issues.

Keywords: *New Media, Women's Health Awareness, Society, Technology.*



IMPACT OF HASH-TAG ACTIVISM IN CHANGING TRENDS OF SOCIAL MEDIA

Dr. Mudasir Sultan

Assistant Professor, Swami Vivekanand Subharti University

Abstract

Social media have become increasingly pervasive. However, the literature on social movements and social media has not fully grasped just how much social media has fundamentally changed the landscape of organizational communication, ranging from stakeholders being able to directly mobilize resources to making grassroots transnational social movements more organizationally feasible. A major gap in the literature is this lack of understanding how social media have shaped social movement organizations (SMOs) and the organization of social movements.

Hashtag activism is the act of fighting for a cause or supporting a cause that people are supporting through any social media platform like Facebook, Twitter, Instagram and other networking websites. With the growth of globally active social media users, hashtag activism has been changing the complexion of advocacy. This is the kind of activism that does not require any action from the person other than sharing or liking a post or "retweeting" tweets on Twitter. The term gets its name from the liberal use of hashtags (#) that are often used to spread the word about a cause over Twitter. Hashtag activism is also known as social activism. This research project takes a look into the social media activism on various social issues, and looks into where claims of slacktivism are based. On the same background this Research Paper is aimed to find out The Impact of Hashtag Activism in changing trends of Social Media.

Keywords: Social Movement Organizations (SMO), Hashtag Activism, Social Media

न्यू मीडिया और आजीविका

यासिर अरफात

प्रवक्ता

पत्रकारिता एवं जनसंचार संकाय

स्वामी विवेकानन्द सुभारती विश्वविद्यालय, मेरठ

सारांश: मीडिया के क्षेत्र में आजीविका का सवाल सदैव रहा है। आजादी के पूर्व पत्रकारिता करने वालों के लिए आजीविका के कोई साधन नहीं होते थे। देश और समाज के लिए कुछ करने का जज्बा रखने वाले ही पत्रकारिता करने का साहस करते थे। तभी तो आजादी के पूर्व स्वराज समाचार पत्र में सम्पादक के लिए आवेदन करने के लिए योग्य उम्मीदवार को दो रोटी, एक लोटा पानी और कभी-कभी जेल की यात्रा के लिए तैयार व्यक्ति को ही योग्य माना गया। आजादी के बाद पत्रकारिता के आयाम बदले। संचार क्रांति ने मीडिया के क्षेत्र में जो क्रांति लायी उसका असर इसको व्यवसायीकरण की ओर ले गया। वर्तमान में जो स्थिति है वहां इसे एक उद्योग की संज्ञा दी जाती है। भारत में इंटरनेट के आगमन के बाद स्थित मीडिया घरानों के दबदबों को कम किया। लोगों को खुद अपना व्यवसाय स्थापित करने के लिए प्रेरित किया। न्यू मीडिया के रूप में युवाओं के पास अपार संभावनाएं प्राप्त हुई जिससे वह स्वयं अपना रोजगार स्थापित कर सके।

वर्तमान में न्यू मीडिया के रूप में वेबसाइट, यू ट्यूब, फेसबुक, ब्लॉग जैसे कई प्लेटफार्म मौजूद हैं जिसे युवा आजीविका के रूप में उपयोग कर सकते हैं। हिंदी के क्षेत्र में यह एक बड़े मंच के रूप में उभर रहा है। गूगल द्वारा हिंदी के यूनिकोड के अविष्कार बाद यह बहुत तेजी से बढ़ रहा है। ऐसे ही न्यू मीडिया के क्षेत्र में अनेक संभावनाएं हैं। इस शोध पत्र में कुछ हिंदी वेबसाइट और विज्ञापन नीति का अध्ययन कर यह जानने का प्रयास किया जाएगा कि न्यू मीडिया में आजीविका के कौन-कौन से साधन उपलब्ध हैं। इस शोध पत्र को तीन अध्याय में विभाजित किया गया है। पहले अध्याय में विज्ञापन का संक्षिप्त इतिहास दिया गया है। दूसरे अध्याय में कुछ हिंदी वेबसाइट का अध्ययन किया गया है। वहीं अंतिम अध्याय में निष्कर्ष और सुझाव दिया गया है।



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18. **यासिरअरफात:** वर्तमान में स्वामी विवेकानन्द सुभारती विश्वविद्यालय, मेरठ के पत्रकारिता एवं जनसंचार महाविद्यालय में लेक्चरर के पद पर कार्यरत है। ग्राफिक डिजाईनिंग और न्यू मीडिया के विशेषज्ञ है। इन्होंने पत्रकारिता में एम. फिल के अलावा जामिया मिल्लिया इस्लामिया से टीवी पत्रकारिता में पीजी डिप्लोमा तथा दिल्ली विश्वविद्यालय से पत्रकारिता में स्नातक की डिग्री प्राप्त की है। वर्ष 2016-17 में यूनिसेफ तथा सर्व शिक्षा अभियान उत्तर प्रदेश के संयुक्त रिसर्च प्रोजेक्ट 'जन पहल रेडियो' कार्यक्रम का भी हिस्सा रह चुके है। इन्हें मीडिया के कई प्रतिष्ठित संस्थानों में पूर्णकालिक और अंशकालिक तौर कार्य करने का अनुभव है। वर्ष 2012 से साप्ताहिक पत्रिका आवाज आपकी के सम्पादक है। वह विभिन्न शोध परियोजनाओं से भी जुड़े हैं और उनके कई शोध पत्र और अध्याय प्रसिद्ध शोध पत्रिकाओं में प्रकाशित हुए हैं।
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**NATIONAL MEDIA CONFERENCE ON
CONTEMPORARY MEDIA LANDSCAPES: CHALLENGES & OPPORTUNITIES**
13 March, 2020

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