

DEPENDENCY: DIGITAL MEDIA & PRINT MEDIA

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Abstract: The audits and examination posted on this medium has incredible effect on the shopping conduct of the buyers. It is an affordable and advantageous wellspring of data for anybody shopping on the web or simply looking for items and administrations. The visit mediums have given stages like customary verbal showcasing. Thus Marketers need to deliberately utilize this media to advertise their items/administrations to the shoppers. Advertisers' utilization of this media for educating the buyers regarding new items/administrations, making brand mindfulness, or focusing on actually or retargeting lost purchasers is conceivable because of coming of innovation and getting this individual information effectively from the specialist co-ops. This paper investigates the realities and need to utilize advanced online media. A review done by creators uncovered that 90% web clients are on the web to browse messages and associate with person to person communication sites and get updates of current issues.

The principle target of the examination is to set up the effect of online media (e-Paper) on print media (printed copy) paper deals. As we probably am aware, prior individuals use to rely a great deal upon the paper to comprehend what's going on around them. Individuals use to sit tight for the papers and even they use to convey it with them any place they go. Be that as it may, as the innovation took an extraordinary change, the cell phones consumed space in the market and the applications produced for the news. This diminished the enthusiasm towards papers. The examination explored how the approach computerized media, for example, Facebook, Twitter, Instagram and different stages has influenced printed media(newspapers). The information is gathered from top to bottom surveys, which shows the drop available for use of print media to the more youthful division of the Indian populace. The young in India inclines toward the intuitive conduct of the new media (online media) to diminish the time in getting to the news. Right now, the time spent by youth on paper perusing has tumble to half of what is was before. Despite the fact that the more seasoned age of perusers actually keep on by the papers.

Key words: Digital media, Print media, Social media websites, Online Newspaper, e-Paper marketing, online web advertising, strategy.

राजकपूर की फिल्मों में भारतीय समाज का चित्रण : 'जागते रहो' फिल्म के विशेष संदर्भ में

डॉ० आदित्य कुमार मिश्रा

सहायक प्रोफेसर, पत्रकारिता एवं जनसंचार विभाग, रामा विश्वविद्यालय, कानपुर, उत्तर प्रदेश

सारांश-

सिनेमा कला और तकनीकी से युक्त एक ऐसा माध्यम है जो दर्शकों को किसी कहानी को माध्यम से न सिर्फ मनोरंजन कराता है बल्कि वह लोगों के मन मस्तिष्क को बदलने की क्षमता भी रखता है। सिनेमा की एक विशेष खासियत यह है कि यह समाज के ही किसी हिस्से से कोई कहानी उठाता है और फिल्मकार की कल्पना का इस्तेमाल करके दर्शकों के सामने कहानी को नये ढंग से प्रदर्शित करता है व एक अंधेरे सिनेमा हॉल में लगभग 3 घंटे 'सम्मोहित' करके रखता है। दर्शकों को यह पता होता है कि यह पर्दे पर दिखने वाला 3 घंटे का 'खेल' है लेकिन 3 घंटे के 'खेल' वाली कुछ फिल्मों का असर दर्शकों के मन मस्तिष्क पर वर्षों तक रहता है। राजकपूर की अनेक फिल्मों में भारतीय समाज का यथार्थ चित्रण मिलता है। 'आवारा' फिल्म में वह समाज की एक ऐसी सच्चाई पर्दे पर उकेरते हैं जिससे पता चलता है कि सिर्फ बड़े घर में पैदा हो जाने से कोई बड़ा नहीं हो जाता, वहीं 'श्री 420' फिल्म में वह दिखाते हैं कि कैसे एक गरीब युवक शहरी चकाचौंध में फंसकर अनैतिकता की राह पकड़ लेता है और नोटों की अंबार लगा देता है, हालांकि नोटों का अंबार उसे खुशी नहीं देते। 'जागते रहो' फिल्म भी राजकपूर की एक बहुचर्चित फिल्म है। इस फिल्म में समाज में दोहरे चरित्र के साथ जी रहे लोगों के असली चेहरे को उजागर किया गया है। यह शोध पत्र राजकपूर की 'जागते रहो' फिल्म के जरिये समाज के एक विशेष चरित्र को दिखाता है जो दूसरों में दोष निकालते हुए नहीं थकता लेकिन उसे खुद की बुराईयां दिखाई नहीं देतीं। समाज के यथार्थ रूप को देखने-समझने के लिए सिनेमा एक महत्वपूर्ण माध्यम है। यह शोध पत्र सिनेमा के माध्यम से समाज को देखने समझने का महत्वपूर्ण प्रयास है।

की वडर्स : सिनेमा, समाज, गरीबी, बेरोजगारी, लाचारी और भ्रष्टाचार।

प्रस्तावना-

सिनेमा समाज का दर्पण है। कुछ फिल्मकार अपनी फिल्मों में ऐसे विषयों को शामिल करते हैं जो सिर्फ मनोरंजन परोसने और पैसा कमाने की वजाय समाज को उसका चेहरा दिखाने के मकसद से भी बनाये जाते हैं। वी. शांताराम, विमल राय, राजकपूर आदि फिल्मकारों व अभिनेताओं की तमाम फिल्मों में यह मकसद बार-बार हल होता दिखाई देता है। प्रस्तुत शोध पत्र में भारतीय समाज के एक विशेष चरित्र को प्रकट करने का प्रयास किया गया है। इसके लिए मशहूर फिल्म अभिनेता और निर्देशक राजकपूर की फिल्म 'जागते रहो' को चुना गया है। इस शोध को पूरा करने में अंतर्वस्तु विश्लेषण शोध पद्धति का प्रयोग किया गया है। इस फिल्म की विषय वस्तु एवं प्रस्तुति को देखने के बाद यह स्पष्ट होता है कि भारतीय समाज का एक वर्ग आडम्बर और दोहरे चरित्र में जा चुका है। यह फिल्म 1950 के दशक की है लेकिन भारतीय समाज में आज भी यह समस्या मौजूद है। ऐसे परिवेश में जागते रहो जैसी फिल्मों लोगों की मर चुकी संवेदना को जगाने के लिए हर दौर में प्रासंगिक हैं। इस शोध पत्र के जरिये अकादमिक जगत में भी नैतिकता का संचार संभव है।

उपकल्पना-

- भारतीय समाज से सामाजिक बुराईयों को दूर करने में सिनेमा एक महत्वपूर्ण माध्यम है।
- राजकपूर की फिल्मों में भारतीय समाज का यथार्थ चित्रण हुआ है और मनोरंजन के साथ-साथ दर्शकों से सार्थक संवाद स्थापित होता है।
- 'जागते रहो' फिल्म में समाज के सामने उसकी ही बुराईयों को प्रकट करके जागृत करने का प्रयास किया गया है।

शोध का उद्देश्य-

- राजकपूर की फिल्मों के जरिये भारतीय समाज की जटिलता की झलक देखना।
- चयनित फिल्म 'जागते रहो' के द्वारा भारतीय जन मानस की प्रवृत्तियों और सिनेमा की ताकत को समझना।

भारतीय उपभोक्ता और उत्पाद एवं सेवा प्रदाता कंपनियों के अंतर्संबंधों में डिजिटल मीडिया की भूमिका

डॉ. आवित्य कुमार मिश्रा

सहायक प्रोफेसर, पत्रकारिता एवं जनसंचार विभाग, रामा विश्वविद्यालय, कानपुर, उत्तर प्रदेश

सारांश

हम 21वीं सदी में जी रहे हैं और जीवन के प्रत्येक क्षेत्र में बड़ी ही तेजी से विकास कर रहे हैं जिसमें मीडिया विशेषकर डिजिटल मीडिया का बहुत ही महत्वपूर्ण स्थान है। भारत की विशाल जनसंख्या, शहरीकरण, मॉल संस्कृति, बढ़ते बाजार, खाद्य सामग्री, यातायात के साधन, संचार के साधन, टीवी, फ्रीज, कूलर, एसी, गीजर, महंगे फ्लैट आदि की बड़े तादाद में खरीद-विक्री, भारत में बड़ी संख्या में करोड़पतियों की बढ़ती संख्या और उपभोगवादी संस्कृति को देखकर कहना गलत न होगा कि 21वीं सदी उपभोक्तावादी सदी बन चुकी है।

लगभग 130 करोड़ की आबादी वाले इस देश में विभिन्न उत्पाद व सेवा प्रदाता कम्पनियां डिजिटल मीडिया के माध्यम से पुराने उपभोक्ताओं व संभावित उपभोक्ताओं तक पहुंच बना रही हैं। तरह-तरह के लुभावने विज्ञापनों के माध्यम सामान्य आदमी को अपने उत्पाद की तरफ आकर्षित करके, उन्हें अपना उपभोक्ता बना रही हैं। टेलीविजन, रेडियो, समाचार पत्र, पत्रिकाओं जैसे प्रचलित माध्यमों के अलावा यू-ट्यूब, फेसबुक, ट्विटर आदि डिजिटल माध्यमों से ये कम्पनियां लोगों तक अपने उत्पादों या सेवाओं की सूचना आकर्षक ढंग से पहुंचा रही हैं और उनकी प्रतिक्रिया भी हासिल कर रही हैं।

सूचना एवं संचार क्रांति के कारण आज मोबाइल और कम्प्यूटर के जरिये डिजिटल मीडिया तक आम आदमी की पहुंच आसान हो गयी है। स्वाभाविक तौर पर बड़ी तादाद में लोग सूचना, शिक्षा और मनोरंजन के लिए डिजिटल मीडिया उपयोग कर रहे हैं। डिजिटल मीडिया के प्लेटफॉर्म पर उत्पाद और सेवा प्रदाता कम्पनियां लोगों को लक्ष्य बनाती हैं। जाने-अनजाने लोग विभिन्न उत्पादों के आकर्षक विज्ञापन देखते हैं, उत्पाद के बारे में अपनी जिज्ञासा शांत करते हैं और संतुष्ट हो जाने पर संबंधित उत्पाद के उपभोक्ता बन जाते हैं।

इस शोध में उत्पाद और सेवा प्रदाता कम्पनियों व उपभोक्ताओं द्वारा डिजिटल मीडिया के प्रयोग से कंपनियों व उपभोक्ताओं के व्यवहार और लाभ व हानि को जानने का प्रयास किया गया है।

की वड्सर्स : उपभोक्ता, जागरूकता, लाभ, हानि, डिजिटल मीडिया.

प्रस्तावना

सूचना एवं संचार क्रांति के इस युग में हमारे जीवन का कोई भी क्षेत्र तकनीकी प्रभाव से अछूता नहीं रह गया है। पहले जहां लोगों तक सूचना पहुंचने का माध्यम टेलीविजन, रेडियो, समाचार पत्र और पत्रिकाओं जैसे अलग-अलग माध्यम थे, वहीं आज डिजिटल मीडिया के प्लेटफॉर्म पर ये सारे माध्यम एक साथ उपलब्ध हैं। आज लोगों तक सूचनाएं बड़ी तेजी से, हर समय- हर जगह, यहां तक की घटना घटित होते समय ही लाइव पहुंच रही हैं। मीडिया विशेषकर डिजिटल मीडिया ने लोगों के रहन-सहन, खान-पान, अध्ययन-अध्यापन और खरीददारी के तरीके को बदल दिया है। तकनीकी प्रभाव से लोगों के जीवन में आए इस बदलाव को उत्पाद और सेवा प्रदाता कंपनियां बड़ी बारीकी से पकड़ रही हैं और अपने उत्पाद या सेवा को बेचने के लिए डिजिटल मीडिया प्लेटफॉर्म का प्रयोग करती हैं। डिजिटल मीडिया के उपयोग के दौरान आम-आदमी जाने-अनजाने इन कंपनियों द्वारा दी जा रही सूचनाओं से सामना करता है। डिजिटल मीडिया के माध्यम से उपभोक्ता और कंपनी के बीच हुआ साक्षात्कार कभी-कभी दोनों के लिए सुखद होता है तो कभी उपभोक्ताओं को नुकसान भी उठाना पड़ जाता है। यह एक आवश्यक विषय है और इस विषय पर अध्ययन व शोध करना आवश्यक कार्य है।

उपकल्पना

- डिजिटल मीडिया अपनी तकनीकी विशेषताओं के कारण उपभोक्ता और कंपनी दोनों को एक-दूसरे से संवाद करने के लिए प्रेरित करती है।
- डिजिटल मीडिया उपभोक्ता और कंपनी के बीच संवाद व खरीद-विक्रय को बढ़ावा देती है।

शोध के उद्देश्य

- उपभोक्ता और उत्पाद व सेवा प्रदाता कंपनियों के अंतर्संबंध में डिजिटल मीडिया की भूमिका को समझना।
- भारत में उपभोक्ताओं और उत्पाद व सेवा प्रदाता कंपनियों की मानसिकता का अध्ययन करना।



Remaking and Remixing of old Bollywood songs

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ABSTRACT

This study aims to understand that why bollywood industry is badly rushing over remaking and remixing practices of old and evergreen bollywood hits, wither the majority of the youth is liking or disliking it, what are their views and opinion regards to that an analysis has been done in regards to the increased practice of remixing and remaking practices of old evergreen bollywood hits by the bollywood industry. The number of remixing and remaking hits is increasing enormously, The research paper is conducted by the quantitative research method. The objective to conduct this research was to know the reasons behind current trending culture of remaking/remixing of old bollywood hits, the enormous change in the preferences / choices and taste of people, the audience opinion towards this changing trend. This study involves the reviews and analysis of audiences who were my friends, colleagues and family. This research include the structured questionnaire with demographic profile of the audience and to assess the attitude , changed behavior and increased number of remixes of old bollywood hits. A questionnaire was prepared for target audience for desired result .The research is conducted on a sample size of 100 people of age group18- 41. Result was assessed in percentage and presented in stastical analysis.

Introduction: BOLLYWOOD SONGS

Bollywood music, more explicitly referred as Hindi movie music or filmy songs, are songs featured in Bollywood films. Derived from the song-and-dance routines common in Indian films, Bollywood songs, in co-occurrence with dance, are a characteristic element of Hindi cinema which provides it with stand popular appeal, cultural value and context.

Hindi film songs form a leading element of Indian pop , and uproot their exposure from both traditional and contemporary core. Hindi film songs are now steadily implanted in North India's popular culture and frequently got grips in North India in marketplaces, shops, during bus and train journeys and various other situations.

Though Hindi films consistently contain many songs and a couple of dance routines, they are not musicals within the Western theatrical sense; the music-song-dance aspect is an essential feature of the genre like plot, dialogue and other parameters.

Rhetorically, Bollywood songs inclined to use dialect Hindus(ani), collectively intelligible to self-identified speakers of both Hindi and Urdu, while contemporary. Bollywood songs also progressively embraces elements of Hinglish. Urdu poetry has had a very powerful impression on Bollywood songs, where the lyrics draw steadily from Urdu poetry and therefore the ghazal tradition. Moreover, Punjabi is additionally occasionally used for Bollywood songs.



Commercial Activities Involving the Tribal areas in India

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Abstract

India has become the commercialized hub in every space and even the most delicate community, i.e., the tribes, are not left untouched. Tribes are defined under article 366(25) of the Indian constitution as those which are declared in the public notice by the President of India or through subsequent amending act of the parliament¹. There are over 700 Scheduled tribes mentioned under article 342, extending over different states and Union territories of the country. Commercialization has pursued some tribes to the mainstream light and made their way forward in urbanization process while some still remain untouched or least affected in the same. In a way, it has brought both the positive and the negative events in public view ranging from stories like building world's first elephant-friendly tea farm to 24.1% of tribal population still being below poverty line.

Introduction

Tribe is defined as "a social division in a traditional society consisting of families or communities linked by social, economic, religious, or blood ties, with a common culture and dialect, typically having a recognized leader" by Oxford Languages, meaning tribe is an inextricable part of humans, how urbanise we become. Modernism denotes larger and more heterogeneity and the larger and more heterogenous modern societies become, the more people are inclined to recreate the tribe² and even complex interdependence. As the rock of modernism and urbanisation hits the earth every life existing on it gets affected, so does the tribal areas of India. Though they are every much present in spots and holds little to zero connection with each other, still they resonate same kind of congeniality towards such programmes or scheme eventually brought before them through different governmental or non governmental sources. 'Mechanism for marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) and development of Value Chain for MFP', is a centrally sponsored scheme introduced in the year 2013-14 as a measure of social safety for MFP gatherers, who are primarily members of Scheduled Tribes³. The develops a process to determine primary processing, packing, fair monetary returns for their efforts in collection, etc. The program cogitates fixation and announcement of minimum support price for few designated Minor Forest products. Workshops were organised on the topic of "minimum support price" for MINOR FOREST SCHEME in collaboration with TRIFED in different states like Kerala, Goa, Tripura, Assam,

¹ ANNUAL REPORT 2020-21, <https://tribal.nic.in/downloads/statistics/AnnualReport/AREnglish2021.pdf> [(Last visited June 6, 2021)]

² Mallick, Md. Ayub, *Development Programs Involving the Tribes*, vol. 70 no.4, The Indian Journal of Political Science, 1053, 1053 (2009), <https://www.jstor.org/stable/42744020?seq=1>

³ ANNUAL REPORT 2020-21, <https://tribal.nic.in/downloads/statistics/AnnualReport/AREnglish2021.pdf> [(Last visited June 6, 2021)]



Portrayal of Women in Media Industry

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ABSTRACT

It has been the topic of discussion that the media truly reflect the society or not, there's no doubt that media play a vital role in influencing the society. As far as showing women in advertisements is concerned, things seem to have only worsened over time. In most of the advertisements of recent times too, a woman is either washing clothes and utensils, cooking, serving food to family members or trying to make her husband feel better who's at that time reading a newspaper or suffering from cold. A woman does all the household chores even when she has a headache or backache. These advertisements arguably encourage sexism. They reinforce the age old belief that a woman is supposed to forgo her own comfort and keep on doing household chores without getting tired.

My paper would emphasize on the following points:

In today's advertisement media is using women as an object to increase the popularity of product.

Sex symbol
Object desire
Media
Gender

INTRODUCTION

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

As we know Communication is extremely important for any type of development so like that communication plays a major role in women's development and mass media also play significant role. It should be noted that growths of women's education and their entry into employment have contributed to the growth of media. In all spheres of life whether for controlling the-

- Population growth
- Spread of literacy
- Improving quality of life
- Education of girl child

Women have crucial role to play. However, women can be expected to play this role when they become conscious of their strength and are not deliberately marginalized by male domination. In this context, media has an important role to play – to spread the awareness in between the women to achieve their goal because women are the prime movers of change in society. In today's world, print and electronic media or new media play a vital role in effectively conveying message that needs to be conveyed.

The media scene in India is that media does not address serious issues about exploitation and in equal treatment to women in different spheres but is keen in reporting sex related incidents by way of sensationalizing news of obscenity on women. Thus instead of highlighting the exploitation of woman they end up becoming one of the reasons in increase of violence as their coverage more often than not tend to glorify the crime against women. It is true that media has brought to light, as never before, certain misconduct against women but in a very subtle manner it also perpetuated the stereotyped image of woman as a householder and an inconsequential entity in the traditional value system. Generally, women's problems never figure on the front page of a newspaper unless it is a gruesome murder or a case of rape. Even on media platforms women's



“Role of Social Media in UP election 2022”

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ABSTRACT

Social media is a most trending medium of communication it take place very important role in humans life in this era. Today we cannot imagine our life without social media especially in the field of politics it plays a crucial role in the active political participation of the people. Social media rapidly grown for the political activity in the different form of social media like facebook, Twitter, YouTube provide new ways publicity and advertisement. In previous time , traditional media plays very important role in awareness and education of society but over the social media In previous years, traditional media played a significant role in creating awareness among people but over a period of time, social media became important marketing tool which not only made the people aware but also helped to attract them. Politicians are becoming more and more active on it. Personal communication via social media brings politicians and parties closer to their electorate. Through social networking sites, political parties and candidates become able to directly communicate with the public and interact with them. In turn, through social networking sites, voters are also provided a platform to share their opinions and to be heard. At the time of 2014 loksabha election in India, citizens of the country utilized the social media in the best possible manner. The sharing of the communication related to the party manifestos, ongoing political speeches, exchange of videos related to political issues and mudslinging among the politicians may lead to serious discussions in social media. In the elections youth participation creates the awareness about the importance of voting in democracy through Electronic Media.

Keywords: Social media, Election, UP election 2022, Media, Facebook, Twitter, Election system.

INTRODUCTION

The term social media refers to the public communication reaching a large audience. When members of the general public refer to “the media” they are usually referring to the mass media, or to the new media, which is a section of the mass media. Social media is Internet based and gives user quick electronic communication of content, such as personal information, documents, videos and photos. Users engage with social media via a computer, tablet and smart phones via web based software and application.

There are more than 4.5 billion social media users around the world so it is very easy to target audience by the political parties for their promotion and advertisement to achieve the target of votes in election.

The largest social media networks are Facebook, twitter, YouTube. It is typically features user-generated content and personalized profiles.

By 2023, the number of social media users in the U.S is forecast to increase to approx. 257 million. Social media originated as a way to interact with friends and family but was lateral adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on earth or with many people simultaneously. Joining rank of established social networks like Facebook, YouTube, twitter and instagram.

According to the Pew research center, a social media user tends to be younger. Nearly 90% of the people between the ages of 18 and 29 years used at least one form of social media. Further, these users tend to be better educated and relatively wealthy, or earning over \$75000 per year.

The new media given a new dimension to the election campaigns. Today most of the political parties have created their own websites, Facebook account and twitter account. They are regularly watching and their new media content or respond instantly to the local audience by these mediums. Many political parties hire their own social media handler who handle their accounts and manage their content on new media platforms even PR of every political party this time target social media because the mass is present and active in this platform 90% youth are directly targeted by these online application so it is very necessary to all the political parties working according to the trends of 21st century.

AN ANALYSIS OF SENSATIONALISM IN NEWS

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ABSTRACT

Sensationalism in journalism has been a popular topic of fiery discussion for centuries. Yet, it appears that the topic is more often debated than systematically investigated. Indeed, the word 'sensationalism' has become an easy name-calling device for those who are in the mood for criticizing the mass media. Even in academic circles, the term has been used with little precision. The goal of the study is to take a step towards explicating the concept. The most common but vague classification of the concept is by content: stories about crime, accidents, disasters, and scandals. A few scholars acknowledge that formal features may play a role in what we have come to call sensational, but precisely how the packaging of stories contributes to sensationalism, remains virtually unexplored especially in terms of television news. This study focuses on the content of the news in different dimensions of sensationalism.

Keywords: Sensational news, Journalism, Gossip, Yellow journalism.

INTRODUCTION

Mass media is the main way through which people receive information today, but the definition of mass media has also shifted over time. In the beginning of the 20th century, mass media consisted of radio and newspaper; in the latter half of the 20th century, mass media shifted to mainly television and later the internet. These forms of communication are especially crucial during wartime, disasters or any kind of calamity. The newspapers, run by moguls like Joseph Pulitzer and William Randolph Hearst, conveyed war information during the Spanish-American War in 1898. These newspapers used an interesting tactic known as Yellow Journalism which essentially was a method of reporting the told stories for the sole purpose of entertaining people, no matter what the level of veracity is. This method was used to describe war stories in a way that created popular interest and national support for the Spanish-American War. By the Vietnam War, media technology had become advanced and television was now the primary distribution method for any important information. This allowed the people of the United States to witness the goings-on of the warfront and created a much more visual experience that had not previously existed for people at home. However, the way of showing the war created huge public unrest throughout the United States as the brutality of the conflict became more publicized. This paper will explore the differences in media coverage of the Spanish-American War and the Vietnam War. Furthermore, the research paper will underscore this theme so that the different ways in which each war was portrayed, can become clearer. Finally, this topic will be used to attempt to conclude why the media representation of the Spanish-American War created massive public support for the war effort and why the media representation of the Vietnam War catalyzed public unrest.

Sensationalism in medical reporting occurs when extravagant claims or interpretations about research findings are made. Sensationalism in medical reporting has been discussed extensively, and a few years ago one author predicted that "the tensions are likely to increase." The conventional explanation for the problem is 'miscommunication' resulting from the different styles of science and journalism, and

**SOCIAL MEDIA: A NEW DIGITAL PLATFORM FOR TEACHING AND LEARNING
DURING COVID-19 PANDEMIC**

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ABSTRACT

In the late 2019, the corona virus (COVID-19) emerged in Wuhan, China and rapidly spread all over the world in 2019. Due to this global pandemic, the use of social networking sites such as Facebook, WhatsApp, twitter, Google meet, zoom app, Instagram and telegram has increased among people in all over the world. People use these social media apps to get updated and relevant information and students to continue their teaching and learning process. With the onset of the COVID-19 pandemic, social media has rapidly become a crucial communication tool for information generation and information dissemination. The first objective is to study the role of social media in teaching-learning process. The second objective of the study is to know the positive and negative effects of social media on students' life. The researcher consulted different sources like research papers, journals, thesis, newspapers, dissertations, research articles etc. to know more about social media. The investigations show that social media has been used to share viewpoints, ideas, and distance learning. Social media totally transfer the educational system from physical learning to digital learning. Social media helps a lot to the learners to learn at anytime and anywhere. Therefore, using social media is a valuable digital platform for the students and teachers to make teaching learning process effective and interesting. It has both positive as well as negative effects on student's life. It is a conceptual paper based on the reviews of various research papers, research articles, magazines, books, journals, dissertations, and newspapers related to social media.

Keywords: Social Media, Information, Communication Technology, Digital Tool, Digital Learning, Teaching and Learning Process, Positive Effects and Negative Effects.

INTRODUCTION

Information and communication technology began to change very fast in the 20th Century. After the first super computers were created in the 1940s, scientists, researchers and engineers began to develop ways to establish relation between those computers, and this would later lead to the birth of the Internet. Internet created social media networking sites. The first recognizable social media site is 'Six Degrees', and it was created in the year 1997. It enabled users to upload a profile picture and make friends with other users. After the invention of blogging, social media began to explode in popularity. Many sites become prominent in the year 2000. Sites like LinkedIn, Myspace etc. gained prominence in the early 2000s, and YouTube came out in the year 2005 and became very prominent. By the year 2006, twitter and face book both became available to users throughout the world. These two sites became most popular social networks on the Internet throughout the world. Today, there is a variety of social networking sites. This has created an environment where users can easily reach the maximum number of people, without sacrificing the intimacy of person-to-person communication.

The emergence of Information and Communication Technology (ICT) has led to an increase in the volume of transferring course contents. Many students accepted that mobile phones and social media played a significant role in their academic development as well as career enhancement. Mobile devices and social media has provided many educational opportunities to the students for their academic collaboration, accessing course contents, tutors despite the physical barriers.

A CRITICAL STUDY ON GROWTH OF ADVERTISING INDUSTRY IN INDIA

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INTRODUCTION

India is about to complete 117 years of the establishment of the advertising agency. B. Dattaram & Company, the first advertising company in the country, which was established in 1905 in Mumbai. India Advertising Company (1907), Calcutta Advertising Agency (1907), L. H. Stranch, Bomas Ltd. (1928), S. (1928). H. Benson and in 1929 J. Walter Thomson These are some famous names. In the words of Madhu Deep Singh, "In the 18th century, advertising was a method of communication to inform the people, for which easy mode of presentation was adopted in the print media. But with the advancement of technology and expansion of the market, advertising and promotional activities had become a major means of marketing. Today advertising has become the highest grossing industry in the world." Advertising generally makes a deep impression in the mind of the consumer and instills in him the desire to buy a product. Social media Advertising is expected to drive the growth of the country's digital advertising industry. Digital advertising witnessed a 26% increase in 2019 over 2018 to reach Rs.13,683 crore, even as overall advertising witnessed a sober 9.4% growth as per the latest report by the Dentsu Aegis Network. The report points out that digital continues to grow and will grow at 27% in the current year to reach Rs.17,377 crore by the end of 2020. The segment was expected to grow at 20% to reach a market size of ₹18,938 crores by 2021, said a report by Dentsu India again and crossed Rs.50,000 crore mark by the end of 2025, growing at a CAGR of 27.4%.

FMCG industry, which spends majority of their ad budgets on Television, is now spending a large share of their digital media budget on online video (36%), while E-commerce and consumer durable industry spend mostly on paid search and social media. It is clear out of the above statement that information technology based social media is a major means of expression for crores of people in the country at present. At the same time, social media is also a system of information, a system of news, and working for updates. It has become a medium of advertisement especially with local, regional, national and international information/news on various issues. Understanding the limits of traditional advertising media, big companies/groups have turned to social media to make their product information accessible to as many people as possible. Digital and social media presence is a key element in the marketing mix of most brands.

From personal computer maker Dell Inc. to storage equipment maker NetApp Inc. and Hindustan Unilever, Procter & Gamble, Godrej, Britannia Industries, ITC Limited, Dabur, etc. are trying to reach millions of people through blogs, viral videos and social networking sites like Facebook, Twitter, Feed and Digg. The number of social media users and the advertising market has grown exponentially over the past ten years.

DIGITAL MEDIA AND ITS ACCESS

Social media has become a new and popular medium for people. All the social sites like Facebook, Twitter, YouTube, LinkedIn have brought a new revolution in the everyday life of the people. No wonder that more and more marketing and advertising companies are using these sites in their strategy. These sites are being used to reach consumers and create social networks. According to a report by NASSCOM, social media is playing a big role in strengthening the Information Technology industry

RURAL INDIA DEPICTED IN HINDI CINEMA: A CRITICAL STUDY

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Summary-

India is a country of villages. Earlier, when rural India was mentioned, only pictures of green fields, cows, buffaloes, goats, wells, ponds, Gardens, mostly mud houses and huts came to our mind. But with the passage of time, the winds of development have started reaching to the villages from the cities as well. In the contemporary society, we can find so many examples of such winds. Now facilities like pucca houses, color television, DTH, internet have become common in villages as well. The dialect and dress of the people living in rural areas is often different. Although the zamindari system was abolished from the villages after independence in India, but even today it can be seen in the villages that the ownership of the farms on a large scale is not owned by the farm workers but by someone else. It is also to note that those who have major portions of land, are not involved in farming, but often landless laborers are seen doing agricultural work. After mechanization, the number of laborers in agriculture has reduced as compared to earlier, but on talking to the laborers returning from far and wide in trains during the rice-wheat harvesting season, it is understood that the need of laborers in India remains in farming even today. The owner of the field can't do farming on his own. On the other hand, like before, now people do not get fruits, vegetables, milk etc. directly from rural areas. Rather, instead of them, now bringing packaged milk, fruits and vegetables from big mandis, fruits and vegetables are available only from those who sell them at major intersections and fixed places. The reason for this is the increasing population, liberalization, urbanization and new ways of employment in the changed environment. Due to urbanization, trees are being cut indiscriminately. Both the village and the forest are losing their shape to meet the needs of roads, industries, housing etc. On the surface of reality, the situation of forests and villages is changing. Even on the film screen, rural India has been changing as per the wishes and needs of the filmmakers. This research examines rural India depicted in films.

Keywords- India, Cinema, Village, Farm, Population, Urbanization.

Introduction

Rural India has always been an important part of Hindi cinema. Greenery of villages, animals, ponds, simple life, fields spread far and wide with yellow mustard remain part of the film stories. In the beginning of Indian cinema, most of the religious and spiritual stories were shown on screen. There had also been an attraction of cinema towards big houses, big vehicles, fashionable clothes and western culture (body performance of women), but in India, called the country of villages, the language, culture and pictures of rural India were found on the screen of the cinema. The names of films like 'Do Bigha Zameen', 'Dharti Ke Lal', 'Mother India', 'Teesri Kasam', 'Damul' and 'Peepli Live' are prominently mentioned when it comes to the presence of villages in Hindi cinema. Merely showing the scenes of rural areas on the film screen does not make a film of rural background unless village issues are prominently included in the story of the film. For example, in the movie 'Dilwale Dulhania Le Jayenge', the heroine moves with her family from London to a village in Punjab. Incidentally, the hero who is in love with the heroine also comes to her village and grows closer to the heroine's family. Meanwhile, the film has a song 'Tujhe Dekha Toh Yeh Jaana Sanam' which was shot in the fields of mustard. The song is one of the main songs of the film which was well received by the audience but the film just because of showing the presence of



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भोजपुरी भाषा के उत्थान में डिजिटल मीडिया की भूमिका (Role of Digital Media in the Upliftment of Bhojpuri Language)

स्वाती गुप्ता

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शोध सारांश –

भारत देश एक ऐसा देश है, जहां विभिन्न भाषाएं बोली जाती हैं। प्रत्येक भाषा की संचार की दृष्टि से अपनी महत्ता होती है। हर क्षेत्र के लोग अपनी भाषा में संचार करना पसंद करते हैं। भोजपुरी भाषा की गिनती उभरती हुई लोकप्रिय भाषाओं में की जाती है। वर्तमान समय में भोजपुरी भाषा में अनेक पत्र-पत्रिकाएं भी प्रकाशित किए जा रहे हैं। विश्व भोजपुरी सम्मेलन, भारत ही नहीं अपितु वैश्विक स्तर पर भी भोजपुरी भाषा प्रचार-प्रसार में लगा हुआ है। अब तक उत्तरप्रदेश के देवरिया जिले, दिल्ली, मुंबई कोलकाता, मारीशस, सूरीनाम, दक्षिण अफ्रीका, इंग्लैंड और अमेरिका में इसकी शाखाएं मौजूद हैं। इस बात में कोई संदेह नहीं है कि किसी भी भाषा के लोकप्रियकरण में डिजिटल मीडिया एक अहम भूमिका निभाती है। प्रस्तुत शोध पत्र में भोजपुरी भाषा के उत्थान में डिजिटल मीडिया की भूमिका का अवलोकन किया गया है।

महत्वपूर्ण शब्द – भोजपुरी भाषा, डिजिटल मीडिया, लोकप्रियता, संचार

प्रस्तावना-

किसी भी समाज के निर्माण में भाषा की अलग महत्ता होती है। इतिहास के कालखंडों को पलट कर देखा जाए तो भाषा की उपयोगिता को समझा जा सकता है। प्राचीन समय में भाषा की महत्ता सिर्फ कथा, कहानी, मुहावरों, भजन, कविता तक सीमित थी, किन्तु जैसे-जैसे मानव सभ्यता का विकास होता गया वैसे-वैसे भाषा का भी विकास होने लगा। अब मौखिक अभिव्यक्ति के अलावा तामपत्रों, शिलाओं तथा पत्तों पर इतिहास को सँजोने का कार्य किया जाने लगा। इतिहास में स्वर्ण सूत्र नामक पुस्तक इस तथ्य का प्रमाण है। व्यक्ति के आधुनिक होने के साथ-साथ कई चीजों का विकास होने लगा। मुद्रण मशीन भी उसी विकास का उदाहरण बनी। मुद्रण मशीन के आने से भाषा का विकास तेजी से होने लगा। स्वतंत्रता संग्राम के दौरान विभिन्न भाषाओं में समाचार पत्र भी निकाले गए। इसका मुख्य लक्ष्य देश के कोने-कोने में स्वतंत्रता के प्रति जोश जागृत करना था। मुद्रण मशीन के उपरांत बीसवीं सदी में रेडियो और टी.वी. का आगमन हुआ। जिसके कारण हिन्दी के साथ-साथ कई अन्य क्षेत्रीय भाषाओं का प्रसार हुआ। बीसवीं सदी के आखिर में इंटरनेट के आगमन से तकनीकी के क्षेत्र में



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सागर कनौजिया

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सारांश :

ओटीटी वीडियो स्ट्रीमिंग प्लेटफॉर्म अपने कंटेंट अनुशंसा इंजन को बढ़ाने के लिए कृत्रिम बुद्धिमत्ता (एआई) पर तेजी से भरोसा कर रहे हैं। जैसे-जैसे सामग्री पुस्तकालयों का तेजी से विस्तार हो रहा है, उपयोगकर्ता जुड़ाव, प्रतिधारण और समग्र संतुष्टि में सुधार के लिए वैयक्तिकृत और प्रासंगिक सिफारिशें प्रदान करना महत्वपूर्ण है। यह पेपर ओटीटी सामग्री अनुशंसा प्रणालियों में एआई की भूमिका की पड़ताल करता है इस क्षेत्र में लाभों, चुनौतियों और भविष्य के रुझानों पर प्रकाश डालता है।

एआई का लाभ उठाने के मुख्य लाभों में व्यक्तिगत उपयोगकर्ता प्राथमिकताओं के अनुरूप अत्यधिक वैयक्तिकृत सामग्री सुझाव प्रदान करना, सहज ज्ञान युक्त इंटरफेस और आभासी सहायकों के माध्यम से उपयोगकर्ता अनुभव को बढ़ाना, दर्शकों की व्यस्तता और सामग्री की खपत को बढ़ाना और विशिष्ट या कम प्रतिनिधित्व वाले शीर्षकों और रचनाकारों के लिए सामग्री खोज क्षमता में सुधार करना शामिल है। हालांकि, गंभीर चुनौतियाँ बनी हुई हैं, जैसे व्यक्तिगत उपयोगकर्ता डेटा के संग्रह और उपयोग से संबंधित गोपनीयता और डेटा सुरक्षा संबंधी चिंताएँ सिफारिशों में कुछ जनसांख्यिकी के प्रति पूर्वाग्रह और अनुचित व्यवहार और फ़िल्टर की कमी के कारण एल्गोरिदम पर अत्यधिक निर्भरता का जोखिम सामग्री विविधता।

यह पेपर उभरते रुझानों की भी जांच करता है, जिसमें जटिल मशीन लर्निंग मॉडल का लाभ उठाने वाले उन्नत अनुशंसा एल्गोरिदम का विकास, अधिक प्राकृतिक उपयोगकर्ता इंटरैक्शन के लिए आवाज और इशारा पहचान का एकीकरण, और वास्तविक समय उपयोगकर्ता व्यवहार, भावनात्मक स्थिति और स्थितिजन्य कारकों के आधार पर प्रासंगिक सिफारिशें शामिल हैं। इन एआई प्रणालियों में निष्पक्षता, पारदर्शिता और मानवीय निरीक्षण को संबोधित करना भविष्य के अनुसंधान और विकास के लिए एक प्रमुख क्षेत्र के रूप में महसूस किया जाता है।

अंतःविषय पेपर ओटीटी सामग्री अनुशंसा को बढ़ाने में एआई द्वारा निभाई गई महत्वपूर्ण भूमिका का एक व्यापक विश्लेषण प्रदान करता है, जबकि इन प्रणालियों को समावेशी, नैतिक और आकर्षक उपयोगकर्ता अनुभवों को बढ़ावा देने के लिए संबंधित चुनौतियों और अवसरों का गंभीर मूल्यांकन करता है।

कीवर्ड : ओटीटी, एआई, वैयक्तिकरण सिफारिशें, उपयोगकर्ता अनुभव, एआई सहभागिता, गोपनीयता, पूर्वाग्रह एवं निष्पक्षता

1 परिचय :

नेटफ्लिक्स, अमेज़न प्राइम, हुलु आदि जैसे ओवर-द-टॉप (ओटीटी) प्लेटफॉर्म वेब-आधारित प्लेटफॉर्म हैं जो इंटरनेट के माध्यम से वीडियो सामग्री प्रसारित करते हैं। उपयोगकर्ताओं की तेजी से वृद्धि और सामग्री के तेजी से विस्तार के साथ उपयोगकर्ताओं के लिए ऑर्डर की गई सामग्री ढूँढना लगातार कठिन हो जाता है। सामग्री अनुशंसा प्रणाली इस समस्या के समाधान के रूप में उभरती है जहां यह किसी

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Abstract:

The Over-the-top media or streaming services, popularly known as the OTT Applications have earned huge popularity in India. The Indian audience is preferring OTT Apps and online web series as their preferred entertainment options above theatrically presented movies. The traditional Indian Cinema which was based on theatrical release model is facing competitive heat from the OTT platforms, owing to which some producers have started releasing their movies and content on the OTT Apps. And then, the Covid-19 pandemic made things worse for the Indian cinema industry and movie theatres. This research paper tries to analyse the impact of OTT Apps on the Indian Cinema and Movie Theatres with special reference to the audience perception. The main goal of this investigation is to determine whether the emergence of OTT platforms has any impact on the traditional theatre industry, where special attention is given to the scenario created during and after Covid-19 pandemic.

Keywords: OTT (Over the Top), Indian Cinema, Movie Theatres, Digital Streaming, Film Watching
The Evolution of Human Entertainment

The Human entertainment has greatly benefited from communication's growth. Since ancient times, people of all ages have created many forms of entertainment for themselves, their families, and society. The ancients used rock art, folktales, storytelling, folksongs, folklore, and myths to express themselves, and in more recent times, people have used writing to share their feelings. In addition, new and inventive ways of communicating events, emotions, and interpretations emerged with the development of technology. With the development in the industry, the reach and scope of entertainment have expanded beyond all comprehension.

People now have unrestricted access to knowledge thanks to the New Age of Technology. A global decentralisation of awareness was requested by radio, newspapers, and television. To keep themselves entertained and calm, people may choose from a variety of entertainment options from any location. Beyond borders, communication increased significantly.

The Changing Media & Entertainment Scenario

People's entertainment needs have greatly benefited from Internet and communication's growth. The most recent developments in media and entertainment, like the internet, TV, and smartphones, have an impact on every aspect of media and communication. Streaming services, also known as OTT Applications, have grown in popularity recently as more and more individuals choose to access their entertainment online.

Movies have consistently attracted a sizable audience. It offered a look into people's lives around the globe that was felt by everyone. Movies are a common diversion for people of all ages. The theatre played an important role in this entertainment's growth. To meet audience demand, theatre changed from screening the same movie for months to doing so every few days. However, The OTT Platforms work on a different module, where the user has access to hundreds of movies, shows, web series and other entertainment stuff right on their fingertips.

**ANALYSING THE SUCCESS FACTORS OF TVF PANCHAYAT: THE RURAL DRAMA
WITH PORTRAYAL OF A COMMON MAN**

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Abstract

The Indian Web Series and OTT Industry has witnessed a major spike in viewership amongst the youth. Panchayat is an Indian Hindi-language comedy-drama web series created by The Viral Fever (TVF), which has gained immense popularity. This research paper focuses on analysing the success factors of Panchayat Web Series (Season 1 & 2) produced by TVF. Panchayat is a family-oriented rural drama that captures the journey of an engineering graduate Abhishek, who is a common man, and for lack of a better job option joins as a Panchayat Secretary of Gram Panchayat Phulera of Uttar Pradesh. The data were collected using a survey questionnaire and is conducted by using quantitative research methodology. The research paper has tried to identify several factors such as favourite season, character, and other elements like grounded story plot, village life, background music, which together have made this web series a huge hit in terms of popularity and viewership. The research paper also tries to answer questions related to content being produced and released on OTT platform nowadays. There are currently more than 800 million people in India, who are online, and it is surely going to expand in the future as people have started taking internet as a medium for entertainment. This research paper will help the OTT industry, especially for the upcoming web series.

Keywords: Entertainment, Web Series, OTT, Panchayat, New Media

Introduction

The Rise of OTT in India

The Human entertainment has greatly benefited from communication's growth. Since ancient times, people of all ages have created many forms of entertainment for themselves, their families, and society. The ancients used rock art, folktales, storytelling, folksongs, folklore, and myths to express themselves, and in more recent times, people have used writing to share their feelings. In addition, new and inventive ways of communicating events, emotions, and interpretations emerged with the development of technology. With the development in the industry, the reach and scope of entertainment have expanded beyond all comprehension.

India is a promising market for Over-the-Top (OTT) media providers. Over-the-top (OTT) providers in India are extending their content selection to satisfy consumer demand as the number of individuals with smartphones and access to high-speed Internet keeps rising. With the advent of OTT services, content producers can now communicate directly with their audiences. This technique of selling directly to consumers has made the entertainment industry more open and competitive by lowering entry barriers and increasing content variety.

The globe is experiencing a digital revolution, and India is leading the way in terms of mobile internet connectivity. In India, 4G and the impending rollout of 5G technology have completely transformed access to information, communication, and commerce. Leading telecom companies like Reliance Jio, Airtel, and Vodafone Idea were instrumental in ensuring that high-speed internet was

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Abstract

The purpose of this study is to investigate the relationship between the use and rise of social media as election campaign tools for political parties in India. Social media has become an essential medium in the Indian electoral system.

These new forms of communication have become crucial in persuading voters, particularly the younger generation like people in their twenties. Political parties and candidates can reach out to a large number of individuals in a short amount of time because of the rapid speed of social media and the amount of time media users spend on internet. Social media, as opposed to traditional media, allows politicians to actively engage with potential voters.

Because of the media, political parties and candidates can openly discuss their principles, goals, and accomplishments with voters.

They have a stronger personal connection to the audience and interactivity increases. Candidates can use social media to provide their supporters a behind-the-scenes look or a real time look at their campaign and track engagements more readily. These new kinds of media also make it easier to acquire news that is most relevant to specific target groups. The increased use and rise of social media has been proved to be significant, and research is required. The current study focuses on the use and rise of social media in the realm of politics, as well as its impact on general and political engagement by the general population. The study will first look into the rise of social media as a means for reaching voters. Second, based on these uses and reward approaches, why were people using social media throughout the election campaign? The present study proposes to analyze the rise and use of social media as an election campaign medium during election time based on uses and gratification theory.

Keywords: Social media, Election campaign, Uses and Gratification Theory

Introduction

Social media has been an essential aspect of political communication during election campaigns in recent years. Communication has expanded from social media to chat rooms and instant messaging since the advent of the Internet. In the framework of Internet communication, social media are the most current and quickly developing phenomenon. Throughout 2014, during the Indian legislative general election, all political parties and candidates made great use of social media.

Voters must be mobilized. The recent tremendous rise and popularity of social media usage received a lot of attention from Political communication academics. The political impact of social media as a new means of communication is of particular relevance that enables people access political information as well as engage with other people on the Web.

The structure of social media is substantially different from that of traditional media; it allows users to disseminate News and thus information is communicated in a variety of ways. Social media tools such as Twitter, Facebook, YouTube, and other social networks are today regarded as politically transformational communication technologies in the same way that traditional media such as newspapers

SOCIAL MEDIA AND POLITICAL PARTICIPATION- A REVIEW OF LITERATURE

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Abstract

There was something in common between the demonstrations on city streets of the Philippines in 2001, the election of Barack Obama as President of the United States in 2008, the so-called "Arab Spring" in the Middle East that began in early 2011, and the "Occupy Wall Street" movement that began in New York in 2011, the Tunisian revolution, The Egyptian revolution, The Bahraini uprising, The Libyan revolution, The Syrian uprising, and all other recent uprisings.

If we look at the instance of India, what is the one important common feature in India Against Corruption movement led by Anna Hazare and his team, and why is it so successful? The resounding victories of the Aam Aadmi Party (AAP) in Delhi in 2015 and 2020, as well as the emergence of the AAP as a national force, The Justice for Nirbhaya campaign, the pro-jallikkattu rallies in Tamil Nadu in 2017, the landslide win of the NDA (National Democratic Alliance) at the Centre in 2014 and 2019, and many other events?

They all made excellent use of social media to assist in the organisation and mobilisation of their responsible agents; they all made extensive use of social media to develop communication networks and progress toward their goals.

This paper attempts to review literature related to social media as a tool of political participation. Many previous studies have attempted to study the connect between social media platforms and how it has triggered political communication. More so after the dark era of COVID, more and more focus has shifted to exploring the potential of social media in political participation especially among youth.

Keywords: Social media, political participation, political communication

Introduction

Social media, more than any other kind of media now in use, has contributed to the creation of the global village about which communications theorist Marshall McLuhan talked in the 1960s. The notion of a flat world, as envisioned by twenty-first-century author Thomas L. Friedman, has become a reality thanks to today's social media platforms (2005). Friedman writes in his best-selling book 'The World Is Flat' that the personal computers and the speed with which information can be sent via fibre optic cables will herald the beginning of the contemporary revolution, which will almost eliminate the constraints of time and space. Information and communication technology have brought the globe closer together than it has ever been before!