

2nd International Conference on Strategic Communication (ICSC), 2022



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Proceedings of
2nd International Conference
on
Strategic Communication
(ICSC)


May 1 - 2, 2022

School of Media & Entertainment
GD GOENKA UNIVERSITY

Editor

Dr. Amaresh Jha

ROYAL BOOK PUBLISHING – INTERNATIONAL

Book Title	2 nd International Conference on Strategic Communication (ICSC)
Book Size	A5
Paper	Natural Shade
Publisher	 Royal book publishing KM Nagar, Ayodhiyapatnam, Salem, Tamilnadu - 636103
Website	www.royalbookpublishing.com
Email id	contact@royalbookpublishing.com

ISBN Assigned by Raja Ram Mohun Roy National Agency for ISBN, New Delhi – 110066 (India)

ISBN: 978-93-91131-49-4

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**Proceedings of
2nd International Conference on Strategic
Communication (ICSC)**

May 1 - 2, 2022

ISBN : 978-93-91131-49-4

Proceedings Published by

Centre of Excellence for Intelligent & Strategic
Communication

**School of Media & Entertainment, GD Goenka
University**

Gurugram, Haryana, India

Publication Type : E-book
Published in : India
Date of publication : 2nd May 2022
Edited by : Dr. Amaresh Jha

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All papers have been peer-reviewed

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

International Conference on Strategic Communication (ICSC), 2022

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MESSAGE FROM THE VICE CHANCELLOR

GD Goenka University is proud to host the 2nd 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 Media & Entertainment for organizing this conference on a relevant issue 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 ICSC2022 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
Vice Chancellor

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 2nd International Conference on Strategic Communication



organized by the GD Goenka University. The aim of ICSC2022 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, ICSC2022

Table of Content

Sl. No	Title	Author	Page no
1	Hijab Row Verdict: A Sentimental Analysis of User Responses on Facebook	Dr. Ritu Raveendran, Dr. Nimmy Maria Joseph	1
2	Strategic Communication in Welfare Initiatives: An Overview of Telangana	Parveen Sultana	3
3	Thematic Analysis of Branding Linkages in the Video and Textual Content: A Study of Facebook and Twitter Handles of Narendra Modi	Preeti Malhotra	5
4	Social media as a tool of strategic communication: A study on the use of social media by State Governments in India	Dr.P.V.Sangeetha	9
5	Problematic use of mobile phone among school students	Rajesh Kumar Deol, Dr Meenakshi Singh	11
6	Challenges and opportunities for news media and journalism in an increasingly digital and social media environment	Arpita Gupta, Dr. Meenakshi Singh	13
7	The Study on Communal	Dr. Venugopal	17

	Violence Portrayal by Online News Portals: A content Analysis of English News in India	Gowda M K	
8	Social Media and Campus Political Participation in Kerala: A UGT Approach	Keerthana Thankachan, Neerej Dev, Vishnu Achutha Menon	19
9	A Study on the role of Social Media Archetypes in Viral Marketing	Meha Prasad	21
10	Sentiments Analysis of Tweets on Farm Laws' Roll Back and End of Farmers' Protest Using NVivo	Mr. Amit Kumar, Dr. Amaresh Jha	25
11	The Development of Network Society In the Backdrop of Media Ecology and It's Effect On Human Relations	Dr Meenakshi Singh	27
12	Scenario and development of design thinking in the contemporary times	Ms. Taruna Singh Ahuja	29
13	Incubation of Legacy Journalism in Transmedia Plebiscitary	Dr. Amaresh Jha	31
14	Digital Journalism: Analytical role of social media in mainstream journalistic method of reporting in English dailies	Dr Kuldeep Siwach	34

2nd International Conference on Strategic Communication
(ICSC) – 2022

**Hijab Row Verdict: A Sentimental Analysis of User
Responses on Face book**

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Abstract: A controversy regarding hijab – the headscarf worn by Muslim women as part of faith – has been a source of fierce debates in India since January 2022. On the grounds that wearing hijab violates college’s uniform policy, six students alleged they were denied entry to class in a government-run college in the state of Karnataka. This led to widespread dissent and polarization among people. On March 15, 2022 the state’s apex court ruled that hijab is not essential to religious practice. In this context, the present study analyzes Facebook users’ responses to the news on High court verdict, on the official page of The Times of India. User responses are analyzed using sentimental analysis – the method of finding people’s attitudes, opinions, emotions, and

2nd International Conference on Strategic Communication (ICSC) – 2022

sentiments from text data. The researchers analyzed nearly 200 comments that appeared on the day of verdict, considering their valence, sentiments, emojis, and most used words. Being the most popular social media, analysis of Face book comments is an effective method to gauge public sentiments and reactions over a social issue.

Keywords: Sentiment Analysis, Facebook, Hijab Row

2nd International Conference on Strategic Communication
(ICSC) – 2022

**Strategic Communication in Welfare Initiatives: An
Overview of Telangana**

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Abstract: Following the formation of Telangana on June 2, 2014, the Telangana state government has launched a number of welfare programmes aimed at providing social security to the poor and disadvantaged. However, getting the word out to the potential beneficiaries about the various social welfare initiatives that have been implemented to the right people remains a major challenge. Various variables such as low literacy, publicity mechanisms, and low awareness levels are factors that impede to welfare oriented information. This calls for creating awareness and raising knowledge of the available schemes that will put the state on a path of socioeconomic development. In this context, this paper will examine how the State government's has used strategic communication and various communication modes if any to reach out to various strata of the marginalised population. The study will also look into how traditional media and social

2nd International Conference on Strategic Communication (ICSC) – 2022

media were utilized as communication component. The research article will be based on secondary data from government and media publications, and discuss the steps taken to address communication related issues.

Keywords: Talangana, Strategic Communication, Welfare

2nd International Conference on Strategic Communication
(ICSC) – 2022

**Thematic Analysis of Branding Linkages in the
Video and Textual Content: A Study of Facebook
and Twitter Handles of Narendra Modi**

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Abstract: Is anything in common between Nehru's, Indira's, Gandhi's and Modi's communication strategy? All the four political leaders have been taller than the parties they led. All of them dominated the political discourses of their times. All of them used main stream media to pitch their policy decisions. All of them made iconic fashion statements. Indira's saree swag, Gandhi's love for Khadi, Nehru's jacket and Modi's half sleeves Kurta- set them apart from the crowded league of the politicians of their respective eras. If we further broaden the horizon of comparison, rhetoric seems to have yielded rich dividends for a number of Indian political leaders. If Lal Bahadur Shastri will be remembered for "Jai Jawan, Jai Kisan"; "Tum mujhe khoon do, mai tumhe azadi doonga" will evoke the visuals of Subhash Chandra Bose; "Swaraj Mera Janmsiddh adhikar Hai" will trigger

2nd International Conference on Strategic Communication (ICSC) – 2022

the thoughts of Bal Gangadhar Tilak; “Bharat Chhoro” will put in the forefront the ideology that Mahatma Gandhi epitomized. On similar lines, Indira Gandhi’s “Garibi Hatao, Desh bachao” immortalized her. The Indian Prime Minister Narendra Modi will be remembered for a number of slogans and hashtags (#) coined and released through various social media handles. #MannkiBaat, #SwachBharatAbhiyaan, #MadeinIndia, #Atmnirbharbharat, #SkillIndia, #AzaadikaAmritmahotsav, #ParikshaPecharcha, #Examwarrior, #NaMo, #Vocalforlocal, #HarharModi, #GharGharModi, #Chaipecharcha are some top recall taglines Narendra Modi will be associated with. So, is political communication/marketing all about generating top recall punchlines and delivering them with effervescence? The current paper undertakes a thematic analysis of 111 social media posts of Narendra Modi between March 2021 to Oct 2021, from Facebook (<https://www.facebook.com/narendramodi/>) and Twitter (<https://twitter.com/narendramodi>) handles using NVivo. On the political front, assembly elections in West Bengal, Tamil Nadu, Kerala, Puducherry and Assam; Farmer’s Protest and Covid were the key highlights of the timeframe. The analysis is conducted on the transcriptions of 70 Facebook and Twitter video posts, out of which 42 Video posts are from

2nd International Conference on Strategic Communication (ICSC) – 2022

Facebook and 28 Video posts are from Twitter handles of the political leader. In addition to these, 21 textual posts from Facebook and 20 textual posts from Twitter are also analyzed to arrive at the findings. The findings of the study are presented in the form of frequency tables, word clouds as well as hierarchy charts. The data collection methodology used is convenience sampling. In all a total of 1338.42 minutes of audio-visual content and 1000 words of textual content from the two social media handles of Narendra Modi has been analyzed. An attempt has further been made to arrive at the branding attributes of the themes identified from the analysis of the content. The findings, reflect health, personalization and religion as the dominant themes in terms of counts in the leader's Facebook textual posts. In terms of category wise weighted percentage, (i) content strategy, signified by the choice of persuasive verbs, (ii) nationalism, (iii) credibility, (iv) regional connect emerged as the key attributes. The sum of the weighted percentage from branding elements perspective revealed content strategy, followed by political product and collaborative stakeholder community as the dominant narrative for the timeframe under study. In the thematic analysis of the transcriptions of Modi's Facebook video posts, content design/strategy dominates on all the

2nd International Conference on Strategic Communication (ICSC) – 2022

three accounts- theme wise count, category wise weighted percentage and branding elements weighted percentage. Nationalism, personalization, issue ownership, regional connect, collaborative stakeholder community and political product offerings (i.e. policy, party and leader) again dominated the political discourse for the timeframe of the study. On Twitter, in the textual posts segment, content design, governance followed by nationalism topped the theme wise counts. In terms of category wise weighted percentage, the thematic analysis points to development, finance/economy and governance as dominant trends. Credibility and political product were the leading branding elements for the segment. Finally, the analysis of the transcriptions of the video posts on the leader's Twitter handle underscores, content design, nationalism and personalization as the dominant count wise themes. Category wise segmentation points to content strategy, issue ownership and nationalism as the key aspects. As for the branding elements in the segment, political product, content strategy, credibility and collaborative stakeholders' community are found to be the dominant trends.

Keywords: Thematic Analysis, Facebook, Twitter, Branding Linkages

**2nd International Conference on Strategic Communication
(ICSC) – 2022**

**Social media as a tool of strategic communication:
A study on the use of social media by State
Governments in India**

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Abstract: Social media has not only changed the way people communicates but also has opened up possibilities for them to engage actively in various public activities including nation building. Realising this scope of social media, many State governments have started their official social media accounts to reach the public. This facilitates easy, quick and transparent reach of government communication to the people. The present paper analyses how various state governments in India use social media, specifically Facebook, as a tool of strategic communication. Facebook has been powerful and popular social media among the users. Qualitative approach has been adopted. The objectives of the study are 1) to identify the presence of State governments in India, 2) to assess the nature of posts, and 3) to analyze the status of user engagement. Qualitative approach has been adopted.

2nd International Conference on Strategic Communication (ICSC) – 2022

Content analysis of the official Facebook page of various state governments in India has been analysed. The content has been compared to understand the extent of use of social media among the various State Governments. The results reveal that the government official Facebook pages are active and have wide reach. However, it lacks interactivity and effective use. The study recommends for more focused and intense content development and maintenance of the official Facebook pages in order to make the government communication more reliable, transparent and popular among the users.

Keywords: Strategic Communication, Social Media, State, Governments, India

2nd International Conference on Strategic Communication
(ICSC) – 2022

Problematic use of mobile phone among school students

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Abstract: There are several terms that have come to define the problematic use of mobile phones. These include "mobile phone addiction", "Smartphone addiction", "problematic mobile phone use", "compulsive mobile phone use", "mobile phone dependence", and "mobile phone overuse" These terms describe more or less the same phenomenon of individuals' cellular phone usage to the extent that they neglect other areas of life. This paper examines the different dimensions of problematic use of mobile phone by school students. These findings are culled from the ongoing research for the PhD dissertation by the scholar on mobile phone use habits among school students in Chandigarh. The problematic dimensions explored include those related to

2nd International Conference on Strategic Communication (ICSC) – 2022

self-identify issues, social and psychological problems, and health issues as a result of using mobile phone. The paper discusses students' responses to how long they can stay away from their phone if at all; whether they get upset or angry when asked to limit their mobile phone; whether they feel anxious when away from mobile phone; what kind of health issues such as eyestrain, headache, depression etc. they feel; whether the mobile phone use affects their interpersonal interaction with parents and friends, whether they face cyberbullying etc.

Keywords: Mobile Phone, School, Students, Usage

2nd International Conference on Strategic Communication
(ICSC) – 2022

Challenges and opportunities for news media and journalism in an increasingly digital and social media environment

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Abstract: Journalism is a long-established profession prevalent in society in the vast majority of the world. This study investigates the challenges and opportunities for news media and journalism in today's changing media environment. This shows that we are moving towards increasingly digital, mobile, and social media environment with more intense competition. More and more find news through digital media, through mobile phones and social media. Nowadays users across the world use digital media in an easy and attractive ways. The paper validates the legacy media like broadcasters and especially newspapers by contrast are becoming relatively less important as distributors of news even as they remain very important producers of news. While they often have

2nd International Conference on Strategic Communication (ICSC) – 2022

a lower cost base in adapting to change, they face similar competition for both attention and advertising and so far represent a small part of overall investment in journalism. The study also analysed how Internet users have access to more information in convenient formats but a larger number of people opt for more casual and passive forms of use and mostly use the many opportunities offered by digital media for things that have little to do with news. The move to a new era of digital media means effectively addressing an efficient and competitive media market place and ensuring to navigate the media environment effectively in their own best interest. The paper also includes the opportunities and challenges for news media and how there is generational differences in news and media use. The research suggests that that quality journalism can increase levels of political knowledge, participation and engagement, and can furthermore help reduce corruption and encourage elected officials to represent their constituents more effectively. These days these media environments are changing in part as a result of technological and market developments largely associated with the rise of digital media. This report reviews evidence-based research on the opportunities and challenges these developments represent for news media and their role in democracy

2nd International Conference on Strategic Communication (ICSC) – 2022

in different contexts. The internet and social media provide the industry with significant challenges; traditional models are rapidly being made redundant. In particular, newspapers are no longer ‘gatekeepers’ of access to news. The challenges facing the media are global, there are regional and country-specific issues. Although newspapers were among the first industries to recognize the internet’s importance, they have performed poorly at monetizing readership in the digital age. Instead, many revenue streams have been diverted from newspapers to IT companies and news aggregators. In this environment, a limited number of large technology companies enable billions of users across the world to navigate and use digital media in easy and attractive ways through services like search, social networking, video sharing, and messaging. New media technology influences almost all aspects of traditional media, including subscriptions, readership, circulation, and advertising revenue. In particular, the possibility to access information and receive instant updates via the internet has threatened the existence of traditional newspapers. Therefore, this paper aims to review the challenges facing newspapers in the age of digital communication and how publishers can utilize digital technology to expand readership and maximize subscription and advertising revenues. The outcomes

2nd International Conference on Strategic Communication (ICSC) – 2022

of this review showed that challenges faced by newspapers include a general decline in reading culture, lack of interactivity, readers' preference for free news, and the need to minimize the cost of production and distribution as well as provide timely updates. Nevertheless, by utilizing digital technology and maintaining print editions, publishers can provide credible news and information to expand their reach and attract advertisers. Technology has not been able to replicate the credibility and quality of newspaper content. This review was an attempt to provide useful information to newspaper publishers, journalists, advertisers, and readers on news delivery and consumption in the age of digital communication.

Keywords: News Media, Journalism, Digital Media

**2nd International Conference on Strategic Communication
(ICSC) – 2022**

**The Study on Communal Violence Portrayal by
Online News Portals: A content Analysis of English
News in India**

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Abstract: Contemporary Media has shifted from traditional to digital access of information using various tools like mobile and computer based application. Hence, today the information flow is very fast and immediately reaches common people to wherever they are. In a multi-culture, religious and caste based society like India, the role of the mass media in reporting communal conflicts is typical. Due to media diversity and easy access to information, the small communal issues become more sensitive and it's creating negative picture of Indian society in the global scenario. Hereby, the research has tried to analyze how the Indian online newspapers have been portraying communal violence in the present scenario. The research has been constrained on the communal issues which occurred between 2016 and 2017 as per

2nd International Conference on Strategic Communication (ICSC) – 2022

Union Ministry of Home Affairs report, in these two years more number of communal violence incidents has been reported across the country. Whereby, each year 10 communal riot issues were selected from different parts of the country and are randomly taken. Hence, the analysis is based on the 10 communal issues (In each clash all news were analyzed) selected from each year from each portal. For surfing the specific communal clash particular key words were used viz; Communal, Riot, Clash, Violence, 2016, 2017, The Times of India, The Hindu, The Hindustan Times as well as violence place and name as well as month name of violence happened. The paper also discuss and examine exaggeration of words used while covering communal issues in various online news in text content. The researcher has also described the state wise communal issues coverage during various period, due to which conflicts have happened. This study arrives at an indicative overview of the online journalism on various information disseminated to the public. The analysis is more reliant on what appeared in online press and has been contextualized by data drawn from content analyses with the systematic methodology.

**2nd International Conference on Strategic Communication
(ICSC) – 2022**

Keywords: Communal Violence, Portrayal, Content Analysis

**Social Media and Campus Political Participation in
Kerala: A UGT Approach**

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Abstract: The study is the application of the Uses and Gratification Theory (UGT) to understand the political participation of college students in Kerala. To explore the uses and gratification pattern of the college students, the social interaction in political participation of the college students is measured using a set of variables (self-representation, social interaction, information seeking, information sharing, habits, and subjective norms). A survey is conducted among 399 college students who are affiliated with different political parties on the campus through a multi-stage cluster sampling. Kerala was divided into 3 different zones as per the old administrative division and the questionnaire was circulated through a Google

2nd International Conference on Strategic Communication (ICSC) – 2022

form. Descriptive and inferential analysis was initiated to analyze the objectives of the study. Results of the study indicate that though there is an active affiliation to major parties on the campus (KSU, SFI, and ABVP), the college students who are members of SFI are more enthusiastic and active in campus politics. Kannur districts show high participation in political activities through social media and the results coordinate with the gratification sought analyzed by UGT theory. Social media gratifies the audience and act as an agent of an information provider, social representation, and self-identity.

Keywords: Social Media, Political Participation, Kerala, UGT Approach

2nd International Conference on Strategic Communication
(ICSC) – 2022

**A Study on the role of Social Media Archetypes in
Viral Marketing**

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Abstract: This is a study to examine the role of social media archetypes that have been instrumental in influencing the netizens to make certain folk content viral over various social media platforms. The premise of the work is based on the concept of archetypes given by Carl Jung, a Swiss psychiatrist who gave the theory of analytics for reading human psychology. His theory of archetypes mentions the aspect of collective consciousness creating an abstract landscape for the expression of hidden, unseen and unconscious emotions. These emotions have a common language and type world over. They majorly come as fear and love that further give rise to rest of the branching emotions coming out of these two parent emotions. Based on this, the human personalities shape up. Jung (1968) gave the

2nd International Conference on Strategic Communication (ICSC) – 2022

theory of archetypes that defined four types of psychological aspects shaping up human personalities. As per him the hidden emotions that have been globally prevalent have empowered human to exhibit certain personality traits. He categorized four types of archetypal traits (McLeod, 2018), the persona, who wears an outward face that we show to the world driven by ego as emotion and consciousness at the base of the psychology, the animus which represents mirror image of the other biological side of us that is our gender, depicting the male side in case of a female and femininity hidden inside in case of a male, this comes out of the shadow of our intrinsic world. The collective unconsciousness is at the base of anima. The self and shadow are the child of the intrinsic world with personal unconscious at the base. The sum total of unconscious and conscious energies is the personality of an individual as per him. Based on this theory, the researcher has tried to identify the social media archetypes that carry the potential to make content viral over the internet besides the potential of the content to be viral on its own. Media and culture are correlated and interconnected with each other (Dakroury, 2014). While media connects and influences various cultures, it also gets influenced by the cultural of the land and hence also impacts day-to-day practices. Culture and

2nd International Conference on Strategic Communication (ICSC) – 2022

content impact each other and are reflection of human emotions. Folk songs are also represent culture and emotions. Now, with reference to this study, the success to two folk songs Kacha Badam (2021) and Bachpan Ka Pyar (2020) that created a rage on the social media were the most sought after viral content. The songs were has the folk connotation but apart from that the different social media archetypes played an important role in making it viral internationally. The identified social media archetypes as per Verizone (2013) are key influencers are the magicians as per the social media archetypes, heavily driven by ego and conscious state, the engagers are the caregiver archetypes, a mix of both self and ego (consciousness and personal consciousness), multi-consumers who are the combination of ego and anima, and lastly the standard consumers not so active on social media who are the archetypes reflecting shadow. While the key influencers are the once who sensitise the audience and are capable of taking most of the crowd along with them. They connect and represent social culture. In case of the two songs celebrated faces like singers and composers had direct involvement in the packaging of the content, reflecting high consciousness. The engagers are the ones with massive network and can further share the content, they came along as

2nd International Conference on Strategic Communication (ICSC) – 2022

other range of celebrities like cricketers or influencers with massive fan following and made the content viral. The multi-consumers have been present on all platforms, they are the most aware forms, and further propagated it with the word of mouth publicity at local levels. The last ones are the standard consumers who have a personal yet powerful zone, if they came forward to promote the content at any platform that indirectly caught attention on the social media. In this case the bureaucrat and police officials or doctors engaged with the content either by their comment, dance or talks, which further caught attention on the social media, giving life to the two songs. This is a matter of further research as to what works and what doesn't work with the audience, but there is definitely the phenomenal power trapped inside the social media archetypes that can be utilised to for the greater good.

Keywords: Social Media, Archetypes, Viral Marketing

2nd International Conference on Strategic Communication
(ICSC) – 2022

**Sentiments Analysis of Tweets on Farm Laws’ Roll
Back and End of Farmers’ Protest Using NVivo**

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Abstract: 19th of November 2021, was a big day for the farmers, media, and the people living around the three borders of the Indian capital New Delhi, when the Prime Minister announced to roll back the three controversial farm laws which sparked the yearlong farmers’ protest, making the life of the people in and around the national capital a hell. The social media platforms were flooded with peoples’ views, opinions, and perceptions which were a big source of knowing the sentiments of the users in general. Throughout these protests, supporters and opponents of the farm laws took to Twitter to express themselves. So, the

2nd International Conference on Strategic Communication (ICSC) – 2022

researcher also planned to analyze tweets between the day this repeal was announced and the day when farmers eventually ended their protests to understand the sentiments of the users on this rollback. The researcher selected the tweets with the help of seven popular hashtags on this issue. The researcher found after the sentiment analysis that the mood was largely moderately negative to very negative on the repeal of the farm laws.

Keywords: Twitter, Sentimental Analysis, NVIVO, Hashtags, Farm laws, Farmers' Protest, Repeal

2nd International Conference on Strategic Communication
(ICSC) – 2022

**The Development of Network Society In the
Backdrop of Media Ecology and It's Effect On
Human Relations**

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Abstract: In the present times the humans' civilization is living in the age and environment of connectivity. The emergence of new media and digital communication technologies structured human civilization around the information that is influencing the social, political, and economic and human ecology system. This kind of connected and power packed society enabling us to cross time and space distanciations. In the present paper the researcher tried to explore the development of the networked society over the years and also, what the network paradigm holds for the human sphere. The researcher also conducted survey through random sample survey with a sample size of 100 respondents to know the

2nd International Conference on Strategic Communication (ICSC) – 2022

perception of people towards network society. Secondary data analysis and survey method 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, Media Ecology, Human Relations

2nd International Conference on Strategic Communication
(ICSC) – 2022

**Scenario and development of design thinking in the
contemporary times**

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Abstract: The present research paper focuses on the various dimensions of current state of design thinking. Through a review of the literature, the paper surveys the basic viewpoints of design thinking, paying particular attention to the perspective of design research and design education. In the Present paper two viewpoints are discussed: the “analysis of design” viewpoint and the “human-cantered problem solving” one. Through Secondary data analysis it was found that necessity of design thinking to be conceptualized and taught in an effective and practical way. Design Thinking is a creative and collaborative process to identifying problems and their innovative solutions. Furthermore, the teaching of design thinking should be comprehensive and

2nd International Conference on Strategic Communication (ICSC) – 2022

attempt to develop design-thinking skills to the students. There are several Design Thinking frameworks which could be used in different situations. Finally, education in design thinking can be seen as an indispensable research “ground” for understanding and enhancing human creativity and innovation in a wide range of fields.

Keywords: Design Thinking , Human- Centered , Education , Teaching, Design Thinking Skills

2nd International Conference on Strategic Communication
(ICSC) – 2022

**Incubation of Legacy Journalism in Transmedia
Plebiscitary**

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Abstract: The rational discursive realm has often been envisaged by scholars for open and representative discourse. The sphere and culture that Habermas, Mill, Curran and Keane envisioned has its own limitations and have been debated thoroughly through polemics of Lippmann-Dewey debate. These questions have hardly helped in nurturing the legacy journalism. Instead, legacy journalism has been questioned on grounds of the ability and will to reflect and epitomise the interests of the citizens. This chapter starts with the “truth argument” of John Stuart Mill “On Liberty” and recollects the evidences from the “corrupting influences of capital” to assess the problem of fixing the broken journalism. Taking into account the developments and

2nd International Conference on Strategic Communication (ICSC) – 2022

experiences of the neo-liberal era a new perspective on dynamism of democracy and public sphere envisaged by Green has been deeply analysed. To make this chapter interesting the societal role of journalism has been reviewed from the lens of development of transmedia. The European and American contexts on normative foundations of journalism have been reappraised to provide an account of developments that took place where the democratic institutions were born. Holding power to account and censoring power on behalf of the public have been the fundamental principles of legacy journalism, and the quality of journalism is still assessed on these grounds. At the same time there are some scholars who think that the democracy in its present status should get de-coupled with journalism as the attributes of both the institutions do not stimulate active participatory environment. Then comes the concept of Constrained and Elevated Publicity in which Max Weber's idea of the power of Public Gaze Politics of Candour gets re-incubated in the changing media environment. This idea incorporates the vitality of nature of public deliberations and nature of engagement of citizens in public deliberations. To develop a standard realm of politics to sustain the legacy journalism there is a need of watching into the eyes of the people as Jeffrey Green suggests because he

2nd International Conference on Strategic Communication (ICSC) – 2022

believes that it is essential to change the nature of engagement of the citizens in the democratic processes. A democratic society can't flourish in the age of spectatorship. We will have to come out of the hyper-idealistic public sphere in the age of transmedia and will have to develop and nurture a transmedia public sphere (Plebiscitary) for incubation of legacy journalism, where there is immense potential of collaborative creation and collective consumption of deliberations.

Keywords: Transmedia, Public Sphere, Citizens

2nd International Conference on Strategic Communication
(ICSC) – 2022

**Digital Journalism: Analytical role of social media
in main stream journalistic method of reporting in
English dailies**

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Abstract: Social media formulates an opportunity to enter mainstream media workplaces and also being recognized amidst reporters for professional practices. The rise of social media over the last fifteen years for all citizens in India has seen a significant influence on the way in which news is reported. A virtual-age journalist is predicted to find innovative approaches to vend the news testimonies on multiple platforms, which calls for a topical have a look at to discover the current tendencies in Indian English newspaper industry. Correspondents in Canada rampantly garnering social media where they use it most, and all outfits of new media journalism have been implanted in their media source practices. The current paper will be an effort to

2nd International Conference on Strategic Communication (ICSC) – 2022

understand the approach of editors and reporters toward social media usage as a reporting method. Judgemental sampling will be employed to accumulate statistics from 100 editors and reporters from Delhi based media houses in India to realize the aptitudes required to thrive as a new-age journalist and the way that is impacting the sector of journalism in post COVID India. Apprehensions too were upturned via editors and reporters at the importance of subject paintings to cut down unreal news menace, raising dependable assets and forthcoming of inspective journalism predominantly in the phase of social media in India.

Keywords: Digital Journalism, social journalism, citizen journalism, networked journalism, inspective journalism