Mass Communicator

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A TRUE VISIONARY

"You see things and you say **Why?** *But I dream of things that never were and say* **Why** *not?"*

- George Bernard Shaw
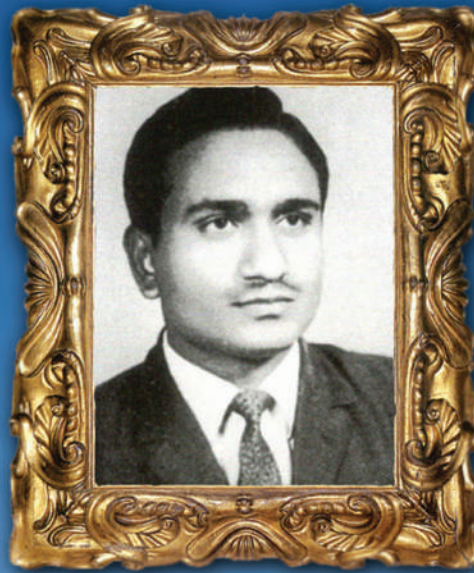
Shri Jagannath Gupta

(1950 - 1980)

Also a true visionary...who dared to dream!
He lives no more but his dreams live on....and on!

JIMS (Rohini)	-	**1993**
JIMS (Kalkaji)	-	**1997**
JIMS (Vasant Kunj)	-	**2003**
JIMS (Jaipur)	-	**2003**
JNIT (Jaipur)	-	**2004**
JIMS (Greater Noida)	-	**2008**
Jagannath University (Jaipur)	-	**2008**
Jagannath University (Bahadurgarh)	-	**2013**

And more dreams to come!

Editor's Desk

The twenty-first century will be the graveyard of all false narratives that have flourished, particularly after the industrial revolution. The surplus economy that the industrial revolution generated required markets that could absorb these surpluses. Also, the industrial contraptions that worked on the principle of bulk production needed bulk raw materials to stay operational. This led to the colonization of countries which were blessed with the bounty of natural resources and had the capacity to buy back the finished, not always value-added, products. The process of colonization was at times on the strength of military might alone but also on the strength of sculpting false narratives of White supremacy. This false narrativization called for a concerted campaign to demean and disfigure, where necessary the native knowledge systems and civilizational values. The brunt of this campaign was unleashed in particular in Bharat. Every civilizational value that the people of this land held dear was run down in a very meticulous way and the people were made to feel that what they held dear was in fact retrogressive. But, their success was not just of their own making. The people of Bharat too were partly to blame. They had lost touch with the wisdom of their forefathers and were caught up in the maelstrom of meaning-less ritual. Though from time to time, many mystics had decried this meaningless ritualism, yet their followers again relapsed into the sinkhole of this traditional ritualism, each creating their own new tradition of ritualism. So, when the White man lashed out at their customary practices as superstition, they fell into the trap loc, stock, and barrel, giving birth to a new generation of Anglophiles for whom the word which came from the West was the Gospel Truth. While Bharat yanked off the colonial rule in 1947, the stranglehold of this Western hegemony on Indian thought processes continued unabated, sapping the emergence of the vision of the new Bharat. As Bharat marches towards the high noon of the twenty-first century, the forces of neo-colonialism feel threatened enough to launch tirades of false narratives against its rise. The might of their transnational media industry underpins these false narratives and lends support to forces within Bharat, which knowingly or unknowingly play into their hands by hinging their arguments and self-interests on the pivot of the extra-national false narratives. But, with the emergence of new media, such false narratives stand endangered. Social media platforms, though centralized ones as of now, have spawned a new breed of independent journalists who speak their mind without being influenced by external forces. Even in a country like Pakistan, these independent journalists are questioning the centre-staging policy of Hate India among their citizens and holding this responsible for the present crisis. The recently orchestrated foreign media attacks for arresting the meteoric rise of Bharat have suffered a similar nemesis for the hollowness of false narratives. As decentralized new media platforms come up, the false narratives floated by the foreign forces opposed to the rise of Bharat are going to find no takers.

(Ravi K. Dhar)

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IMPACT OF ONLINE ADVERTISEMENTS ON BUYING BEHAVIOUR OF WOMEN: CASE STUDY OF VIJAYAPURA

Philomina* Tahmeena Nigar Sultana**

In 21st century the popularity and importance of online advertisement has been increasing rapidly. In the present era the concept of digital marketing have high influence on consumers buying behaviour. Marketing and advertising industries has spending money on online advertisement than before. Advertisers or advertising agencies want to make internet advertising more like TV and Radio advertising. They want to make more attractive and informative ads than other media. The main purpose of this study is to examine how the online advertisements impact on buying behaviour of women and to know how women engaged with online advertisements. The responses were collected through the google form by structured questionnaire. The area of the study is Vijayapura city of Karnataka state. A total of 124 respondents were selected. It is found from the study that online advertisements are most effective and it has more impact on buying behaviour of women.

Key words: *online advertisements, online shopping, pop-up ads, women, buying behaviour.*

"Advertising is any paid form of non-personal presentation and promotion of idea, goods, or services by an identified sponsor" (Norris 1984). The traditional advertisements started in 16th and 17th century, these were printed in newspapers and magazines. Next advertisers jumped to TV and Radio advertisements, these type of advertisements were more attractive and informative than Newspaper and Magazine's ads. When Digitalization has changed the concept of advertising.

Internet emerged as a new tool in the mi-1990s, for reaching consumers and also provides a variety of technologies for influencing opinion and desires (Boudreau and Watson, 2006). The online advertisements built step by step like Search engine marketing (SEM), Display advertisements, Banner advertisements, Mobile advertisements, Social ads, Popup ads, etc. Today the platforms of online advertisements are very challenging task to tell the story of the products, because the users of internet they don't have too much time to see the lengthy advertisements like television's 30 second advertisements, that's why online advertisers give such short and very informative ads in 3 to 5 seconds.

Online advertisements are unique, challenging, and powerful weapon of digital communication. Online advertisements include information and integrating writing, mixed and remixed images, layout, sound, gesture, speech and 3D objectives and animations and brand ambassadors. Online advertisements can reach large audience worldwide at a low cost.

The concept of advertisements came into the marketing mix, Marketing mix stands on the 4 Ps of marketing, which are Product, Price, Place and Promotion. In recent days online advertisements are very necessary to create a brand name and promote products in the market. When producers want to build their product's recognition in the growing market they should spend more investment and their creativity in this field. Advertisers may learn how buyers choose their products and services. Advertisements should be influencing consumers' choices. Online advertisements are very informative, attractive and influencers compared to other types of traditional advertisements.

Coming to women consumers and their point of view on online advertisement, is totally different. There are different product advertisements especially the women consumers use products, ads are very attractive. The study is based on impact of online advertisements on buying behaviour of women.

Following are the objectives of the study:
- To study socio-demographic characteristics of the respondents.
- To know the impact of online advertisements on women.
- To find out the preferred media for advertisements.
- To assess the online advertisements on buying behavior of women.

I. Review of literature

Pashmeen Kaur Anand (2021) in his study "Impact of Online Advertisements on Consumers" reveals that online advertisements are growing rapidly day by day. Online advertisers are observing for major break to go beyond traditional offline advertisements. The study shows in comparison, selecting consumers and number of people who received a message is relatively easy on Internet.

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But the online advertisers don't know the receiver really they read or observe the sowing ads on internet. But some internet users actually read the content of ads they request more information by clicking on their ads.

Ashiqha Sultana (2021) in her study "Impact of Online Advertising and the Use of Cosmetic Product: A Study on the Influence of Online Advertisements and Change in the Purchasing behaviour of Women in Kerala" reveals that online advertisements has a great impact on women consumers for past few years. Women in Kerala are influenced by online cosmetics ads. Cosmetic products ads on internet and social media platforms are very effectively approaches the women to buy the product. The age groups of women from 26 to 40 are highly influenced by online advertisements about cosmetic products.

Umakanta Dash (2020) in his study "Impact of Online Advertisements in the Netizens' Buying behaviour in the Digital Era: An Empirical Study" reported that the main purpose of advertisers is to make their advertisements involving and interactive with the costumers and gather the information about their products. Online advertisements also focus on building the brand reputations and increase the market share. Online advertisements maintain transparency between product and customers. But sometimes online advertisements which mislead the consumers, and content of online advertisements are unproved also. Most of youngsters are spending more time on online that's why online advertisements have impact on buying behaviour of youths.

Gayathri Baiju (2018) in her study "A Comparative Study on the Impact of Online Advertisements on the Consumer behaviour of Youth and Middle Aged" Shows that both age groups of people are getting influenced in online advertisements, but involvement of youth and Middle aged groups is different. Young consumers search about product information, features and their prices, middle aged people are not involving too much on internet in knowing about products. The study shows youth trust more of online advertisements than middle aged people. But middle aged people trusted TV ads and newspaper ads.

Ashamayee Mishra and Debendra Kumar Mahik (2017) in their study "Impact of Online-Advertising on Consumers" found that online advertisements are independent, that doesn't include any age group of people and which is not necessary to club with the age group. Online advertisements influence the consumers to buy the products than the traditional advertisements. Online advertisements can be very infotainment, flexible, reliable, and trustworthy also.

Theoretical Framework
The field of advertising heavily draws from the consumer behaviour theory. The said theory goes about explaining the psychological process which ultimately leads to purchase. By applying the tenants of the consumer behaviour theory businesses can increase their sales and profits. With help of this theory one can identify what influences the purchase decision and highlight strategies to proactively influence behavior.

II. Research Design and Methods

To assess the impact of online advertisements on buying behaviour of women descriptive research design was adopted. Data was collected through structured questionnaire using both open and closed ended questions. The area of the study is Vijayapura district of Karnataka. The sample was collected from 124 respondents using simple random technique.

III. Results and Discussion

Table 1 reveals the age group of the respondents. It indicates that most of the respondents (35.4%, N=44) belonged to 26-35 years' age group, followed by 33.9 percent (N=42) were belonged to 18-25 years' age group, 22.6 percent (N=28) respondents belonged to 36 to 45 years' age group and only 8.1 percent (N=10) were belonged to above 45 years' age group.

Table 2 reveals that more number of respondents (30.6%, N=38) were students, followed by 22.6 percent (N=28) were working in private sector. Whereas 17.7 percent (N=22) were homemakers, 16.1 percent (N=20) were self-employee and 12.9 percent (N=16) of the respondents working in government sector.

Table 3 reveals the monthly income of the respondents. Above table indicates that majority of the respondents (43.5%, N=54) were belonged to 20,000 to 50,000 of the monthly income category, followed by 50,000 to 1, 00,000 (33.9%, N=42). Whereas 14.5 percent (N=18) were belonged to less than 20,000 and 8.1 percent (N=10) were belonged to above one lack of their monthly income.

Table 4 indicates the marital status of the respondents. It shows that more than half of the respondents (53.2%, N=66) were married, followed by 43.5 percent (N=54) were unmarried and 3.2 percent (N=04) of the respondents were divorced.

Table 5 shows that 40.3 percent (N=50) of the respondents spent more than 3 hours on internet per day, followed by 2 to 3 hours (37.1%, N=46) and 22.6 percent (N=28) of the respondents spent 0-1 hour on internet in a day.

Table 6 presents that majority of the respondents (61.3%, N=76) opined that they like online advertisements, followed by social media advertisements (54.8%, N=68). Whereas nearly half of the respondents (48.4%, N=60) like TV advertisements, 38.7 percent (N=48) like newspaper advertisements and only 9.7 percent (N=12) of the respondents like radio advertisements.

It is found from the sixth table that majority of the women like online advertisements than others forms of ads, the reason might be that online advertisements are an attractive tool to create awareness among people about different products.

Table 7 reveals that more than half of the respondents (56.5%, N=70) opined that they trust online advertisements, followed by to some extent (27.4%, N=34) and 16.1 percent (N=20) respondents never trust online ads.

Table 8 reveals that more than half of the respondents (64.5%, N=80) opined that they believe in online advertisements and 35.5 percent 9N=44) of women never believe on online advertisements.

Table 9 presents that majority of the respondents (62.9%, N=78) said online advertisements are attractive, followed by informative (58.1%, N=72). Whereas 35.5% percent (N=44) of the respondent were choose brand, 27.4 percent (N=34) were said they choose online advertisements because of Ambassador and 14.5 percent (N=18) of women had given other reasons. The reason might be that online advertisements are most attractive than other advertisements and its seeks attentions of viewers.

Table 10 reveals that that more than three fourth of the respondents (85.5%, N=106) said they allow online advertisements on phone/laptop and only 14.5 percent (N=18) didn't allow online advertisements.

Table 11 indicates that majority of the respondents (62.9%, N=78) were influenced with the advertisements for online shopping, followed by to some extent (33.9%, N=42) and 3.2 percent (N=4) were not at all influenced with this. The results found that online advertisements have more influence on women to do online shopping.

Table 12 presents that 43.5 percent (N=54) of the women were moderate influenced with online advertisements, followed by highly influenced (40.4%, N=50). Whereas 16.1 percent (N=20) of the respondents not influenced by online advertisements.

Table 13 presents that nearly three four of the respondents (72.6%, N=90) said they prefer more shopping sites ads on internet, followed by banner ad and pop-up ads (40.3%, N=50). Whereas 33.9 percent (N=42) of the respondents saw e-mail ads, 22.6 percent (N=28) of the respondents said text ads and only 9.7 percent (N=12) said others form of ads.

Table 14 presents that more than half of the respondents (61.3%, N=76) said they prefer cloths and accessories ads, followed by cosmetics ads (48.4%, N=60). Whereas 45.2 percent (N=56) of women prefer jewels ads on online, 38.7 percent (N=48) were saw home appliances ads, 37.1 percent (N=46) said kitchen appliances and groceries/food product

ads and only 6.5 percent (N=8) of the respondents were said other ads.

Table 15 reveals that 40.3 percent (N=50) of the respondents, sometime they decide to purchase products after seeing online advertisements, followed by very often (22.6%, N=28), often 21 percent (N=26), rarely 14.5 percent (N=18) and 1.5 percent were not at all decided to purchase online products.

Table 16 reveals that that 40.3 percent (N=50) of the respondents said they click on pop up advertisements, 40.3 percent (N=24) said if it is interested than only they click and only 19.4 percent (N=24) said they not at all click on pop up advertisements.

Table 17 reveals the question back and comment of women on online advertisements. It shows that 29 percent (N=36) of the respondents said sometimes they question back and give comment on online advertisements, followed by rarely (24.2%, N=30), whereas 21 percent (N=26) of the respondents said very often and often and only 4.8 percent (N=6) never.

Table 18 reveals that that majority of the respondents (64.5%, N=80) said they check the product price of online ads, followed by sometimes (25.8%, N=32) and only 9.7 percent (N=12) of the respondents never check the price.

Table 19 reveals that more than half of the respondents (64.5%, N=80) said Sometimes they feel irritate of online advertisements, followed by always (21%, N=26) and only 14.5 percent (N=18) said they never feel irritate with the online ads. Because when people busy with their work or something else pop-up ads and banner ads are destroy their concentration on their work that's why most of the people get irritate with online advertisements.

Table 20 reveals that more than three forth of the respondents (77.4%, N=96) said online advertisements are valuable and 22.6 percent (N=28) said it is not at all valuable.

Table 21 reveals that majority of the respondents (72.6%, N=90) opined that online advertisements are time saver and 27.4 percent (N=34) said it is not time saver. Which means most of the respondents were agree with online advertisements save their time of shopping.

Table 22 reveals the level of satisfaction about online advertisements. Above table shows that majority of the respondents (54.6%, N=68) agree that they are aware about the online products, followed by strongly agree (24.2%, N=30), neutral 19. 4 percent (N=24) and only 1.6 percent (N=2) were disagree and no one opined for strongly disagree.

It shows that majority of the respondents (58.1%, N=72) agreed that they aware about online brand, followed by

strongly agree (22.5%, N=22), Neutral (N=20), disagree 3.2 percent (N=4) and no one said strongly disagree with this opinion.

The table shows that majority of the respondents (40.2%, N=50) were agree that online advertisements were helpful in understands the features of products, strongly agree 25.5 percent (N=32), neutral 25.9 percent (N=32), disagree 8.1 percent (N=10) and no one strongly disagree with this opinion.

It presents that 37.1 percent (N=46) of respondents were agree with online advertisements are creating awareness about quality of the product, followed by strongly agree 35.4 percent. Whereas 19.3 percent (N=24) were neutral, 8.1 (N=10) percent were disagree and no one opined strongly disagree.

It is reported that 46.7 percent of the respondents agree that online advertisements give information about price of the product, followed by strongly agree (30.6%, 38). Whereas 22.5 percent of respondents were neutral and no one opined disagree and strongly disagree.

It reported that 50 percent (N=62) of respondents agree that online advertisements gives knowledge about combo offers or gifts, followed by strongly agree (27.4%, N=34). Whereas 19.3 percent of respondents were neutral, 1.6 percent is disagreed and no one strongly disagree with this opinion.

It notices that 48.3 percent (N=60) of respondents agree that online advertisements are giving knowledge about purchasing site, followed by strongly agree (29.1%, N=36). Whereas 19.3 percent were neutral, 3.2 percent (N=04) were disagree with this opinion and no one opined strongly disagree.

It is reported that 61.3 percent (N=76) of respondents agree that online advertisements are giving knowledge about comparing same products another brand, followed by strongly agree (25.8%, N=32). Whereas 12.9 percent of respondents were neutral with this opinion and no one opined disagree and strongly disagree.

Table 23 reveals that respondent's opinion about features of online advertisements. It shows that more than half of the respondents (51.6%, N=64) said graphics of online advertisements is very good, followed by good (38.7%, N=48). Whereas 9.6 percent said average and no one opined poor and very poor.

It is reported that 54.8 percent (N=68) of respondents said good to the content of online advertisements, followed by very good (25.8%, N=32). Whereas 19.3 percent of respondents opined average and no one opined poor and very poor.

It notices that 45.1 percent (N=56) of respondents were neutral with online advertisements are offensiveness, followed by good (27.4%, N=34). Whereas 22.5 percent (N=28) said very good, 4.8 percent (N=6) of respondents said poor and no one opined very poor.

It shows that 43.5 percent (N=54) of respondents said download speed is very good, 40.3 percent said good. Whereas 12.9 percent of respondents said average, 3.2 percent (N=4) said poor and no one opined very poor.

It reveals that 38.7 percent (N=48) of respondents said good to the online advertisements are annoying the content, 30.6 percent said very good. Whereas 27.4 percent (N=34) of respondents were neutral with this opinion, 3.2 percent (N=4) said poor and no one opined very poor.

Table 24 reveals the effects of online advertisements on buying behaviour of women. It shows that majority of the respondents (48.3%, N=60) strongly agree with online advertisements are always influences them, followed by agree 37.1 percent. Whereas 12.9 percent of respondents were neutral, 1.6 percent (N=2) were disagree and no one opine strongly disagree.

It notices that 45.1 percent (N=56) of respondents agree that they like to buy goods for dominance and increase the standard of living in society, followed by strongly agree (29.1% N=36). Whereas 25.8 percent (N=32) were neutral with this opinion and no one opined disagree and strongly disagree.

It reveals that 41.9 percent (N=52) of respondents agree that online advertisements stimulate or encourage them to purchase the product, followed by strongly agree 29.1 percent. Whereas 27.4 percent were neutral, disagree 1.6 percent (N=2) and no one strongly disagree with this opinion.

Also about 38.7 percent (N=48) of respondents agree that online advertisements are always influence on their buying habits, followed by strongly agree 35.4 percent. Whereas 14.5 percent (N=18) were neutral, 3.2 percent disagree and no one opined strongly disagree with this opinion.

It also shows that more number of respondents (43.5%, N=54) agree that online advertisements motivate them to shift from one brand to another brand, followed by strongly agree (37.1%, N=46). Whereas 19.4 percent (N=24) neutral with this opinion and no disagree and strongly disagree with this opinion.

IV. Conclusion

The finding present that online advertisements are attractive, informative and influence women on their buying decision. Women have trust online advertisements. Most of the women spent above 3 hours online in a day so, where they see multi type of online advertisements but they are actually attracted by shopping site ads, banner ads and pop-up advertisements. Most of the respondents agreed that online advertisements are

time saving and they approach consumers to increase the standard of living in the society and it motivates them to shift their mood to change from one brand to another brand. Especially online advertisements are very influenced to women because of it is providing knowledge about product, price, brand, combo offers or gifts and purchasing sites etc.

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Table 1: Age

Age	Frequency	Percentage
18-25	42	33.9%
26-35	44	35.4%
36-45	28	22.6%
Above 45	10	8.1%
Total	124	100%

Table 2: Occupation

Occupation	Frequency	Percentage
Student	38	30.6%
Homemakers	22	17.7%
Government Sector	16	12.9%
Private Sector	28	22.6%
Self-Employee	20	16.1%
Total	124	100%

Table 3: Family Monthly Income

Family monthly income	Frequency	Percentage
Less than 20,000	18	14.5%
20,000-50,000	54	43.5%
50,000-1,00,000	42	33.9%
Above 1,00,000	10	8.1%
Total	124	100%

Table 4: Marital Status

Marital Status	Frequency	Percentage
Married	66	53.2%
Unmarried	54	43.5%
Divorced	04	3.2%
Total	124	100%

Table 5: Hours spent on internet in a day

Hours	Frequency	Percentage
0-1	28	22.6%
2-3	46	37.1%
More than 3	50	40.3%
Total	124	100%

Table 6: Most liked media advertisements

Advertisements	Frequency	Percentage
Newspaper	48	38.7%
TV	60	48.4%
Radio	12	9.7%
Online	76	61.3%
Social media	68	54.8%

Table 7: Trust of respondents on online advertisements

Opinion	Frequency	Percentage
Yes	70	56.5%
No	20	16.1%
To some extent	34	27.4%
Total	124	100%

Table 8: Believe in online advertisements

Opinion	Frequency	Percentage
Yes	80	64.5%
No	44	35.5%
Total	124	100%

Table 9: Reasons to choose online advertisements

Reason	Frequency	Percentage
Attractive	78	62.9%
Informative	72	58.1%
Brand	44	35.5%
Ambassador	34	27.4%
Other	18	14.5%

Table 10: Allow online advertisements on phone/laptop

Opinion	Frequency	Percentage
Yes	106	85.5%
No	18	14.5%
Total	124	100%

Table 11: Influences of online advertisements on shopping

Opinion	Frequency	Percentage
Yes	78	62.9%
No	04	3.2%
To some extent	42	33.9%
Total	124	100%

Table 12: Level of impact of online advertisements

Level of impact	Frequency	Percentage
Highly influenced	50	40.4%
Moderate influenced	54	43.5%
Not influenced	20	16.1
Total	124	100%

Table 13: Method of online advertisements

Methods of ads	Frequency	Percentage
Banner ads	50	40.3%
e-mail ads	42	33.9%
Shopping site ads	90	72.6%
Pop-up ads	50	40.3%
Text link ads	28	22.6%
Others	12	9.7%

Table 14: Types of advertisements preferred by women

Types of ads	Frequency	Percentage
Cosmetics ads	60	48.4%
Home appliances ads	48	38.7%
Cloths and accessories ads	76	61.3%
Jewels ads	56	45.2%
Kitchen appliances ads	46	37.1%
Groceries/food product ads	46	37.1%
Others	8	6.5%

Table 15: Purchase decision of women after seeing online advertisements

Opinion	Frequency	Percentage
Very often	28	22.6%
Often	26	21%
Sometimes	50	40.3%
Rarely	18	14.5%
Never	02	1.5%
Total	124	100%

Table 16: Click on pop-up advertisements

Opinion	Frequency	Percentage
Yes	50	40.3%
No	24	19.4%
Only if it is interested	50	40.3%
Total	124	100%

Table 17: Question back and comment on online advertisements

Opinion	Frequency	Percentage
Very often	26	21%
Often	26	21%
Sometimes	36	29%
Rarely	30	24.2%
Never	06	4.8%
Total	124	100%

Table 18: Checkup of product price of online advertisements

Opinion	Frequency	Percentage
Yes	80	64.5%
No	12	9.7%
Sometimes	32	25.8%
Total	124	100%

Table 19: Feels irritate on online advertisements

Opinion	Frequency	Percentage
Always	26	21%
Sometimes	80	64.5%
Never	18	14.5%
Total	124	100%

Table 20: Online advertisements are valuable

Opinion	Frequency	Percentage
Yes	96	77.4%
No	28	22.6%
Total	124	100%

Table 21: Online advertisements are time saver

Opinion	Frequency	Percentage
Yes	90	72.6%
No	34	27.4%
Total	124	100%

Table 22: Level of satisfaction about online advertisements

Details	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Aware about products	30(24.2%)	68(54.8%)	24(19.4%)	02 (1.6%)	00(00%)
Aware about brand	28(22.5%)	72(58.1%)	20(16.2%)	04(3.2%)	00(00%)
Understands the feature of product	32(25.8%)	50(40.2%)	32(25.9%)	10(8.1%)	00(00%)
Aware about Quality of product	44(35.4%)	46(37.1%)	24(19.3%)	10(8.1%)	00(00%)
Knowledge about product prices	38(30.6%)	58(46.7%)	28(22.5%)	00(00%)	00(00%)
Knowledge about combo offers or gifts	34(27.4%)	62(50%)	24(19.3%)	02(1.6%)	00 (00%)
Knowledge about purchasing site	36(29.1%)	60(48.3%)	24(19.3%)	04(3.2%)	00 (00%)
Knowledge about comparing same products another brand	32(25.8%)	76(61.3%)	16(12.9%)	00 (00%)	00(00%)

Table 23: Features of online advertisements

Features	Very good	Good	Average	Poor	Very poor
Graphics	64(51.6%)	48(38.7%)	12(9.6%)	00(00%)	00(00%)
Content	32(25.8%)	68(54.8%)	24(19.3%)	00(00%)	00 (00%)
Offensiveness	28(22.5%)	34(27.4%)	56(45.1%)	06(4.8%)	00(00%)
Download speed	54(43.5%)	50(40.3%)	16(12.9%)	04(3.2%)	00(00%)
Annoying the content	38(30.6%)	48(38.7%)	34(27.4%)	04(3.2%)	00(00%)

Table 24: Effects of online advertisements on buying behaviour

Opinion	Strongly agree	agree	Neutral	Disagree	Strongly disagree
Does advertisement always an influence you	60(48.3%)	46(37.1%)	16(12.9%)	02(1.6%)	00(00%)
Do you like to buy the goods for dominance & increase the standard of living in society?	36(29.1%)	56(45.1%)	32(25.8%)	00(00%)	00(00%)
Does advertisement stimulate or encourage You to purchase the products?	36(29.1%)	52(41.9%)	34(27.4%)	02(1.6%)	00(00%)
Does advertisement always influence Your buying habits	44(35.4%)	48(38.7%)	18(14.5%)	04(3.2%)	00(00%)
Does advertisement motivate you, to shift from one brand to another brand?	46(37.1%)	54(43.5%)	24(19.4%)	00(00%)	00(00%)

IMPACT OF SMART PHONE ANDROID APP USAGE ON SUSTAINABLE ECONOMIC CHANGE IN CHENNAI CITY

A R Vimal Raj*K. Jayaraj**

An inevitable gadget in today's world is mobile phone. In the past two decades, mobile device market has grown enormously. In the last five years the growth of wireless subscribers has increased drastically. According TRAI recent reports released on 30th November 2020 the total number of wireless subscribers considerably increased to 1,155.20 million which is a collective no of subscribers from Urban (630.40 million) and rural (524.80 million). Today out of 139 Crores Indians 116 Crores Indians are wireless subscribers. This collectively shows that 84.5% of Indians are wireless subscribers. So, it is evident that people get passionate about mobile phones. An economy is a domain of the creation, dissemination and exchange, just as usage of items and ventures by different specialists. 'The economy is described as a social space that underline the practices, talks, and material enunciations associated with the creation, utilization and the chiefs of assets' (James, et al., 2015). There is a need and demand to understand the impact of Indian android smartphone users. In the present study, the researcher conducted In-depth interview mobile phone app with active android smartphone users. The study is meant to understand how the small medium created greater impact among younger and older age groups residing in Chennai city on the factors of economy.

Key words: *Smart Phone, Media Convergence, Android Application, social media, Socio-economic,*

The market of Mobile Applications is a different business sector presented by Smartphone. There are various operating systems hence making the mobile phone market diverse. Smart phones have various mobile applications. The zones in online market allow people to transfer valuable and essential applications. Additionally, those markets provide some applications that are cost-free, and specific applications require reasonable payment. Smartphones influenced the marketing sector. Promotion is an ancient notion, but the smartphone features have established it as an additional effect: an extraordinary positive mobile apps influence for the ventures. It also decreases the necessity to meet directly for industry. In the technology industry, the polarity has been overturned, and currently, several stimulating growths in the IT field are performing in the marketplace of consumers then creating their technique into the fields.

Software applications are designed to work on mobiles like tablet and smartphones. It was an outcome of current innovations in technology. Mobile applications had evolved due to the convergence of information technology, media, Internet and other technologies.

Over the last years, each mobile company is constructing the feature and smartphone phone. And aggregating the computing power of that mobile phone quickly increases the application of smart mobile. The application of mobile is used in a different area and is as follows.

- Facebook, Voice chat, Twitter etc. Presently, all mobile has the application of Facebook for user to share their information with family and friends from any place. People can use chatting messenger.

- The present position in locating a map, vehicle tracking, Road navigation etc. is the most used application through the GPS. The Google Map aids to find out someplace.

- By mobile commerce to choose and order the product. Some mobile application involves the Mobile Wallet in market or restaurant for finalizing payment. People can perform business activities through the mobile application. E-Ticketing and Mobile banking was another mobile application feature

- People may watch movie on an OTT (Over the top) platform and video directly from YouTube through its mobile application. They can play and share audio and video in various application available in the play store. Kids may play the game on mobile, which was also one of the mobile applications

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Some popular mobile apps in India

Some massive applications are remained to be used by Indians. Individual applications are very addictive and user-friendly. Some of the top applications that have been used in India are as follows.

Facebook: Facebook was the leading social media platforms to access and connect with people. It was the most used application in India and also all over the world.

Whatsapp: Whatsapp application certainly topmost used applications in India and falls under the category of social apps.

Facebook Messenger: Messenger application is an additional application from the Facebook developers. The chief messenger application criteria are messaging of text and also share quick stories. The texting flexibility in this application grabbed the people attention. The texting flexibility spreads to emoticons, sharing pictures, gifs, and a lot more exhilarating content.

Instagram: Instagram was a different platform in social media for sharing photo and videos. Instagram also provided a great people connection from various areas as it permits us to look into other posts if they convey a public profile. People usually incline to post entire content and pictures on their lifestyle. Instagram had grabbed the attention and a memory book platform for numerous people.

Paytm: Paytm was an e-commerce payment based Indian system and company with a digital wallet. It was existing in 10 languages in India and provided online use-cases such as payments for utility bills, recharges, movies, travel, engagements and events along with payments in store at fruits, groceries, restaurants, vegetables, tolls, pharmacies, parking, and institutions of education with QR code scanner In the year 2015, A survey by IMRB I-Cube, which was performed to determine the reason for mobile internet access in Urban & rural India. We can observe intriguing figures with respect to mobile internet usage. Out of total surveyed users it was identified that 80% mobile internet users in urban India use internet for online communication purpose. Mobile internet can be used on the go anywhere in India, people are using for different types of communication as official with email, personal etc. It is likewise seen that 74% users utilize social networking for a greater amount of interpersonal communication like WhatsApp, Facebook, LinkedIn, Twitter, and so on. It gives slight tendency of users for wasting of time on internet more on social networking than on academic & other related activities.

Objectives of the Study

The main objective of the study is to assess the usage, adoption, acceptance and perception of android application and its effects on users. The research was conducted with the following objectives:

- To study the scope of media convergence.
- To study the smartphones usage level.
- To identify the factors determining economic choices.

I. Review of Literature

In India and somewhere else, mobile phones have become a characteristic part of numerous lives of people, associating them to the remainder of the world. An investigation named, 'Mobile Technologies - The Digital Fabric of our Lives', explains how these little devices are economic heavyweights that decidedly impact social development. Mobile devices contribute to economic development because of their expanded use, which has risen sharply. Econometric examinations were utilized to confirm the relationship among the penetration of mobile technology and social development. The investigation showed that mobile phones help democratic participation, expand gender equality and enhance education opportunities, while also making an important contribution to development of economy. Economists from the IER Cologne determined the level of economic growth that can be ascribed to the expansion in mobile phone subscriptions.

In these countries, unexpectedly mobile phones permit individuals the chance to communicate and work together across significant distances. The way that individuals have better admittance to data because of mobile phones has a positive impact on an economic growth. For instance, farmers get information about the day's market costs or climate forecasts so they can make best decisions. Mobile communication infrastructure is a key one in these countries that permits establishment of economic institutions like mobile banking services.

Studies are done in telecommunication technology that provides huge scope of banking transaction of consumers. Mobile banking (m-banking) is among the newest during a series of recent mobile technological wonders. Although automatic teller machine (ATM), telephone, and Internet banking offer effective delivery channels for traditional banking products, the newest delivery channel established by retail and microfinance banks in many developed and developing countries, m-banking has significant effects on the market (Safeena et al., 2012). The net and different e-media have a good impact on business and the people's lives everywhere the planet. Web banking methodology was initially proposed in Nigeria in 2001. Later, different services like phone banking and ATM were followed (Agwu et al., 2014).

The world mobile market of application, there is always a tendency to build economic pattern for quantifying colourful

competition platform among mobile apps on the Google and Apple iOS platforms. The demand of app will increase with the in-app purchase possibility whereby a user will complete transactions at intervals. On the contrary, application demand decreases with packaging possibility wherever customers are shown advertisements whereas they are partaking along with the applications. Mobile application increased client surplus just about $33.6 billion yearly and studies different implications on app rating, mobile selling analytics and app style methods (Ghose et al., 2014).

The expanded uses of smartphones have increased demand for m-banking services, prompting more banks, microfinance institutions, software houses, and repair providers to supply this innovative service alongside new sets of products and applications designed to increase their client reach (including to unbanked populations), improve customer retention, enhance operational efficiency, increase market share, and supply new employment opportunities (Shaikh, 2015).

Zufall et al., (2020) explains about the consumption and production of cell phones which was associated with huge sustainability problems throughout. The practices of industry and the resulting ecological and social problems was discussed. Studies are not done in the sustainability which pioneers unsustainability of mobile phone technology. On the basis of different business models, the observations reveal 7 different patterns which explained on value capture, value creation and delivery and value proposition. A prime understanding is most patterns stretches to other phases from a single life cycle phase, which develops much solutions instead of single-phase business models. Studies are done to discusses the method by which sustainable business model of pioneer handles the cell phone industry sustainability issues. By evaluating the insight along the sustainable model of business, 'ideal' business model in was not observed.

II. Research Design and Methods

Theoretical Framework of the Study
The present study problem stated as "Media convergence in android smartphones and its effects on socio- economic change among younger and older group". This study intends to find out and analyze the impact of smart phone android application among its users residing in Chennai city. The research investigation was carried out by applying in-depth analysis a qualitative research method.
There are a good number of theories that could help us explain the study further, however the current research has adapted the Technological determinism theory that is in more than one way attuned to the analysis and findings. A

reductionist theory that determines about Technological determinism provides a causal association between technology and the nature of society. It pursues to explain to whom or what control power is involved in human affairs. This theory challenges the degree to which scientific theories affect human thought or action. The term technological determinism is created by Thorstein Veblen and the theory turns around the notion that technology describes its natural surroundings in any society. Technology is called the driving influence in civilization in society, and its background is decided. Karl Marx believed that technological advances would lead to new ways of production within society, ultimately affecting the political, cultural, and economic aspects of society, thus inevitably transforming society.

Research Questions
Following research questions were framed:
R1. How is a larger section of society idea changed through an application?
R2. How technologies influence the economic aspects of society?

It is certainly not possible for a single researcher to collect data from all the people involved with the subject and can provide valuable and authentic information on it. Big data is difficult to solve, and sometimes the problems of generating large amounts of data can cause current research to make perfect inferences. Therefore, it is imperative for current research to find ways or design methods that can help the user to evaluate the data and come out with the correct results based on the data gathered from the small numbers. A diversity of sampling techniques has been considered to ensure the optimal level of data efficiency.

The researcher adopted non probability sampling technique and applied to the use of a subset of the population to represent the whole populace.

III. Results and Discussion

In-Depth Interview Interpretation
The analysis that was carried out from the primary data was done through Survey method to find the active users and then the in-depth interview, where the semi structure questionnaires were framed separately to collect data for the analysis. The samples selected for the analysis were selected among the registered users in the Mediacon app. Out of all the registered users' top active users (usage rate minimum 200 hours) were selected for the in-depth interview analysis based on the hours they spent with the applications. These selected active users were divided into groups based on their age category and analysis was carried for the 15-24 younger and

above 6o older age groups. The factor that will be analyzed in this in-depth data are Socio-economic impact.

Division of age group
For analytical purpose, the age group was divided into 5 categories
A1 - 15-24 years
A2 - 60 years and above
Division of gender:
To differentiate, the coded as follows;
M - Male
F – Female

The economic system at present is concerned that the entire banking system has changed, since every individual has moved to the digital transaction system. Youngsters quickly adapt to technology and uses all types of payment application like Google Pay and they teach the older to use this application. Here one of the respondents A1-M3 from his personal interview has stated that *"I use mobile banking on regular basis, as it reduces waiting & travelling time and I also taught my dad how to use Mobile Banking".* As applications-oriented transaction cuts the direct visit to bank and saves lot of time waiting in bank queue. It is more convenient for the users to do the transaction. The way of operation of the banking system has changed entirely, making people move towards online banking's.

In fact, people have quickly adapted to all kind of cashless transaction by using e-commerce websites. Considering shopping and booking tickets, A1-F1 said, *"I shop mostly in online, because it saves time and they are giving more discount offers, yet sometimes the quality of the products is not satisfactory."*

Similarly, F2, F3, F4 and F5 in the same age group tried online shopping. The personal interview with the respondent revealed that the trend of online banking not only boosted the economy but also changed the buying behavior. As most of the e-commerce website have provided the facility for unsatisfactory product return policy, many respondents have started procurement of products through online shopping. Additionally, the process of payments has also switched from usage of cash/debit/credit cards to transaction of bills through Smartphone payment apps. The respondents have positive feedback with this mode of transaction as they are provided with attractive cashback offers which have made the customers shift towards the digital economy. This is evident from the statement made by one of the respondents A1-F4,

"I pay all my bills through online as it is time saving and convenient"

Respondent A1-F5 claims to use Smartphones to shop online, paying bills etc., Cab booking, online tickets for travelling &

cinema are the other utilities among the other groups. Ordering foods are done through mobile apps because it is convenient and apps also shows the reviews and ratings as per the opinion of respondents A1- F1, F3, F4, and F5. A1-M3 has reported the usage of smartphone for cab booking and food ordering.
It is observed that respondents A1-M4 and A1-M5 also use their smartphones to track the share market investment which is not observed as a common usage among the others in the same age group.

Economic influence of Smartphones
The economic influences among this age group are quite positive and the respondents were happy that Smartphone have revolutionized the banking and e-commerce sector.
One of the respondents A2 – M1 shared his view on mobile banking

"Post retirement my lifestyle is completely changed and I do everything where I am. Mobile banking is so useful to do the transaction and the acceptance of change in technology is very much needed"

Smartphones have changed the consumer behavior drastically. The respondent under this age category proves to be astonished with the growth of Smartphone. They do say that an individual can survive using an application. From the personal interview of one of the respondents.

A2 – F2 mentioned that *"It's all a click of one button. It's easy and simple to use the e-commerce site like Amazon or Flipkart. I have learnt it from my son and he taught me how to use the application. It is easier and convenient"*

The revolution of Smartphone technology among senior citizen in few cases bane and in many cases boon. It had also changed their economic perspective. Apart from banking application post office saving application are also used by this age group to check their balance amount.

From the personal Interview, A2-M7 said that *"Mobile banking, LIC and post office saving application are useful for transaction and to check the balance amount and to pay the premium amount"*. Finally in the personal interviews some respondents spoke about the online payment related issues, Data privacy, low internet bandwidth during transaction and dependency to learn the applications were discussed. The influence of smart phone over economical behavior prevails among this age group despite certain difficulties in handling the device.

Findings based on Economic Aspect
It is found that the economic aspect has been drastically increased using smart phone application. The younger

generation tends to buy the products in e-commerce apps and they feel that the products are comparatively cheaper than retail stores. At times they are not satisfied with the products because of the quality. The younger age groups online tickets for travelling & cinema are booked using mobile applications. This has resulted in lot of savings in money and time. The study inferences states that the process of paying bills among all the younger age groups are mostly through the applications as it is more convenient, user friendly and instant. The lucrative and deceiving cashback offers have made them to shift towards the digital economy. Youngsters quickly adapt to technology and start using all types of payment banking applications. They actually teach the older to use transaction-oriented application. There are many easy pay applications to satisfy their day-to-day needs like Cab & auto booking.

The economic related semi-structured questions also revealed that all business contacts are managed using Smartphones. Setting reminder and sending messages, emails and using CCTV application in Smartphones helps to effectively manage the office. The study also finds that when products are purchased through online the advantage is that they get lot of options, shopping at convenience, discounts, reviews from previous buyers that help them to decide better and easy return policies seems to be the major advantage. Disadvantage is that they can't get the product instantly, products get accepted without confirmation and payment hacking. The reviews can be confusing because of many options, time consuming, sometimes addictive, also the touch and feel of the product and quality can be checked only after delivery.

Figure 1: Mobile application economic impact

The implication says that it is easy to find the labor through google browsing device to fix household things. Most of the problem related to household core are satisfied by google search engine. The findings says that application plays a crucial role to sell resell a product. Now to rent a house, to sell a property or to sell old household things are done using

an application. The revolution of Smartphone technology among senior citizen has changed their economic perspective. 60 & above age group are slow adapters of online trading, banking and e-commerce apps. As they read newspaper frequently, they are more cautious of all types of online trading. Among this age group the overall activity trading is comparatively low. Some respondents are not willing to transform themselves to digital economy because of insecurity. International connectivity is done with skype or WhatsApp video call to meet and greet family and friends. It saved lot of traveling time and money. The findings on economic aspect revealed that Smartphone is ubiquitous, and it can be operated anytime and anywhere so economically it is a boon. The study examined the problem among older age groups of mobile marketing and the annoying promotional calls and messages. Respondents commonly shared their views on loan application and social media promotion.

IV. Conclusion

The research gap identified and attempt was made to know the android applications use of the individuals in Chennai. Sample are taken from different fields were divided and reviewed to comprehend the impact of android application on cultural viewpoints. Personalized meeting was directed to 15 active users from different age groups. Through the personalized meeting the applications usage and the impact of each application is examined.

In the in-depth study significant changes in society have been observed. A great many people concurred that smartphones have a negative effect on socialization. Portable use impacts human instinct on a social level, getting something helpful to make individuals languid, and changes in conduct. In the inside and out examination critical changes in the public arena have been analyzed. Participating in smart phone applications for a scope of exercises lets the adolescents become mentally dependent on it. Relentless smartphone usage by a person solaces them from their loved ones.

Economically, a great deal of smart phone use impacts an organization's productivity. With the development of new applications, the Gross Domestic Product consumption has been increased economically. On the stock market, people can easily get educated; boost living standards. While other economy-based activities include online banking, E-Retail shopping facilities, mobile transactions, and business applications. Smartphone activity has strongly marked financial development.

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CHALLENGES AND IMPERATIVES OF DEFINING THEORETICAL FRAMEWORK IN MEDIA EDUCATION

Shakuntala Soratur*

After media gained the industry status, it has become difficult to teach media ethics as there is a chasm between what is preached and practiced. Increasing market competition and multiple communicative platforms have driven media education to focus more on job orientation rather than research. Besides soft skills like writing, editing and presentation skills, educators have to train students with technical and technological skills to meet industry standard. But one confronts all these problems after joining the post-graduate (PG) course and academic or media profession. The problem is at the macro level as there is diversity in nomenclature which is the theoretical framework of media education across the country. There is no unanimity in course title or faculty under which journalism department should function or even in subject titles within the syllabus. This study examines the challenges and imperatives of media education in India and suggests the way forward.

Media education has undergone many changes during the last 100 years starting from 1920s when Dr Annie Besant introduced journalism course as an academic subject at the National University in Adyar, Madras. Presently, it is expanding exponentially despite challenges at all layers. Challenges are manifold ranging from diversification in programme name in different universities (M.A in mass communication and journalism in some universities, journalism and mass communication, media studies, communication studies, culture and media studies etc).

Besides diversity in name, there is a major shift in mission – during pre-independence, the emphasis was on freedom struggle. After independence, it was on nation-building; during 1975-77 (post emergency period), the focus shifted to free speech and it was during this period that journalists tried to justify the press tag of "watchdog of the society."

From 1991-92, post Liberalisation, Privatisation and Globalisation (LPG) policy, commercialisation of the press and emergence of television channels led to unparalleled rise in publications. It was around this time that journalism education gained prominence. With increase in number of publications and television channels, there was a boom in educational institutes that specifically taught journalism such as the Asian School of Journalism and media units became visible in industrial establishments as well.

The 21st century heralded corporate media culture consequent to the Internet boom and foreign direct investment. The "bullet theory" of communication which says media throws message and we passively receive it, worked for decades until social media became a platform for readers/viewers to not only connect and interact with messengers but also to question and introspect messages. Today, the challenge is not limited to teaching soft skills such as writing, speaking and editing but also to equip students with the latest technical and technological skills to meet media industry's requirements and aspirations of students who are keener on learning computer applications and video equipments than becoming reflective thinkers.

In 2001, the University Grants Commission (UGC) had constructed a model curriculum for Mass Communication and Journalism and the report of the Curriculum Development Committee (CDC) in Mass Communication had recommended one professor, two readers, four lecturers, besides three technical personnel (one technical officer, assistant technical officer and technical assistant) but passiveness in implementation by the universities and media institutions resulted in its failure and some universities adapted the UNESCO model curriculum (UNESCO, 2007).

The buck does not stop with diversity in course name or model, syllabus (particularly subject titles). The discipline is accommodated under different faculties (social science, arts, humanities etc), lecturers are not trained and in some of the universities; there are no permanent teaching staff in mass communication/journalism departments (example Rani Channamma University and Karnataka Folklore University). Despite all hurdles, media academia had in the past, played a key role in grooming many levelheaded journalists and should continue to do so besides fixing the much-talked about abyss between classroom teaching and newsroom functioning.

I. Review of Literature

The National Education Policy-2020 has emphasised on the significance of technology in higher education, in relation to

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the educator and the student. Stating the requirement of prospective jobs, the policy (draft report), states that 'the future workplace will demand critical thinking, communication problem solving, creativity, and multi-disciplinary capability,' (Chopra, 2019). These are issues that did not get serious attention a decade or so ago and imbibing these crucial qualities in students is a big challenge for educators.

In his article, Prof Pradeep Mathur (2020) has underlined the need for a strong Faculty Development Programme (FDPs) to equip faculty into subjects such as social history, political thought streams, mass struggles, laws and governance.

Media education in India connects two sectors: media academia and media industry. If we look back at the history, in the eighties and nineties, media education in India flourished (Desai, 2008). Despite the long journey of media education, it has not gained the status of professional education. It is in duality as to whether it is a professional or traditional or vocational education. Lack of mutual support of media academia and media industry is one of the challenges of media education in India.

In their study, Anubhav Mathur and Prof Devesh Kishore (2020) have focussed on factors that hinder the growth of teaching and learning research in media courses and emphasised on the need for teachers to understand what prior knowledge students possess.

According to Marshall McLuhan, each medium has its own grammar and codifies reality in its own particular way. The presentation of the same event is different by different media. If people do not understand and identify this, there is no use for that kind of message.

In a chapter, Dutta Ankuran and Ray Anamika (2011) have pointed out that many mass communication and journalism departments are managed by just one or two teachers and a couple of part-timers. Those who are qualified and competent are not encouraged with judicious pay, allowances, promotions, and other benefits. Thus, a dearth of qualified and competent teachers sometimes hampers the speed of media education.

According to Prof Mrinal Chatterjee (2021), media education's objective is to prepare skilled students who know the theoretical aspects of communication, who are aware of the pressing issues and are oriented towards critical thinking. They should know the legal and ethical issues of the domain they are taught in.

Dr Mira Desai(2021) points out that the territory of media and communication education has not been 'defined' and media in itself has become fragmented with advent of social media and merging of boundaries of physical versus virtual worlds. Media is not the player but a witness but today, it is as much part of politics and economics as any other business! And media education has become yet another industry fueling the growth of technicians rather than thinkers.

II. Research Design and Methods

The purpose of the study was to find answers to the following research questions with regard to the challenges and imperatives in defining media education:

- What are the constraints in framing a uniform structure in journalism/media education?
- Will uniform framework of journalism course help in addressing issues of media educators and learners?
- Why is it imperative to study journalism as an academic discipline?

Methods
The theoretical framework of this study is based on adductive approach in order to understand viewpoints of media educators, learners, practitioners and secondary data available. Content analysis methodology was used to study syllabus contents. All central universities as enlisted by the UGC on its website were assessed and the data (see Results section) shows various faculties under which journalism programmes are available bearing different names.

To seek answer to my second research question, a survey was conducted through Google form link which was sent to 60 samples. The population consisted of 20 students of masters in journalism/electronic media, 20 media educators, two public relations officers and 18 journalists.

III. Results and Discussion

Table of all Central Universities & data of those where Masters in journalism/media studies is offered (List is based on https://www.ugc.ac.in/centraluniversity.aspx November 2021)				
Sl. No.	Central Universities	Course availability	Faculty under which course is placed	Master's Degree Programmes
1	Central Tribal University of Andhra Pradesh	Available	DNA[**]	JMC[3]

2	CU* of Andhra Pradesh	NA[1]	---	---
3	National Sanskrit University	NA	---	---
4	Rajiv Gandhi University	Available	Information Technology	Mass Communication (MC)
5	Assam University	Available	Creative Arts & Communication Studies	Mass Communication
6	Tezpur University	Available	Humanities & S.S[2]	1 MCJ[4] 2. Communication for Development
7	CU of South Bihar	Available	Media, Arts & Aesthetics	MC & Media
8	Mahatma Gandhi CU of Bihar	Available	Computational Sciences, Information & Commun- ication Technology	Media Studies
9	Nalanda University	NA	---	---
10	Sanskrit University	NA	---	---
11	IGNOU	Available	Journalism & New Media Studies	JMC
12	Jamia Millia Islamia	Available	A.J.K. Mass Commun- ication Research Centre	1. MC 2. Convergent Journalism 3. Development Communication 4. Visual effects & Animation
13	Jawarharlal Nehru University	Available	S.S	Media Studies
14	S L B S R S V[6]	NA	---	---
15	South Asian University	NA	---	---
16	The Central Sanskrit University	NA	---	---
17	Delhi University	Available	S.S	Delhi School of Journalism
18	CU of Gujarat	NA	---	---
19	CU of Harayana	Available	Humanities & S.S	JMC
20	CU of Himachal Pradesh	Available	Journalism, MC & New Media	1. MC & Electronic Media 2. Journalism & Creative Writing
21	CU of Jammu	Available	SEMIS[5]	1. MC & New Media 2. Communication Management & Advertising
22	CU of Kashmir	Available	Media Studies	Convergent Journalism
23	CU of Jharkhand	Available	MC & Media Technologies	Mass Communication
24	CU of Karnataka	Available	Media Studies	JMC
25	CU of Kerala	NA	---	---
26	Guru Ghasidas Vishwavidyalaya	Available	Arts	JMC
27	Dr Harisingh Gour University	Available	---	JMC
28	Indira Gandhi National Tribal University	Available	Communication & Media Studies	JMC
29	Mahatma Gandhi Antarrashtriya Hindi VishwaVidyalaya	Available	Humanities & S.S	Journalism
30	Central Agricultural University	NA	---	---
31	Manipur University	Available	S.S	Mass Communication

32	National Sports University	NA	---	---
33	North-Eastern Hill University	Available	SEMIS	JMC
34	Mizoram University	Available	SEMIS	Mass Communication
35	Nagaland University	Available	Humanities & Education	Mass Communication
36	CU of Odisha	Available	Education & Education Technology	JMC
37	Pondicherry University	Available	Media & Communication	Electronic Media & MC
38	CU of Punjab	Available	Information & Comm-unication Studies	Mass Communication
39	CU of Rajasthan	Available	S.S	Culture & Media Studies
40	Sikkim University	Available	Professional Studies	Mass Communication
41	CU of Tamil Nadu	Available	Communication	Media & Communication
42	Indian Maritime University	NA	---	---
43	Tripura University	Available	Arts & Commerce	JMC
44	Aligarh Muslim University	Available	S.S	Mass Communication
45	Babasaheb Bhimrao Ambedkar University	Available	Media & Communication	1. MCJ 2. Media Centre
46	Banaras Hindu University	Available	Arts	JMC
47	Rajiv Gandhi National Aviation University	NA	---	---
48	Rani Lakshmi Bai Central Agricultural University	NA	---	---
49	University of Allahabad	Available	Arts	JMC
50	Hemvati Nandan Bahuguna Garhwal University	Available	Arts, Communication & Languages	JMC
51	Visva-Bharati	Available	Humanities	JMC
52	The English & Foreign Languages University	Available	---	JMC
53	Maulana Azad National Urdu University	Available	MCJ	MCJ
54	CU of Hyderabad	Available	S N School of Arts & Communication	1. Communication (Media Practice) 2. Communication (Media Studies)

CU* - Central University; DNA**** *- Data Not Available on website; NA[1] - Not Available; S.S[2] - Social Science; JMC[3] - Journalism & Mass Communication; MCJ[4] - Mass Communication & Journalism; SEMIS[5] - School of Economics, Management & Information Sciences; S L B S R S V[6] - Shri Lal Bahadur Shastri National Sanskrit University*

Forty out of the total 54 central universities situated in different parts of the country offer Masters in Journalism/Media Studies/Mass Communication. In 10 universities, the discipline is titled as Mass Communication; in 11 universities as Journalism & Mass Communication (JMC); in three universities as Mass Communication & Journalism (MCJ); and in two universities as Media Studies and Convergent Journalism. The remaining universities run the course/programme under other names. From the table, it is clear that there is no unanimity with regard to naming journalism course/programme at the Master's level. In five universities, there are two types of Master's degree courses in

journalism, while Jamia Millia Islamia alone offers four types of media-related courses.

In Central University of Kerala, media studies is not available as master's degree but is offered as a one-year PG diploma course (mass communication and media writing) under PG Diploma in Hindi which makes media education seem like a vocational course.

Likewise, there are very few universities where journalism is a stream/faculty/school in itself. For instance, at Mahatma Gandhi Central University, Media Studies is incorporated under School of Computational Sciences, Information and Communication Technology along with other departments while in Central University of South Bihar, Mass Communication and Media is placed under School of Media, Arts and Aesthetics. There is some justification considering that media education is a multi-disciplinary and inter-disciplinary subject, it can be included under different streams. However, UGC's model curriculum of 2001 (IV Separate Mass Communication Faculty, page 10) has recommended for a separate faculty for the discipline, to make it self-reliant.

As far the syllabus, most universities teach the same subjects but except for Media Law and Ethics, there is variation in subject or course title. For example, Central University of South Bihar and Central University of Karnataka offer Development Communication, which is referred to as Development Journalism at Tezpur University. The latter (Tezpur) has course title 'Communication research methods' which is called as 'Media and Communication Research' at Central University of Kashmir and Central University of Karnataka.

While there is so much diversity in nomenclature - faculty under which the course functions; programme name and subject titles, the contents are relatively the same in all government-run universities.

The researcher received 35 responses which included 13 submissions from students, 12 from media teachers, eight from journalists and two from PR officers. The feedbacks were as jumbled as the nomenclature. Nevertheless, 18 of the respondents (including all eight journalists) felt education institutions should update syllabus and upgrade equipment's. Ten respondents (two PR officers and educators) lamented that there was lack of commitment to form a team and seriously discuss the problems of media education. Ten respondents emphasized the need for joint collaboration of mainstream media and universities to expose students to working atmosphere. Twenty five respondents (including 10 students) felt that imbibing technical and technological skills to meet industry requirements is the solution to critical problems of journalism education. Eight respondents (media

educators) advocated the need for introduction of media studies at school level so that students are well-versed in basic media education.

Overall, as already mentioned in this paper, the survey found that students are enthusiastic on learning technical and technological skills in view of job placements. All student respondents opined that practical classes were more interesting than theory classes and scoring better percentage was important to get a job.

To find answer to the third question, the researcher visited the websites of 1020-odd universities situated across the country and found that 40 central, 175 state and 195 deemed/private universities offer masters in journalism which means a total of 409 universities. Nonetheless, the structure of media education in all universities remains the same and every year, hundreds of media graduates enter the industry or academia. India is the fifth largest Media and Entertainment (M&E) market in the world. The M&E industry was valued at $25 billion in 2019. Over-the-top (OTT) media content investments touched $700 million in 2020. There are innumerable job opportunities in print, broadcast, advertising, public relations and digital media realm. Therefore, media study as an academic discipline is inevitable to streamline various media professions and practices.

Time constrain in conducting the survey led to low response from the sampled population (58% responded). There are many other issues and imperatives but the study evolved around course title, faculty and subject names and the imperative to tap the potentials of M&E market. Some future researcher can review research-oriented activities among media educators and students. The three universities that focus specifically on media studies - Kushabhau Thakre Patrakarita Avam Jansanchar Vishwavidyalaya in Chhattisgarh; Makhanlal Chaturvedi Rashtriya Patrakarita in Madhya Pradesh; and Haridev Joshi University of Journalism & Mass Communication in Rajasthan, are state universities and hence were not included in the study. A case study on teaching patterns, success rate, and challenges can provide insights on many common issues.

IV. Conclusion

There might not be complete uniformity in nomenclature which is the theoretical framework or roadmap of media education as local/regional needs and purpose of every department diverge. However, there can be uniformity in course name and syllabus at least among all government universities situated within a state by setting up a central regulatory board and state committees. The board and committees can design a proper framework that can be flexible to regional requirements in different jurisdictions.

Universities that offer media education need to allocate a separate faculty on priority basis in accordance with UGC's 2001 model to imply its identification as a professional education course. Syllabus should be reviewed and updated at regular intervals to include advancement at different levels in the media field.

Some universities have enlisted media personalities as industry experts to bridge the gap between theory and practice in media education but their designations indicate that it is not feasible for them to address issues at frequent intervals. Therefore, middle level media practitioners who possess experience and energy along with humility or independent journalists who can spare time, can be considered for short-term training of students. Regular workshops and weekend tie-up of students with local media units can help bridge the chasm with current practices.

Media academicians and practitioners should collaborate to make this discipline a responsible multi-faceted profession which is inevitable for smooth functioning of a democratic set up.

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SOCIAL MEDIA: THE CREDIBILITY AND IMPACT OF INSTAGRAM ON CHENNAI YOUTH

Nazini Nazar*

Social media is an interactive medium of channels that helps the creation of sharing of information, interests, ideas and other forms of expression through virtual communities and networks. For a decade, social media has evolved as enormously in different media platforms. Social media as being a popular and powerful medium, different types of platforms started to emerge like Facebook, Instagram, Snapchat, LinkedIn, Twitter, YouTube etc. The significance of this study is to know the credibility and impact of Instagram among the Chennai youth. The present study is exploratory and quantitative. The study was conducted through an online survey among the Chennai youth from the age group of 18 to 25, where only active Instagram users on the platform were selected.

Keywords: *Instagram, youth, Chennai, Social media*

Social media could be a phrase we have a tendency to use around a great deal recently, typically to explain what we have a tendency to post on sites and apps like Facebook, Twitter, Instagram, Snapchat, and others. Social media could be a collective term for websites and applications that concentrate on communication, interaction, content-sharing, and collaboration. Folks use social media to remain in-tuned and move with friends, family, and varied communities. Businesses use social applications to plug and promote their product and track client issues. Social media has become a crucial facet of Chennai town. The youth is very one in all the foremost dominant users of social media. Social media originated as how to move with friends and family however was later adopted by businesses that needed to take advantage of a preferred new communication technique to achieve dead set customers. The ability of social media is the ability to attach and share data with anyone on Earth, or with many of us at the same time. Globally, there are a unit an of 3.8 billion social media users. Social media is Associate in nursing dynamic and ever-evolving field, with new apps like Tik Tok and edifice popping out on the face of it each year, connecting the ranks of established social networks like Facebook, YouTube, Twitter, and Instagram. By 2023, the quantity of social media users within the U. S. is forecast to extend to just about 257 million.

Instagram business
More than one billion people use Instagram every month, and roughly 90% of them follow at least one business. This means that, in 2021, using Instagram for business is a no-brainer. In just over 10 years Instagram has grown from a photo-sharing app to a hub of business activity. Brands can run fundraisers in Instagram Live broadcasts, open shops from their profiles and let people book reservations from their accounts. Updates of new business tools, features and tips in the app have become pretty much routine. It can be a lot to keep track of though, especially if running an Instagram business account is only one aspect of your job. This social network has expanded in recent years and currently has more than 200 million active users per month. You can take a picture of services or products that you offer and post these for the world to see, you can also advertise your own products if you have some business or shops, you can take a photo of your products and post it on Instagram and it can help you gain more customers. The post of images will remain forever as long as the user did not remove it from the account of Instagram**,** so, the new followers or users can have a look at the product of business and connected with the business brand business owners can buy Instagram followers, So, Business owners using Instagram must ensure that they are producing the professional pictures of their products or services and giving the correct message to their audience business through Instagram can start and have a small community of customers and it will grow up rapidly, the seller of the product can manage a real attitude of the customer from a normal buyer to a regular buyer or customer, Instagram can connect with the targeted audience.

Research Aims
The aim of this research paper is to explore the impact of Instagram on Chennai youths. The objective is to investigate the reason behind Instagram having a massive effect on the youth in particular.

The Objective of the Research

- To examine the utilization of Instagram
- To analyse the beneficial of people self-esteem on Instagram
- To find out user response towards reels in Instagram

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I.   Review of Literature

This research paper presents the review of relevant conceptual and theoretical frameworks. Below are the relevant literature and scholarly works that focus on the topic and define the basic concepts of this study. They are the existing relationship between social media and Chennai youths and the theoretical framework that addresses the main focus of the study.

Chimamanda chioma idongesit, July (2020) the impact of Instagram on Nigerian youth. This research is conducted on Nigerian youths within age 18 to 34 by utilizing a scale similar to Rosenberg self-esteem scale and Instagram intensity scale for the survey questionnaire questions. Qualitative information is collected by interviewing two Instagram Influencers in Nigeria to help establish the cause of low self-esteem and wellbeing associated with the use of Instagram. The finding shows that the effect of Instagram on youth well-being and self-esteem can be linked directly to the level of exposure and dependence on the platform. It was found that Instagram has become prevalent among social media users due to its features. Throughout the research, the impact of Instagram on Youths self-esteem and well-being is considered.

Nurzihan Hassim, Muhammad Hasrul Nizam Hasmadi, Mohamad-Noor Salehhuddin Sharipudin (2020) Social media or social comparison? An analysis of Instagram use among Malaysian youth. Photos on Instagram are significant in enhancing the self-esteem of its users and in turn, their followers. The predominantly youth cohort are found to have become reliant on comparing themselves to others through Instagram, where the discovery of their own insufficiencies result in lifestyle envy and the fear of missing out (FOMO). This study examined Instagram use among Malaysian youths as an agency of social success and life satisfaction where findings showed that social comparison was prevalent through the application and had influenced attitudes and behaviours of its users. In the descriptive analysis done on the survey, the survey revealed that 81% of the respondents use Instagram on a daily basis. A majority of respondents are heavy users that spend between four to six hours on Instagram (57%) while 9% beyond six hours of use. This signifies the dependency of users toward the application and is congruent with previous studies on heavy usage of social media among youths. Further to this, the results found that 40.6% of the respondents follow other users on Instagram that portray positive, unique and interesting lifestyles.

Maria Zarenti Flora Bacopoulou Maria Michou Ioulia Kokka Dimitrios Vlachakis George P. Chrousos and Christina Darviri (2021). Validation of the Instagram Addiction Scale in Greek Youth. The aim of the present study was to validate the Instagram Addiction Scale in the Greek language and to assess its psychometric properties. An online and on-print self-report survey was conducted among Greek youth, aged between 18 and 24 years. The survey included the Instagram Addiction Scale, the Rosenberg Self-esteem Scale, the Perceived Stress Scale, and the Big Five Inventory. A total of 967 respondents participated in the study. A total of 967 valid responses were collected. Participants' socio demographic characteristics and descriptive statistics for the Big-Five Personality Inventory, Rosenberg's Self-Esteem Scale and Perceived Stress Scale scores are presented in Table 1. In total, 156 participants were between 18 and 20 years old, 297 participants were between 20 and 22 years old and 514 participants were between 22 and 24 years old. The majority of participants were females (87.1%), unmarried (98.1%), had a Bachelor's degree (64.1%) and cohabitated (67.4%).

Dr. Amira Karam Eldin (2015) Instagram Role In Influencing Youth Opinion In 2015 Election Campaign In Bahrain act .This study can be considered a descriptive study portraying the effect of the exposure to Instagram campaign in Bahrain among Bahrainis. The research is mainly concerned with presenting this effect in relevance to their awareness, attitude, and behaviour. Its main question: Does the exposure of the studied sample to Instagram election campaigns; has an effect on their cognitive, affective and behavioural systems? As the survey was handed out, 100% of the survey takers The majority, 35.13% of the participants "agree" about encouraging others to go & vote in the elections, 29.72% of the participants "strongly agree" while the other 29.72% of the participants are "neutral", and lastly 5.40% "disagree" about encouraging other to go and vote.

Ketki Saini, Purti Goswami (2020) The primary objective of this article was to throw light on the growth trends of Instagram globally and in India, as well as, analyze the reasons for such growth over the past few years they concluded that Instagram has grown rapidly in India due to the availability of an abundance of resources post its acquisition by Facebook, introduction of Reliance Jio in the Indian market, better technology and a change in the way of marketing. In the second part of the article, with the aid of the data that was collected and the analyzed the impact Instagram has had on the Indian youth, comprising both negative and positive elements. However, the positive impact outweighs the negative ones associated with this second generation of social media. Youth in India that uses Instagram experience diverse set of motivation and gratification.

Theoretical Framework

For the purpose of the study, the theory selected includes, uses and gratification theory, technological determinant theory, dependency theory and social comparison theory.

Uses and Gratification Theory

The Uses and Gratification theory discusses the effects of the media on people. It explains how people use the media for their own need and get satisfied when their needs are fulfilled. In other words, it can be said that the theory argues what people do with media rather than what media does to people. The theory was introduced by Blumler and Katz in 1974 in the article "the Uses of Mass Communications: Current Perspectives on Gratifications Research" and focuses its attention on media users' roles. . The theory asserted that users rely on social media to fulfil pre-existing 23 needs and added that they are active and goal-directed (Aina, 2003, p. 45). Moreover, the new media has increased users 'pursuit of uses and gratification as a result of new technology which has increased the number of choices especially with the availability of mobile devices and gadgets.

Uses and gratification theory focuses on free will of the audience and is deterministic as media can be used in different ways and for different purposes. This theory assumes that there is nothing as an absolute truth. The audience is said to have full control over the effect of media on them as the effect can be chosen by the audience themselves. The theory is closely related to human psychology of needs, motives and influence.

The objectives of uses and gratification theory are:-

- To show the relation of mass communication and how it is used to gratify needs.
- To find out primary intentions of media used by people.
- To know the positive and negative aspects of media use on the media users.

Social Comparison Theory

People constantly evaluate themselves, and others, in domains like attractiveness, wealth, intelligence, and success. According to some studies, as much as 10 percent of our thoughts involve comparisons of some kind. Social comparison theory is the idea that individuals determine their own social and personal worth based on how they stack up against others. The theory was developed in 1954 by psychologist Leon Festinger. Later research has shown that people who regularly compare themselves to others may find motivation to improve, but may also experience feelings of deep dissatisfaction, guilt, or remorse, and engage in destructive behaviors like lying or disordered eating.
The upward of Comparison

When individuals compare themselves to others as a way of measuring their personal development or to motivate themselves to improve and, in the process, develop a more positive self-image, comparisons can be beneficial. It takes discipline, however, to avoid the pitfalls of negative comparison. In large part, how we react to comparisons depends on who we compare ourselves to: When we just want to feel better about ourselves, we tend to engage in comparisons to people worse off than we are, although this can become an unhealthy habit. When we want to improve, though, we may compare ourselves to people roughly similar to us but higher achieving in one trait or another.

The downward of Comparison

Theodore Roosevelt called comparison "the thief of joy," and he may have been right. Social comparison can motivate people to improve, but it can also promote judgmental, biased, and overly competitive or superior attitudes. Most people have the social skills and impulse control to keep their standards for social comparison to themselves, and not to act on any envy or resentment spurred by comparison-making. But their true feelings may manifest in other ways.

II.   Research Design and Methods

This chapter looks into the research design, strategy and methodology that will be utilized in defining the impact of Instagram on chennai youth. It discusses in detail the study's population, sample size and the techniques, research instruments and data analysis method. This considers the ethical considerations and limitations of the study.

To examine the impact of instagram among the Chennai youth practice, the quantitative method was deployed. The primary source of data is gathered through a questionnaire. The detailed questionnaire which contained questions about different aspects of impact and growth of Instagram.

The data of the questionnaire is collected from 100 participants which is the major source of primary data for the study which lead to the analysis of the reality and the gap between the negative and the positive impact of Instagram and continuous growth trends in the past years. Analytical techniques 100 respondents were randomly selected of different age groups ranging from 18 - 25 years. The participants who filled the questionnaire comprises of school students, college students as well as working professionals. The results have been analysed and the statistics have been presented in the form of graphical representations. To begin, a self-administered questionnaire was designed on Google forms where the respondents were asked a sequence of 27 statements about their Instagram use as well as their attitudes and behaviours towards others on the social media platform. The criteria for participants to complete the survey must be the following; (1) the participants have an active account on Instagram; and, (2) he or she must be 18 to 25 years old

during the administration of the survey. Respondents were required to evaluate their answers based on a 5-point Likert-type scale, ranging from 1 (strongly agree) to 5 (strongly disagree). The questionnaire remained open for two weeks and was later tabulated and elaborated with basic descriptive analysis as a foundation to its subsequent qualitative research method. The questionnaire was distributed online.
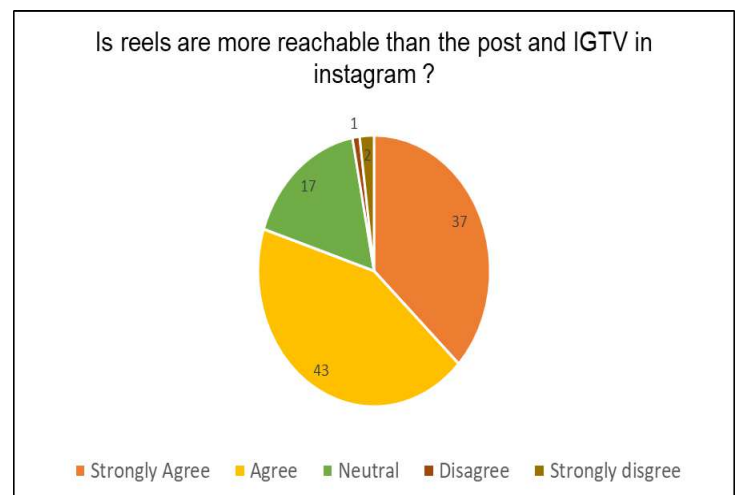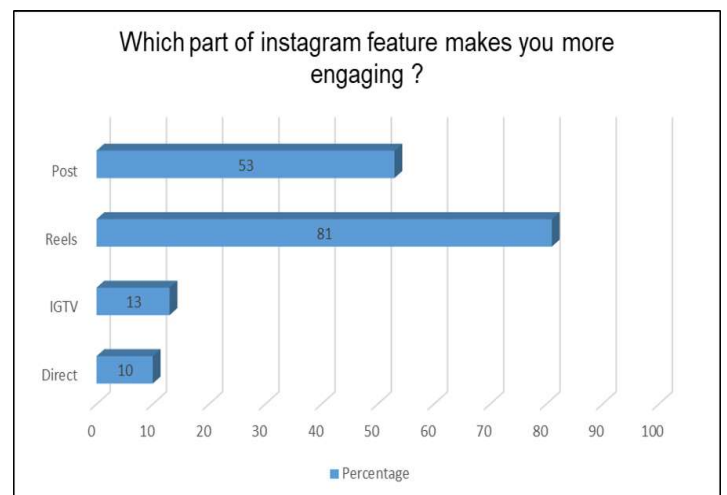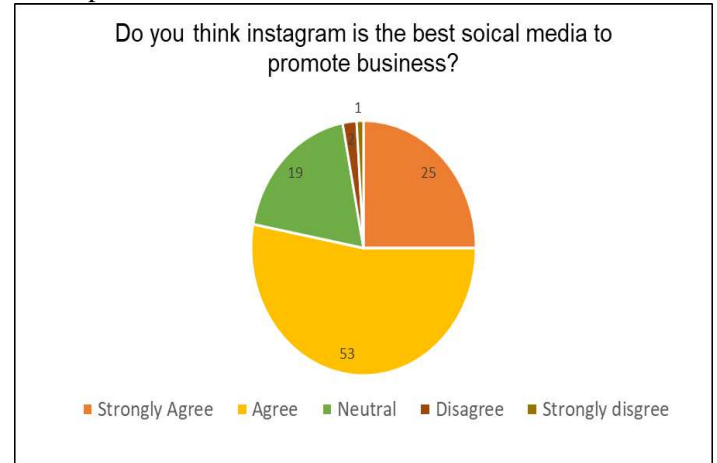
Research Question
- Does the users get connected towards Instagram and their necessities?
- Does an Instagram user show more interest in reels on Instagram?
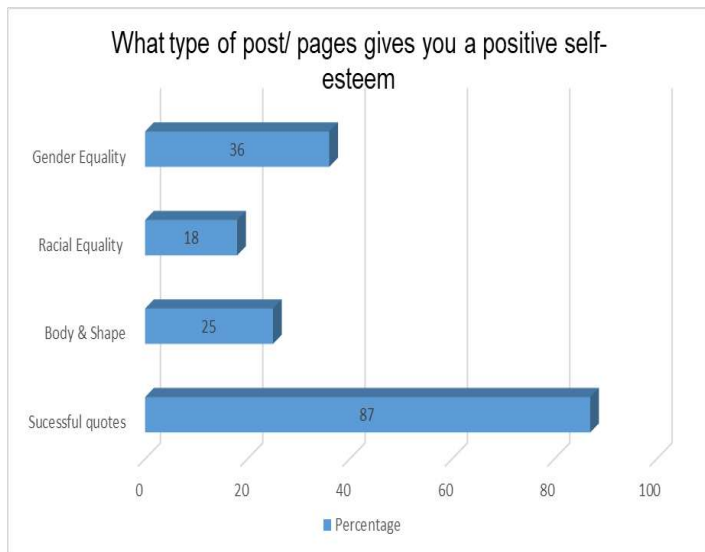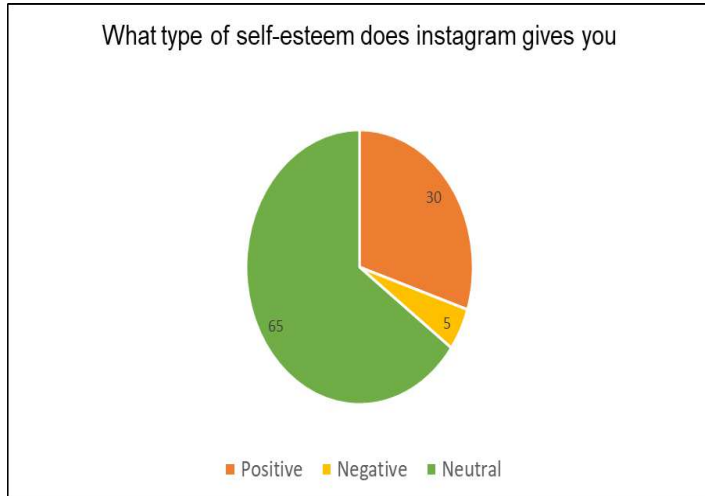- Does Instagram being beneficial to people self-esteem?

III.   Results and Discussion
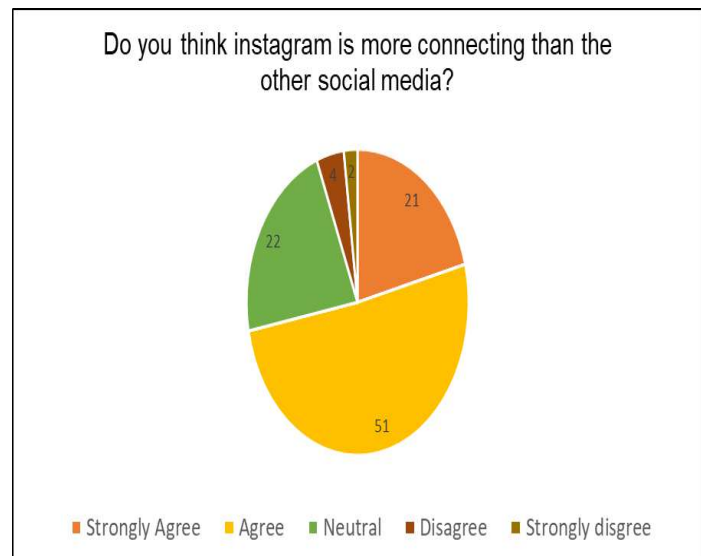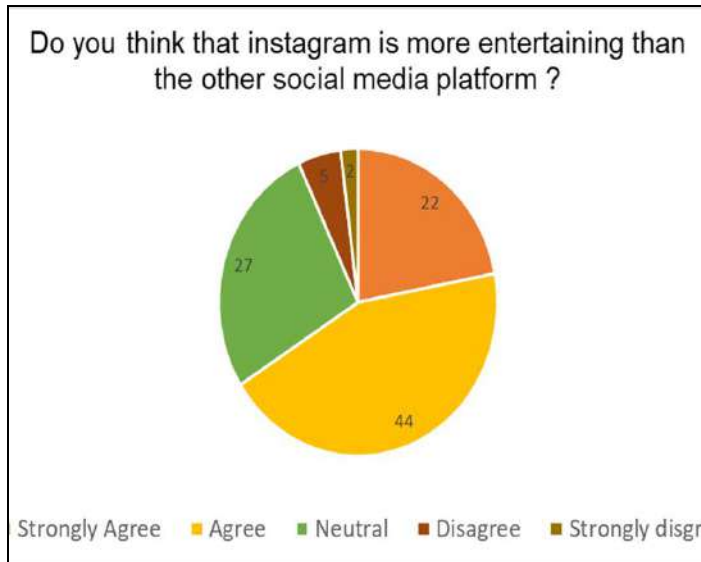
Through analysis and finding, the bases of the users get connected towards Instagram.The majority 44% of respondents agreed that Intagram is way more entertaining than other social media platform 51% of respondents think that instagram is more connecting comparing other social media platform.

Do you think that instagram is more entertaining than the other social media platform ?

Do you think instagram is the best soical media to promote business?

Which part of instagram feature makes you more engaging ?

Do you think instagram is more connecting than the other social media?

Is reels are more reachable than the post and IGTV in instagram ?

Inspite of being an entertainment platform 53% of majority people think that the instagram is the best social media to promote business. Also 81% of respondents are more engaging and interesting with the feature called reels. 43% of respondents agrees that reels are more reachable feature.

What type of self-esteem does instagram gives you

What type of post/ pages gives you a positive self-esteem

Through analysis and finding that Instagram being beneficial to people self-esteem.

65% of respondents feels neutral about the instagram being negative or positive self-esteem.

Where 87% of respondents tells that the successful quotes gives a positive self-esteem.

IV.   Conclusion

Since 2020, in the pandemic time Instagram has seen a 40 percent increase in traffic, and more and more people are watching Instagram Stories each day.The utilization towards Instagram is because of instagram is way more entertaining

and connecting than the other social media platform.The major impact on instagram is the best social media platform to promote business. through a number of followers the instagram users are turning as influencer and starting a small business with the help of instagram After ban of app called tiktok in India, Instagram has unveiled a feature called Reels which enables brands and influencers to recreate similar videos for Instagram's users. One of the major impacts on instagram is also reels which are more reachable and engaging. Instagram being beneficial to people's self-esteem through successful quotes.

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Social media or social comparison? An analysis of Instagram use among Malaysian youth

Maria Zarenti Flora Bacopoulou Maria Michou Ioulia Kokka Dimitrios Vlachakis George P. Chrousos and Christina Darviri (2021)

Validation of the Instagram Addiction Scale in Greek Youth

SCREENING BODIES: THE INDIAN MALE IN HINDI SOAP OPERAS

Mehul Agarwal* Pranta Pratik Patnaik**

Muscularity has been one of the defining testimonies of masculinity, with visual evidence of being 'male enough' arguably enhanced by 'gym-toned' bodies. Television's immense reach and impact as a family medium has enabled it to propagate such bodily ideals among the Indian masses, just like cinema. However, scant attention has been paid to the small-screen actors who exemplify that every ordinary person can attain such 'ideal bodies'. Based on Stuart Hall's representation theory, this paper looks into the body as an agency that symbolizes self-worth, achievement, and social admiration. Through this study, we answer the defining characteristics of Indian masculinity in Hindi soaps and how the Indian male body, a subject of multiple intersectionalities, seeks signification through muscularity. This study implies purposive sampling to assess the meanings generated around such displays. A metaphorical analysis approach helps investigate how such presentations further the idea of muscularity as integral to masculinity. The study concludes how contemporary television shows portray muscularity as a defining factor of the assertive masculinity of the Indian man.

Television in India started as a single national telecast in 1982 and is today a network of over 900 channels. A significant category of television programs is soap operas. The term 'soap opera' refers to fictional, melodrama-based shows with routinely aired episodes, the length of which is usually fixed, presenting familiar characters in their quotidian situations. These are serialized dramas that emphasize a variety of family matters and relationships, prominently featuring marital and domestic struggles and the robust woman, with rare physical violence and criminality, thus being very popular with female viewers (Ahmed, 2012; Feasey, 2008). Their vast popularity and mass appeal comprise a significant chunk of the revenue, continuing to be "the channel's chief earner and lifeblood of the schedule" (Munshi, 2020). Hindi is the mother tongue of a vast percentage of India's population. Consequently, Hindi television soap operas have continued to be the market leaders in India and several foreign countries.

Conventionally this genre has catered to female audiences, with the centrality of women in the narratives often being positioned as a cultural counter to male dominance in films. Television producer Ekta Kapoor of Balaji Telefilms mentioned that just as films render women as sex symbols, in television soap operas where they assume iconic positions, men have to play that role (Munshi, 2020). The portrayal of masculinities in such shows has become an exciting area for academic investigation, where the Indian male, a subject of region, religion, caste, and class-based subjectivities, allegedly seeks signification. Masculinity can be explained as the social expression of being male for any individual identifying as a cisgender male person. Still, it holds different meanings for different individuals, thus necessitating the idea of plural 'masculinities'. These are influenced by historical, social, and political constructions and ideas, identified by traits such as "physically strong, aggressive, and assertive,

take(s) the initiative, is independent, competitive and ambitious" (Ahmed, 2012). Over time, various discourses have dawned on Indian masculinities. While the ideas surrounding semen anxiety and celibacy draw from the era of ancient Vedic texts (Alter, 2011), coloniality marked Indian men as effeminate, with certain exceptions (Banerjee, 2005; Connell, 2016; Sinha, 1995).

Nevertheless, the issue of the male physique has always centered the debate on masculinities, with the 'ideal male body' influenced by multiple intersectionalities. Recently, a new bodily ideal has emerged in India in the past two decades, with a series of male film actors, specifically from the film industry, setting the tone for it (Baas, 2018; Balaji, 2014). Though an evaluation of their bodies' socio-cultural positioning has been limited, they propagate a bodily ideal that symbolizes self-worth, achievement, and social admiration, through muscularity, culminating in the idealization of and desirability for the man. Television, too, boasts of male characters/actors who embody such ideals, 'possessing' a body that arouses desirability and idealization. Thus, the primary investigation here is how the bodily images of India's male Hindi soap characters (and actors) evoke such desirability and further the idea of muscularity as integral to masculinity with a metaphorical analysis of select actors' body images. Physical representations of leading male characters from selected shows are examined here to understand the ideals emanating from them.

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I. Review of Literature

The body has been consistently recognized as a site for politics, art, and the business of self-expressing for beauty (Padva, 2006). The sanctity of this political site has been exemplified over the years by physique and health magazines, with alibis of sports, art, and nature covering up for male nudity appearing in the form of erotic servings. For heterosexual male audiences, these images were expected to inspire a bodily ideal oriented toward health and fitness. Greek ideals that have descended over time place the body indecisively as a physical manifestation of either God or an athlete (Stocking, 2014). Almost in every culture, regardless of whether such an ideal descends historically or develops culturally in a specific period, male bodybuilders use their bodies as a site of violence and experimentation to become visual testimony of muscularity, allegedly showcasing strength, discipline, and dedication. Fussell regards this as a traditionally female role, with the body being used as an object for self-awareness in terms of sex (Padva, 2006). Butler agrees that gender inscription is inscribed in the functional alterations of the body. Bodies, in both shape and meaning, are vulnerable to situational transformations, signifying the larger gender-political agendas embedded in social practice and identities (Bridges, 2009). For example, there is a remarkable portrayal of a white man's body as a spectacle in cinema when the body is a 'built one', and the context is imperial. Big, muscular men are portrayed as significant individuals, particularly in peasant societies, and are associated with large props such as stones, tree trunks, carts, and chains (Dyer, 1997).

Though bodily ideal(s) surrounding men may have emerged at different points in time, owing to multiple factors, there has been a recent surge in images of men in popular culture, precisely one where men sport a toned, 'gym-built' body, eroticized for some and idealized by others (Gill et al., 2003). This idealized man is characterized as white, young, toned, and clean-shaved using designer stubble, borrowing directly from notions of hegemonic masculinity, a sculpt in a culture that is also heterosexist, dominates the parlance of 'being male' and suppresses variations based on sexuality, ethnic identity, class, or marital status (Hearn & Morgan, 2015). In India, the tone for this archetype was initially set by Bollywood, with actors appearing shirtless on-screen to flaunt their 'freshly-baked' abs, leading to the growth of gym culture in the country (Baas, 2018). However, this otherwise heavily marketed template, an increasingly sexualized and bodily striking phenomenon, confirmed the ideals of heteronormative hypermasculinity. Further, the proliferation of digital spaces enabled the placement of the promiscuity of these men out in the open, through easy access to shirtless images (Balaji, 2014), with even blog forums dedicated solely to this purpose.

Nonetheless, for the audience, these images were a visual testament to professionalism, signifying cosmopolitanism and a grip on deplorable health standards laced with sexual innuendos (Baas, 2018). How this image is carried forward by male actors working in Hindi television soap operas, a woman-centric genre with subversive feminist discourse (Munshi, 2020), remains a question for academic investigation.

The chiseled body signifies hard work, discipline, and professionalism commands respect, and ensures desirability (Baas, 2018). Philip's (2022) ethnographic investigation of young urban 'smart' men legitimizes the body as a tool for demonstrating a 'modern' masculine embodiment and an item in itself that is made 'modern', reflecting socially and culturally celebrated masculinity. When cultural discourses influence people's conceptions of overweight bodies, it is essential to comprehend the body as a 'lived body' using intersectionalities. Whereas a contemporary culture idealizes tall, macho, "young male bodies while pathologizing other types of bodies as unattractive" (Patnaik, 2014) and disordered, how obese men cope with such distinctions becomes a critical concern. Compared to the young, urban, well-groomed, and 'built' man, an obese young man's hilarious image is justified by his general fragility, irrationality, softness, and inability to consume responsibly (Philip, 2022). It is only possible to determine whether television still promotes such beliefs by looking at the programming and tracking the development of various male characters.

II. Research Design and Methods

Though recent studies have tried to bring under academic scrutiny the contemporary issues of the obscurity of the Indian male body, attention to film actors' physical representations has always been a significant focus, leaving out other influential presentations. The body becomes a focal point when seen through the lens of the Indian male in Hindi soap operas. Hence, contextualized to such shows, this study follows an exploratory and deductive approach to conclude through observations how the Indian male physique, shaped by location, religion, caste, and class differences, seeks meaning through muscularity. The objective is to answer how this phenomenon exists across subjective differences by investigating leading male characters (actors) of select shows. Data is collected by visual observation of male body images, and their discourse from two shows, each from two general entertainment channels (GECs) rated highest among all top channels under BARC India ratings. Because the rich nature of perceptive and cognitive images can provide a multi-layered complexity of principal metaphoric meanings (Dake & Roberts, 1996), metaphorical analysis is used. The sample

includes current shows with leading male characters of various ages and other background characteristics. Approximately twenty to thirty initial episodes of each show are investigated, where the character is introduced and established, to establish critical data, where the character's appearance, attire, and bodily consciousness are noted, alongside the exertion of traditionally masculine traits.

III.   Results and Discussion

The Patriarch

Introduced doing exercises, Vanraj Shah (*Fig. 1*) from the show *Anupamaa* (Star Plus, 2020-present) is played by actor Sudhanshu Pandey. The 48-year-old patriarch of the Shah family from Ahmedabad in Gujarat, also a father of three young adults, is highly conscious of his looks, enjoying compliments for not 'looking his age' and rebuking his wife for looking much older. Sporting tattoos on both forearms, his fashionably set hair looks impeccable. Though he does not often bare his body, wearing tank tops revealing bulging arms provides a sneak peek into his defined pecs. Other parts of his attire are business formals for the office and *kurta-pajama* at home. His body towers over his wife's when she arrives home late one evening, and he disciplines her by shutting the door on her face. His regular diet includes protein shakes, and a morning jog is his daily routine. His tall, lean frame empowers him to assert himself as the patriarch, subduing his young sons. Though not openly displayed, his body enables his masculine stride over the household, wielding power over every other family member in every household (and many personal) matters, standing as a testimony to him being the provider (which he claims) and the head of the family, able in all senses.(Fig. 1)

Figure 1: *Still from Anupamaa showing Vanraj Shah (actor Sudhanshu Pandey) during a scene*

The Chieftain

Another middle-aged character is found in *Molkki* (Colors TV, 2020-2022), produced by Balaji Telefilms, with actor Amar Upadhyay playing Virendra Pratap Singh (*Fig. 2*). A widowed father of two small children and chief (*mukhiya*) of a village in Haryana, he is introduced as a traditional man, wearing *dhoti-kurta*, sporting a tilak, rings, earrings, and a petite handlebar mustache along with a turban. Always traditionally dressed, he is a man of traditions and principles who keeps justice above everything. With his head always held high, he embodies a strict disciplinarian who slaps his daughter on her notorious mischief. Even though he doesn't expressly display his muscularity, he is shown wearing body-hugging clothes, evident through the stretch of his waistcoat. An indispensable part of his morning routine is to start exercising upon waking up, with no costume change. He, too, enforces his masculinity as the patriarch, terming it as his responsibility and the actions thereof its consequence. Another important fact is his irritation on being compared to his wife's uncle, whose example she often uses to describe Virendra's actions and circumstances, showing his sensitivity to age and appearance. None of these things stops him from having emotional outpourings over his first wife, either alone or in front of someone. (Fig. 2)
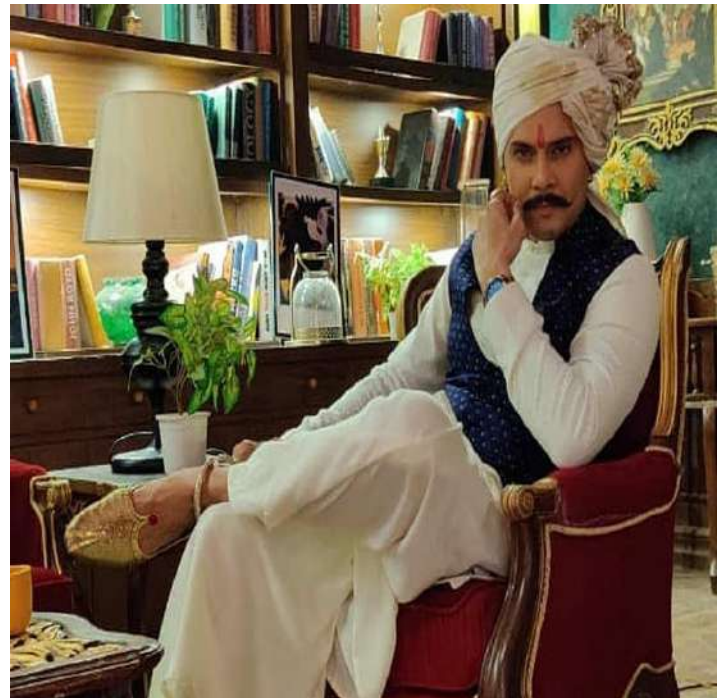

Figure 2: *Actor Amar Upadhyay's look as Virendra Pratap Singh from the show Molkki*

The Heartthrob

Ye Rishta Kya Kehlata Hai (YRKKH) (Star Plus, 2009-present) is India's longest-running soap opera produced by Director's Kut Productions. The show introduced the third

generation of leading actors in late 2021, with actor Harshad Chopda playing the male lead Dr. Abhimanyu Birla (*Fig.3*). A surgeon at a hospital in Udaipur, Rajasthan, he is the scion of the Birla family noted for its name in the medical world. He is introduced riding a chic motorcycle, wearing smart casuals, rings, a smartwatch, and wireless earphones. Sporting a light stubble, he does not mind displaying his chiseled body, opening his shirt and throwing it away when frustrated, or dressing up as *Yamraj* with a bare upper body, to convince a child to be fearless during an operation. He even sits bare-bodied in prayer, performs the *tandava* dance, and takes off his shirt at a public place to fight eve-teasers, inconveniencing a female stranger. Abhimanyu equates any insult to his mother as utmost disrespect. While he stands defiantly against his father for the same, he then questions his ability as a son upon the act. He exerts his masculinity through a public display of his muscularity, finding solace in music. His masculine traits are exhibited through the defense of female honor, devotion, dealing with goons, and fighting for his love till the end. (Fig. 3)
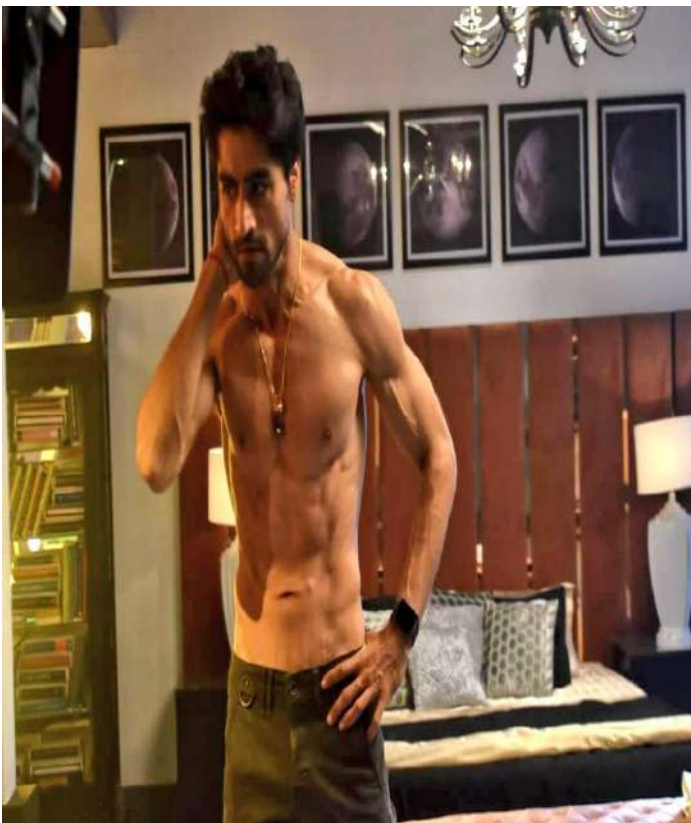

Figure 3: *Still from YRKKH showing Dr. Abhimanyu Birla (actor Harshad Chopda) during a scene*

The Jock
Fateh Singh Virk from *Udaariyaan* (Colors TV, 2021-present), produced by Dreamiyata Entertainment Pvt. Ltd. & Devirosh Films, is played by actor Ankit Gupta (*Fig. 4*). He is a young national-level boxing player. His style is compared to Mike Tyson's, flexing his biceps in the boxing ring. Still, he gets distracted seeing a picture of his love interest. With long hair and a light beard, his tightened muscles are visible under a sports vest, while his quotidian attire includes ripped jeans, sweatshirts, and jackets. He considers the outdoors his natural ambiance, drinking alcohol atop a borewell at night. Respect for a stranger only comes out of their gender, gesturing he would have slapped a lady had she been a man. He turns any corner of the house into a spot for pushups. He has episodes of emotional outbursts regularly and finds it imperative to have alcohol in such cases. Above all, his body stands bare frequently, be it while practicing, in an actual boxing match, or when his car breaks down, and he is to repair it. His jock-styled masculinity is asserted through his sport or exertion of his mental state through practice. However, he does not shy away from expressing of emotional state by baring open his feelings. This, however, completely changes with adversaries, who have to bear the brunt of his muscularity. (Fig. 4)

Figure 4: *Still from Udaariyaan showing Fateh Singh Virk (actor Ankit Gupta) during a scene*

IV. Conclusion

The Indian male on television is a unique blend of varied subjectivities; yet, characteristics flowing down from traditionally masculine norms fostered by society remain prevalent in the twenty-first century. This man is neither shy

about expressing his emotions nor confines his role in the family to that of the breadwinner. Despite their individualities ranging from a surfeit of situations, what binds these characters is their masculinity, enhanced by their muscularity. These men embody a new age metrosexuality and identify the body as a canvas to 'work upon'. This body now assumes the mantle of a 'product' born out of a labor of love, where it reinforces the notion of masculinity for the possessor. The ability to stand imposingly against any adversary or adverse situation draws overwhelmingly from the idea of masculinity, supplemented by muscularity. Age or social role-related concerns may prevent an exhibition of this muscularity. However, being muscular is essential, especially for self-worth, achievement, social admiration, imposing masculinity over others, or simply for 'flaunting', culminating in the modern-day televised ideals of being 'a man'

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HEALTH CONDITION AND COMMUNICATION PATTERN OF STREET CHILDREN IN BANGLADESH: A STUDY ON DHAKA CITY

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This paper attempted to analyze the position of street children in Dhaka city basically the children who are in the situation of poverty, illiteracy, disease and living without mass media. A survey is conducted on two purposively selected areas (the airport railway station and nearby bus station) of Dhaka city to gather information on their health condition and use of mass communications. A large number of children in Dhaka city are living on the roadside or scattered places, especially in rail-station and bus stations. The study shows that they are being vulnerable and widely affected by sub-human living environment. Most of the children were exploited mentally, physically and economically by different kinds of people. The study aims to find out the communication pattern and use of media among the children living in the airport railway station and nearby bus station. The findings of the study may help both government and community development organizations to undertake appropriate and need based interventions for providing health services also give an idea of mass media use among them.

Children are the great asset to a nation because the afterlife of a nation largely depends on the children. So they are called the father of any nation (Taher, 2006). As a developing country children are at the heart of social development. It is very important to consider how they are preparing themselves to enter the world of work. They can play the role of spraying welfare and peace in the nation. Whether the children will fill out the hope of the nation or not depends on their proper nursing and other facilities ensured by the state or country. Thinking these, they are prioritized from the dawn of civilization (Hurlock, 1972). Being street children, the common cause is; a lack of food, loss of land, a better life, lack of opportunities, broken family, step-parents and so on (Kabir,1999).

Nowadays communication skill is also a very vital part to work in society and to prepare him or herself for the advanced world. Children who are healthy, well-fed and educated become productive, innovative and responsible in their workplace. According to UNICEF all over the world about 124 million children and adolescents do not attend school, and 2 out of 5 leave primary school without learning how to read, write or do basic arithmetic, according to 2013 data. This challenge is compounded by the increasingly protracted nature of the armed conflict. Nearly 250 million children live in countries and areas affected by armed conflict, and millions more bear the brunt of climate-related disasters and chronic crises. More than one billion children (UNICEF, 2015) are condemned to poverty, without jobs, without basic necessities, without hope.

I. Review of Literature

Most of the children are involved in different kinds of economic activities. Recently emphasis has been given to reducing the proportion of child labour by UNICEF, UNDP, saving the children of the UK, Australia and Sweden and so many NGOs in Bangladesh like prodipon and so on. World vision is also working for the street children. In Bangladesh, the total number of children aged 5-14 is about 35.06 million of which working children are approximately 5.05 million (BBS, 2003). Poverty is the main cause of the incidence and prevalence of street children. They are exploited every day in our society for different kinds of abuse. The reason for becoming street children is mainly economic. As Bangladesh is a developing country there are many people who live under the poverty line. On the other hand, so many people come to Dhaka city in search of livelihood from the remote corner of the country, but they fail to manage any work (Zahiduzzan, 1998). As a result, people start to live in an open sky. A majority of the street children (30%) live with their parents in Dhaka city (Aparajeyo Bangladesh, 2011).

Though several acts and policies have been formulated to protect the rights of children; the number of street children and their vulnerability is increasing along with rapid urbanization. In the 6.2 section of the National Children Policy, it has been stated that the Social Safety Net has to be expanded to ensure the rehabilitation of all poor children and street children. In addition, the National Plan of Action for Children (2005- 2010) also clearly emphasizes the urgent need for "education and empowerment". Education is one of the most pressing needs for street children that has clearly ignored over the years. Article 17 of the Constitution of Bangladesh recognizes the right to education for all including the disadvantaged children.

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Objectives of the study

- The specific objectives of the study are
- To find out the demographic features of the street children
- To highlight their ways of living and portrait the present living condition
- To find out the communication pattern and ways of media use
- To know the information flow and availability among them
- To reveal the character of their opinion leader

II.   Research Design and Methods

To investigate the health condition and communication patterns of street children, the study was conducted in Dhaka city of Bangladesh. By using the qualitative approach of research it is focused on the issues of health like living arrangements, the nature of diseases, the use of drugs that usually street children encountered and the communication pattern and use of mass media of them. For assessing the overall health status, difficulties of getting health services use of media, availability of mass media and the way of communication, the case study method has been used for this study. The airport railway station and the nearby bus station of Dhaka were considered areas of the study. All the street children of this area are regarded as the population of the study. Among the street children living an around the railway station and bus station, eighty (80) street children were purposively selected both male (45) and female (35) within the age group of 5-18. The purposive sampling method has been used for selecting the sample. An unstructured interview schedule consists of both open ended and close-ended questions adopted for collecting data from the respondents.

III.   Results and Discussion

Profile of the respondents
Among the 80 selected respondents, 56% were male and 43% were female. It is found that 15% of children are in the 5-10 age groups, 25% of the respondents were between 10 to 12 year old, 37% was in the 13 to 15 age groups and 22% are in the 16-18 age groups. Most of them were engaged in various kinds of activities for their livelihood. Among the respondents, many of them were male because they can easily escape from their houses or left home. The poorest family forced their male child to involve in working very early age. The treatment of these children is not satisfactory so they become bound to work outside. Family members think that the children are the earning member of their family. Among all of the street children five female children were found who are in the profession of begging but living with their families.

There are four occupations found that street children such as students (25%), workers (37%), unemployed (31%) and begging (6%). It is also found that 77% of the children are illiterate and a few numbers of only 15% are entertained with primary education. The table shows that 81% of children live without a family and the other 48% live with family.

Health condition

Diseases and medicine
Most of the street children do have not enough idea about their health condition and their living arrangement. They were living in very unhygienic conditions and straggling with different kinds of diseases. Their food habit is not very healthy and has no balanced diet. So they suffer from many severe diseases such as typhoid, jaundice etc. The common problems are cold, fever, headache, back pain, skin disease, allergy and many other forms of the disease. Most of the respondents said no one looked after them while other children said their friends looked after them during sickness. For treatment, they go to the medicine corner and take the medicine prescribed by the pharmacists without the information of any professional doctor. They suffer for 4 to 5 days after that they get well automatically. Their food habit is very much unhealthy that's why they usually suffer from diarrhea and poisoning. Most of the children were affected by malnutrition. The unhygienic environment is the main cause of skin diseases as a result here all the respondents found different kinds of skin diseases. The important thing is that they don't take any kind of treatment for the problem. There is no medical centre or hospital near their living area. No governmental health services are available for them. One respondent opined;

"Many times I have suffered from many diseases and gotten well without any doctor. After two or three months a year, I used to suffer from a fever. Now I do not care about it and my body is adjusted to it. When I get sick I sleep the whole day and after that, I go to work with sickness."

Street children work in different hotels, and shops and as day labourers. In their workplace, they are faced with physical and psychological hazards. In terms of whether the street children suffered from any work-related injury, they said they did suffer from the work-related injury. The nature of the injury was mostly cuts/wounds followed by back pain due to the heavy load.

Use of drugs
Street children are also getting addicted day by day. When they don't get any work and have no money for food they find themselves in different ways of life. They become addicted and survive in this way. When they take drugs kills their appetite. Among the children, 5 males and 3 females were

found who take drugs frequently and always suffer from severe headaches. This is very much affecting their food habit, health condition and physical growth. They do not know about the problems of taking drugs on the other hand their parents are not conscious of the fact. So they take the advantage of this carelessness and become addicted to the drug.

Table 1.2 shows that in male children more than half of the respondents are very active (50%) using drugs. On the other hand, female respondents are very few (18%) in terms of drug use. It is also found that a total 5% of male and 25% of female children are not in touch with drugs. So it is clear that male is using more drugs than female. Railways and bus stations are places where different types of people come every day. Drug sellers are also one of them who sell drugs to children for money and make a serious health hazard. Sometimes they take drugs with their family which is very much unfortunate. All the time they stay with their friends so the groups are also responsible for their drug addiction. No professionals or any social services have been found in that area. Some respondents who were living in the station for a long time informed that there were no professionals in this area.

Living arrangement and sanitation condition
Living arrangements and sanitation conditions are one of the health hazards of street children. In this study, it is found that the street children have no permanent residence and they stay here and there most of the time. Their family bonding is not very strong so the living arrangement is not satisfactory. A child who lives with his family enjoys some facilities but these are very few.

Generally, street children are living in scattered places in rail stations, bus stands, open markets places etc. Here it is found from the study that respondents stay in railway stations because of the availability of working opportunities. Among the 80 children, almost 37% were found living in the rail station side, 25% were living in the bus station, 12.5% were in the nearby slum with their family, 12.5% living in the rail station market and 12.5% living in their workplace. The street children have been sleeping in the present place for varying duration of time. This is related to the duration of their work time. It is also found that the duration of sleeping in the current place varies from less than one month to five years and above. However, more than one–third has been sleeping in the present place for one year or less.

In this area, the sanitation condition is not very well for them. The use of public toilets was mentioned by a majority (68%) of the street children. However, a significant number of street children do use open spaces for the toilet. Some also use the government place (21.6%) for this purpose. Due to the permanent residence problem sanitation facilities are not

standard. Two third of the children have hygienic sanitation and use slab latrine. They throw their daily dust near their living place. About two third of respondents told that they are exploited by their owners in the workplace. They work hard in the whole day but they are very low paid. And it is very shocking information that if someone becomes sick they didn't get leave from work otherwise their salary will be reduced by the owner. It is very much unethical and inhuman.

Communication pattern
In terms of communication street children are very fluent. They have good communication skills and they do not suffer communication apprehension. Most of them always stay in the platform so they communicate with each other and with adult people. All the respondents disclose that they engage themselves in interpersonal communication and everyone has a best friend with whom they discuss everything. In the time of sickness they take care of one another. They use to visit here and there in group so among them sharing tendency is very strong. One said that;

"I can read so whenever I read any information like flood, food crisis, heavy rain, hartal or any accident I share with my friends. I also try to know the train arrival time because that time we can work as a labor."

Use of mass media
Street children have no permanent residence so they cannot use or get chance to enjoy mass media in a large scale. Here it is found that street children those who are able to read newspaper they read it because hawkers stay in roadsides and arranges all the daily newspaper. Street children use to stand side of a corner and read out the headlines but the number is very few.

In this study it is found that male children are using mass media better than female children. Newspaper reading male are in 15 (18.25%) on the other hand female are only 25(25%). Here education is a major factor these children are between 12-15 age groups who have little capacity of reading. In terms of enjoying television the number of male children is high (30%) when the female participation is low (18%). These street children enjoy television in the shoppers TV set. In the nearby three shops have a small TV set, standing there children enjoy different types of news and views. Both male and female children are in low interest of enjoying radio. In this study only 6% female enjoy radio but 20 (25%) male was found who enjoy it to hear latest songs. Street children have a fascination on internet but they are not financially capable so they cannot use it.

The children those who stay with their friends communicate with each other and share all the things new or old. They maintain a strong group network and they have an opinion

leader who led them in any types of work and they use to discuss anything with him or her. In some crisis moments they also help and advise them to overcome obstacles. Opinion leaders also influence them to use new things or sometimes drugs. In this study it is found that they have many information and they also take information from station master, shoppers, adult people who stay in railway station and so on.

IV. Conclusion

Children on the streets are being neglected and underprivileged group in our society but they are important part of our country. Though health is the basic need of a people these children are not entertained with it and in this time of globalization they are totally deprived of basic information and they are not informed about their rights. As a result, they involve in unethical and unproductive work. Government and non-government intervention are very much essential in order to ensure and promote health facilities so that they can live and survive with sound physical and mental health. If the children become in touch with mass media it will also help them in their education and way of the living system. Considering the increasing trend of street children and the diversity of the vulnerabilities, it is very much necessary to take proper and effective steps to protect the children from all types of violation, to ensure their basic necessities properly, and to ensure their good growth and development. Therefore, the authorities should do all they can to ensure their right

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Table – 1.1: Socio-Economic and Demographic profile of the Respondents (N-80)

Socio- Demographic Characteristics	Respondents	Percentage
Sex		
Male	45	56.25%
Female	35	43.75%
Total	80	100%
Age		
5-10	12	15%
10-12	20	25%
13-15	30	37.50%
16-18	18	22.50%
Total	80	100%
Occupation		
Student	20	25%
Worker	30	37.50%
Unemployed	25	31.25%
Begging	5	6.25%
Total	80	100%
Educational Qualification	62	77.5%
Illiterate	12	15%
Primary	0	0%
Secondary	0	0%
Higher Secondary	80	100%
Total		
Living Arrangement		
Living with Family	15	48.75%
Living without Family	65	81.25%
Total	80	100%

Source: Field Survey, 2020

Table-1.2: Percentage Distribution of the Respondents on the Basis of their Use of Drugs

Sex (use drugs)	Number of Respondents	Percentage
Male	40	50%
Female	15	18.75%
Total	55	68.75%
Sex (do not use drugs)	5	6.25%
Male	20	25%
Female	25	31.25%
Total		
		100%

Source: Field Survey, 2020

Table-1.3: Percentage Distribution of the Respondents on the Basis of their Living arrangement

| Living place	Number of respondents	Percentage
Railway station	30	37.50%
Bus station	20	25%
Slum	10	12.5%
Railway station market	10	12.5%
Work place	10	12.5%
		100%

Source: Field Survey, 2020

Table-1.4: Percentage Distribution of the Respondents on the Basis of their Mass media use

Types of mass media	Male	Percentage	Female	Percentage
Newspaper	35	43.25	20	25%
Television	30	37.50	15	18.25%
Radio	20	25	5	6.25%
Internet	0	0	0	0%

Source: Field Survey, 2020

A BOOK REVIEW ON "ATMANIRBHAR BHARAT AND MEDIA: ON THE ROAD TO SUCCESS"
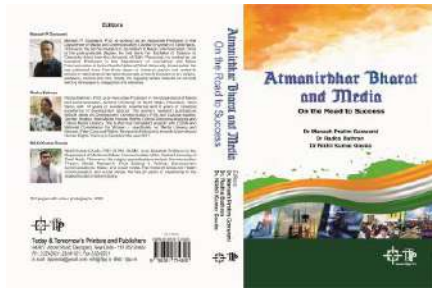
Editors: Manash P. Goswami, Radha Bathran, Nikhil Kumar Gouda

Publisher: TTPP, New Delhi

Year of Publication: 2023

Price: Rs.189
Rs. 1295

Ram Kumar Dhar*

The book discusses the fundamental concepts, ideas, and points of view on the duties and responsibilities of media, particularly mass media, including the new kids on the block, such as social media, and how it might be a partner in the achievement of Atmanirbhar Bharat's ambitious objective.

The contributors of the articles made their research work in coherence with the idea of a self-reliant India that began with our honourable Prime Minister's clarion call to the nation on May 12, 2020, to make India self-sufficient in all spheres. His emphasis on five components - economy, infrastructure, systems, vibrant demography, and demand- has been discussed in the book.

The concept of self-reliance explains the policies that allow our nation to emerge as a self-sufficient, trustworthy, and active participant in the global economy has been articulated in the book. The efforts of the scholars to bring forth the crucial role of media in spreading and executing the primary objectives of the *Atmanirbhar Bharat Abhiyan* are highly appreciable.

The assorted articles on themes discussed in the books – like Dr Divyani Redhu's paper mooted on the prowess of Digital Media Platforms for a Self-Reliant India examines how social media sites like Facebook, YouTube, and LinkedIn may be used to promote and promote *Atmanirbhar Bharat Abhiyaan's* vision.

Media in India, mostly, reactive and suffers from pessimism in its content creation. Undue and disproportionate importance is given to negative news stories to serve various vested interests. The fundamentals of journalism training lay emphasis on 'Conflict' than 'Conflict Resolution'. While executing their responsibility of informing their readers, journalists seldom think of its Impact (damaging) on society. In the end, irresponsibility is being construed as professionalism. The biggest obstacle from creating a constructive media ecosystem is the mind set of servitude of all media stakeholders. Hundreds of years of foreign rule has probably broken our self-confidence and self-respect.

Our media content predominantly reflects the devaluation of indigenous knowledge, technology, innovative ideas, and experimentation. Dr Tahzeeb Fatma's paper titled "Negotiating Inequality and Chasing Empowerment: Studying Themes of Oppression, Empowerment, and Self-Reliance in Contemporary Female-Centric Indian Films" explores the topic of modern-day issues that women confront and the role they may play in building an *Atmanirbhar Bharat*.

This 'loss of status may be restored, and the media can help. 'Vocal for local', a programme designed to promote local companies, manufacturing, and supply chains in order to stimulate India's economy, is only one example. I am cock-a-hoop about this book discussing other methods and approaches. Ms K.L. Nandhini Priya, Dr P. Uma Maheswari, and Mr S. Amudhaanandheswaran's paper takes a refreshing look at the vocal for local advertisements and their promotion techniques.

Each paper is distinct and demonstrates how the media, not only as a catalyst but also as a platform itself, can help the realisation of a self-sufficient India by providing critical assistance in disseminating and executing the main objectives of the *Atmanirbhar Bharat Abhiyan*. Articles on the MOOC platforms for disseminating new age education, how female entrepreneurs use social media platforms to promote their brands and many others papers attempted to address many other key issues for a new strong and self-reliant India, coherent with the vision of the Honourable Prime Minister.

∗ **Research Scholar, Department of Media and Communication, Central University of Tamil Nadu, India.**

The efforts of the media across sectors in the growth of the skilled workforce, economic expansion, infrastructural development, system improvement, and demand have been brought to light through scientific research conducted by thirty-eight social scientists from various disciplines across the country. This book comprises 20 highly researched and analysed pieces relevant to current developments of self-reliant India. The contributors consisted of academicians, research scholars, media persons, and social workers across the country who have made ardent attempts to echoing with our Honourable Prime Minister's desire for *Ek Bharat Shreshtha Bharat*. This book can be a valuable addition to students, academics, media practitioners, and the general public.

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