

ICSC 2021

MAY 1 - 3 2021

Proceedings of  
**1st International Conference on  
Strategic Communication (ICSC)**



ORGANIZED BY :

SCHOOL OF COMMUNICATION

**G D GOENKA  
UNIVERSITY**

Editor :

Dr. Amaresh Jha



SCHOOL OF  
COMMUNICATION



[WWW.ROYALBOOKPUBLISHING.COM](http://WWW.ROYALBOOKPUBLISHING.COM)



**Proceedings of  
1<sup>st</sup> International Conference on  
Strategic Communication (ICSC)**

---

**May 1 - 3, 2021**

**School of Communication  
GD GOENKA UNIVERSITY**

**Editor  
Dr. Amaresh Jha**

© Copyright, Authors All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted, in any form by any means, electronic, manual, photocopying, recording or otherwise, without the prior written consent of its Authors.



**Royal Book Publishing**

**21/11, K M Nagar,  
Ayodhiyapatinam,  
Salem.**

**Tamil Nadu-636103**

**contact@eleyon.org**

**Cell:+91 7598141199**

**Email: [contact@royalbookpublishing.com](mailto:contact@royalbookpublishing.com)**

**Website: [www.royalbookpublishing.com](http://www.royalbookpublishing.com)**

**Proceedings of  
1<sup>st</sup> International Conference on  
Strategic Communication (ICSC)**

May 1 - 3, 2021

**ISBN  
9789391131142**

Published by

**School of Communication, GD Goenka University Gurugram, Haryana, India**

**Publication Type** : E-book

**Published in** : India

**Date of publication** : 14-6-2021

**Edited by** : Dr. Amaresh Jha

**Copyright © 2021**

Copyright holder

**School of Communication, GD Goenka University**

**All papers have been peer-reviewed**

The authors of individual papers are responsible for content and linguistic correctness

## International Conference on Strategic Communication (ICSC)

### **Hosting Institution:**

GD Goenka University

### **Organized By:**

School of Communication,

GD Goenka University

### **Chief Patron:**

Mr. Nipun Goenka, Managing Director,

GD Goenka Group

### **Co-Chief Patron:**

Prof. Dr. Tabrez Ahmad, Vice chancellor,

GD Goenka University

### **Conference Chair:**

Dr. Amaresh Jha, Associate Professor,

School of Communication, GDGU

### **Conference Conveners:**

Dr. Kuldeep Siwach

Dr. Meenakshi Singh

Ms. Meha Prasad

Mr. Amit Kumar Chhabra

### **Keynote Speakers:**

Prof. Dr. Tabrez Ahmad, Vice Chancellor, GDGU

Prof. Dr. B K Kuthiala, Chairperson, Haryana State Higher Education Council

Prof. K G Suresh, Vice Chancellor, MCRPV

Ambassador K P Fabian, Former Diplomat

Prof. Dr. Ivory Lyons, University of Mount Union, Ohio, USA

Dr. Nirvana Bechan, Associate Professor, CPUT, South Africa

Dr. Birendra Chaudhary, Editor, Times Now

### **Plenary Speakers:**

Prof. Dr. Aman Vats, Professor & Head, Department of Media Studies, MRIIS

Prof. Dr. Trishu Sharma, Director & Professor, Media Studies, Chandigarh University

Mr. Ashok Bagriya, Legal Editor, tv9

Dr. Anu Dua Sahgal, Social Media Strategist

### **Editor:**

Dr. Amaresh Jha

### **Reviewers:**

Prof. Dr. Aman Vats

Prof. Dr. Trishu Sharma

Dr. Kuldeep Siwach

Dr. Meenakshi Singh



**Prof. Dr. Tabrez Ahmad**  
Vice Chancellor

### **MESSAGE FROM THE VICE CHANCELLOR**

GD Goenka University is proud to host the International Conference on Strategic Communication (ICSC). I am extremely happy that many national international delegates from media, academia and corporate are attending the conference to present their papers and also deliver keynotes and invited talks. I extend thanks to the School of Communication for organizing this conference on a relevant use and also for inviting me to deliver inaugural address.

The institutions of higher education hold the responsibility of illuminating the path for students and researchers. The theme of Strategic Communication chosen for this conference is pertinent because it is necessary to deliberate upon the new trends and challenges associated with strategic communication. Target audience, context and intended outcomes are vital ingredients of strategic communication. Choosing appropriate medium to effectively communicate the key messages is nevertheless the soul of it. It is important not only for corporates and private institutions but also for the institutions of the government to devise successful communication strategies based on the principles of credibility, deep comprehension of attitudes, and perception of mutual trust.

I hope ICSC2021 would certainly induce innovative ideas among the participants and will pave way for better and innovative strategies.

I wish the conference a grand success.

**Prof. (Dr.) TABREZ AHMAD**





**Dr. Amaresh Jha**

Conference Chair, ICSC2021

### **MESSAGE FROM THE CONFERENCE CHAIR**

I take great pride in welcoming all the eminent speakers, academicians, researchers, journalists and students from all over the world to the 1st International Conference on Strategic Communication organized by the GD Goenka University. The aim of ICSC2021 is to bring together, a multi-disciplinary group of researchers and academicians and the practitioners from all over the world to present and exchange break-through ideas relating to the Strategic Communication. I am sure that the conference will help in focusing attention on the recent outstanding achievements in the field of Strategic Communication, and future trends and needs.

It is evident from the ongoing developments in the area of communication that those with the most extensive and strongest communication bridges will command power in the global communication. Technology has changed the way we communicate. If organizations want to reach their target audiences, they must be prepared to use the most effective communication channels to get their messages across to the various stakeholders. Today social media platforms come with built-in analytics tools as well, so organizations are able to measure in real-time and from period to period just how effective their messages are. The strategic communication plan also involves the analysis of the reach of the content, to determine if changes should be made to better achieve the goals of the messaging strategy.

Obviously Communicators who can capture an audience's attention with strategic planning and compelling messages have a powerful advantage in the market. I am delighted to share with you that the conference has received many research papers from across the disciplines like management, data sciences, law, humanities, social sciences and mass communication having disruptive ideas, hypotheses and findings.

On behalf of the organizing committee of the conference, I again welcome you and wish you a successful conference.

**Dr. Amaresh Jha**

Conference Chair, ICSC2021



**Table of Contents**

<b>Sl. No.</b>	<b>Author(S)</b>	<b>Title</b>	<b>Page No</b>
1	Preeti M Surya Dr Amaresh Jha	Elements and Strategies of Political Branding- A Conceptual Framework	14
2	Ahmad Jamshid Safi Syed Mohd Jamal Mahmood	Strategic Management Practices in the Public Sector: A literature review – Descriptive	15
3	Ravi Shankar Prof. Dr Tabrez Ahmad	Social Media, Artificial Intelligence and Role of Tech Firms in the Age of Disinformation: Impact on Democracy and Regulatory Challenges	16
4	Amit Kumar Dr. Amaresh Jha	India’s New Internet Intermediary Rules 2021: A Critical Appraisal of Code of Ethics for Digital Media and User Generated Content	17
5	Jenith Sekar Dr. Kuldeep M Siwach	Political Parties and their Political Narratives on Twitter: A Case Study of CAA Protest	18
6	Dr. Ruhi Lal	Strategic Brand Communication to Change the Mindset towards Gender Dominance: A Semiotic Approach	19
7	Meha Prasad Dr Amaresh Jha	The Good Green Media: Responsible communication and Sustainable Development Goals	20
8	Nidhi Sharma Dr. Akash Deep Muni	A study on objectives of demonetisation and its impact on banking patterns and e-transactions	21
9	Jitendra Singh Dr. Syed Mohd. Jamal Mahmood	An Assessment of service quality in tertiary hospitals and role of communication for the growth of medical tourism in Asian context including COVID era: An empirical evidence from India	22
10	Gurjeet Kaur Dr. Ashutosh Mishra	Multi-thematic Qualitative Analysis of Mann Ki Baat programme Using NVIVO	23
11	Neha Khanna Dr. Amaresh Jha	Abrogation of Article 370 to DDC polls: Framing Kashmir in the Indian newspapers- The Times of India, The Hindu and The Indian Express	24
12	Nymphea Saraf Sandhu Dr. Sanjiv Sharma	A Hierarchy Based Model for Aspect Based Sentiment Analysis of Reviews	25
13	Dr. Kuldeep Siwach Dr. Ajay Kumar Singh	Digital content divergence: A Participatory paradigm	26
14	Subhrajit Chanda Mr. Hifajatali Sayyed	Removing barriers in 21st Century of World Politics with the help of Strategic Communication and Law of Sports	27

## International Conference on Strategic Communication (ICSC)

15	Dr. Zakia Tasmin Rahman	Awareness of Air Pollution Index amongst Youth	29
16	Saurabh Yadav Dr. Anuradha Tiwari	Communication and Game of negotiations: A study on changed importance of physicality in virtual negotiations	30
17	Kishan	Social Media as a Tool for Disaster Communication: An Analysis of tweets during Uttarakhand Forest Fires 2021	31
18	Ram Kinkar Singh Dr Rakesh Prakash Dr Ruhi Lal	Influence of Reality-Based Television Shows on Adolescent Viewers: Empirical evidence	32
19	Archana Sharma	The Impact of Sexual Exposure on Children: A Critical Study of Reality Shows	33
20	Anjali Verma	Violence in Punjabi songs and its impact on youth: Case study of the songs of Sidhu Moose Wala	34
21	Veenu Sandhu Amaresh Jha	Developing strategies for debunking misinformation related to the Covid-19 pandemic	35
22	Kumar Sunny Dr. Kuldeep Siwach	Branded Content: Entertainment content as emerging marketing communication tool	37
23	Arpita Gupta Dr. Meenakshi Singh	Social Media and its Influence in Everyday Journalistic Practices	38
24	Pratima Kiran Mandadi Dr. Neena Singh Zutshi	Correlation of Workplace Culture with Implication of Wellbeing in Corporate Interiors - A Case of Hyderabad (India)	39
25	Ms. Ritika Choudhary Ms. Ritika Choudhary	The effectiveness of Video Communication as preventive tools: An experimental study on Preschool-aged Children	40
26	Rajesh Deol Dr. Meenakshi Singh	Impact of mobile phone usage on school students' interpersonal communication	41
27	Dr. Tanushri Mukherjee	Role of Corporate Culture in influencing Employee Engagement: With Special Reference to Private Banking Sector of Jaipur	42
28	Dr. Pardeep Kumar Dr. Pankaj Garg	Indian Indigenous Model of Journalistic Ethics and its Modern Application	43
29	Dr Meenakshi	The Development of Networked Society in the Backdrop of Media Ecology: It's Effect on Human Relations	44
30	Mr. Hruditya Kumar Dr. Anupama Sharma	Comprehending Corporate Communication Tools through Evaluating its Understanding and Utilization amongst Mumbai and Delhi based Corporate Employees	45

**International Conference on Strategic Communication (ICSC)**

31	Mihika Sengupta Dr. Maithili Ganjoo	Emergence of the 'Real-Life' Hero: A study on Masculinity, Modernity and the Middle-Class Values in Select Hindi Films (70s)	46
32	Raj Misra	Drive-in Theater: A new emerging mode of watching Cinema and Entertainment	47
33	Bushra Siddiqui Dr. Maithili Ganjoo	Nutrition for Nurturers: A study on OZiva's Innovative Brand Strategy for Health Behavior Change	48
34	Dr Archana	Analysis of Recent Trends in Digital Marketing with reference to impact of Covid-19	49
35	Himani Sharma Dr. Kuldeep Siwach	Evaluating the effectiveness of Train Wraps as a medium of Communication and Branding: A Study of Delhi NCR Metro	50
36	Ashima Khare Dr Kuldeep Siwach	A Conceptual Study on Brand Image & Perceived Value and Measuring Their Effect on Brand Loyalty	51
37	Saikat Banik Dr. Parul Sinha	A study of factors influencing customer retention in Indian telecom sector: A systematic analysis through statistical regression on excel and R programming language model	52
38	Kalyan Srinivas Raygalla	Ubuntu Philosophy amid Pandemic: A case study on Communication Strategy during Covid-19	54
39	Syeda Albeena Athar Dr. Kuldeep Siwach	Jamia Student Protest and Indian News Websites: Analysis of Its Reportage	55
40	Swarnendu Roy	Evaluation of Impact of Artificial Intelligence on Strategic Communication	56
41	Sayak Pal G.Nikita Dr. N Thilaka	A Study on Facebook as a Medium for Online Promotion of Small-Scale Entrepreneurs in Kolkata	57
42	Yagana Mohammed Bulama	Conflict Resolution Principles in the Kanuri Community, a Study of Borno State.	58
43	Sudipta Saha Dr Kuldeep M Siwach	Use of Social Media for Tourism Marketing in India: A Case Study of Madhya Pradesh Tourism Board	59
44	Arvind Kumar Saxena Dr. Suneel Arora	Review of Cognitive Managerial Capital and its characteristics based on the literature	60

## International Conference on Strategic Communication (ICSC)

45	Mr. Hifajatali Sayyed	Role of Media in Contemporary Society: A Critical Analysis	61
46	Ganesh Chandrasekaran Dr Kuldeep Siwach	Bridging the gap between Conventional Newsroom and Digital Mediums through Automated, Interactive and Immersive Technologies	62
47	Kamlesh Meena	Impact of Media on Rural Development: Analysing the Transformation in Sirohi District in the 21st Century	63
48	Dr. Sarika Takhar Badsara	An Analysis of Effectiveness of Female Political Characters in Indian Cinema	64
49	Anugya Asthana	A Study of the Role of Political – Economy and Communication Technologies in the Transformation of Indian Newspapers	65
50	Abhishek Dubey Dr. M.R Patra	Museum Website as a means of strategic communication: Website Content Analysis of National Museum, New Delhi	66
51	Mehak Pandit Dr. Vikram Kaushik	Print Media as a platform for Political Communication in convergent world: A case study on news content published by Times of India	67
52	Neha Saluja	Patient Activism, advocacy & debunking pharma rhetoric Beyond the contours of 'traditional' health communication	68
53	Sangita Thakur	Government's social media use for citizen participation in policymaking and governance: Insights from India	69
54	Santushti Thapar	Hindu patriotism and the diaspora: A Study on Cyber-Hindutva	70
55	Aiswarya Priya Kamalasanan	Key Legal Issues in Online and Social Media Marketing	71
56	Edwina Tekper Cynthia Akua Chichi Raphael Kanyire Seidu	Conceptual Apparel Design as a Social Action against Sexual Violence	72
57	Rituraj Taye Dr. Archana	Study on usage of Infographics in Online Advertising and Social Media Marketing with special reference to Health Care Sector	73
58	Neha Verma	Understanding the factors affecting the Brand Perception of FM Radio Listeners	74
59	Ravi Shankar Maurya Dr. Tasha Singh Parihar	A study of the fake news problem and its impact on social media	75
60	Kritika Kathuria	Communicative Leadership	76
61	Zafar Iqbal	Strategic Communication Requirement in Implementation of New Education Policy 2020	77

## International Conference on Strategic Communication (ICSC)

62	Divyshikha Dr Bhawani Shankar	The Role of twitter in Political Campaign	78
63	Tarun Goma Dr. Bhawani Shankar	The Impact of Agenda Setting on Public	79
64	Dr. Akash Deep Muni Sagir Lawan Isyaku Abubakar Abdullahi	Impact Assessment of Health Information and Communication among Adolescents on HIV/AIDS Infection in Zamfara State, Nigeria	80

## Elements and Strategies of Political Branding- A Conceptual Framework

**Preeti M Surya**

Research Scholar, School of Communication

GD Goenka University

&

**Dr Amaresh Jha**

Associate Professor, School of Communication

GD Goenka University

Is a political brand synonymous with a political leader or a political party? Or is it analogous to corporate brands? Can political brands and political parties/ leaders be used interchangeably? The current paper looks at developing a conceptual framework of political branding citing studies from political marketing, corporate branding, political communication, impression management and political sciences. The paper outlines the conditions under which a political entity develops properties such as credibility, personality, associations akin to a corporate brand to achieve branding. An attempt has been made to highlight various dimensions of the political market and the branding initiatives of the political parties and leaders during and beyond election time. The research paper also describes how user engagement and social media usage alters the perception of a political brand. The discussion draws from the social media strategies deployed by the Indian political parties and leaders to win over the customers of a political market (voters) during elections and even gets down to identifying the characteristics of social media posts that seem to have impacted electoral outcomes. The study is aimed at chalking out the conceptual framework of political branding, identifying the key elements of political branding, describing the branding strategies deployed by the political actors, demonstrating the impact of user engagement on political branding, and identifying the characteristics of social media posts that contribute to brand perception of political actors. In a nutshell, the study draws from corporate branding theories, political marketing frameworks and behavioral sciences to provide a comprehensive definition of political branding and shed light on the political marketing strategies that may have contributed to the branding of political entities.

**Keywords:** Political Branding, Brand Associations, Brand Heritage, Brand Equity, human Branding, Political Brand Strategies, Political Branding Elements, User Engagement, Personal Political Brand Identity

## **Strategic Management Practices in the Public Sector: A literature review – Descriptive**

**Ahmad Jamshid Safi**

Research Scholar

School of Management

University of GD Goenka

ahmad.jamshid2010@gmail.com

&

**Syed Mohd Jamal Mahmood**

Assistant Professor

School of Management

University of GD Goenka

The purpose of this study is to critically review the empirical studies that have conducted to concentrate on the formulation, implementation, and evaluation of strategies within public sectors, which is, in general, the critical review of the papers on strategic management practices domain in the public sectors, that are considered the context of developed and developing countries while been conducted the research. The rise of New Public Management (NPM) and the need for Management by Objective (MBO) introduced by Peter Drucker in 21st century, have been created a distinguish place and specific demand for Strategic Management (SM) practices in the public sector in order to advance and reach successfully to their set objectives.

Findings of this literature review have shown that the most of the public organizations struggling to copy and adopt the practices and models of the private sector in this agenda. Nevertheless, while it comes to researches on the SM practices in the public sector, very few studies have been conducted in this domain. Accordingly, this literature review aims to critically summarize some of the key journal papers that attempted to study objectively the SM practices, by analyzing their general findings, clarity on definitions made, scope and the methods used, and finally their key findings. As well as addressed the missing parts of the studies, further areas for research and remains questions related to SM practice in the public sector to be addressed.

**Keywords:** Strategy, Strategic Management, Strategic Planning, Strategy implementation, Public Sector, Strategic Management Practice, Rural Development Sector

## **Social Media, Artificial Intelligence and Role of Tech Firms in the Age of Disinformation: Impact on Democracy and Regulatory Challenges**

**Ravi Shankar**

Research Scholar, School of Law, GDGU

&

**Prof. Dr Tabrez Ahmad, Vice Chancellor & Dean**

School of Law,

GD Goenka University, Gurugram

Online digital media has become a lifeline for humankind. But it has also become a major source of disruptions just like climate change. During the global pandemic, COVID-19, while the whole world is trying their best to blunt the spread of coronavirus, there is a vile trend of circulation of disinformation, fake news and sharing false data related to the virus on social media platforms creating panic among people. The review paper found that the present online information ecosystem matrix is driven by exploiters with the objective to demean democratic bodies, inflame societal divides, manipulate public opinion and influence citizens' voting choice to distort the democracy. Examination of the current trend led to disturbing reality as the content, discourse, tone and intent of social media interactions have undergone an evolution that threatens not only free speech, privacy, data protection, national security but democracy as a whole. The study also highlighted about the rise of new-age technologies such as Artificial Intelligence (AI), Algorithm, Robotics, and Machine Learning (ML) have exacerbated the problem to new heights as these technologies play a disproportionately impactful role in disseminating disinformation by amplifying it to distort democracy and free speech. The research work resonated with the growing clamor for greater legal regulation to control the menace of social media misuse among democracies around the globe. It addressed the concerns of internet companies and rights activists who fear tight measures would imperil free speech. The paper tried to examine the challenge how to regulate that doesn't stifle the freedom of expression and speech vis-à-vis keeping online content safe and protected. The fact-finding review paper is based on existing laws, regulations, policies, research papers, media reports, articles on instances of disinformation and fake news to find solutions and future developments keeping India in focus. The subject of study assumes significance in a democracy like India which has recently notified a new regulatory regime - 'The Information Technology (Intermediary Guidelines and digital Media Ethics Code) Rules, 2021,' to strengthen the regulatory architecture to tackle misuse of social media to deal with the fast-growing new communication challenges. The study critically examines these new guidelines and also highlights the patchy policy syndrome of internet content governance in India.

**Keywords:** Internet, Social Media, Digital Media, Online News Media, Information Technology (IT), Disinformation, Fake News, Hate Speech, Tech Firm, Artificial Intelligence, Algorithm, Machine Learning, Democracy, Free Speech, Privacy, Data Protection, IT Act, Governance, Regulation.

## India's New Internet Intermediary Rules 2021: A Critical Appraisal of Code of Ethics for Digital Media and User Generated Content

**Amit Kumar**

Research Scholar,  
School of Communication  
GD Goenka University

&

**Dr. Amaresh Jha**

Associate Professor,  
School of Communication  
GD Goenka University

Critics within and outside India say that the new Information Technology Rules 2021 (Guidelines for Intermediaries and Digital Media Ethics Code) will fundamentally change the way the internet will be experienced in India. This study critically appraises the provisions of Intermediary Rules, the “safeguards” it seeks to establish against objectionable user-generated content, how it affects users’ internet usage experience, and their fundamental rights. From the value and trust worthiness perspective, the study seeks to evaluate whether these rules intend to bring government control or rather regulate the social media and digital news platforms or they will help in making users and the tech giants more responsible in these changing times. This study also evaluates the worthiness of doubts raised on the alleged unconstitutionality of some of its provisions related to rights of free expression and privacy for millions of internet users in India. Based on the secondary data and sourced interview of the involved parties, this study tries to find out the relevance of these rules and also the reasons which compelled the Indian government to come out with this social media ethics code at this juncture and what are the ways ahead for the intermediaries operating in India.

**Keywords:** Social Media, Digital Media, Intermediary Rules, User Generated Content, Ethics, Critical Appraisal

## **Political Parties and their Political Narratives on Twitter: A Case Study of CAA Protest**

### **Jenith Sekar**

Research Scholar  
School of Communication,  
GD Goenka University  
jenith.sekar@gdgu.org  
&

### **Dr. Kuldeep M Siwach**

Assistant Professor,  
School of Communication,  
GD Goenka University  
kuldeep.siwach@gdgu.org

The viability of social media platforms gives sufficient space for the political parties to engage people in active discourses. These political parties on Twitter act as echo chambers which reinforce and foster politicized narratives and popularized themes of discourses. Twitter has been used as an effective tool by the political parties to influence people and to initiate political perspectives on different issues. Frame analysis is used as a method of research to analyze and understand the content and the context of narratives widely proposed by the political parties with reference to CAA protest. In this paper, the tweets of major political parties during the time of CAA Protest have been manually collected, coded and analyzed to understand their role in active engagement in social media. This study also analyses tweets to identify the key political players, major themes of twitter narratives and digital discourse of political parties with reference to CAA Protest.

**Keywords:** Political Parties, Citizenship Amendment Act, Twitter Narratives, CAA Protest

## **Strategic Brand Communication to Change the Mindset towards Gender Dominance: A Semiotic Approach**

**Dr. Ruhi Lal**

Assistant Professor (Grade III)  
Amity School of Communication  
Amity University, Noida

In Indian society there is trans-situational and transcultural differences among men and women. These differences are consistent across many factors such as cultural, demographic, and situational. The society is changing with the social, economic, and cultural development and the differences create gender dominance. The brands with their communication messages, taking initiative to inform and educate the youth to change their mindset. This research paper aims to create awareness regarding gender dominance and role of commercial towards social change. In this research study the descriptive qualitative research technique is used with semiotic approach. The study is based on advertising commercial of Brand BIBA and RAYMOND with semiotic analysis of the advertising commercial to gain deep understanding of the concept behind the advertising commercial. The study is in-depth analysis of the advertising commercial. The base of the semiotic analysis is "Saussure's Concept of Sign" and "Semiotic Theory of Roland Barthes". The Qualitative-Iconic, Singular Indicative and Conventional symbolic point of view is taken for the interpretation of the Brand Communication message as per the guidelines described by the theory of Santaella. Understanding each frame and the sign, symbol, design, interpretations, meaning and aesthetics of the commercials the analysis is done to report the findings of the research study. The idea of the commercial and the message communicated to the target audience through the commercial and is mentioned as conclusion of the research study.

**Keywords:** Gender Dominance, Semiotic Analysis, Brand Communication, Advertisement Commercial, Social change.

## **The Good Green Media: Responsible communication and Sustainable Development Goals**

**Meha Prasad**

PhD Scholar & Assistant Professor,  
School of Communication, GD Goenka University  
&

**Dr Amaresh Jha,**

Associate Professor,  
School of Communication, GD Goenka University

Change is the only thing constant and if it for the good it is better, but if it is for the greater good, then it is the best. The beginning of change is either necessity based or induced by some external factor that impacts our life. Education is that catalyst that impacts and brings in spiritual, academic and emotional change in such a way that it can create a whole new society that can think radically. Films and other entertainment media are such impacting tools of education that have contributed in the biggest way to bring in behavioral changes in people in general hence gradually cultivating a social and cultural perspective of human civilization. The one big change that the universe specially earth is going to witness or is rather already witnessing is the Climate Change leading to Social Injustice, Increasing disharmony creating major imbalance in the world ecosystem. To act upon before it is too late, United Nations and other global agencies have recognized the power of Media and Films that have all the measures to create the right kind of emotions and social urge to address the issues. This paper is an exploration and evaluation of some major endeavors made by film and entertainment industries world over, learn their cause and effect and understand the major gaps that have acted as the main barrier in making them a trend. The paper will involve critical analysis of some major landmark films and entertainment pieces created nationally and internationally with the purpose of highlighting social and environmental issues, their consumption pattern and the different stages of consumer awareness to cultivate the desired value system and demand for a sustainable society. The literature reviews done so far have emphasized on the Value Action Gap amongst the main actors who can bring in this change. The paper would focus on the Trans Theoretical Model and Cultivation Theory and how we establish correlation between these theories and recommended communication strategy for achieving better results.

**Keywords:**Films, Mass Communication, Influencer, Entertainment Quotient, Sustainable development, Consumer value system, Sustainable society

## **A study on objectives of demonetisation and its impact on banking patterns and e-transactions**

**Nidhi Sharma**

Research Scholar

Department of Journalism and Mass Communication

Lovely Professional University, Phagwara, Punjab

&

**Dr. Akash Deep Muni**

Associate Professor

Lovely Professional University, Phagwara, Punjab

Economic histories are replete with examples of demonetisation done in various countries. While in some countries demonetisation scripted success stories, it proved to be disastrous elsewhere. Countries like America, Ghana, Nigeria, Myanmar, Soviet Union, North Korea and Iraq opted for demonetisation due to political motives or economic reforms. In India, Prime Minister Narendra Modi announced ban on currency notes of INR 500 and INR1000 on November 8, 2016. The event was widely covered by the newspapers in the country and hence played a larger role in shaping the public perception about demonetisation. The major objective of this paper is to acquire a better understanding of public perception about objectives of demonetisation besides assessing the changes in banking patterns and advent of digitalization of economy. For the study, a sample of 600 respondents was taken from Punjab with equal representation of males and females. A questionnaire was served to them to understand the respondents' perception they developed after reading newspapers about demonetisation in India. The study revealed that an overwhelming majority i.e. 76.2 percent perceived 'elimination of black money and corruption' as the prime objective followed by wiping of fake currency. A little more than half of the respondents believed that the main objective behind currency ban was to weed out drugs and terrorist funding. Interestingly, only 27 per cent perceived that promotion of Digital India and curbing tax evasion was the key objective of demonetisation. Still, a vast majority i.e. 72 percent people agreed that use of various banking apps reduced personal visits to banks and the cashless transactions lowered the risks of theft and snatchings. On the other hand, the study also revealed that over 72.8 per cent of the respondents believed that digitalization of economy led to increase in online frauds. Highlighting another issue, more than 70 percent of the respondents believed bank employees adopted 'pick and choose' policy while dealing with general public as well as they found the cash withdrawal and deposit process toughest ever. As many as 84.5 percent among respondents opined that digital transactions increased substantially post demonetisation thus resulting in more benefits in terms of discounts, cash backs for common man during e-transactions. Interestingly, while 78.3 percent respondents expressed privacy concerns about modes of e-transaction, 67.8 percent found security violations as key challenge in adopting digitalization of payment methods. An in-depth analysis of the responses brought to the fore that nearly 40.7 per cent of respondents were unaware about techniques of digital modes of transactions and 49.6 per cent of the respondents believed that digital payment methods were too complex and confusing.

**Keywords:** Demonetisation, Black money, fake currency, corruption, digital transactions, banking pattern.

**An Assessment of service quality in tertiary hospitals and role of communication for the growth of medical tourism in Asian context including COVID era: An empirical evidence from India**

**Jitendra Singh,**

PhD Scholar, School of Management,

&

**Dr. Syed Mohd. Jamal Mahmood,**

Assistant Professor, School of Management,

G.D. Goenka University, Gurugram, Haryana, INDIA

E-Mail: jsdedha@gmail.com, smjamalmahmood1208@gmail.com

Medical tourism has increased in past decades for better quality treatment all overseas. When compared past decades now hospitals are promoting them for medical tourism destinations. Due to increase in availability of services which are readily available in internet, social media and televisions. India is one of the countries which give tertiary care and quality services at affordable price. COVID has affected the overall medical tourism in globe. Most of the medical tourism in India is developed in last decade as hospitals are equipped with high quality doctors, medical facilities and trained nurses. India has proved to be one of the leading destinations of medical tourism. The main objective of this research was to look for service quality provided by JCI accredited hospitals, challenges faced by the patients after reaching India and how the COVID infection effected the overall medical tourism. Articles also been reviewed in terms of growth of medical tourism in Asian context. 4 centers randomly picked up from both northern and southern part of India and there medical facilities, costs and what made patients to choose a particular hospital has been studied. Randomly picked up patients from outpatient and inpatient basis over a period from March 2018 till February 2021. Total of 2600 patients from outpatient and 1686 patients from inpatient of 4 hospitals in which patients are from both medical and surgical branches. Detailed Questionnaire was made, 83% gave the feedback in outpatient and 92% from inpatient, of which overall positive feedback was from 89% and 11% were dissatisfied. Many patients had faced challenges in accommodation, language differences and most of patients had given satisfaction if the nurses' quality are good in Inpatient group including food in international standards. Medical tourism was effected during COVID era. The medical tourism has effected and once the international flights has been started the overall decrease in the outpatient was decreased to 49%. And IPD admissions to 52%. India was chosen by many countries as economically feasible. Patient satisfaction is the key for improvement of medical tourism.

**Keywords:** Healthcare Communication, COVID era, Service Quality, Medical Tourism, International Patient.

## Multi-thematic Qualitative Analysis of Mann Ki Baat programme Using NVIVO

**Gurjeet Kaur**

Research scholar, gurjeet.kaur@chitkara.edu.in

Chitkara School of Mass Communication, Chitkara University, Punjab, India

&

**Dr. Ashutosh Mishra**

Professor and Head (Dean), ashutosh.mishra@chitkara.edu.in

Chitkara School of Mass Communication, Chitkara University, Punjab, India

With the rise of the Internet, electronic media is regarded as traditional media and mass media, to an extent, has been considered obsolete. Doordarshan (DD) and All India Radio (AIR) India's public broadcasting network are seeking to recover their missing eye through more entertaining programs. The use of All India Radio (AIR) as a mass communication channel by India's prime minister has altered the scenario. It has induced new life to public broadcasting through the programme "Mann Ki Baat (MKB)". Prime Minister Narendra Modi's radio show "MKB" is known for conveying the Prime Minister's voice to people in general and voicing the majority's issues and problems. This monthly radio program is an effort by Prime Minister Narendra Modi to interact directly with the nation, whereas Twitter and Facebook are doing the job, but he needed most of the modest radio in India's remotest part to address and serve the poorest of the poor. His keen understanding of how radio affected society has contributed to the judgment. Since 2014, over 70 episodes have been aired, and the variety of content and personal connection with the people keeps growing. Therefore, it is crucial to study this monthly radio programme as a successful platform for establishing the connection between 'the masses' and the PM regarding MKB broadcasts. This work aims to conduct a content analysis of MKB programme. The content of 24 chosen broadcasts of MKB programme has been selected for the analysis through constructed and continuous sampling method from October 2014- June 2020. The above selection criterion enabled having a fair representative sample of the MKB contents spread over six years. Different Primary and secondary variables have been figured out from PM Modi's contents, which are further divided into various themes and issues raised/addressed in this radio programme. The theoretical foundations created wherein all the 24 episodes were transcribed and cleaned and were imported to the NVIVO. Thematic analysis was done to generate the Themes. All together in total, four themes have been explicitly identified - Various issues have been studied based on these themes, whereas the other two themes would be discussed in the subsequent study. The content review revealed that all episodes of the MKB showed to have adopted a similar style of presentation. The Prime Minister Narendra Modi as a host starts the program by highlighting national and socially important issues. The uniqueness of MKB is that its listeners have also been given a chance to express their thoughts by providing feedback to the show's host. The PM entertains the suggestions being provided by the listeners for the improvement of the programme. The content analysis reported in this study may help estimate and understand the outcome of these discussed themes and issues in MKB.

**Keywords:** - All India Radio, Content analysis, Development Communication, *Mann Ki Baat (MKB)*, Narendra Modi, Prime Minister, Thematic analysis.

## **Abrogation of Article 370 to DDC polls: Framing Kashmir in the Indian newspapers- The Times of India, The Hindu and The Indian Express**

**Neha Khanna**

Research Scholar,  
School of Communication,  
GD Goenka University  
&

**Dr. Amaresh Jha**

Associate Professor,  
School of Communication,  
GD Goenka University

The study emanates from the general understanding that each newspaper is unique in its vision on a particular issue and intends to analyze the framing of two prominent political events related to Kashmir- Abrogation of the Article 370 and DDC elections in three Indian elite newspapers- The Times of India, The Hindu and the Indian Express. The paper critically analyses the frames on the two issues in 43 articles published in these newspapers from August 5, 2019 to February 14, 2021. The rationale of the study is significant in the sense that the two events have different ramifications in political circles and the nature of frames on these two issues in articles may advance the understanding on longitudinal change in frames based on imposed and exercised mandates for Kashmir. The comprehensive study of the articles, editorials bring out that maximum coverage on the Abrogation of Article 370 has been done by The Indian Express and The Hindu followed by The Times of India. The Hindu despite its leftist inclination has highest number of articles and editorials which are in favour of the abrogation of article 370. The Indian Express and The Times of India are moreover balanced by publishing almost same number of articles in favour and against the issue. In the detailed study The Times of India articles seemed to be most objective and neutral in their framing of news as compared to The Hindu and The Indian Express. The analysis of the three newspapers on The Hindu, The Indian Express and The Times of India reveals that maximum articles have been published in The Hindu on DD Celections, The Indian Express and The Times of India have almost equal coverage. The three papers discussed Abrogation of Article 370 and DDC polls but did not attempt to reach out to people, relatives who have actually been affected by the removal of Article 370. The masses which faced the quagmire of crisis during the lockdown to avert terrorism, disruption in education, businesses and jobs. The Kashmiri people's views have been overlooked despite them facing lockdown even before the pandemic stuck. This raises concern as the most sensitive issue of Jammu and Kashmir seemed to been framed through a narrow vision of elitist papers. The further study of the other significant issues can be done through the lens off raming and agenda setting.

**Keywords:** Kashmir, Article 370, DDC elections, Framing

## A Hierarchy Based Model for Aspect Based Sentiment Analysis of Reviews

**Nymphea Saraf Sandhu**

ASET, Amity University, Gwalior

Prof. (Dr.) A.K.Upadhyay,

ASET, Amity University, Gwalior

&

**Dr. Sanjiv Sharma**

Asst. Professor, MITS, Gwalior

Mining of opinions from User or Public Reviews is vital to all businesses, especially in today's digital age. In a review, the sentences are independently classified, even when they are a part of the argumentative structure of a review. The various sentences used in a review elaborate each other and are built upon each other. Thus one must know the structure of review and the context of the sentence for classifying every sentence. This hypothesis is hereby demonstrated for analyzing sentiment based on the aspect by chalking out the interconnections between sentences of a review. The model based on hierarchy is hence shown to outperform two baselines that are hierarchical, to get results at par with the high quality models and to surpass the performance of the five datasets of multiple languages and domains in absence of any resources to help. In this paper, the hierarchical model is presented for reviewing the sentiment analysis on aspect basis. We have demonstrated that if the model is allowed to consider the review structure and the context of the sentiment for predictions, it can outperform the models which only rely on the information of sentence and the performance is achieved competitively with the models leveraging huge resources externally and the features are hand-engineered. This model gets quality results in 5/11 datasets for sentiment analysis based on aspect.

**Keywords:** Data Mining, Sentiment Analysis, Public Reviews, Hierarchy based model

## Digital content divergence: A Participatory paradigm

**Dr. Kuldeep Siwach,**

Assistant Professor,  
GD Goenka University Gurgaon

&

**Dr. Ajay Kumar Singh**

Dean and Director, HJUJ University Rajasthan

India is the entitled, the youngest country over the globe with 135 crore people. Here internet has become the only primary source of information among the youth where young population has started sleeping over the net for their intended reasons. The ever rapid technological advancements as well as the vertical proliferation of mobile phones has becomes the only source of information consumption among Indians. Continuous and nonstop feeding from all directions is modelling the minds. Information has become the need of the day and bread and butter for the media outlets. Media shape not just the information but the mindsets also. The social fantasies of media convergence are influential and authoritative notions that influence political ideologies and policies. This kind of involvement occurs from the performances allied with the content conception and distribution of digital content, which are managed to pay for new media technologies. Various narratives of a single happening have been spread over the trans media among the multi mediated audiences. The present paper will proposition the flow of information over the internet during the regime of Bharatiya Janata Party in the country. Five major national level issues will be examined based on the symbolic interactionism and usage of language to understand the political ideology of the media outlet. Based on the context, the meaning and connotations vary as per symbolic interactionism. Also and allowing the user to interact inside the interpretation, alternate, and distribution of those contents is working as a watchdog of democracy or the fourth pillar of democracy. Also this paper will be analyzing the correlation between continuous interplay with contemporary world and media divergence.

**Keywords:** Digital content, content divergence, Participatory paradigm, technological advancements, information consumption, mediated audiences, political ideology.

## Removing barriers in 21st Century of World Politics with the help of Strategic Communication and Law of Sports

**Subhrajit Chanda,**

PhD Scholar, School of Law, GD Goenka University, India

&

**Mr. Hifajatali Sayyed**

Assistant Professor, Symbiosis Law School Hyderabad,

(A Constituent of Symbiosis International Deemed University, Pune)

The foundation of studying sports is rooted around areas like sociology, management, organizational behaviour, history and law. Strategic communication has in recent years become part of the disciplines under which the law of sports has been deconstructed. Defining the field of sports is essential for ensuring growth in the intersection between sports and communication. Currently, the field of sports is progressively taking advantage of many benefits and opportunities of globalization. Despite these opportunities, the field of sports is progressively facing critical and complex challenges in managing organizations, teams and leagues. This study evaluates the impact of strategic communication and Law of sports in the removal of the political barriers in sports. The research critically analyses both important and problematic perspectives of managerial and cross-cultural issues in sports management. The concept of world politics forms part of the theory of Law of sports and strategic communication because of the economic and social effects of the sporting events. Therefore, this study evaluates the impact of sport communication in enticing new players and athletes, evaluating the concept of public relations intelligence and its application. Public relations as part of strategic communication is portrayed through the information gathered from education and sporting activities, which helps in removing barriers and strengthening the functionality of management. The study also focuses on world politics and the impact of strategic communication in improving the relations between various countries through the medium of sports. The organization's public relation with fans, the media, and parents is another critical feature of administrative communication (Stoldt, 2020). The administrators have to put in extra effort to ensure proper relations based on constructive and clear communication with parents within the high school and college setting. Fan and media interactions are important in professional sports. Current research indicates that genuine and authentic fan interaction via different communication forms, such as social media, plays a critical role in sports. Sports communication is important and fosters global support, especially for international researchers. It is critical in ensuring successful entities. Individuals promoting respect and proper communication increase team motivation (Perdesen et al., 2017). Coaches who have mastered the art of proper communication are likely to receive constructive criticism and positive feedback to improve the performance among players. Administrators who openly support workplace interactions create positive workplace environments, which influence the organization's effectiveness. Communicating with the public positively and directly via all channels available increases support from the

public and organizations' private connections for building support bases. Sports communication is important and fosters global support, especially for international researchers. It is critical in ensuring successful entities. Individuals promoting respect and proper communication increase team motivation (Perdesen et al., 2017). Coaches who have mastered the art of proper communication are likely to receive constructive criticism and positive feedback to improve the performance among players. Administrators who openly support workplace interactions create positive workplace environments, which influence the organization's effectiveness. Communicating with the public positively and directly via all channels available increases support from the public and organizations' private connections for building support bases.

**Keywords:** Sport Communication, Sports Law, Strategic Communication, Public Relations, World Politics.

## **Awareness of Air Pollution Index amongst Youth**

**Dr. Zakia Tasmin Rahman**

Assistant Professor, ASCO

Amity University Uttar Pradesh

As the proverb goes, too much of anything is bad is a practical truth which is to be accepted. It is mentioned in terms of development in science, technology and the changing lifestyle of people at the cost of extinction of beautiful lifesaving assets of nature like air, water, vegetation, the floras and faunas. The forests are cut down, mountains are demolished and there are concrete buildings everywhere. Due to increasing commercialization, there are factories, industries, business establishments and residential, henceforth, there is no space left for greeneries and natural vegetation. The research study is focused on the level of awareness about air pollution amongst the youth. It will also explore various aspects related to the level of awareness about air pollution amongst youth. The study tried to know the various methods which can help to raise consciousness about air pollution. The research study will help youth, academicians, researchers, environmentalists, scientists and people from various walks of life. In fact, the study will help the human civilization to survive by breathing fresh air which is a necessity for every living being.

**Key words** – Vegetation, floras, faunas, air pollution, awareness and youth

## Communication and Game of negotiations: A study on changed importance of physicality in virtual negotiations

**Saurabh Yadav**

PhD Research Scholar,  
School of Management,  
G D Goenka University  
&

**Dr. Anuradha Tiwari**

Associate Professor,  
School of Humanities & Social Sciences,  
G D Goenka University

Various studies have been conducted on and around negotiations and rationale behind factors that affect its outcome. There has mostly been a fundamental assumption on its premises, which states it's a 'face-to-face' (Graham, 1989) communication engagement between two parties. In additional studies, focusing on larger gamut, incompatible personalities, and inadequate communication (Sinha, 1993) were attributed to fundamental ingredients of conflict. Several other studies also consider the face-to-face, a preset and personality mismatch, a key player in the game of negotiation. But in the recent times, when most of the negotiations happen virtually, these presets have been challenged. To establish the effects of changed setting on process and outcome of negotiation, we interviewed negotiators who did negotiations in both the settings, earlier face-to-face and now virtually. In these negotiations, the to-be-negotiated subject remained unchanged, to avoid any external biases. Result of the exercise concluded that there are significant changes in the process and outcome of the negotiations, face-to-face vs. virtual. The outcome of this research would benefit people engaged in doing negotiations, conflict management, dealing with internal/external stakeholders. The outcome will benefit in reducing the conflict resolution time, maintaining good relationship between the negotiating parties, reducing the biases and most importantly, improving the negotiation outcome.

**Key words:** Negotiations, virtual negotiation, negotiation strategies, negotiation outcome.

## Social Media as a Tool for Disaster Communication: An Analysis of tweets during Uttarakhand Forest Fires 2021

### KISHAN

Junior Research Fellow (JRF),  
Atal Patrakarita Evam Jansanchar Adhyayan Kendra  
(Formerly Known as Department of Journalism and Mass Communication),  
D.S.B. Campus, Kumaun University, Nainital, Uttarakhand, India

Forest fires have become a noticeably big issue in many countries around the world including India. In 2021, many forest fires incidents were reported in Uttarakhand. Due to this many problems were faced by the forests, animals, birds and the local people. Nowadays disasters are very frequent all-around the world therefore communication during disaster is significant part of any disaster management process. And in this modern and technological world people frequently use social media for communication in day-to-day life and also during any kind of disaster. It provides two-way communication platform during all four phases of disaster - Mitigation, Preparedness, Response, and Recovery. Research on social media during disasters has gained momentum over the past few years due to increasing frequency of disasters globally. The damage caused by such natural disasters can be managed to some extent by preparing them for monitoring and accurate disaster communication systems. In which social media can prove to be an effective tool. Whenever a big issue starts heating up, people start talking about it on social media platforms like Twitter, due to which they start trending on Twitter. Something similar happened with Uttarakhand forest fires. When the fires started increasing in Uttarakhand's forests, this issue also started trending on Twitter. Local people also started giving real-time updates on Twitter and government agencies also started disseminating updates of the disaster to the people through social media. These insightful information plays an important role to understand the public communication on social media during disasters. This crucial information can prove to be effective in working out disaster damages. Thus, the Twitter usage patterns of people and content analysis of tweets during Uttarakhand forest fires like how people react towards disaster on Twitter, which kind of content people post on Twitter during disaster and what kind of topic or information is relevant during disaster. And to conduct tweets analysis, tweets were collected through data analysis software and did the analysis of tweets during the period of Uttarakhand forest fires. This research summarizes how Twitter was used by the people and communicated on Twitter during Uttarakhand forest fires 2021. And it also studies the possible benefits of social media during disasters which will be also especially useful for future disaster communication strategies for the social media.

**Keywords:** Forest Fires, Uttarakhand, Twitter, Social Media, Disaster Communication

## **Influence of Reality-Based Television Shows on Adolescent Viewers: Empirical evidence**

### **Ram Kinkar Singh**

Research Scholar,  
Amity School of Communication, AUUP, Noida  
&

### **Dr Rakesh Prakash**

Asst. Professor (Grade - III),  
Amity School of Communication, AUUP, Noida  
&

### **Dr Ruhi Lal**

Asst. Professor (Grade - III),  
Amity School of Communication, AUUP, Noida

Reality television is boon in 21<sup>st</sup> century being one of the important players in connecting the world. Reality shows based on different activities have become a household brand in terms of television viewing. The present study aimed at finding the influence of reality-based television shows on adolescent viewers from two perspectives – one is in creating awareness about crime in society and other is in sharing new ways of crime to viewers with criminal mentality. Descriptive and hypothesis – testing research design it adopted in this study. Data is collected from 440 respondents of Delhi through well designed questionnaire using convenient sampling technique. Data analysis is done with SPSS 21 and results revealed that there are significant and positive influence of reality-based crime show on creating awareness and sharing new ways of crime to viewers too. The strong positive influence in creating awareness about crimes in society while moderate influence reported in case of new ways of crime to criminal minded viewers. Parents are recommended to educate their children about good and bad part of reality-based shows.

**Key words-** Reality Television, Reality-Based Shows, Creating awareness, new ways of crime, Adolescent Viewers.

## The Impact of Sexual Exposure on Children: A Critical Study of Reality Shows

**Archana Sharma**

Research Scholar & Assistant Professor

Department of Mass Communication & Media Technology

RIMT University, Punjab

Email: archanasharma@rimt.ac.in

Television being a part of media has demonstrated potentially profound effects, both positive and negative on children's cognitive, social, and behavioral development. There is growing concern about children's exposure to sexual content through television. Content related to love; romance and rape scenes attract to the children more and promote the nature of sexual aggression in them. Children at a very young age are exposed to sexual content such as touching, hugging, kissing, romance, sexual activities through various television programs such as advertisement, daily soap, reality shows, films, and cartoons. Reality shows have become the primary source of income and increasing a channel's television rating points. However, mostly reality shows are targeting youth but there increasing popularity among children is a matter of concern. According to research studies (Earles et al., 2002; Collins et al., 2004; Mullings, 2012; Rai, 2016) the growing popularity of depiction of sexual behavior on television is misleading and influencing children for premature sexual activities. Few research studies focused on the relationship between the television viewing habits and sexual activities in adults and children over time. Social learning theory (Bandura (2004)) explained in detail that violence and sex frequently portrayed in television programs, played a significant role in shaping children's perception regarding violence and sex. The Cultivation theory of George Gerbner's (1998), mentioned television as a powerful medium to influence its viewer's attitudes and perception related to any issue. The impact of television, cartoons and advertisements on children has been explored in communication research studies, but the effect of sexual exposure portrayed in reality shows on children have yet to be examined. Therefore, the present study was conducted on 500 school students ranging in age group 10 to 18 year old from five government schools of Chandigarh. Convenient sampling was used for the selection of 100 respondents from each school. The data was through a self-designed questionnaire and analyzed with the help of SPSS software. The main objective was to analyse the impact of sexual content displayed in reality shows on children. It is found from the analysis of the data that television was a favorite form of entertainment for 97.6 percent of respondents. General Entertainment Programs such as daily soaps & reality shows were found to be popular among children of the same age group. Reality shows were preferred by the majority of respondents i.e. 77.4 percent. The reality show Big Boss grabbed attention of 97.6 percent boys and girls led by Splits villa (83.3 percent), Roadies (65.6 percent), and Super Dancer (58.5 percent). Nearly 80 percent of respondents claimed that these shows promoted lewd gestures and offensive language because of sexual. It is necessary to provide guidelines for the television industry to regulate sexual content in both general entertainment programs and reality shows.

**Keywords:** Television, Children, Reality Shows, Sexual Exposure, Sexual Content

## Violence in Punjabi songs and its impact on youth: Case study of the songs of Sidhu Moose Wala

**Anjali Verma,**

Research Scholar,

Mass Communication & Media Technology Department,

RIMT University

Email: anjaliverma@rimt.ac.in

Music is undoubtedly a storyteller of what human beings have gone through and are still evolving to become. Lyrics have reflected the lifestyle of the people and their everyday challenges. Unfortunately the words like guns, rifles, asla, daaru, AK 47, thekka are commonly used in Punjabi lyrics these days. Lyrics have become explicit in their references to drugs, sex and violence over years, especially in Punjabi songs. The obsession with drugs, violence and liquor in Punjabi songs is no alien fact. In cultivation theory George Gerbner states that audience inculcates the dominant image patterns. Similarly when songs talk about gun and violence adds fuel to the fire and youth is seen dancing to their tunes and committing serious crimes. The impact of violence in Punjabi songs on youth's behavior is of paramount concern. According to research studies the amount of violence in songs today is scary and it leads to aggression and violent behavior in youth. Glorifying violence and drugs has become a trend in Punjabi music industry. Some research studies also discussed that the individuals who listened to the Punjabi songs with violent lyrics frequently had high propensity to commit violence. Research studies talk about the violence in songs and its impact but studies specifically on Punjabi songs and Punjabi singers are few in India. Therefore, the present study included content analysis of thirty five popular songs of the Punjabi singer Sidhu Moosewala with the objective to know the extent of violence in his Punjabi song lyrics. Survey research methodology was used to know the impact of violent song lyrics on youth. Sample of 200 students both male and female of RIMT University, Punjab was selected and a self-designed questionnaire was used to find out the impact of Punjabi songs with violent lyrics on youth. The researcher reviewed the prominent and popular Punjabi singers like Guru Randhawa, Sherry Mann, Gurdas Mann, Parmish Verma, Karan Aujla, Hardy Sandu, Badshah etc and found that Sidhu Moose wala's songs were comparatively more aggressive and violent in nature. Moreover, Sidhu Moose wala is both popular and controversial singer thus his popular songs were selected for the study. The songs of Sidhu Moosewala were classified in 4 categories including songs that talk about weapons, the songs with abusive language, the songs that talk about drugs, murder and open challenge and the songs that were romantic in nature. The analysis indicated that 90% of the songs of Sidhu Moosewala consisted violent lyrics and promoted gun culture, where 40% of his songs glorified weapons, 30% of his songs included vulgar language, 20% of the songs talked about murder, drugs and open challenges and 10% of the songs were romantic in nature.

**Keywords:** Violence, gun culture, youth, Censor, drugs, double barreled shot gun.

## Developing strategies for debunking misinformation related to the Covid-19 pandemic

**Veenu Sandhu,**

Research Scholar,

School of Communication

GD Goenka University, Gurugram

&

**Amaresh Jha**

Associate Professor,

School of Communication

GD Goenka University, Gurugram

As the world grapples with a health emergency in the form of the Covid-19 pandemic, misleading information and conspiracy theories around this disease are presenting a serious challenge to the fight against the virus. The scale of false/misleading information – spread either unintentionally (misinformation) or with the intent to deceive (disinformation) – around the origin, prevention, diagnosis and cure of Covid-19 had the World Health Organization (WHO) declaring that we are in the grip of an “infodemic” (information and epidemic) – a term it first used in connection with the SARS outbreak (2002-2004). In India, as around the world, fact-checkers in media organizations working either independently or in association with health organizations and governments are trying to debunk mis/disinformation related to the Covid-19 pandemic. This study examines: how fact-checkers in India identify and categorize information around the Covid-19 pandemic as mis/disinformation; the methods and tools they use for the purpose; the strategies they devise to debunk mis/disinformation; how they communicate to the target audience that the information in circulation is false; and what challenges they face in the process. The objective of this study is to assess what better strategies, communication methods and channels fact-checkers in India can adopt to communicate fact-checked information to their target audience more effectively, and counter mis/disinformation. A questionnaire was posted on a network of fact-checkers in India and the first 25 responses were analyzed. In-depth interviews were also conducted with five fact-checkers, selected through purposive sampling. The criteria used for their selection was the strength of their social media following as also their availability to participate in this study. The fact-checkers were asked if there had been an increase in mis/disinformation since the Covid-19 pandemic broke out? What kind of mis/disinformation do they come across more – whether around the origin, cure, treatment of Covid-19 or vaccine-related? Through which platform is pandemic-related mis/disinformation spread the most: WhatsApp, Twitter, Facebook, Instagram, Newspapers, TV, Radio? What software tools/strategies/protocols they use to debunk mis/disinformation? How do they communicate to their target audience that the pandemic-related information in circulation is false? How successful are they in doing so and the challenges they face in trying to debunk mis/disinformation? All the fact-checkers surveyed

said incidences of mis/disinformation have increased since the Covid-19 pandemic broke out. Media literacy of the masses and collaborative approach emerged as the dominant solution to countering Covid-19 pandemic-related mis/disinformation.

**Key words:** Misinformation, disinformation, fact-checking, Covid-19, pandemic, information credibility

## **Branded Content: Entertainment content as emerging marketing communication tool**

**Kumar Sunny**

Research Scholar, School of Communication,  
GD Goenka University

&

**Dr. Kuldeep Siwach**

Assistant Professor, School of Communication,  
GD Goenka University

In the existing marketing paradigm we have seen the emergence of new transmission tools. One of the prominent and widely used tools is branded content, a form of in content advertising or a hybrid message used by the brands to produce entertainment content. The main purpose of this study is to provide a better apprehension of branded content, and to explore the current situation and the expectations about its future in the Indian market. The article is an exploratory study based on the in depth interviews of group of experts from the branded content industry in the OTT and broadcast sector on the distribution and creation of branded content. There are many brands in India experimenting the branded entertainment space and most of them are hitting right notes. The content consumption pattern of user has changed from watching excessive ads to not watching an ad. Branded content has regenerated and Indian advertisers are keen to leverage this new opportunity that promises to generate more consumer engagement. OTT platforms like TVF are doing a lot in the branded content space which includes adding a message to the content and also creating content for brand and making it impactful for the audience.

## **Social Media and its Influence in Everyday Journalistic Practices**

### **Arpita Gupta**

Ph.D. Scholar, G.D. Goenka University

School of Communication

(Under Guidance of)

&

### **Dr. Meenakshi Singh**

Assistant Professor, G.D. Goenka University

School of Communication

The paper examines the use of Social Media by working Journalists. Social media can be described as an online platform for interaction and conversation among people. Social Networking sites have not only emerged as important news platforms for the public, but also as reporting tools for journalists. Journalists use social media to find story leads and share their work with audiences that is affecting their reporting practices. The Study analyzed the impact of social media among working Journalists. They use news and information from through different social interactions by using much publishing techniques on the sites. In addition, this paper explores the use of different social media tools for different journalistic functions. The paper also examines the opportunities and challenges faced by the working journalists while using social media as a tool for gathering information.

**Keywords:** Social media, Reporting Practices, Social media tools, Social Networking Sites, Social Interactions, Challenges, Working Journalists.

## **Correlation of Workplace Culture with Implication of Wellbeing in Corporate Interiors - A Case of Hyderabad (India)**

**Pratima kiran Mandadi**

PhD Scholar, SoAP,  
GD Goenka University

&

**Dr. Neena Singh Zutshi**

Professor, SSAA, Sushant University

With the rapidly changing trend of the industrial sector and competitive world, the corporate sector of Hyderabad, India, is trying to boost their economy based on the strategy from their employee's perspective, which played an inevitable role in striving credential growth and sustainability. The quality of the work is directly linked with the quality of the workplace, which demonstrates the relationship between employee and workplace. The physical design, which influenced the employee to work dedicatedly, with creativity and capability and the management of the office, also influenced individual and organizational productivity of the workplace and its work culture. To comprehensively analyze the objective of the study, the qualitative methodology implemented where the survey conducted in Hyderabad Corporate sector, and the output reveals that million value flexibility, especially in the workplace and work-life, is very prominent. In this research, 86 samples are randomly collected, and the survey is conducted in online mode to obtain the perspective of the responders who voluntarily participated in the survey. In the survey, several questionnaires were asked from the participant, and the outcome is generated based on their responses. The data revealed that interior design strategies and tactics focused on workplace flexibility could positively impact high job productivity with the enhanced satisfaction for human capital. The paper shows that interior design strategies are crucial to enhance employee engagement, paving the way to understand their work culture and values. Interior designing is correlated with the productivity of the employee there work culture, which embraces a blissful and well-being environment, resilience workplace features, ergonomic, which directly impact productivity and transform the working mentality of employees.

**Keywords:** Workplace culture, physical interior, corporate sector, work performances

## The effectiveness of Video Communication as preventive tools: An experimental study on Preschool-aged Children

**Ms. Ritika Choudhary**

Research Scholar,  
The Faculty of Media Studies & Humanities  
Manav Rachna International Institute of Research and Studies,  
Faridabad (Haryana)

&

**Dr. Suman Kumari**

Associate Professor  
The Faculty of Media Studies & Humanities  
Manav Rachna International Institute of Research and Studies  
Faridabad (Haryana)

The sexual abuses can detruncate a child's vision towards the brighter side of the world. Childhood is the most beautiful phase of Human life and some downbeat experiences faced in childhood can remain imprinted on the mind forever. Childhood needs to be taken care with appropriate manner while understanding a child's emotional, psychological and physical requirements. A Child is quite innocent to understand the heinous practices of sexual/physical abuses and becomes the soft target for the abusers, thus it is essential to make a child understand about the Good touch and the bad touch. Although Child sexual abuse is difficult to measure as it rarely gets reported. Overview of the scenario, WHO estimated that 1 in 13 women, has been sexually assaulted in her lifetime. According to the recently released data of NCRB (National Crime Report Bureau), 109 children face sexual abuse everyday in India, while several go unreported. The statistics indicates that the state of sexual or physical abuse is alarmingly high, thus it needs a proper mode of Communication to teach children about appropriate sexual manner or behavior towards themselves. The primary objective of the study is to assess the effectiveness of Video Communication as a preventive tool and the assessment will be conducted on two groups out of one them will be experimental group and the other one will remain the controlled group. The teaching about the Good Touch and the Bad Touch aims to make child understand the appropriate sexual behavior and the study will be helpful in identifying appropriate communication tool for children.

**Keywords:** Child sexual abuse, Sexual assault, Good touch & Bad Touch, effectiveness, communication, video communication, verbal communication, experiment, prevention

## Impact of mobile phone usage on school students' interpersonal communication

**Rajesh Deol**

PhD scholar, School of Communication,  
GD Goenka University

&

**Dr. Meenakshi Singh**

Assistant Professor, School of Communication,  
GD Goenka University

**Abstract:** Mobile phone has become the primary platform of communication for today's youth starting with school students. The youth feel empowered with the ability to be in 'perpetual contact' through mobile phone. At the same time, the state of constant contact allows youth to withdraw from the physical world to engage with the virtual world which has implications for interpersonal communication. Most studies indicate that mobile phones affect interpersonal communication with unanticipated consequences specially contributing to reduced face-to-face interactions. At the same time, some others show that mobile phone through its diverse applications provides significant opportunities for establishing better and closer relationships among friends and family. This paper investigates existing literature and secondary data on impact of mobile phones on interpersonal communication among youth particularly teenage school students. About 30 relevant studies were reviewed. Many positive traits of mobile phone connectivity emerge. The youth can explore their own personal identity and even stimulate and maintain existing offline relationships with family and friends through mobile phones that promotes feelings of well-being. Parents and teachers can also contribute to adolescents' well-being through smart phone-based technologies. They can use the technology-mediated communication for monitoring purposes, detecting psychosocial distress, and offering them emotional support. The paper concludes that ubiquitous use of mobile phone among youth may negatively influence face-to-face communications. However, mobile phone may stimulate and enhance interpersonal relations particularly if school students are not using the mobile phone excessively in which case they might withdraw from face-to-face communications and experience depression and loneliness. The paper concludes that a new communication culture is emerging wherein the face-to-face communication needs to coexist and blend with the technology-mediated communication through mobile phone.

**Keywords:** Mobile phone usage among school students, Interpersonal communication, face-to-face communication, youth communication culture, technology-mediated communication

## **Role of Corporate Culture in influencing Employee Engagement: With Special Reference to Private Banking Sector of Jaipur**

**Dr. Tanushri Mukherjee**

Associate Professor,  
Amity School of Communication,  
Amity University Rajasthan,  
Email- tmukherjee@jpr.amity.edu

The present business scenario is characterized by fierce cut-throat competition, exponential growth of corporate sector with new trends and practices of corporate governance, growing need for more and more trained and experienced workforce and stakeholder engagement and satisfaction assuming utmost priority in the organizations to excel in the market emerging as great corporate leaders with strong brand positioning. Every organization in its attempt to build a strong and differentiating corporate identity with the help of various innovative visual and non-visual identity management practices, has also realized the significance of corporate culture assuming more and more significance in the area of stakeholder interaction, engagement and relations. Employee being a primary stakeholder for every organization, it has been observed that corporate culture is the one single factor which keeps them loyal towards an organization motivating them every day to give their best thus impacting employee morale and engagement.

Banking Sector being the backbone of a country's economy, faces equal competitive pressure to stay ahead in the service sector market. In such circumstances retention of talented and experienced banking staff becomes the utmost priority and day by day a challenge too. In such situation corporate culture is an element of corporate identity mix which reduces high employee turnover resulting in the building of strong bond of relationship between an organization and its employees. The paper makes a study as to whether among the other factors behind corporate excellence, corporate culture of a banking sector organization influences the high work morale of the employees, keeping them engaged and satisfied in the backdrop of some of the leading banking sector organizations of Jaipur. The paper besides making an exhaustive study of the various secondary data sources, employed qualitative research method and interviewed some of the leading officials of private banking sector organizations of Jaipur who have been associated with the field for a rich span of time. The responses of the sample respondents unveiled valuable information related to the fact as to which is the leading factor behind the high morale of private banking sector employees of Jaipur.

**Keywords:** Bank, Corporate Culture, Competition, Corporate Identity, Engagement, Morale, Relationship, Satisfaction

## Indian Indigenous Model of Journalistic Ethics and its Modern Application

**Dr. Pardeep Kumar**

Asst. Prof. Institute of Mass Communication & Media Technology,  
Kurukshetra University, Kurukshetra

&

**Dr. Pankaj Garg**

Chitkara School of Mass Communication,  
Chitkara University, Punjab

There are two issues of journalistic ethics which are being dealt critically in this paper- 1. What is the prime concern of journalism – is it wellbeing of society or human beings, and 2. With the limitations of knowledge, creativity, attachment, time, place and individuality- can journalism or a journalist communicate truth to the people which is neither affected by his perception and level of language nor by his desires? These two questions are of much concern as journalism of today is influencing the mind, behaviour & language of the people/ society by their information input to a larger extent. What kind/ level of truth is being communicated to people by journalists or media persons?

Since to communicate the truth of a happening/ incident etc., language is needed, so what kind or level of language is used by the professional journalist? Does his or her language qualify to communicate the whole incident/ happening truthfully? There are other related issues too which the paper deals in the proposed Indian model of journalistic ethics based on *Samyakataa* (appropriateness) as journalism is accountable to bring peace and wellbeing to the human society which is at present overly disturbed by reporting of political, religious, economic- social violence etc. There is an urgent need to reframe, restructure journalistic ethics because of the human concerns. It must not be confused with professional ethics in terms of the company's requirement etc. This proposed model will help a journalist or media person to enhance his/ her perception along with the “*Samyaka*” relationship of language and situation/ happening / incident.

The recent century has witnessed a huge knowledge gap between journalistic ethics and the message generated in the channels of mass communication- that is widely debated in the scholarly community. The challenge to fathom the elements of 'truth and trust' in the flow of information that is marred with propaganda and alternative facts is getting tough. The equation: message construction, ethics, credibility of the information needs a revision in the new world order. In view of the thrust area, the paper explored the knowledge gap extracting a theoretical base from various ancient Indian texts and present its modern applications to deal with modern day's issues of Journalistic ethics.

## The Development of Networked Society in the Backdrop of Media Ecology: It's Effect on Human Relations

**Dr Meenakshi**

Assistant Professor,  
School of Communication,  
GD Goenka University, Sohna, Gurugram, Haryana India

Presently, the human civilization is living in the environment of global connectivity. The emergence of new media and digital communication technologies have structured human civilization around the information that is influencing the societal, political or economic human ecology also. This kind of connected and power packed society enabling us to cross time and space. Communiqué technologies are given an important position as enablers for constructing the understanding and skills visible as critical for development on the Millennium Development Goals. In the worldwide community society, information and conversation are key resources for improvement. This idea of the community society is intently related to interpretation of the social implications of globalization and the role of the electronic communication technologies in society. The above discussion is replicating the concept of Manuel Castells where he implicated that “a society whose social structure is made up of networks powered by micro-electronics-based information and communication technologies through the approaches:

- Restructuring of industrial economies to accommodate an open market approach
- Freedom-oriented cultural movements
- Revolution in information and communication technologies

In the present paper the researcher tried to explore the development of the network society over the years, what the network paradigm holds for the human sphere, need to understand the kind of power relationship that are involved in communication and how these influence the kind of information communicated and also the perception of people towards network society. Secondary data analysis and survey method was used to achieve the desired objectives and it was found that technological determinism with globalization of communication influencing the structure of society in various realm and people spend their maximum time for using it and growing a feeling of individualism in them.

**Keywords:** Network society; digital communication; Media ecology; New Media and globalization.

## Comprehending Corporate Communication Tools through Evaluating its Understanding and Utilization amongst Mumbai and Delhi based Corporate Employees

**Mr. Hruditya Kumar (Student)**

Amity School of Communication,  
Amity University, Noida

&

**Dr. Anupama Sharma**

Assistant Professor, Amity School of Communication  
Amity University, Noida

It is evident that corporate communication is the core component in the business spectrum. Tools like newsletters, memos, social media, organization profile, annual reports, journals etc. are decisive to engage the potential audience. So, in this research paper an attempt has been made to assess the understanding and familiarity of various corporate communication tools amongst the corporate employees. Furthermore, this study has also determined the extent of utilization of corporate communication tools by the officers and whether gender and organization have any influence on their thinking about various corporate communication tools. Last but not the least, the aim was to identify the most applied tool for communication. To achieve the above-mentioned objectives of the study, a sample size of total 100 respondents were selected from two cosmopolitan cities of India i.e. Mumbai and Delhi through reference and correlation method further, to accumulate credible data telephonic interviews was used as methodology. Generally, to conduct the interview a special schedule was drafted to do justice with the research paper. To know the nitty and gritty of the research topic, several pivotal secondary data like journals, prominent social media sites, books and other valuable research papers written by the scholars were also examined. After the analysis of the data it was witnessed that 93% of the corporate employees were familiar and utilizing the tools. Corporate tools like memos, journals, annual reports, memos, newsletters and social media were selected by the officers from which newsletter is the most preferred tool.

**Key words:** Corporate officers, corporate communication tools, familiarity, knowledge and application, Mumbai and Delhi

## Emergence of the 'Real-Life' Hero: A study on Masculinity, Modernity and the Middle-Class Values in Select Hindi Films (70s)

**Mihika Sengupta, Ph.D. Scholar,**

Department of Journalism & Mass Communication, Faculty of Media studies & Humanities,  
Manav Rachna International Institute of Research and Studies

&

**Prof. (Dr.) Maithili Ganjoo,**

Department of Journalism & Mass Communication, Faculty of Media studies & Humanities,  
Manav Rachna International Institute of Research and Studies

Popular Hindi mainstream cinema, also known as the 'Bollywood' is the most influential media in India and has the power to develop, nurture, validate and change the thought process of the masses through its cinematic images of cultural-mythological past and strong social values. It is, however, associated with strengthening the stereotypes- for example, portraying till recently, the gender identity within the binary set of masculinity and femininity, where the former is held at a pedestal than the latter. Yet there is a universal acceptance of the role played by Hindi films in the social construction of good and bad, right and wrong, hero and a villain, masculinity, and cowardice that are largely based on the patriarchal value system prevailing in the country. Every decade has its version of masculinity owing to the socio-political surroundings prevailing at that time. During the 70s, the emergence of 'Angry Young man', characterized by the superstar Amitabh Bachchan, established the powers of masculinity in the hearts of the Indian cine-goers forever. In the large Indian cinema industry (which comprises varied multi-lingual film industries), there emerged some select low-budget films that stood in principal opposition to this image of a hero defined as 'larger than life' concept of hero, portraying the life, opportunities, and aspirations of the emerging middle-class of the 70s, - in the films of the veteran actor, Amol Palekar. These films situated mid-way between the 'larger than life images of popular Hindi films and the 'intelligent' art films, providing realist entertainment. The staple attributes of this genre are being economically ordinary, having dreams and wanting to fulfill them, wanting a family life, having material desires, and political aspirations.

The paper has adopted the qualitative method of discourse analysis to examine the character construction of the male protagonists and its various images which show men trying to make it big in the city, losing love, are fearful, confused, indecisive, accepting of the opposite genders ambition and education, sensitive. In the conclusion, it has been found that while the films of Palekar depict the life of an everyday man who finds himself in a new social order, acquiring new values, and has transformed into a whole new brand of a hero, there still exists basic constructs which guide an ideal hero such as the need to perform, the need to take risks and never to fail.

**Keywords:** Masculinity, Middle Class, Hindi Cinema, Amol Palekar, Social Construction

## **Drive-in Theater: A new emerging mode of watching Cinema and Entertainment**

### **Raj Misra**

Associate Professor,  
Media & Mass Communication  
NIMS University Rajasthan, Jaipur

In India watching movie is not just a source of entertainment, but it is an occasion of family outing. Where middle and upper middle class families don't mind investing money in multiplexes, people who can't afford high priced ticket through the still single screen. Only due to popularity of cinema alone Bollywood produces more than 1000 films per year. But since March 2019 Covid-19 pandemic has badly affected filmmaking sector worldwide. But at the same time it had brought opportunities OTT platforms like Netflix, Zee5, Amazon Prime, Disney Hotstar etc. All big and known producers produced good films and serials on OTT platform. Hurt by the COVID lockdown in the past many months, combined with the fear of contracting the coronavirus in a confined space that is likely to keep film-goers away from theatres for the foreseeable future, multiplex players in the country are planning to experiment with the drive-in theater concept to revive their fortunes. Companies such as PVR, Inox, and Carnival Cinemas may open drive-in facilities by the end of this year or early next year.

**Keyword:** Entertainment, Cinema, OTT, Drive-in Theater, Movies, Bollywood, COVID-19

## **Nutrition for Nurturers: A study on OZiva's Innovative Brand Strategy for Health Behavior Change**

**Bushra Siddiqui**

Research Scholar, Dept. of JMC, MRIIRS

&

**Prof. (Dr.) Maithili Ganjoo**

Department of Journalism & Mass Communication,

Faculty of Media studies & Humanities,

Manav Rachna International Institute of Research and Studies

The COVID-19 pandemic has changed the world. People have started thinking differently, living differently, and prioritizing their needs differently. They are now looking at products and brands through a different lens. In some cases, this has caused a drastic transformation in the consumer habits, especially with regard to buying and consuming of health and wellness related products and brands. During the pandemic, there has been a lot of emphasis on the wellness and immunity related behavior, with the digital media content around the brand campaigns, government messages, and PR campaigns that promote the importance of nutrition, immunity and a healthy lifestyle. This has led to an increase in the engagement, awareness and realization among the common people, about consuming products based on healthy ingredients like Ayurvedic herbs, plant based nutrition and other organic sources to boost their immunity. Consequently, immunity brands took this outbreak as an opportunity and to mark a place in consumer's mind by positioning their products at the right time and the right place. Big brands like Dabur, Himalaya and Patanjali stood out during this time, as they promoted their brands by addressing the interest or the need of consumers' towards organic and natural products. While these are mature brands, it is a lesser known brand called OZiva that was able stand out in the clutter and emerged as a competitor. This paper studies the growth trajectory taken by the brand, analyzing the marketing strategy, consumer focus and core messaging that has led to the emergence of the brand as one of the leading Clean, Plant-Based Nutrition Brand during the pandemic. The study will use qualitative method of analysis through Netnography and a self-administered questionnaire, among select (50 female consumers), of different age groups, who were chosen through clustered sampling, around Delhi-NCR. The study found that OZiva took advantage of digital platform to grow its business to reach its consumers during Covid-19 pandemic. Secondly, the marketing strategies were specially targeted to attract women to their client base. The study concludes to show the changes in consumer's choice, behavior and buying, facilitated by different channels of online communication adopted by innovative brand strategies in the time of Covid-19.

## **Analysis of Recent Trends in Digital Marketing with reference to impact of Covid-19**

**Dr Archana**

Assistant Professor,  
Amity School of Communication  
Amity University Rajasthan

The whole world has been encountering an extreme changes in Indian space towards its digitalization. Communication through digital means is prominent in all the spheres of life today and that includes digital marketing as well. In this day and age if any individual if quick to purchase something are discovered to be scanning more on web for tracking down the better dealers in contrast with the market. In this investigation we have taken into affirmation regarding the impacts of advanced advertising onto the organizations and on individuals and its directions moreover. It has been shown that we as a whole are having associations on what's application, Facebook, just as the augmentation utilization of the web-based media, has been setting out such countless open doors for individuals of computerized market for drawing in their clients with the assistance of any advanced stage. Mindfulness with respect to the thought processes of clients are likewise significant as it has been giving a profound comprehension of the realities that make impact onto the clients for the making of the substance in relationship to its image or the store. Advanced showcasing can likewise be said as effective regarding cost just as additionally have a gigantic effect monetarily on the organizations. The recent pandemic has by and large moved the worldview and the impact on every one of the parts of advertising including Digital Marketing is clearly reflected. The paper intends to study that if the company get to know the exact social media which is used mostly by their targeted audience, then it will be given guarantee of the success of digital marketing.

## Evaluating the effectiveness of Train Wraps as a medium of Communication and Branding: A Study of Delhi NCR Metro

**Himani Sharma**

Research Scholar  
School of Communication  
GD Goenka University,  
&

**Dr. Kuldeep Siwach**

Assistant Professor  
School of Communication  
GD Goenka University

The concept of train wrap is new in Delhi Metro, but despite being large in size and innovative they are not being easily recalled and recognized by travelers. This study supports in evaluating the gaps between exposure of train wrap, its effectiveness and its impact on the recognition and recall value of the travelers. In this endeavor to discern the effectiveness of train wraps, three Hypothesis were tested. H1: Train wrap is equally effective as any advertisement done inside Delhi metro, H2: The visibility and effectiveness of the train wraps depends on size, creative factor of ad and position of the coach with respect to the passengers and H3: There are barriers of communication of trains wraps. To test these hypotheses, questionnaire in the schedule form were filled by commuters of Yellow, Green and Blue lines of Delhi metro. The findings did not support the H1 as it was found that riders have noticed advertisements done inside the metros over train wraps. It was reasoned that the advertisements inside the metros are done on every metro but train wraps are only done on few metros. This way the people who are travelling daily/occasionally/rarely by metro have more opportunity to notice advertisements done inside the metro as compared to train wraps. Also, the recall and recognition value for advertisements done inside trains is much more than train wraps as the time spent inside the train by the riders is much more than on platform. Hence, the riders get more time to read and understand an advertisement, which is not possible in the train wraps as the train wraps are only seen for fraction of seconds by the riders. The finding supports the second hypothesis H2 as test result showed that the people who travel in the last coaches tend to notice the train wraps more than the people who travel in the first few coaches. Riders standing in front of coach 5,6,7,8 have more opportunity to see an ad multiple times when the train passes by them. But, the recall value of train wraps is low as people are more focused to board on train when it arrives, also many are distracted in their personal work which makes the train wraps easier to be not recalled upon asking. But, with aided help they recognized the train wrap. This is due to the creativity used and large size of train wrap which can't be ignored. The time constraints, distraction due to personal work and concern to board the train are the major barriers to communications, supporting the H3.

**Keywords:** Transit Advertising, recognition, recall, OOH, Public transport, Delhi Metro, Train wraps, DMRC

## **A Conceptual Study on Brand Image & Perceived Value and Measuring Their Effect on Brand Loyalty**

**Ashima khare**

Research Scholar,  
School of Communication,  
GD Goenka University

&

**Dr Kuldeep Siwach**

Assistant Professor,  
School of Communication,  
GD Goenka University

Perceived value is considered an outcome in various studies (Wang & Tsai, 2014; Jeng, 2016) and a means to an end in other studies (Punniya moorthy & Raj, 2007; Chi et al., 2009). This study attempts to understand the antecedents of perceived value. At the same time, we are exploring the relationship between perceived value and brand loyalty. Factors such as perceived quality (Tzavlopoulos et al., 2019), perceived risk (Liang et al., 2018), and perceived price (De Toni et al., 2018) have been identified to affect perceived value. Along with these three factors, the present study incorporates the role of brand image in affecting a product's perceived value. However, no study is conducted with the Indian cosmetic industry in the backdrop. The present study extends the role of perceived value in determining loyalty towards a brand.

Customers who show brand loyalty are committed to a product shown by their frequent purchases (Kopp, 2019). Besides, knowing how the consumer perceives the product will add a benefit. The present study tries to explore the same. To be precise, the study is trying to explore two issues. (1) Does brand image, perceived risk, perceived price, and perceived quality affect the perceived value for cosmetic products? (2) Does perceived value lead towards brand loyalty in the cosmetic product category? Since this study pertains to cosmetics, the target group chosen for this study will be female consumers searching for purchases or recently purchased cosmetics. A total of 100 questionnaires will have been distributed via online as well as offline channels.

**Keywords:** Brand Image, Perceived Value, Brand Loyalty, perceived quality cosmetic, product category.

## **A study of factors influencing customer retention in Indian telecom sector: A systematic analysis through statistical regression on excel and R programming language model**

### **Saikat Banik**

Research Scholar,  
School of Management,  
GDGU University, Gurgaon, Haryana, India.  
ORCID ID: 0000-0002-9682-9096

&

### **Dr. Parul Sinha**

Assistant Professor,  
School of Management, GDGU, Gurgaon, Haryana, India  
ORCID ID: 0000-0003-4863-2341.

India is one of the second world's largest telecommunication market after China with subscriber's base of 118.3 crore and still the Indian market is emerging and growing. The aim of this paper is to find out the significant factors that influence the customer retention of the Indian telecom companies to retain and acquire more customers to sustain, survive, growth and gain competitive advantage in the market. The survey has been conducted to 141 respondents across India in line with the objective of the study related to customer retention of Indian telecom companies that comprises of 30 factors identified from my previous literature. The 30 factors have been categorized to six groups or variables such as service, support, customer relationship management, price, network, and regulation impact. The variable retention has been categorized as a dependent variable. Statement based questionnaires have been used to collect the data from 141 respondents through online Google form. The study includes Cronbach's alpha test, correlation, descriptive statistics, and linear regression and then further the data has been analyzed through R programming language tool. The study of each variable , combination of both statistical analysis (mathematical statistical analysis and R programming language tool) reveal that higher level of 1) actual performance of service, 2) customer service experience, 3) value added service, 4) reliability, 5) assurance, 6) commitment, 7) brand, 8) activation, 9)network quality, 10) promotional offers, 11) call rates , 12) telecom policy and 13) regulation intervention of each variable has significant impact to customer retention towards the telecom companies to retain and acquire more customer for sustainability, survivability and growth. Then the overall study of all factors reveals on R programming language tool reveal that strong customer relationship management (CRM) has significant impact on customer retention in Indian telecom companies to retain and acquire more customers. Later the study also discusses about the challenges and issues faced the Indian telecom companies. The study will provide insight information about the customer retention in telecom domain from user's

perspective to academic researchers, managers, and practitioners but still there is a further investigation required to develop the study.

**Keywords:** Acquisition, Retention, Telecom, Customer Relationship Management, Mobile, Subscriber and digital technology.

## **Ubuntu Philosophy amid Pandemic: A case study on Communication Strategy during Covid-19**

**Kalyan Srinivas Raygalla**

PhD Scholar, School of Communication,  
GD Goenka University, Gurgaon-122103

This research paper aims at analyzing the influence of Ubuntu (African Philosophy) in Communication Strategies used by MVTTV India. MVTTV India stands for More Viral than the Virus; is a global initiative started by medical professionals across the globe on Social Media. The objective of this initiative is to engage Indians in the fight against Covid-19. The researcher aims at understanding how this humanist philosophy paved the way in bringing people together digitally during the pandemic. This study deals with digital natives and millennial who are the primary stakeholders of social media. The study will also look into the reach, impact and achievements of MVTTV India along with studying the journey of MVTTV India and incorporation of Ubuntu Philosophy in their strategies about internal and external communication through which the spread of misinformation is curbed along with reinforcing the idea of human life. Social Media Campaigns, Live Streaming, Awareness Posters, Multi-lingual Awareness Drive, Expert Conversations, Mental Health Campaigns- are a few aspects that will be studied to understand the depth of Ubuntu philosophy incorporated by MVTTV India during April 2020- June 2020- a time frame of 3 months is taken into account, as the pandemic was on the peak during the said timeline.

## Jamia Student Protest and Indian News Websites: Analysis of Its Reportage

### **Syeda Albeena Athar**

Ph.D Research Scholar,  
School of Communication,  
GD Goenka University, Gurugram, Haryana, India

### **Dr. Kuldeep Siwach**

Associate Professor  
School of Communication,  
GD Goenka University, Gurugram, Haryana, India

Students protested against a capital punishment meted out to a terror attack convict. This event gave rise to a new debate on nationalism and a movement which manifested the power of students. It marked the presence of Indian student sovereignty across the world. The adrenaline rush, the passion to bring about change and the desire to question everything is what marks the student movements. These movements have the power to shake the establishment and they have been part of society cutting across borders since time immemorial. The Student movements have been playing a pivotal role in bringing the political or social transformations across the world (Vaillant & Schwartz, 2012). For instance with movements like Pinjra Tod or Happy to Bleed which gained lot of prominence, it is apparent that politics has a very negligible role in certain movements. Over the last two decades, the momentum of students run movements in India has increased and so have their demands, debates and discourse. It is also interesting to notice, along with the traditional media; new media too has become instrumental in disseminating news to the people across the globe. Digital or online news is gaining momentum day by day as digital devices are becoming the most common and practical way to obtain news. Various news portals have made their way into the mainstream news media. The presence of wide and pocket friendly mobile networks has given a platform to these news portals to grow. The reach is gradually increasing and the target audience is largely urban population aging between 25 to 45. These websites state the idea of objective reporting as their main motto. The funding of major websites is through individual donors and the reach is determined by social media shares. Major ones are run by veteran journalist who left active journalism or made a comeback due to deteriorating ethics of reporting.

The paper studied the news reportage and its tone of Jamia Student Protests by analyzing three news portals – Scroll, The Quint & First Post. These news websites which have substantial reach have been analyzed using quantitative and qualitative textual analysis. The theoretical framework is largely based on Theory of Public Sphere by Jurgen Habermas and McComb and Shaw's Agenda Setting Theory.

**Keywords:** Analysis, Democracy, Digital Media, News Website, Reportage, Student Movement, Student Protest

## Evaluation of Impact of Artificial Intelligence on Strategic Communication

**Swarnendu Roy**

Research Scholar,

School of Management, GDGU

Artificial Intelligence (A.I.) has emerged as one of the disruptive technologies of modern times. A.I. can be defined as machines having intelligence. This technology has touched most facets of life. Russell and Norvig, in their textbook on Artificial intelligence, have divided it into four quadrants, namely, Thinking Humanly, Acting Humanly, Reasoning and Acting Rationally (Russell & Norvig, 2016, p. 02). On the other hand, communication is as primitive as human existence, but technology has always played a crucial role in which human communication has transformed itself. Communication in today's world has become one of the most critical strategies. It is essential to build a product, but it is also crucial to market it well and here is where communication plays an important role. From the time a company is formed till the time a product is launched, and the company accrues financial profits out of the product, communication plays a decisive role. Amongst various dimensions of communication, one section of the proposed paper shall examine the Strategic Communication. Oxford Bibliography defines Strategic Communication as an umbrella term to describe the activities of disciplines including public relations, management communication, and advertising (Strategic communication, n.d.). A.I. is having a tremendous effect in the field of Communication. A.I. can be used for any company from an auto content generation of media reports to undertake a customer sentiment analysis. It can also be used to have a Chat bot that can reply to customer queries instantly. Given this context, the paper shall endeavor to examine how A.I. has impacted communication in general and strategic communication in particular. The proposed paper will be exploratory in nature and will be based on a secondary source of data. The proposed paper shall review selected articles, reports, essays and journals and gauge the effect of A.I. on strategic communication.

**Keywords:** AI, Strategic Communication

## **A Study on Facebook as a Medium for Online Promotion of Small-Scale Entrepreneurs in Kolkata**

### **Sayak Pal**

Assistant Professor,  
Adamas University, Kolkata  
&

### **Prof. G.Nikita**

Assistant Professor,  
Symbiosis International (Deemed University)  
&

### **Dr. N Thilaka**

Assistant Professor,  
Symbiosis International (Deemed University)

The growing small and medium scale entrepreneurs (SME) thrive for promoting their business through various means; one such platform used is Facebook for social media coverage. Since every business aspires to build connections and promote its deliverables, it is essential to apply a strategic approach to deliver messages to larger audiences. The study attempts to determine whether social media can be an effective mode of marketing for Small Scale Entrepreneurs (SSE) considering their limited budget. This research uses a case study approach to understand the promotion of two brands classified as small-scale organizations while 'Nakshi' was chosen based on the high-value infrastructures and 'Aaloksaji' with low-value infrastructures. This study adopts content analysis as a quantitative approach to decode the content shared over their Facebook pages on the parameters like positive responses, negative responses, etc. On the other hand, a media monitoring tool named Brand24 has also been used as a quantitative approach in understanding certain background data such as reach and engagement for each case using an inductive method. This study helps to structure content marketed on social media platforms for budding entrepreneurs. SSE in West Bengal has enormous capacities to become large-scale organizations with a rich history of innovative handcrafted products. This study has evaluated the benefits of using Facebook as an effective medium of promotion for small-scale entrepreneurs, which would help others use this medium's benefits in favor of their business.

## **Conflict Resolution Principles in the Kanuri Community, a Study of Borno State.**

**Yagana Mohammed Bulama**

The concepts of peace and conflict are inextricably related and exist side by side in accordance with the prevailing circumstances. Peace and conflicts have never prevailed at the same moment. Peace exists when there is no conflict while conflict also exists when peace is absent. Peace and conflict as a concept has been the bedrock of peace studies since its emergence as an academic discipline at local, national and international levels. Therefore better understanding of the concept of peace and conflict will further widen the horizon of students who want to embark on studies related to the concepts. However, in Africa especially Kanuri community, conflict takes various forms and dimensions yet it has been sustained. It is worthy to note that conflict does not have a single definition from African perspective. It could be a kind of social unrest or relationships, whether positive or negative. Consequently, conflicts are in magnitude of rage, rift, misunderstanding, family and market brawls, skirmishes and wars. These kinds of conflicts are wide spread in Kanuri community. Finally, it is the advent of the slave drivers and colonial masters to Africa, that adulterated, and in some areas, wipe out the Africans' methods of monitoring, preventing, managing and resolving conflicts. Kanuri's also had their peculiar ways and manners of effecting peace-making, peace building, and confidence building. These peculiar and very effective methods have today been wiped out by the forces of colonialism, including psycho-war forces. This resulted to instability and retarded development. Dialogue between disputants is today replaced by fighting, and the mediating role of elders, and other more peaceful institutions as age-grades, highly revered societies are replaced in several clashes with police actions (tear gas), military "peace keeping" operations, and endless court proceedings.

**Keywords:** Conflict, Peace, Resolution, Culture

## Use of Social Media for Tourism Marketing in India: A Case Study of Madhya Pradesh Tourism Board

**Sudipta Saha**

Research Scholar, School of Communication,  
GD Goenka University

&

**Dr Kuldeep M Siwach**

Assistant Professor,  
School of Communication, GD Goenka University

The impact of social media and its role has become impeccable in tourism industry. With its wide reach and influential approach, the various medium of social media such as Facebook, Twitter, Instagram, it has been used as a reliable tool for promotions digitally. Social media platforms have transformed the way people used to travel earlier; it has actually offered them a first-hand experience of tourism products available. In order to promote tourism products and attract tourists to, every Indian state are active on social media platforms. Madhya Pradesh too has been running campaigns on their various social media platforms and is using it as a marketing tool. The Madhya Pradesh Tourism is aggressively active on the various channels of social media and through the various means they are creating awareness among the travelers. Not just this, the Madhya Pradesh Tourism is also using the social media platforms to create awareness on the arts and culture of the state and circulate information on various cultural events happening in the state. This paper will analyze the social media channels (Facebook, Twitter & Instagram) and various initiatives undertaken by Madhya Pradesh Tourism Board on these platforms, it will also study the impact of social media as a marketing tool and its importance in tourism marketing. This paper is based on the secondary data collected which will highlight how Madhya Pradesh Tourism Board is using Social Media tools for tourism marketing and nationally and internationally. The paper will also focus on the various social media marketing strategies inherited by the Madhya Pradesh Tourism Board.

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

## Review of Cognitive Managerial Capital and its characteristics based on the literature

**Arvind Kumar Saxena,**

Scholar, School of Management,  
GD Goenka University

&

**Dr. Suneel Arora,**

Professor, School of Management,  
GD Goenka University, India

The literature on Cognitive Managerial Capital is replete with varying definitions as well as the enumeration of its characteristics. This may cause confusion to the prospective researchers. Human Capital resources, that are one of the components of the Intellectual Capital, often are rare and have a complexity that makes it difficult to imitate and provide a competitive advantage. The purpose of this paper is to review current literature on Cognitive Managerial Capital and its characteristics with a view to developing an improved understanding of the various meaning in which this concept has been used. Hence, this paper reviews the literature to consolidate these varying views into a meaningful pattern. To improve understanding on Cognitive Managerial Capital and consolidate its characteristics for this study, a wide literature search was carried from Google Scholar, Emerald Insight, Elsevier Online Journal Collection, JSTOR, ProQuest and snowballing techniques. The economic value of three components of intellectual capital such as human capital, structural capital (interchangeably used as organization capital) and customer capital (interchangeably used as relational capital) are first tier components that have been further divided in the form of subcomponents. Managerial and Employee Capital are first tier components of Human Capital. Cognitive Managerial Capital is the subcomponent of Managerial Capital. The variations, similarities and differences were sorted out to develop comprehensive characteristics of Cognitive Managerial Capital. It is recommended to researchers so that future research may lead to improved cumulative knowledge about Cognitive Managerial Capital and its characteristics.

**Keywords** Intellectual Capital, Human Capital, Relational Capital, Managerial Capital, Cognitive Managerial Capital

## Role of Media in Contemporary Society: A Critical Analysis

### Mr. Hifajatali Sayyed

Research Scholar, School of Law,

GD Goenka University

Assistant Professor, Symbiosis Law School Hyderabad,

(A Constituent of Symbiosis International Deemed University, Pune)

Various forms of media have important roles to play in reference to supplying the general public with information that they demand to consume. Being aware of the crimes happening in the world is something that is of great interest to the general public. Though it may be of an unpleasant nature, the media's portrayal of crimes plays a very important role in influencing the public's perspective on the crime. Besides print and visual media, social media has also become a large influence on the public with several justice campaigns being run on social media platforms such as the Jessica Lal case, the Nirbhaya gang rape and most recently the Sushant Singh Rajput case. The question that arises is how instrumental these media outlets are in crime prevention and how far can they go in pursuit of reporting crimes. The role that mass media plays in spreading awareness not only on the crimes but also the legislative system that punishes these crimes is quite a big one and is one of the most important duties of being the fourth pillar of democracy. However, the media outlets are bound by certain legislations which limit their power. Besides these legislations there are also precedents set by the judiciary to keep in check the harmful outcomes of the over-involvement of the media, such as the media trial. This paper will highlight on the role of media with the legal perspective.

**Keywords:** Yellow Journalism, paid news, crime prevention, justice, public information.

## **Bridging the gap between Conventional Newsroom and Digital Mediums through Automated, Interactive and Immersive Technologies**

**Ganesh Chandrasekaran**

PhD Scholar,  
School of Communication,  
GD Goenka University  
&

**Dr Kuldeep Siwach**

Assistant Professor,  
School of Communication,  
GD Goenka University

At 3.95B USD Gross revenue in 2019, the print media in India is one of the leading verticals in media and entertainment segment. However, the growth of the print media is merely 1% CAGR. The slow growth in revenues, an increase in the news production cost, and the shift in user preference from print to digital due to smart phone penetration are leading factors forcing media houses to invest in automated products. Today, Algorithms with the help of Bots and Cookies decide what news a user would consume. Our paper focuses on News Distribution and looks to help readers consume news beyond their own borders, in their own language and connect them in an appropriate way to credible content that is relevant, useful and stimulating for their lives. The role of communication and high-speed connectivity will enable machine-to-machine communication and bring cities and villages closer and closer to accelerate the smartness of AI. The language barrier is disappearing with the help of AI translation algorithms. An article published in English can be consumed by a person who can read or understand say only Hindi or French through translation algorithms. Smart automation will help media and especially journalism, to customize the articles and provide the individual reader with the information they need. For example, those unfamiliar with a topic will need background information in order to understand. At the same time, an expert will require in-depth details only. Smart systems, enabled by future networks, would guess which parts of a story to present to whom through a better understanding of consumers. Voice Assistants and Immersive interfaces such as AR/VR will accelerate the personalization and customization of content to put the reader into the story itself. This study will look at bridging the gap between traditional versus new media. The study will help traditional media such as print to become more relevant in the coming years. This transformation would be influenced by adding more value to services rendered through AI, Connectivity, or Immersive technologies.

**Keywords:** Automated Journalism, Artificial Intelligence, Machine Learning, Machine-to-machine communication, Communication Technologies, Algorithms, 4G/LTE, 5G, Augmented Reality, Virtual Reality, Mixed Reality, Discoverability of news, Bots, Translators, Language barrier

## **Impact of Media on Rural Development: Analysing the Transformation in Sirohi District in the 21st Century**

**Kamlesh Meena**

Assistant Regional Director,  
Indira Gandhi National Open University,  
IGNOU Regional Centre, Jaipur, Rajasthan

### **Abstract:**

Media has been considered as the most powerful and effective tool of imparting knowledge and social awareness owing to the fast pace of life, where rapid changes are taking place through urbanization and industrialization. However, a lot of instances have suggested that sometimes the media can act as a biased institution where they have the authority to transmit false information and discriminatory representations of certain sections of the society, especially the rural areas. Media has been considered as a tool of the powerful and the privileged who utilize it according to their own preferences and benefits. Thus, this review paper aims at examining the role of media in the development of rural places, with special emphasis on the transformation of the Sirohi district. The paper takes into account various media strategies and the impact it has on the minds of the local residents. The perspectives and beliefs of natives are also taken into account for a better and true understanding of the involvement of media in such areas. The paper applies several media theories to the existing studies relevant to the topic in question, which will be analyzed to achieve the desired aim of the study.

**Keywords:** Role of Media, Community Radio, Communication, Rural Development

## An Analysis of Effectiveness of Female Political Characters in Indian Cinema

**Dr. Sarika Takhar Badsara**

HOD, Media & Mass Communication,  
NIMS University, Jaipur

The prime motive of this research paper is to analyze and calculate the backstage message of the Bollywood movies and the effectiveness of female political characters and status of female political character therein. Indian Cinema is appreciated by millions in India and also in the Western countries. Despite these movies expose to particular audience having curiosity in political drama stories, but in reality these Bollywood movies are interlayer and have underlying thoughtful insights.

So, major propoganda such as effectiveness of political characters in Bollywood movies also the subject of study and analyze in Indian Cinema. This research paper analyzes the one sidedness of film directors, producers as they represent female political characters in their film production and these movies show case for the power influence of female politicians and male dominated society and interference as well right way. Bollywood has limited itself to defined sketches of womanliness. The question arises here, Is Indian Cinema has been successful in representing different shades of female politician in Indian politics dominated by male dominated values. This research paper marks questions that using such stereotyped portrayal of female political character in Bollywood delivers powerful political messages to its audience and tends to aggravate the existing combat.

**Keywords:** Bollywood, Hindi movies, female politician, Hindi cinema, Directors, Womanliness, film production, political characters

## **A Study of the Role of Political – Economy and Communication Technologies in the Transformation of Indian Newspapers**

**Anugya Asthana**

Research Scholar,

School of Journalism and New Media Study

IGNOU, New Delhi

The country's economic liberalization (1991), the arrival of the Internet (1995), implementation of Foreign Direct Investment (FDI) in the newspaper industry (2002) and the rapid growth of communication technologies, including the advent of the third (3G - 2010) and fourth-generation (4G – 2016) of wireless mobile phones, transformed the Indian newspaper industry in several ways. To comprehend a broad picture of the numerous changes in the newspaper world that steadily took place in Indian newspapers over the last 30 years, from 1991 to 2020, in-depth interviews of 16 distinguished media personalities of the country and 20 working journalists and management executives were done. The findings revealed that the use of advanced communication technologies in big news paper houses intensified in 1991 when many new technologies were imported along with the massive flow of foreign money. The availability of foreign capital strengthened the newspaper business that resulted in a robust management section, and its interference in the editorial department of newspapers began. Moreover, the number of news items increased in a newspaper, whereas analytical and investigative news stories slowly disappeared. The use of colloquial words and everyday language was given preference in news writing to connect maximum readers, but the style-books of newspapers were hardly followed. In the beginning, newspaper houses could not acknowledge the strength of the Internet; however, the introduction of 3G (third-generation) services in 2010 resulted in a massive growth of internet users, and the readers of newspapers, especially younger readers, began shifting to the new media. The easy availability and interactive character of social media put a question mark on the popularity of newspapers that put tremendous job pressure on journalists that also triggered their ruthless layoffs. In 2016, Jio 4G services launched with very cheap data and voice services encouraged 'citizen' and mobile journalism. This development restricted the freedom and choices of journalists in news writing, and now newspapers preferred to publish reports as per readers' choices. "What readers want, not what readers should know" was a significant ideological change in the Indian newspaper industry.

**Keywords** – Indian Newspapers, print journalism, digital media, information technology, communication technology.

## **Museum Website as a means of strategic communication: Website Content Analysis of National Museum, New Delhi**

**Abhishek Dubey**

Research Scholar,  
Department of Communication Management and Technology  
Guru Jambheshwar University, Hisar

&

**Prof. Dr. M.R Patra**

Department of Communication Management and Technology,  
Guru Jambheshwar University, Hisar

Digital Transformation has reformed how media, business and other organizations strategize their public communication in terms of theme, content, design, accessibility and reach of their digital presence. This transformation has undoubtedly helped digitalize and converge conventional visibility of all forms of organizations including the most popular and traditional form of visual communication “Museums”. Though modern museums are popularly known for protecting, preserving, interpreting and display of the objects of cultural, artistic and historic importance but this digital transformation has reformed how museum focus not only this but also how they reach their visitors using their website and social media platforms. In this research study the researcher would like to explore how museum use their website in terms of content, design, theme of the website of National Museum, New Delhi being one of the leading museums of India (TourmyIndia.com, 2019). For which the research would conduct content analysis of the website content and its accessibility. This study would help us understand and analyze the media tools and content published on the museum website and also explore the scope of digital visibility and popularity of such traditional organizations in 21<sup>st</sup> century.

**Print Media as a platform for Political Communication in convergent world: A case study on news content published by Times of India**

**Mehak Pandit**

Research Scholar,  
Department of Communication Management and Technology,  
Guru Jambheshwar University, Hisar

&

**Prof. (Dr) Vikram Kaushik**

Professor,  
Department of Communication Management and Technology,  
Guru Jambheshwar University, Hisar

With the advent and surge of convergent forms of media, the credibility of the most conventional form of media in India still remains high (Cvoter,2020). In a democratic country like India the power and popularity of a media platform plays an important role in selection and presentation of news on a particular platform. Thus print media being the conventional form adds reliability and power as a platform of political communication. In this research study the researcher would like to explore the political editorial and news content published by one of the leading English daily particularly Times of India during the last two general elections i.e. 2014 and 2019 general elections. This research study aims to study the media interpretation of the news and analyze the story purpose of the political content on the parameters of content credibility, authenticity as a news source. For which the research would conduct content analysis of the editorial and news content published by Times of India during 2014 and 2019 general elections related to relevant national political issues. This proposed research study would help us explore the media interpretation index in terms of story purpose, placement, presentation, tone etc. of news and editorial content published by Times of India.

## **Patient Activism, advocacy & debunking pharma rhetoric Beyond the contours of 'traditional' health communication**

**Neha Saluja**

In 1999, the WHO declared HIV/AIDS as the 'number 1' killer in Africa. Nearly 14 million people died, and 33 million were living with HIV then. People in Africa and other developing countries were dying due to a lack of access to affordable medicines. Patent monopolies on drugs kept prices high and blocked access for millions worldwide, particularly in Africa. This injustice led to the patient-driven movements in the post-apartheid era that shaped the never-seen phenomenon of patient activism that challenged the class-power struggles, human rights, and most significantly debunking big pharma rhetoric on life-saving drugs. The study aims to demonstrate how patient-led movements emerged as a novel form of advocacy- using peaceful demonstrations, freedom of speech and opinion to contest the public health deficits and myths created by pharma companies to continue profiteering during public health emergencies- like HIV/AIDS, and currently Covid-19. For this, in-depth interviews of health communication experts, patient-activists, health reporters will be conducted along with thematic analysis of the selected news stories in national newspapers during Covid-19. The research will primarily be built on the theories of Jurgen Habermas's Public Sphere, McCombs' Agenda setting and Chomsky's Propaganda.

**Keywords:** Health communication, advocacy, patient-activism, public sphere, health news

## **Government's social media use for citizen participation in policymaking and governance: Insights from India**

**Sangita Thakur**

PhD Scholar, Amity School of Communication (ASCO),  
Amity University, Noida

Social media is increasingly being recognized as an effective tool or the promotion of e-democracy and citizen engagement in governance. But not much is known about Indian public sector organisations use of social media. The Web 2.0 functionalities of social media make it an important channel of government communication, but do they also function to promote citizen e-consultancy and e-participation in governance decisions? The purpose of this study is to examine social networking sites' (SNPs) use by select Government of India's departments/ministries for citizen engagement in governance and policy matters and suggest a framework for a more effective citizen e-consultancy and e-participation engagement approach using SNSs. The study adopts a mixed-method approach (MMR) to conduct a qualitative and quantitative content analysis of social media pages (social networking sites) – Twitter and Facebook – of 5 ministries/departments of the central government to first, analyse the topics of government posts to find out how government departments are using Facebook and Twitter and to what purpose. Second, through an analysis of citizens' responses, we analyse the success of government communication on the topics. Third, we analyse responses specific to the line of enquiry regarding the use of SNS for the promotion of citizen participation in governance and policy and map the success basis analysis of citizens' reactions to these posts. Fifth, we establish whether the departments are using SNSs to promote citizen participation in governance and policymaking and how effective it is. Sixth, we present our guidelines and framework on SNS strategy for governments for engaging citizens on policy and governance matters.

## Hindu patriotism and the diaspora: A Study on Cyber-Hindutva

**Santushti Thapar**

PhD Scholar,  
GD Goenka University

Hindu patriots shield the approach of a Hindu state in India, while extending the general allure of their belief system. Their exceptionally territorialized at this point widespread cases have been discovering specific reverberation among traveler populaces, especially in North America. This study endeavors to go past content analyses that forefront voices to focus in on the organization structure to feature the new transnational acts of patriotism. Two central matters rise up out of this top to deep research. From one viewpoint, Hindu patriot associations have moved their online exercises essentially to the USA, where the Indian diaspora is 3.2 million in number, and comprise in this way a perfect representation of significant distance transnational patriotism. Then again, the morphological inconsistencies between the on the web and the disconnected organisations highlight new techniques of tact created to avoid the look of experts in nations of home. The plan of action to map making accordingly gets critical not just in understanding what partisan or unlawful developments do and show yet in addition what they look to stow away.

**Keywords:** Diaspora, Hindu, Hindutva, India, Internet, Web

## Key Legal Issues in Online and Social Media Marketing

### **Aiswarya Priya Kamalasanan**

PhD Scholar, School of Management,  
GD Goenka University

The paper primarily focuses on key issues faced by online marketers and social media marketers like: 1. Privacy and data collection, 2. Compliance with Regulatory Bodies and Consumer Protection Laws, 3. Intellectual Property issues, 4. Competition Regulations. The first part of the paper will deal with the need for privacy law compliance and data collection. The need to establish a privacy policy, the need and objective of data collection, disclosure agreements if any, terms and conditions, confidentiality clauses, dispute resolution and limitation clauses, etc. The second part will deal with Consumer Law Compliance regarding Advertising and Marketing like price, quality, quantity etc., and issues arising out of bait advertising. The third part deals with IP issues like copyright, trademark infringements, the need for license and permissions to use art, music, photographs, etc., for marketing. The fourth part of the paper deals with Competition regulations and the issues relating to promotional activities like sweepstakes, endorsements, etc. The final part of the paper deal with Information Technology Act, 2000 and other Regulations which regulate the online and social media marketing in India and which provide legal recognition to electronic commerce.

## Conceptual Apparel Design as a Social Action against Sexual Violence

**Edwina Tekper**

Lab Technician, Department of Fashion Design and  
Textiles Studies, Accra Technical University – Ghana.

&

**Cynthia Akua Chichi,**

Fashion Lecturer, Department of Industrial Art,  
Kwame Nkrumah University of Science and Technology, Kumasi-Ghana

&

**Raphael Kanyire Seidu,**

Researcher and textile designer

Sexual violence against women remains a recurring canker in the society. Empirical studies established the trauma and psychological disorders victims have to undergo in their growth. The aim of this practice-based research is to employ fashion design as a medium to create apparels that essentially draws awareness of sexual violence in the community. The study acknowledges relevant design path by artists in that regard but exercise other techniques such as dyeing (batik and marbling) and beadwork in the creative process. A conceptual model developed aided in the creative practice where final apparels were exhibited to viewers or students in KNUST. Findings from quantitative analysis suggested the struggles victims go through in their lives and that these apparels could successfully create an awareness on the canker for effective enforcement of the laws.

**Keywords:** sexual violence, harassment, apparel, design, conceptual

## **Study on usage of Infographics in Online Advertising and Social Media Marketing with special reference to Health Care Sector**

**Rituraj Taye<sup>1</sup>,**

**Dr. Archana<sup>2</sup>**

Assistant Professor,

Amity University Rajasthan

With the rapid rise of 4G in the development of mobile communication technology, there is an increase in the usage rate of multimedia mobile phones. Our society has generally transformed into an "e-society," and Infographics content in social media has proved it pervasively, with its rapidly evolving and increasing influence in the health care sector. And with the global pandemic COVID' 19 hitting around the globe in the 21<sup>st</sup> century, there is a vast advancement in healthcare technology and current concerns arising over public health. Mobile health has been increasing among the public attention and with its continuous growth, it has now become integrated into many individuals' daily routines and there is currently a massive increase in the use of social media for health communication mostly by physicians and health care delivery organizations to promote their product, services and its uses in a positive way to connect in health care sector. The main objective of the paper is to identify the uses, benefits, and limitations of Infographics used in in online advertising and social media marketing in health care communication and provide recommendations for future research.

**Keywords:** Health Care, Mobile Health, Infographics, Social Media

## Understanding the factors affecting the Brand Perception of FM Radio Listeners

**Neha Verma**

Research Scholar,  
School of Communication,  
GD Goenka University

Radio is always one of the popular sources of entertainment for the Indian audience. It is the oldest medium of communication that has evolved with time as per the requirement of listeners. In a country like India where there is a huge diversity in languages and music. It is quite a difficult task to meet the expectations of listeners by any radio channel. The purpose of this study is to find out the factors affecting the brand Perception of a radio channel. Each radio channel serves a diverse audience with different age groups, gender, attitudes, personalities, preferences, motives and expectations. It is difficult to know exactly who is listening and why they are listening. The objective of this study is to find out the most influencing factors creating the brand perception of a radio channel in the mind of the listener. What are the reasons for the listeners to tune in to their preferred radio station? What are the factors which keep the audience connected to a particular radio station consistently? This study is based on the private FM radio stations of Jalandhar City. Being the media hub of Punjab from the old-time the audience of Jalandhar is well aware. All the selected radio stations are popular brands of the private radio industry in India. Questionnaire and interview methods will be used for primary data collection. Also, some formal observation and expert consultation will be taken to get more relevant information. The findings of the study will help the industry to understand the audience reception which in turn will be helping content planning and development for FM radio channel to attract more listeners.

**Keywords:** FM Radio, Brand Perception, Listeners, Jalandhar

## A study of the fake news problem and its impact on social media

**Ravi Shankar Maurya**

Research Scholar,

&

**Dr. Tasha Singh Parihar**

Associate Professor,

School of Media and Communication Studies,

Galgotias University, Greater Noida

We have also seen a period in which media meant print, radio and electronic media. But today we are living in the era of the internet. And this advancement of technology gave us a new media which is known as Social media. This media has revalorized the field of social communication. These changes in communication created a new thing, the concept of the global village that no one can imagine it. Social media changed the way to communicate and use the news in our society.

The internet and Social media have influenced Print and electronic media so much that they forced to create an online portal or social media account on a variety of social media platform. Facebook, Instagram, Twitter, and YouTube, etc. has been turning into a powerful medium for providing news and entertainment. Online journalism and Social media are developing together, which is the result of this technological change. On the other hand false and fake news is seen extensively on social media. There has been a huge increase in the spread of fake news through these new mediums of communication. At the present time all social media platforms gives facility to user for messaging, to send or receive text messages, video calls, images, voice calls, documents and user location in just a single click from any location of the country without verifying of the information. And also during lockdown a lot of fake news is spreading by these platforms.

**Keywords:** Fake news, online fake news, online yellow journalism, etc.

## Communicative Leadership

**Kritika Kathuria**

Communicative leadership, basically, is the way a leader communicates with his or her employees and the people. It is a conviction that communication is not merely a skill, it is an attitude. Communicative leaders have a deep understanding and knowledge of the benefits and influence on the employees with regards to their well-being, performance, loyalty and trust. Interpersonal relationship gets a strong foundation on account of good communication. For an efficient communicative leader, certain skills are necessary such as receptivity, inclusivity, stress management, emotional control and non-verbal communication. In order to develop better understanding and belief among people, selection of suitable and graceful words to bring about meaningful and innocuous delivery to the people is exceedingly important. Communicative leadership includes inspiring, guiding and directing people to follow the principles and values of the society at large. Such leaders exhibit courage, compassion, confidence and commitment to promote ethical work culture and create an ideal environment for mutual cooperation. This not only creates a binding force among people but also encourages optimal performance at workplace. It also builds an imperishable platform to nurture the strength and talent of its employees to achieve common goals and consequently reinforce the interest of the organization. Therefore, it is pertinent to add a strong link between communication and leadership. It is an established fact that the growth of any organization is dependent on the mindset of its employees. Based on this fact, effective leadership plays an instrumental role in creating healthy space for better productivity and sustainable benefit. Effective communication with the masses that incorporate problem-solving behavior of executors and operators in mind is the key to success and happiness in the long run. Thus, communicative leadership is indispensable for the welfare of the organization and holistic development of the society. To conclude, communicative leadership provides a platform for exciting and friendly environment to achieve comprehensiveness on the professional front. At last it is an orientation of mind that initiates a helping guide for overall growth of any organization and the employees become an asset rather than a liability through effective leadership and communication.

## Strategic Communication Requirement in Implementation of New Education Policy 2020

**Zafar Iqbal**

National Education policy 2020 (NEP 2020) has outlined a revolutionary vision for new education system in India. The new policy has replaced the previous National Policy on Education, 1986. The global education development agenda reflected in the Goal 4 of Sustainable Development Goals, adopted by India in 2015 - seeks to “ensure inclusive and equitable quality education and promote lifelong learning opportunities for all” by 2030. The world is undergoing rapid changes in the knowledge landscape. With various scientific and technological advances, such as the rise of big data, machine learning, and artificial intelligence. To keep up the momentum with the vigorous changes and to meet the 21<sup>st</sup> century skills NEP 2020 have proposed the revision and revamping of all aspects of the education structure, including its regulation and governance, to create a new system that is aligned with the aspirational goals of 21<sup>st</sup> century education while upholding India’s traditions and value systems. We should understand that a policy document is a statement of intent of the government and provides guidelines. It is imperative to be implemented as a procedure and protocol for which effective communication strategy need to be planned. The present study will highlight how strategic communication can be used as an effective tool in the implementation of NEP 2020. The broad objective of the study is to find out how a thorough, well-articulated strategic communication will help in creating coherence and synergy across all the bodies involved in education. The specific objective of the study is to explore the possibilities of strategic communication in creating a strong base for the comprehensive implementation of the spirit and intent of the policy in a phased manner. In this background the present study will look at the role of the important stake holders in policy implementation such as teachers, administrators as well as parents. The study is qualitative in nature, uses interview and document analysis as research tools to collect the necessary data in order to fulfill the stated objectives

**Keywords:** National education policy, Strategic communication, Implementation, Stakeholders.

## The Role of twitter in Political Campaign

### **Divyshikha**

PhD Scholar,  
School of Media and Communication Studies,  
Galgotias University, Greater Noida, Uttar Pradesh, India.

### **Dr Bhawani Shankar**

Assistant Professor,  
School of Media and Communication Studies,  
Galgotias University, Greater Noida, Uttar Pradesh, India

Twitter is a well-known micro blogging social media network. it is now being used as a modern political platform to disseminate information to an increasing audience. Twitter and other social media platforms are seen as key to the recent shifts in public opinion Political campaigns may use Twitter in a number of important ways. It's a perfect forum for users to share not only general information but also political views with politicians. In election campaigns, Twitter has become a familiar weapon. During the 2020 Delhi assembly election campaign, it was widely used by various parties, especially political leaders. This research explores key developments in the use of social media by political parties during the election period using a collection of tweets. This study examines how a candidate's Twitter activity influences electoral results, as well as whether the opinion and frequency of candidate-related tweets are related to campaign performance, using the case of the 2020 Delhi Assembly Elections. The aim of this study is to perform a content analysis of selected politicians' tweets on Twitter to evaluate the nature and content of their tweets. To obtain a better understanding of the content of Indian politicians' tweets and to determine how Indian politicians use Twitter, Examine Indian Politicians Tweeting Preferences.

**Keywords-** Election, Social media, Twitter

## The Impact of Agenda Setting on Public

### **Tarun Goma**

PhD Scholar,  
School of Media & Communication Studies,  
Galgotias University, Greater Noida.

&

### **Dr. Bhawani Shankar**

Assistant Professor,  
School of Media & Communication Studies,  
Galgotias University Greater Noida.)

The concept of Agenda setting theory was introduced by Dr. Maxwell McComb and Dr. Donald Shaw in 1972. Agenda setting is proven through recent researchers that they are influential. Agenda setting played a crucial role in today's scenario. Role of press as a political Watchdog. Electronic heckling the human mind, spreading fake news, and superstitions which misleads with the news, data and depressed minorities. Mass Media is able to influence or frame the public agenda. Agenda setting Realm of New Media and Electronic Media. As the Entire Media landscape continually move into an online realm. Television new Channel Motivated by politically and Industrialist Class. So in today's Scenario nor Healthy and Productive Debates, information and News in Electronic Media. Agenda setting are applied in Electronic media and very limited Access to provide Authentic Information. Public at large can Appreciate the Truth of the Information that they receive.

**Key words-** Agenda setting, new media, Electronic media, Alternative Media.

## **Impact Assessment of Health Information and Communication among Adolescents on HIV/AIDS Infection in Zamfara State, Nigeria**

### **Dr. Akash Deep Muni**

Associate Professor, UID-24782,  
Department of Communication, Journalism and Film Production  
Lovely Professional University

&

### **Sagir Lawan Isyaku**

Department of Mass Communication,  
College of Administration and Management Studies,  
Hussaini Adamu Federal Polytechnic,  
Kazaure, Jigawa State- Nigeria.

&

### **Abubakar, Abdullahi**

Department of Mass Communication,  
Abdu Gusau Polytechnic Talata-Mafara,  
Zamfara State- Nigeria.

In response to the sexual active nature of youths that make them more susceptible to AIDS, the study investigated the impact of health communication in the spread of HIV/AIDS at family level in Zamfara State. This is to ascertain whether or not adolescents receive information related to HIV/AIDS via health communication in the State. As a border state to Niger Republic coupled with the growing influx of youths due to higher institutions of learning in the state, Zamfara is facing a serious threat of HIV spread. The study covered January 2015 to January 2017 across the fourteen (14) local government areas of Zamfara state, in Nigeria, within the confine of families and adolescents between 18 – 25 years in Zamfara state considering the roles of the former in educating, guiding and counseling the latter and the fact that adolescents are among the most vulnerable groups to AIDS among which prevalence rate grows faster (KSACA, 2008). The research also focuses on health communication strategies especially used by the conventional media of mass communication. The FGD and IDI focuses only on one hundred (100) adolescents (men and women between 18–25), family households to examine how health communication provides information to the youths and the impact of such information in preventing HIV/AIDS spread among them. Seven (7) respondents were randomly selected from each of the thirteen local Government area headquarters of the state. But nine (9) respondents from Gusau local government were purposively selected, because it is the capital city of the state. These are: Anka, Bakura, Bukuyum, Bungudu, Birnin-Magaji, Chafe, Gummi, Gusau, Kaura-Namoda, Maru, Maradun, Shinkafi, Talata-Mafara, and Zurmi respectively, for the conduct of the FGD sessions. The results are that a substantial number of them expose themselves to sex without prior knowledge of the effect of contracting AIDS especially due to their liberal attitude of some of them towards sex, pornography, homosexuality, lesbianism and others alike that can lead to contracting HIV. The study recommended that mass media should be used for

informing and encouraging the target audience to embrace new behaviours and to pass important information about the danger of contracting HIV/AIDS.

**Keywords:** Impact, assessment, health information, communication, adolescents, HIV/AIDS, Nigeria.

# International Conference on Strategic Communication (ICSC)

The International Conference on Strategic Communication (ICSC) organised by School of Communication, GD Goenka University endeavoured to provide interdisciplinary platform to scholars and academics from across the world to discuss new trends in strategic communication and allied areas; business, political and social. The focus area of the Conference was to deliberate on how communication drives performance in business, politics and society.

The Journalists, policy makers, corporate leaders, communication researchers and academics from all across the globe shared their experiences during the conference. The speakers and panellists included prominent media practitioners, policy makers, corporate leaders, civil society members and academics. ICSC has this contributed in advancing and recognizing new knowledge in the field of Strategic Communication Research

International Conference of Strategic Communication is organized by the School of Communication, GD Goenka University. The School of Communication has over time evolved as centre for advanced research in media and currently 30 scholars are pursuing doctoral research in key areas of communication. The school has strong research foundation with quality research projects in hand and dynamic academic profile. The key strength of the school is quality of staff, research infrastructure, strong industry connect and international collaborations

The GD Goenka University has been accorded many accolades for its teaching-learning, research, and external engagements and is ranked No. 1 Private University in North India by ASSOCHAM

