Dissertation forms a major part of an academic degree and can be a part of both, Bachelor's and Master's degree. In professional qualification, a dissertation becomes a major requirement. It is based on the author's findings and research. The topic for a dissertation or a thesis therefore has to be selected carefully. The term 'Dissertation' comes from a Latin word ‘Dissertatio’ meaning ‘Discourse’.

A typical dissertation consists for various elements such as a title page, an abstract, a table of contents, and a body, which makes up the various chapters included in the dissertation. It also has a bibliography or the reference section. A dissertation mainly explains the purpose, the findings etc which are related to the research done by the author. A dissertation is often followed by a viva-voce which is done mainly as a defense for the dissertation done by the author.

The outgoing batch of MS in Communication, Christ University has successfully completed their dissertation. These students had to work vigorously for a year. It all started with choosing their area of research under various faculty members of the university as their guides. For the students it had indeed been a learning experience.

The dissertations have made their minds more research oriented. For the students it required a lot of planning, understanding, and reading about their topics. After all the hard work that they have put in, they have gained in depth knowledge about their respective topics. As they move into the industry these dissertations are going to give them a firm footing in their area of work. These dissertations are available online. These are available in the Christ University Library repository. This will really be helpful for the juniors and others as reference.

As we bid adieu to our seniors, they have left behind their work, the dissertations which will help us and many more batches after us to understand the various processes involved in media and communication.
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42. Impact of wikileaks on the credibility of journalists: Barkha Dutt and Vir Sanghvi
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The research is carried out to study the impact of photographs and its placement on readers in newspapers. The photographs and headline are the heavyweights, more than any other element they attract attention. This study tries to focus on the role of photographs in newspaper articles on its readers. It evaluates on the terms of its placement as well. Photographs in newspapers are researched through semiotics analysis, content analysis and other qualitative techniques. This study is undertaken in both qualitative and quantitative techniques. The researcher has used the random sampling technique with a sample size of 108. The analysis is also made on the basis of in-depth interview with experienced and seasoned members of print organizations. Based on the analysis of the data collected the research has thrown light upon the findings that, before even scanning pages in detail, the first element seen by a reader is the photographs. Both the genders have equally shown that the photographs are the first component that attracts them to read an article. A well placed photograph plays an important role by breaking the monotony of text placement and leads to visual appeal of the reader. In conclusion the photographs have high visual impact on readers. Its placement and size play a vital role in not only leading the readers to read the article but also creates an aesthetically designed layout.

This study is about Radio Active, 90.4 MHz community radio, Bangalore’s 12th radio station and first community radio station. Radio Active which is an urban community radio caters to heterogeneous and diverse groups, where people from different communities are encouraged to make use of the station for their development. Triangulating in-depth interviews and an audience survey as methods, this research explores the nature and extent of the local residents’ participation in the communication process. The station operating with a wider participation from its community members has been very successful in providing them with an access to much needed information and entertainment but has also, in fact, proved to be an important avenue for the local population to express their opinions and views as well as exchange feelings. An audience survey, conducted revealed that 96% of the local respondents listen to their community radio station because through this platform they get to hear the voices of their community, followed by the need for the information, entertainment and liking for the programmes broadcasted by the community radio. Based upon the research it was found that not only Radio Active has increased access to information for a larger section of the community population previously not served or underserved by the state media or the capital based-elite media but also encouraging the dispossessed and the marginalized in breaking the ages-old culture of silence.
IMPORTANCE OF POLITICAL CARTOONS TO NEWSPAPERS

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Political cartoons are an important part in any newspaper. Political cartoons adorn a small part of a newspaper, often in a corner. The position of this piece although small the impact is huge. A cartoon conveys a lot of information in very few words. The emotions behind the political cartoons are genuine and although harsh, are taken with a sense of humour. While in comparison editorials are, firstly for the elite masses who understand the highly intellectual content of the piece, also editorials have a tendency to be politically correct and hold back, unlike cartoons. Cartoons are generally blatant about their stand on the issue. There have been controversial cartoons like JyllandsPostenthe Mohammad cartoon and the effective yet less controversial R.K. Laxman. The dissertation will concentrate on how political cartoon are in fact one of the most important parts of any newspaper. It will try to understand the effectiveness of political cartoons over editorials. How political cartoons are a means of communication. The researcher will also try to understand how R.K. Laxman and the common man have become symbols for the ‘aamaadmi’. The methods of research will include a qualitative analysis of political cartoons by interview and a quantitative analysis by questionnaire method to understand how people perceive cartoons over editorials. The researcher having completed the researcher is in a position to make comments about the effectiveness and popularity of cartoons.

INFLUENCE OF AUTOMOBILE MAGAZINES ON CUSTOMERS IN FINALIZING A CHOICE OF VEHICLE

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Automotive journalism is a new field that became popular in media with arrival of world leading vehicle manufacturers to India. There are number of new vehicle manufacturers entered to Indian market in the last decade. Automotive journalism got its grid with the flood of new vehicles in the market. Initially automobile news and related articles were just a part of the main newspapers or magazines. The situation changed drastically with the introduction of automobile magazines in India. Flow of manufacturers towards Indian market is still happening and the number of vehicles from motorcycles to big trucks launching in Indian market is not easy to count. In this situation finding a right vehicle according to the need and budget is not an easy task to the customers who wants to buy a vehicle. Now, Indian vehicle market it so huge and test driving each and every car is not an easy task to choose one. The situation forced the automobile journalism and automotive magazines to function as a separate field of journalism. The research tries to find out how far these automobile magazines are helpful to the people who want to buy a vehicle. Research then tries to analyze the readers of the automobile magazines and influence of magazine on customers in their decision making process.
For centuries newspaper designers have been in the background working to present information and hard news to the society in a creative way. Creating the layout of a newspaper page is a tedious and time consuming process that employs a set of rules and guidelines. For this purpose the technology employed are in the form of various software’s. And such a program that can create layout designs is a very valuable tool. The layout of a newspaper has to undergo revivals to keep in tune with the recent trends and graphic designing techniques. This dissertation will study the change in the layout and design of The New Indian Express in 2008. Whether or not there is a relationship between the change in layout and its popularity will be also be found out. This study blends empirical and theoretical methodologies of graphic designing. The graphic design theories draws from the principles of design like balance, rhythm, proportion, dominance, unity and scale. Layout principles and theories are varied, but most fall into one of two camps: grid-based design and non-grid-based design. There are also layout principles like white space and proximity to consider, all of which contribute to the background study related to newspaper designing. Analyzing closely studying the content in this case the designs of The New Indian Express newspaper and the changes brought about there off will be effective method to research the change in the format of the newspaper has brought in its readers and also its prospective readers. The aspects that will be studied are the logo, masthead, layout, fonts, color and visuals or graphics. The newspaper also has some ‘invisible elements’ like whitespace, gutter, margins, columns and grids.

The dissertation aims at going deeper than what meets the eyes, in terms of design and creativity with the help of semiotic analysis. The researcher conducted semiotic analysis of eight issues of Bloomberg Business week and wired magazines cover pages, in an attempt to decode and deconstruct the nuances of the cover page. Stylistically all the cover pages considered for the semiotic analysis are covers that have several connotations and denotations. These aspects are generally neglected by the readers and there has been a constant need to decipher the underlying meaning. A lot of creative thought that goes into the creation of these cover pages as it involves a combined effort of the editorial and the design team with best of creative minds coming together. Here the attempt by the researcher is too look into that aspect of the cover which goes beyond the obvious.
NEWSPAPER CAMPAIGNS – A SOCIAL MARKETING STRATEGY OF THE TIMES OF INDIA

Aishwarya Belman Rao

For the past few words, newspaper campaigns have become the buzz word in the field of print media, which major media houses starting various campaigns targeting social issues. The campaigns of The Times of India, especially Lead India, Teach India and Aman Ki Asha, are some of the most prominent among them. These campaigns dealt with pertinent issues in today’s society like illiteracy, corruption, accountability among citizens and Indo-Pak relations. However, in the light of recent controversies involving the media and excessive importance being given by them to advertising, the role of newspapers as watchdogs of the society is being questioned.

The researcher, thus, seeks to understand whether these campaigns are genuine initiatives for social changes or a tool by the newspaper to increase readership. This study will analyze the impact of the campaigns on the readers of The Times of India. Through quantitative research using questionnaire, this study will also gauge the opinion of the readers on whether newspapers of today are capable of being agents of social change. The methods of research will include quantitative analysis by questionnaire method to understand how people perceive the newspaper campaigns of The Times of India and in general, the potential of newspapers to bring about social change. A sample size of 100 Times of India readers was selected using the stratified random sampling technique. The study revealed the intentions of the campaigns of The Times of India as well as potential of newspapers in bringing about social change as perceived by the readers of The Times of India.

A STUDY ON STRATEGIC USE OF LANGUAGE IN NEWSPAPER HEADLINES

Pema Sherpa

“The language we use to communicate with one another is like a knife. In the hands of a careful and skilled surgeon, a knife can work to do great good. But in the hands of a careless or ignorant person, a knife can cause great harm. Exactly as it is with our words” - Anonymous. For the news media, particularly the newspaper, the greatest weapon is the power of words. The success or failure of a newspaper depends largely on the way its headlines appear to the readers. A well thought out headline does half the job of conveying the message. And consequently, a poorly written one can lead to misinterpretation. This research is an effort to delve into a complete understanding of the structuring of headlines in English newspapers and analyzing it against the use of phrases and words that are misleading and ambiguous. Through a thorough analysis of the textual presentation in the headlines, the researcher intends to study how the interplay of words in headlines works in grabbing attention of the readers through creation of curiosity and ambiguity. Furthermore, this study tries to understand the strategies employed by juggling of words in the headlines and the meaning creation of the same in the readers.
AN ANALYSIS ON THE PORTRAYAL OF INDIA BY NATIONAL GEOGRAPHIC MAGAZINE

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The research is an analysis on how the magazine ‘National Geographic’ has portrayed India over the years and whether or how it has changed. National Geographic being an all American historical magazine might have its own ways of portraying particular nations. India being known for festivals, colors, superstition and snake charmers has always been portrayed countless number of times as only the above mentioned stereotypical explanation. May it be in movies, cartoons, books, etc., National Geographic being a credible magazine has never failed to bring forth to the world all historical aspects of any country. Bollywood, Spicy food, Religion etc. has been a hot topic for both Nat Geo magazine and television. The researcher wishes to find out if the magazine has portrayed India differently over the years.

PROMOTION OF VIRTUAL TOURISM THROUGH GOOGLE ART PROJECTS

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Virtual tourism is known to evoke experiences of moving through 3D space. It is also known that several virtual projects have been useful for various purposes. Google is a hub for several applications, projects and internet based features. One of them is the Google Art Project, established by Google in February, 2011. Although there has been research on several topics related to virtual tourism, there is still a gap when it comes to awareness created about Art Museums through Google, which has come about very recently. This study aims not only at filling this gap but also understand the impact that this art project has created among its audiences. The research is an effort to understand how Google has promoted virtual tourism as well as art and if it has taken an effect into reality. This study will help recognize the dynamics and dimensions of the medium better. It is an attempt to understand if the project can transform the computer-arbitrated communication through Google Art Project. Another objective of the study is to find out people’s perception of the art pieces being as reliable as that, which is there in real time. The method employed to obtain findings is by means of survey, using questionnaire. The study establishes a relationship between those who are associated with art and paintings and those who are inspired to take a real-time tour. The findings of the survey have been interesting, where respondents preferred to take a real time tour after visiting the online version of the museum.
In India, the ICT trend is in boom and is considered hugely beneficial. India is also the preferred global destination for outsourcing of IT and IT-related activities. Therefore, it becomes important to use the benefits of IT to solve the prominent problem of India that is rural development. Will the application of IT on this sector have similar results? This study is based on the growing trend of information communication technology (ICT) based projects for development, popularly known as ITCD. India being the hub for ITCD projects, this paper attempts to evaluate the pros and cons of this developing system. It has been stated by many authors that most of the ICT projects are non-sustainable. This paper tries to examine the reasons for adopting this technology for rural development, which is largely illiterate and the risks and reasons which lead to failure of such projects. Various organizations like the government of India, International organizations, and non-profit organizations have been investing largely in terms of finance as well as human resource. Is this investment worth the outcome is one major issue which the study looks into. In order to conduct this research qualitative tools have been employed. Interviews with experts were conducted, and a case study was deeply analyzed. This paper presents a brief review of the technologies, the rural ICT projects, and the issues associated with the use of ICT for rural development.

This dissertation aims at studying the social networking site’s impact on people and relationships. There are different reasons why people use social networking sites like Facebook. The study aims to check whether it is loneliness or the need for socialization that encourages networking on such sites. Study looks into Facebook and other social networking sites have changed the youngsters’ lives and lifestyles. This research tries to find out how this new media trend has affected people’s attitude towards life and also their attitude towards relationships. A questionnaire has been used to find the opinion of the people regarding the social networking concept. 75-100 people were researched to find out the exact need for social networking.

The ability of networks to introduce new actors and new contents in the process of social organization, with relative independence to the power centers, increased over time with technological change, and more precisely, with the evolution of communication technologies. This is the reason that social networks have encouraged creating strong bonds. Through this study, one wants to understand if these ties are actually as effective as they seem to be. Internet does have both positive and negative impacts on the youth, but the relations that are formed or maintained cannot be used to replace the real world actual relations.
EMOTICONS AND THE NON-VERBAL COMMUNICATION: WITH REFERENCE TO FACEBOOK

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In the recent years, the use of emoticons in text-based and computer-mediated communications has gained a lot of popularity. Though emoticons (a combination of punctuation marks and letters) first began as a representation of facial expression, they have over the years been transformed to now include graphical representations of a variety of items (both static and animated). The usage of emoticons and their interpretation differ from one person to another, depending on factors such as gender, age and culture. Face book is a platform where people across the globe communicate, share opinions and connect with each other. The researcher, thus, seeks to understand whether emoticons have the ability to infuse the text-based computer-mediated-communications on Face book with the richness and authenticity of face-to-face interactions, and to arrive at an understanding of how these different groups use and interpret emoticons. A sample size of 139 was selected using the snowball sampling technique. The methods of primary data collection included surveys in the form of questionnaires that were distributed online. A quantitative analysis of the collected data was conducted using SPSS. The study revealed that age, gender and location do have a bearing on the patterns of usage and interpretation of emoticons. It also showed that emoticons cannot provide the text-based computer-mediated-communications on Face book with the richness and authenticity of face-to-face interactions.

RELEVANCE OF AN ALL WOMEN SOCIAL NETWORKING WEBSITE

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Yahoo is looking forward to crack a deal with Cafe Mom, a social networking and community aimed at mothers. The website is very popular and doing extremely well. Many find that joining a social network for women can be a fantastic way to not only find support from other working females, but to also network with people that can become potential investors, employees, friends, vendors, and business partners. There is really no limit to the kinds of connections you can make within the social network for women. The statement of the problem is that women need an exclusive space for themselves wherein they can talk to each other and also increase their knowledge and wellbeing. The agenda is to know what applications and what ingredients will make it successful? Women are found more using face book than men and there is a need for the social networking website for women to share opinions exclusively related to them. Recent concerns over the privacy issues on some of the social networking websites is also one of the problem faced by users. The methodology adopted by researcher in order to collect data and analyze it will be through Questionnaire and Interview. Questionnaire will be targeted between age group of 18-40. The target sample will be women. After the research is being done it has been found that market is ready for an all women social networking websites. A little marketing will make it more successful than any women blog website. Therefore further work on it can be encouraged.
A STUDY OF MALAYALAM AMATEUR MUSICVIDEOS ON YOUTUBE

Sridevi Vijayan

The research is a study on the amateur music video trend that has created a buzz among the Malayalee audience. The researcher intends to find the reason behind such a success despite of receiving negative criticisms. The topic is given importance as such amateur videos have been becoming very famous among Malayalee audience. The Malayalam amateur video trend on YouTube has paved its way and a lot of people have started noticing this. Though these videos lack in a lot of aspects they are a huge success. The researcher is keen on finding reasons as to how and why these videos gain so much attention. The researcher also wishes to find the audience perspective towards such videos and their opinion about the same. The levels unto which people gain publicity through such videos are remarkable. It also creates an impact on the minds of the viewers. The creators of such videos have a lot of expectations in mind when they create such videos which may or may not be fulfilled. Two songs are taken up by the researcher and a detailed study is done on the same. Quantitative data collection method is followed. The study is supported by a questionnaire which is distributed to 80 respondents. The creators of such amateur videos have gained so much popularity. This raises a lot of questions whether such videos will be still appreciated and encouraged in the future even after so much of criticisms. The researcher wishes to unveil the answers to such questions.

SOCIAL NETWORKING- A COMPARATIVE STUDY ON THE NEW GOOGLE + PROJECT AND FACEBOOK

Funmilola Miriam Marcus

This research project set out to study the new Google + Project, a new social network by Google. The dissertation looks at the social network as compared to already existing social networks especially Facebook, what the sight possesses that other social networks may not have and how successful the site will be in the years to come and if there is a need for a new social network after what is already there. The researcher went out to find out from users of the social networks, how popular Google plus and Facebook are and how frequently the sites are and what possible future the sites have. The researcher found out that Google plus isn’t as popular as Facebook just yet but in years to come if they can learn from the mistakes that the already existing social network have made and develop on that to make the site more user friendly.
The topic “Social Media and Crisis communication – The new age mantra?” is indeed one where immense amount of research is possible. Simply because social media today has become one of the most rapidly growing means of communication.

The researcher through this research aims to find out if Public relations professionals use this medium extensively while communicating crisis. The theory used behind this research is ‘uses and gratification theory’. The research begins with the theoretical aspect of social media and crisis communication. The researcher has taken examples of a few ground breaking crisis that have taken place in the consumer world and cited their examples where prominent use of social media has made people aware of the crisis and it is the same social media that has eventually regained people’s faith back into the brand.

By the end of the research conducted with the help of the questionnaire that was administered to the target audience, the researcher aims to arrive at the conclusion, whether social media indeed is the new age mantra for crisis communication or not. Through this study the researcher aims to study if social media has become the new age mantra for crisis communication.

The Internet has only about 6% penetration in India. These are words we repeatedly hear whenever there is a discussion about the power of social media and the Internet in general. Even though we say that the Internet penetration in India is very little, the figure in numbers is 100,000,000, as of 2010, which is a penetration of 8.5%. (Internet Usage and Population Statistics, 2010). In a country like India, even one percent is a few million people. That’s not a discountable figure in a democracy. Therefore, the effect it has in the social context because of social media, cannot be undermined. This paper aims to study the effects of social media campaigns by doing a study on the socio-political campaigns in India. Some campaigns like the Pink Chaddi Campaign and the “Support Anna Hazare Campaign” have made extensive use of the social media. Social media activism today has come to be known as “slacktivism” as cited and explained in the further sections of this research paper. This research paper aims to find out if this term applies to activism on social media for socio-political campaigns in the Indian context. The aim is to understand if and how the social media has been effective in propagating different causes and how it has affected the new media users and sensitized them to issues. The implications of the findings, if proven that social media has a mass effect on the people of India, will be that using platforms like Facebook, Twitter, YouTube and other public information sharing sites will have to be integrated into every social message that circulates around in the media industry and the loss the campaign will incur if this isn’t fulfilled.
The dissertation aims to find whether the features of sports celebrity endorsements such as credibility, ensured attention, high degree of recall of the product or service, psychographic connect, associative benefit, motivate a fan specifically, in this case, in their purchase decisions. It is an attempt to understand whether fan clubs, fans and fan cultures are unreceptive to the propagation of celebrity endorsements of products and services through conventional and unconventional advertising. The research aims to identify whether fandom of any kind influences their buying decisions. The theory employed in this research is the Two Step Flow theory of communication, wherein sports stars act as opinion leaders in advertising influence. The research is an attempt to understand if the growing sports celebrity brand endorsements actually have an effect on the buyer to the extent of buying decisions. By the end of the research conducted with the help of questionnaires that were administered to the target audience, the researcher aims to arrive at the conclusion, whether sports fandom indeed affects consumer buying patterns.

For years newspapers have sold papers through racks on the streets. With change in consumer behaviour, the sales and purchases of newspapers have also transformed. Technological advancement brought in a demand to be innovative and to suit the changing behaviour of the consumer. Newspaper like any other commodity has to fight for its survival and make an impact on the consumer’s mind. The days of “Plan Buy” have taken a backseat because of availability of many options for the product of the same kind. There comes a need to draw all the attention of the consumer to the devices of innovation in order to make a purchase. Newspapers therefore, have adopted different elements of the marketing communication mix of the integrated marketing communications to smartly market themselves at every level to reach and appeal to ever changing readers. The research will aim at studying the changes by the newspaper organization in order to market their newspaper through “An Analysis of Marketing and Advertising Strategies of Deccan Herald, Bangalore.” The research is aimed at studying the steps and procedures that are taken by the newspaper organization to position their newspaper to the target readers to get the desired market share.

The research will also try and gauge the impact of the marketing and advertising strategies adopted. If there is an impact what might be the possible reasons and till what extent. The research will make a detailed analysis by interviewing people from Deccan Herald, Bangalore to get in-depth knowledge about the steps and procedures taken by the newspaper organization. Also, in addition a sample survey was conducted with a total sample size of 85 to gauge the impact.
A COMPARATIVE ANALYSIS OF PRINT ADVERTISEMENTS OF THE YEARS 1990 AND 2000

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This content analysis of a sample of advertisements of 20 print copies of various Indian products during the 1990s and 2000 examined the impact of the national economic conditions on advertising and its effect on 4 major aspects - text, visuals, typeface and layout. This study suggests that the impact of national economic conditions and the prevailing culture in the 1990s and 2000 on the use of advertisement elements in the different FMCG (Fast Moving Consumer Goods) product advertisements seemed visible. Advertising is part of the changing social, economic, and cultural environment, and its visuals might have been created in a way that could reflect those changes that people would want to adjust themselves to. Another way of linking advertising and its visuals to society and culture is the cultural approach to advertising. Cultural historians argue that advertising is an important window through which different aspects of society and culture can be explained. But also, the advertising itself can be explained to determine how it might have been shaped by society. While identifying the purpose of this study, more knowledge about the evolution in print advertisements is acquired. The research has given a better idea in recognizing the past advertisements which were during the beginning of the Globalization period and has compare it with print advertisements of the year 2000.

"INCREDIBLE INDIA" TVC AND YOUTH TODAY

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The paper deals with the television commercial of Incredible India. It studies whether these advertisements can be used to generate goodwill for the country. Incredible India advertisements are a rare combination of extraordinary words, music and visual. It is an initiative by the Government of India to promote tourism. They are small snippets capturing India at its best. The advertisement frequency is low. But if strategically used can prove beneficial in creating benevolence towards the country. The paper throws light on the negative treatment given to news by today’s broadcast media. It analyzes whether the effect of it can be countered by the portrayal of beautiful India in the 'Incredible India' advertisements. It studies if the result of viewing this advertisement can lead to overlooking of the flaws of our country. It specially tries to look into the effect that it might have on the youth. The methodology used for this study is experiment based. The researcher initially showed the respondents five television commercials and then followed it by distributing questionnaires which would help learn the consequences of viewing the advertisement. The limitation of the paper was the lack of journals, articles or related materials on the concerned topic. Nevertheless, considering all materials that were present, the research gave a holistic prospective to the advertising campaigns and its effect on the youth.
A STUDY ON POTENTIAL OF INEXPENSIVE ADVERTISING

Keval Chedda

The paper research’s about the potential of an advertisement strategy on a lower scale, where number of promotional activities and the use of certain strategies like; direct marketing, social networking sites, internet, word-of-mouth, guerrilla marketing are used as a channel for promoting and creating brand awareness unconventionally. The research paper is primarily incorporating few aspects which relate to market study. The paper is in context of the upcoming trend of advertising. Not every client has a big business, not every client is a opulent person, and such people need to spend money carefully as they do not have sufficient investment. One of the major reasons why this research is conducted is to plan clients a lucrative marketing scenario within the budget, as well provide them a good promotion scale. The communication is indirect to the mass audience but direct to the niche audience. The research is on how low cost advertisement i.e. strategies like below the line advertising, guerrilla marketing which is capturing the target market. The paper also researches about how various new mediums can club together and make it possible to advertise on a low cost channel, meant for clients with low budget as well as high budget and create more awareness in a way of unconventional media when compare to the conventional media. It is also becoming a cut throat marketing strategy for all the products. The researcher also believes that there is allot of potential in conducting this research, as it extracts allot of information and opinions of different people in today’s scenario based on daily observation. Also helps the research gather relevant information about the use of medium’s and their potential.

THE IMPACT OF ADVERTISING ON CHILDREN

David Eugene Windsor

Advertising is a pervasive influence on children. Young people watch more than 40,000 advertisements per year. Advertisements are basically to sell a product. Advertisements are everywhere, televisions, internet, newspapers and magazines etc…This study is about the impact of few selected advertisements on children. The target age groups are from 3 to 17 which would be divided into three groups. Five ages per group. Group 1: age 3 to 7, Group 2: age 8 to 12 and Group 3: age 13 to 17. Each of these age groups are affected in different ways. Some are effected mentally, and some physically. But these effects would not take effect immediately; it would take effect as the child grows. This is because no matter how the advertisements are made, most of the children never understand the effects on the advertisements and since them like the creativity in the advertisements they actually consume the product. No matter what the product is, let it be from a chocolate to an electronic product like an Air Conditioner. It is said that children from the ages of 3 to 7 are found to be more interested in toys and 8 to 12 are interested in food that no matter how the food is and how it tastes they would force their parents to buy them the product. And the children in the ages between 13 and 17 prefer shopping for themselves, this could be because they start to have a mindset that they have become “teenagers”, they prefer buying clothes, cosmetics, electronic gadgets (mobile phones, iPods, and watches).
The dissertation titled “Influence of social issues portrayed in commercial movies on the youth audience” speaks about the effectiveness of the film as a means of communication to the large audience especially to the youth. As in the recent times the film industry is growing tremendously and many films are Bourne to experimentation, and commercial films also changing. In this regard this research paper analyses the implication of the commercial films on the youth audience as they are more prone to the changes of the media. The researcher analyses in this research paper the effectiveness of the commercial films on the youth audience, For this purpose the researcher conducted survey analysis taking 100 respondents as the sample size of youth group ranging from 15 -30 age group. In the literature review the researcher have used few theories to explain the phenomenon and also have collected few previously done researches related to the area of the subject. After conducting the research the researcher finds out that the respondents are not influenced by the social issues portrayed in the commercial movies as they feel that it is a tool used by the film makers to make profit. But the research found out that these commercial movies makes them aware of the issues portrayed in these commercial movies.

The dissertation titled “Perception of India by Foreigners’ through Slumdog Millionaire” speaks about the effectiveness of mass media in the recent times. Since times mass media has been playing a critical role in the peoples’ lifestyle with regard to understanding of various situations and also in decision making process. Any mass medium be it newspaper, radio, television, films etc has become a part of peoples’ life making them depending upon these mass media for their decision making process. Films, in particular, which caters to a large number of audiences crossing borders play a significant role in building one’s perception on a culture, religion, nation, people and so on. While written reviews available online in scholarly and film journals, newspapers and the IMDB, for instance, form the backdrop to ideas in this study, the primary method of data collection is to do qualitative research through interviews of foreigners and Indians. Also, included are the qualitative questionnaires which would be administered online and off line to 100 foreigners and Indians. The problems lie in the perception of a problem by people of different culture having grown up in a varied environment. The aim of the research is to bring out the causes of such understanding towards the problem. The movie Slumdog Millionaire has been a mouth-piece of India in showcasing India’s poverty and lives of poor people. Here the Indians would have a different take on this problem with respect to foreigners who have, if not same, a contrast understanding of problem. The study helps in establishing a link between mass medium and people who would watch the film with their culture behind them. It also talks about the ethics involved in portraying a foreign nation by an alien person who is not from the same environment.
This research study entitled “Current popularity of Assamese Cinema” is a study on the status and recent growth of the Assamese film Industry and to explore the present scenario after a lot of bottlenecks. The prime focus is on the current level of popularity of the Assamese films and the paper is also directed towards the understanding of how the industry is rising and trying to achieve the position despite its long history, and its artistic successes, for a state (Assam) that has always taken its cinema seriously and after making a mark various prestigious Awards over the years. The methodology was devised with surveys, which was followed by a predominantly qualitative and quantitative data analysis to help to verify the objective of the research. The research was based mainly on audience survey and Experts’ opinion. After analyzing the survey results, it can be concluded that people still watch Assamese films but it is not as popular like earlier days. The condition of Assamese film industry is not so great but if people take initiatives then there is a hope of a bright future, whereas one cannot ignore the developments which have been taking place in the recent place.

This research is a study on Representation of print media in films. Creating awareness about the representation is one of the objectives of the study. Before forming an opinion about the representation of print media in films it is important to know what those representations represent. Today there are online newspapers and it co-exists with the traditional print media. Thus the researcher has found it more important to study the portrayal of the print media in films in the context of today’s time and space. The researcher is not trying to appeal that print media should be portrayed in a certain way. The research contains analysis some films to study the representation. Researcher is not being judgmental about the representations but only investigating what is the depiction of print media, journalists and professions in films as films are a different medium from print. The researcher, a student of Communication feels the necessity of this enquiry about the representation of the print media in the films and the way in which it has been represented.
This dissertation explores the one medium that the youth choose to get influenced by when it comes to watching popular fantasy book based movies. It is based on the assumption that the influencers may be many but ultimately the youth rely on one main medium to make their movie watching decision. The books which the movies are based on, advertising media and user generated word of mouth communication were considered as strong individual influencers. The researcher first aimed at finding out which medium motivated youngsters to watch the first fantasy book based movie of the series and consequently whether the same medium influenced the youngsters to watch the remaining movies in the series. The researcher went on further, to find out which advertising medium most motivated youngsters to watch the movie series irrespective of whether advertising proved to be the strongest influencer or not. The researcher chose the Harry Potter book based movie series, the Twilight book based movie series and the Lord of the Rings book based movie series and restricted the target audience to the age group of 18-25 years. 90 respondents were allotted questionnaires out of which 30 respondents each belonged to the Harry Potter, Twilight and Lord of the Rings category. They were further equally divided on the basis of gender to negate bias. The major conclusion was that user generated word of mouth communication proved to be the strongest influencer when it came to watching the chosen popular fantasy book based movies and brought about the importance of TV ads as the ones with the most potential when it came to influencing those respondents in the advertising category. However the researcher cautions the readers that these findings may be applicable to other popular fantasy book based movies only if they fall in the same category as the ones chosen for this research.

Keeping the demand of Infotainment programs, the media houses started producing news magazines, entertainment magazines and news programs for different channels. Within a short span of time news journalism became so popular in Kerala and now more and more media houses were planning to setup their news channels in the state. By several measures news channels has come to realize the potential for news broadcasting. Each network has dramatically expanded their news programming over the decades and TV news producers take great pains to make their stories visually appealing to present news instantaneously and to make viewers feel they are a part of the events shown. New computerized graphical techniques present technical and statistical data in compelling formats. Broadcast organizations routinely conduct researches to keep up to date on what audiences preferences about the news and continuous feedback also make television an ideal medium to satisfy the demands of the people. In addition to the presentation of more news in more technically advanced formats, there’s an audience presumably better able to understand news. Thus the study will find out the characteristics and preferences of news viewing population in Kerala.
COMPARISON OF VIOLENCE IN TELEVISION ANIMATION IN THE PAST TWO DECADES AND IF THERE IS AN EFFECT ON THE MINDS ON THE VIEWERS

Anuradha Singh

Cartoons are the most popular form of entertainment for children. There are very few children who do not watch cartoons. Cartoons are animated figures which carry a story along with it. Every child is exposed to cartoons in some way or the other and whether we except it or not cartoons do have an impact on the minds of the viewers. That’s why most of the cartoons for children are sweet and innocent. But there are a few cartoons that have violence in them. This violence at times can affect the minds and the thinking process of the child. Over the past two decades violence in cartoons has increased. So this study compares the cartoons in the two decades and the increase and the effect it has on the minds. The study to a certain extent proved that the sample population believes that the violence that they view affects them in some way or the other.

INFLUENCE OF ROCK/METAL ON YOUTH

Shreyas K Upadhya

‘Influence of Rock and Metal on youth’ is a research paper which deals with various kinds of influence that this genre can have over its fan followers. It tries to elaborate on the change that an individual will go through, whilst he/she consumes or listens to rock/heavy metal music. Influence of music on its listeners is an obvious factor. Serious impact on huge fans may vary from different genres and the way the individual perceives it. Music can be a pastime, hobby and a career as well. Rock and heavy metal music have their own characteristics. Known to be highly influential in terms of substance and drug abuse, this genre of music is worshipped throughout the world, with a spectacular growth in its fans and followers. This study, which is based on a focus group discussion emphasizes widely as to how rock and heavy metal music has influenced its fans, but has no serious impact. The research conducted has proved that youngsters and fans who listen to this genre of music are influenced only as far as change in lifestyles, attitudes and behavior is concerned. Exposure to substance abuse, psychological changes, evil thoughts, suicide, etc. cannot be shown as the result of listening to rock and heavy metal music.
PORTRAYAL OF
SIKHISM IN HINDI
MOVIES
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A Sikh is known for his strength and valor, comedians, a true friend to someone, dedicated, hard work. These are the general characteristics that are taken into consideration while dealing with how we perceive their nature on screen. Over the past few years Portrayal of Sikhism has evolved from being a comedian to a more serious role and some of the stories being based on true life’s of Sikhs. With portrayal of Sikhs in Hindi movies, the image of the community has been lifted despite them being stereotyped in cinema in form of various actors, enacting the roles of a Sikh on screen whose enactment has helped in uplifting the community’s image in the minds of the people despite the Sikh religion being the lowest in the population count. With the portrayal of Sikhism in Hindi movies today, their culture and traditions have also being recognized by the people and in almost every third Hindi movie released today has an element of Sikh culture in it directly or indirectly. The main aim of the research is to find out about the general perception of the audience when they see a Sikh now when compared past with regard to the transformation of their roles.

IRRELEVANCE OF ITEM
NUMBERS IN
BOLLYWOOD MOVIES
TODAY- AFFECTING
THE PORTRAYAL OF
ITEM GIRLS
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The research paper was aimed to look into the portrayal of women in media especially those who do item numbers. The paper also looked into the matter that how due to the lack of relevance of item numbers in movies today, the portrayal is negative. Whether this in turn has led to a negative stereotypical representation of women in general was also a concern of the study. The researcher focussed on this matter as she is strongly against any kind of stereotypical representations. As a media student she wanted to inform people about the rights and wrongs in the society and how this leads to framing of stereotypes which is often regarded derogatory. The research was done using both primary and secondary sources. Primary data collection included questionnaire method to general audience of sample size of 100 and a comparative analysis will be done. An extensive study was done of secondary sources too including books, journals, movies, short videos, internet and newspapers. The study revealed that item numbers have definitively lost its relevance in the movies and that has led to the negative portrayal of item girls. There were other reasons also found have an impact on the audiences’ mind which in turn influences his thinking towards the item girls, this was found by comprehending the study with Cultivation theory by Gerbner.
ROLE OF MEDIA IN PROPAGATING WELFARE SCHEMES

Shilpa Rudrappa

Media has always been pro-active about disseminating information. But it is no longer limiting itself to information. The concept of infotainment and sensationalism has taken over. Whether it is news channels or entertainment channels, all believe in the concept of garnering number one slots. The concept of ‘media’ has evolved over a period of time. Unlike before, it is not limited to newspapers, radio and pamphlets. Recently, an upcoming Kannada singer committed suicide as he was not allowed to participate in one of the reality shows. This is a clear example to show the importance and the kind of recognition one gives to this medium. This research paper tries to understand the role of media in propagating welfare schemes. Various committees are formed across the country to provide a fair chance for the common man to access better facilities and fruits of development. If information about the same development or welfare schemes is not disseminated widely, how can one try to bring better standards of living? Running behind scams or 24 hours news coverage does not guarantee high quality news. The media is no longer a mediator between the government and public, but more of a commercial entity. Freedom to design program content has meant that the private TV channels, especially 24x7 news channels, do not have any special interest in propagating information about social welfare schemes. Government-owned broadcast media entities, on the other hand, follow government guidelines on media content, with specialized content to meet social development objectives. However, government-owned broadcast media is far behind in terms of catching up with latest technology and following best practices, when compared to private channels. Bureaucracy, red-tapism and lack of agility have meant that the government-owned channels have lost out to the private channels in presentation and holding the attention of viewers.

COMPARATIVE ANALYSIS OF ORIGINAL MOVIES AND ITS REMAKES IN INDIA

Pandu R

The remake is a phenomenon both well-known and immediately recognizable but in India it is not theoretically analyzed. However, by analyzing these remakes, we can understand how these films reflect some specific cultural differences between one state and other State in India. Here researcher has taken four original and its remake films to understand the phenomena of remake. The highly intensified watching the films has helped researcher to understand the difference of films original and remakes. Researcher took one Tamil Movie and its remake in Hindi and also a Malayalam Movie and its remake in Tamil. Films are Tamil Singam to Hindi Singam and Malayalam Manichithrathazhu to Tamil Chandramukhi. All the changes made in movies are on the basis of the cultural differences between the regions where the film is introduced. As researcher have done two Tamil movies he came to know that Tamil Industry possess one culture even though it is a remake they try to change it according to their culture. The basic element of films are the audience, a film is made according to them. So that film Industry sticks to the culture of the audiences.
CULTURAL EDUCATION THROUGH CARTOONS

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Children grow up watching cartoons. Animated characters live in our minds, entertaining us as well as creating a fictional world in our minds. Various cartoons have been made in India based on Indian cultural background such as Amar Chitra Katha, Shri Krishna, Vikram Betal and so on. The aim of this study is to find out whether it is possible to educate children regarding culture through the medium of cartoons. This study also attempts to find out which cartoon based on Indian culture is most preferred by children and why. In addition, this study tries to analyze the benefits that children gain by watching cartoons based on Indian culture, the effects they create on children studying in second, third and fourth standard and also tries the kind of image of Indian culture generated through these cartoons. The preferred method for research is Quantitative analysis including questionnaires and the preferred sample size is 120 children from Bangalore.

REPRESENTATION OF ALTERNATIVE SEXUALITIES IN THE MAINSTREAM HINDI CINEMA

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Alternative sexuality comprised of all those people who falls under the categories of Gays, Lesbians, Bisexuals and Transsexuals. This paper basically talks about how in many Hindi films, characters with alternative sexuality have been represented in a negative way. Mainstream Hindi cinema which is the most widely distributed cinema in the country has traditionally adopted an attitude of denial or mockery towards alternative sexuality. Representations of gays, lesbians and transsexuals have veered between the comic and the criminal. It can also be pointed out that there has been criminalization of sexual minorities in movies like Mahesh Bhatt’s ‘Sadak’ and the overtly sensitive ‘Tamlanna’. Along with this, there are many examples of such movies where these people have been portrayed as deviant, victim or criminal which reflects the mentality of the society which is still in a deep-seated denial that there may be multiple forms of sexuality in a society. This study attempts to answer the question whether in majority of the Hindi movies, the characters of ‘Alternative sexualities’ have been represented positively or negatively. While finding out the answer for this question, views and opinions of today’s youth from the age 18-30 is taken into account. The methodology that the researcher followed was based both on secondary and primary data. The researcher tried to collect data and information from various reliable sources like journals, websites, articles, movies etc. Along with this, the researcher also conducted a questionnaire kind of survey on a sample of cinema lovers on the age group 18 -30 years to find out their views regarding the representation of alternative sexualities in the Mainstream Hindi cinema.
EFFECTIVENESS OF FILMS IN PROPAGATING ENVIRONMENTAL ISSUES - A COMPARISON BETWEEN LIVE ACTION AND ANIMATION FILM

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The thesis aims at finding out which is a better medium to communicate environmental issues. For the purpose of the research, four films were selected, two live action films and two animation films. 2012 and 8 Below are the two live action films and Wall-E and Madagascar are the two animation films. The study had a sample of 86 people, 45 females and 41 males respectively between the age group of 18 to 28 years. A survey was conducted, consisting of four questions each for the four films. The questions were devised to find out the theme of the films, whether or not the film has scientific grounding and if yes as to the reason why. After tabulating and analysing the results it can be seen that animation films are more popular as 76% of the sample has seen the animation films and majority of the sample believes the films have scientific grounding and that the issues and rendered in a comic fashion. 2012 and Madagascar have been watched equally by the sample, both of them have 80 percent.

SUBSTANCE USE IN WESTERN MUSICVIDEOS- A COMPARATIVE STUDY

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The approach towards the use of substances in western music videos has been thoroughly investigated by a lot of medical researchers. The main objectives were to produce evidence of the effect of television or any visual medium on the young minds. Most of these studies have come to conclusions that these mediums have enormous effect on the youth. This particular study compares four genres of music videos from the year 1991 till present. Each of these videos qualifies to be taken as subjects of research by their popularity in their particular time period. The four genres are hard rock, country, hip-hop and rap music videos. The main objectives are to find which medium carries such videos the most, which substances are mainly used in each genre and has it increase or decrease over the decade. There are various conclusions made from the findings of the study. New media has indeed made its presence in today’s generation. Also, increase in promotion of new illegal substances over television and new media like YouTube is taking place with the increase of new cultures coming out of age.
AN ANALYSIS ON: IF PRESENTATION STYLE ATTRACTS READERS TO READ AN ARTICLE

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This study is to analyse if readers read an article due to the presentation style of an article (writing style, graphic designs, layout and topic) they come across. Readers pick a magazine based on their interest and the magazines may contain what they already know, something additional to the knowledge they already have and also from the areas that they are ignorant about. They may or may not read all the articles from that particular magazine and if at all they read there can be a solid reason behind it. I want to analyze if it is because of their interest or due to the presentation style. There have been studies done in this particular field but not on any particular point of view. They have also not stressed much on the contrast of presentations style and content. This study can be a means through which many magazines or other print media can reach up to the audience and make them read the articles. The researcher prefers qualitative study as analyze on why they read an article has to be done. It is by means of a questionnaire that I am going to do the qualitative study. The questions in my questionnaires are not going to be in depth. They are going to mainly depend on a number of closed ended questions and a few open ended questions as my analysis is steady on how many and the sample the researcher am going to select are readers, of magazine or newspapers or both. The researcher will be distributing my questionnaire among 50 readers and the samples are going to be picked randomly.

IMPACT OF WIKILEAKS ON THE CREDIBILITY OF JOURNALISTS: BARKHA DUTT AND VIR SANGHVI

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Ethics is a matter of self-regulation and personal discretion. One’s credibility as a journalist is determined by the decisions one makes in testing times. While a journalist constantly communicates with people from all fields, this research looks into how one’s actions influence their credibility as journalists. The perceptions of people change with events such as exposes. How far these sources of exposes can be trusted is a matter of debate brought to the table through this research. By taking the media’s perspective on the matter, a journalist’s daily challenges are brought to the fore. The question of credibility is extremely delicate, influenced by factors such as objectivity in news reporting, ability to handle pressure situations, unbiased reporting and number of facts packed into reports, among others. Questionnaires were distributed to gauge audience perceptions about the credibility of the two journalists- Barkha Dutt and Vir Sanghvi. The media’s take on the issue has been assessed through in-depth interviews with two senior journalists, Mr. Pradeep Nair and Mr. G Ulaganathan. The study has shown how a journalist must exercise self-restraint to protect one’s reputation. In today’s age, every profession uses technology profusely and even innocent, daily conversations may be misinterpreted by those intercepting them. Hence, this research has explored the factors that determine credibility and how the exposés in Open Magazine, Outlook and WikiLeaks have affected the reputations of Barkha Dutt and Vir Sanghvi with viewers, readers and the media itself.
Word of mouth which is synonymous to organic marketing, buzz marketing and viral marketing is one of the most popular and a non expensive form of advertising which is undertaken by almost anyone and everyone. The changing times are seeing a changing use of this form of advertising. The study revolves around this medium of mass communication and mass consumption. The researcher thus seeks to understand the use of word of mouth advertising in case of movies and fast moving consumer goods and to find out its credibility in terms of usage. A sample size of 100 was selected using snowball sampling technique. The method of primary data collection comprised of surveys in the form of questionnaire which was distributed online. The study revealed that word of mouth advertising is more preferred, trusted and considered credible in case of movies which is the greatest source of entertainment for people even today and not fast moving consumer goods which are tried and tested by consumers themselves.