

Major Project Portfolio

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Project report submitted

In partial fulfilment of the requirements of the degree of
Bachelor of Art (Journalism and Mass Communication)

By

Diya T Raina
R. No. 2009200025

Under the supervision of

Mr. Ritwik Ghosh
Assistant Professor
School of Journalism and Mass Communication
K R Mangalam University



SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)

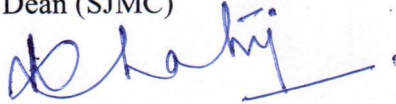
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APPROVAL SHEET

This project entitled **Major Project Report** by **Diya T Raina** is approved for the degree of BA(JMC), School of Journalism and Mass Communication, K. R. Mangalam University.

Dean (SJMC)



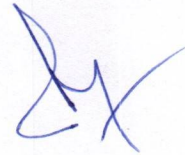
Dr. Neeraj Khattri

School coordinator

School of Journalism and

Mass Communication

K. R. Mangalam University



Supervisor

Mr. Ritwik Ghosh

Assistant Professor

School of Journalism and

Mass Communication

K. R. Mangalam University

Date: 29 May 2023

Place: Gurugram

DECLARATION

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea in my submission. I understand that my violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not have been properly cited or from whom proper permission has not been taken when needed.

(Name of student)

Diya T Raina

(Roll No.)

2009200025

Signature

Diya

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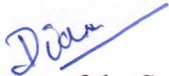
K.R. Mangalam University

Sohna Road

Gurugram

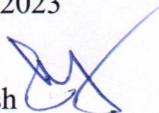
Certificate

I, **Ms. Diya T Raina**, Enrolment No. **2009200025** Batch (2020-23) certify that the Major Project is originally work done by me and it has a detailed report of authentic work carried out by me in the 3 year of BA(JMC) course.



Signature of the Student

Date: 13th June, 2023



Mr. Ritwik Ghosh

Assistance Professor

School of Journalism and Mass Communication

K. R. Mangalam University, Gurugram, Haryana, India

Acknowledgment

This report has been prepared for the Major Project that has been done in 3 years of course. In order to study the practical and theoretical aspects of the course in the real field to fulfill the requirements of the course of Bachelor's of journalism and mass communication.

The main aim of this Major Project is to be familiar with the practical work and how the media industry works with clarifying the career goals in mind. I have successfully completed my Major Project and have prepared the report from the experience which I have gained during my course.

I would like to express gratitude and thanks to our Dean Dr. Neeraj Khattri for giving his valuable time and given me chance to learn something despite having busy schedule. My special thanks to Assistant Professor Mr. Ritwik Ghosh for his guidance, cooperative support and giving me so much exposure during the making of my Major Project. I would also like to thank my mentor for providing this opportunity. This Major project made me more confidence as a person and made me learn a lot.

Place: Gurugram

Date: 29 May 2023

Student Name: Diya T Raina

Roll Number: 2009200025

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Research Project - 1

A Study on Gaining Popularity of South Indian Movies Across India

Diya T Raina

BA(JMC) 3RD Year

School of Journalism and Mass communication

K.R. Mangalam University, Sohna Road, Haryana

Mr. Ritwik Ghosh

Assistant Professor

School of Journalism and Mass Communication

K.R. Mangalam University Sohna Road, Haryana

Abstract

The paper titled "Gaining Popularity of South Indian Movies Across India" investigates the increasing popularity and widespread appeal of South Indian movies across different regions of India. The research methodology employed for this study relies on online research and a survey to gather comprehensive insights. The primary objective of the research is to explore South Indian parallel cinema in the present times, with a particular emphasis on its remarkable aura.

The study commences by examining the expanding reach of South Indian movies beyond their traditional boundaries and identifies the factors contributing to their growing popularity. Online research serves as the initial phase, encompassing an extensive review of literature, industry reports, and media coverage to gain a broader understanding of the subject matter. Subsequently, a survey is conducted to collect primary data from a diverse sample of respondents representing various regions of India. This data aims to capture preferences, perceptions, and experiences related to South Indian movies.

The findings of the study underscore the escalating acceptance and admiration for South Indian parallel cinema across the country. The survey results highlight a growing interest among audiences from diverse linguistic backgrounds, who appreciate the unique storytelling techniques, realistic narratives, and distinct artistic elements present in South Indian movies. Additionally, the research investigates the role of social media platforms in disseminating information and creating buzz around South Indian films, thereby contributing to their expanding reach and fan base.

Keywords: South Indian movies, Popularity, Online research, Parallel cinema

Introduction

In recent few years South Indian movies have gained immense popularity across India. This industry attracted audience all over the country with its unique storytelling, brilliant cinematography and powerful performances. Another factor is the pan India appeal of these movies. It is also because south filmmakers have created movies that transcend language and cultural barriers with themes and stories that directly connect to the audience. South India movies means five industries which includes Tamil, Telugu, Kannada, Malayalam and Tulu.

The emergence of high-quality South Indian movies has not only captured the imagination of the audience but has also left an indelible mark on the Indian film industry. The South Indian film industry, comprising Tamil, Telugu, Kannada, and Malayalam cinema, has been churning out some of the most critically acclaimed and commercially successful movies in India. With their unique storylines, breathtaking visuals, and strong performances, South Indian movies are increasingly appealing to audiences across the country, transcending language and cultural barriers.

The growth in popularity of South Indian cinema is evident in the increasing number of dubbed movies that are being released in Hindi and other regional languages. With the advent of digital platforms and the increasing penetration of smartphones, South Indian movies are now reaching a wider audience beyond their traditional market. The success of movies like Baahubali, KGF, and Master has further boosted the popularity of South Indian cinema. This trend is not limited to India alone, as South Indian movies are now gaining recognition on the global stage as well. With international film festivals like Cannes and Toronto featuring South Indian movies, they are now reaching an even wider audience across the world. The emergence of South Indian cinema as a major player in the Indian film industry is a testament to the region's creative talent, innovation, and dedication to producing high-quality content. This study tried to explore the factors contributing to the growing popularity of South Indian movies in other parts of India, the impact of digital platforms and social media, the changing audience preferences, and the challenges faced by the South Indian film industry in sustaining this growth.

History of South Indian movies

Back then regular commercial cinema shows began by 1900 in Madras and slowly slowly it turned into permanent cinema house. The first ever south Indian film was 'KEECHAKAVATHAM' in 1916 and the first studio was Indian Film Company which was established in 1916 (Madras). Those days were the days of mythological story which gave the movies instant fame and developed love for cinema among people. This was the birth of Tamil cinema. This industry is also known as silent era at that time for long time. This industry had introduced silent theater in Madras to screen silent films.

Depiction of culture and tradition

South Indian cinema has always been known for its rich depiction of culture and tradition. The movies produced in the region are a reflection of the cultural diversity and heritage of the southern states of India. From dance and music to festivals and traditions, South Indian movies showcase a myriad of themes and elements that are integral to the region's culture and identity. One of the most notable aspects of South Indian cinema's depiction of culture and tradition is its emphasis on family values and relationships. Movies often focus on familial bonds and responsibilities, highlighting the importance of love, respect, and loyalty within families. The struggles and triumphs of individuals as they navigate their relationships with family members are often depicted, providing audiences with relatable and heartwarming stories.

In addition to familial themes, South Indian cinema also celebrates regional traditions and festivals. Many movies feature the colorful and vibrant celebrations of festivals such as Pongal, Onam, and Diwali, providing audiences with a glimpse into the region's unique cultural heritage. These festivals often serve as a backdrop for the movie's plot, adding to the visual appeal and authenticity of the movie. South Indian cinema's depiction of dance and music is also an integral part of the region's cultural identity. Movies often feature elaborate song and dance sequences that showcase the region's diverse dance forms, including Bharatanatyam, Kuchipudi, and Kathakali. These sequences not only add to the visual appeal of the movies but also serve as a platform to preserve and promote traditional art forms.

Furthermore, South Indian cinema also reflects contemporary social issues such as gender equality, caste discrimination, and environmental conservation. Movies challenge societal norms and taboos, promoting awareness and social change. For example, the 2018 Tamil movie "Kaala" dealt with the issue of land exploitation and the plight of marginalized communities in urban areas. The first ever movie which comes to our mind which showed tradition and culture which was (2015 Bahubali : The Beginning). This movie was a storm for India then, this movie changed every perspective of cinema and audience. Audience connected with the costumes that was seen in the movie and the way women were portrayed strong, self independent and confident and most importantly audience have seen the glorifying and rich culture of India. If we talk about the recent movie Kanatra which showed the unique culture of DAKSHINA KANNADA. In which the representation of customs like Bhooth Kola (Spirit Worship) and Kambala (Buffalo racing on paddy fields). Rishab Shetty's film attracted viewers towards the new emerging phenomenon and its roots.

In today's time everybody knows that bhootha kola is also part of our tradition and it is performed in Karnataka and some districts of Kerala by Tulu speaking people. Now we can't forget RRR which recently won Oscars for best original song for NATU NATU. The song which got standing ovation by everyone during the live performance. This film created history on a larger scale through its songs and depictions of criticism during British rule and religious leanings in the film. The impact of this film is so much that Taj Mahal which was everyone's most loved historic place which has been replaced by Mahabalipuram.

A film which was released in 2018 Srinivasa Kalyanam this film was the real eye opener for audience as it shows that how Indian weddings are celebrated just like a festival and the bond between two families, not just between two individuals. This film showed every single ritual of

Indian marriage like jeelakarra bellam and also showed traditional family values. As wedding or marriage is seen as an institution in India and it is also a once in a lifetime celebration. It was graceful representation of traditional Andhra wedding. Do you know what srinivasa kalyanam means? It means that " Lord Rama fulfilling his promise to vedavati that he would marry her in kali yuga as Srinivas" ("Srinivasa Kalyanam | Sri Venkateswara (Balaji) Temple"). Overall this movie gave good message and attracted the audience through its simple story line but impacted in large note.

In south Indian movies there is no vulgarity or anything that will make thing that what are we seeing, it is just true emotions and feelings through their music, movies, actions. They are just portraying the ancient Indian culture and showcasing the ways for keeping in our roots and carrying it forward.

Blending of Indian Culture and Traditions

The South Indian film industry is known for its unique blend of traditional elements of Indian culture and modern cinematic techniques, which has contributed significantly to its growing popularity across the country. The movies produced in South India have a distinct flavor of traditional elements such as music, dance, art, and literature, which reflects the rich cultural heritage of the region. One of the significant aspects of South Indian cinema is the incorporation of traditional dance forms such as Bharatanatyam, Kuchipudi, and Mohiniyattam, which are an integral part of Indian culture. These dance forms are often used in the movies to add a touch of authenticity to the storyline and to create a visual spectacle for the audience.

Music is another critical element that plays a significant role in South Indian cinema. The movies are known for their melodious songs that are a blend of classical and contemporary music styles. The lyrics of these songs often convey messages of love, friendship, and patriotism, which resonate with the audience. South Indian cinema is also known for its rich storytelling tradition, which often revolves around family values and relationships. The movies showcase the importance of maintaining close bonds with family members, respecting elders, and upholding traditional values. Also, the portrayal of strong female characters in South Indian movies has also contributed to the growing popularity of these movies. The movies often depict women as independent, intelligent, and capable of making their own decisions, which has resonated with the audience.

Analysing South Indian Movies

("K.G.F: Chapter 1 Is Breaking Records because of Its VFX. Let's Find Out !!")

2018

KGF: Chapter1

In this year we had two movies which were in top two KGF: Chapter 1, it was a kannada movies with 4 star rating by IMDb and viewership of 8.2/10. If we see other platforms like First Post rated it 3/5 and Times of India gave 3.5/5. It was a 50 Cr. Budget film, this was the film which made a blast on box office after Bahubali. Its worldwide was 226.1 Cr and Indian box office collection

was 44.09 Cr. The things that made this film favourite for lifetime for audience was the way it showed that everyone should have a leadership quality and a goal set for life. Secondly the portray Rocky (Yash) that he admires and respect women. The mother of Rocky played a strong role in his success, background music which prepared international musicians for this film and dialogues of the film. Cinematography of the film was jaw dropping for everyone. It also gave few lessons through film be ambitious, visionary mindset, never give up, empathy and be confident in life for what you want.

2.0

Second movie is 2.0 a Tamil movie, this movie was made under the budget of 350 Cr with 6.1/10 (IMDb). For other media experts movie was 3.5/5 Hindustan Times and 3/5 by Times of India. Its Indian box office collection was 189.55Cr and world wide gross is 647.7Cr. It was a eagerly waited film of Rajnikanth and the director Shankar showed his extraordinary vision with a beautiful message that how excess usage of phones are harmful for birds. Akshay Kumar play a villain opposite Rajnikanth for the first time caught more attention of audience. This movies special effects were outstanding and action scenes was the bonus for it that why audience loved it . It is also the most searched film in 2018.

2019

Saaho

This film was directed by Sujeeth, it was made under the budget of 350Cr. It was a Tamil movie, its Indian box office collection is 142.95Cr and world wide gross was 419.5Cr. this film was liked by 72% viewers with 5/10 (IMDb), 8% Rotten Tomatoes, 2.5/5 by Tamil Samayan. Saaho Bollywood teaser on youtube was most likes 1.11M. This was good for many but for some it was boring movie with unnecessary twists and for some it had all style, action but no substance. It was a action film but only showed few and VFX shots were good but the story line was that much good.

Bigil

It was Tamil film, directed by Atlee, it had budget of 150Cr. Indian box collection was 198.00 Cr and world wide gross was 287.1Cr. this film had 6.7/10 (IMDb), 3/5 by Times of India, 3.2/5 by First Post. When its trailer was launched it created storm on internet less than 24 hours it was most liked trailer with 1.9 million. The had football centric theme which was based around steroids and women athletes that made it better and bring more awareness. The strong story line impressed the audience with full heart, people noticed every scene of it that why the way football match in movie is shown from every angle it made feel like a professional match which really connect to the audience emotionally.

2020

Ala Vaikunthapurramuloo

It is a Telugu movie directed by Trivikram Srinivas, its budget was 100Cr with 7.3 (IMDb), 83% liked this film and 100% Rotten Tomatoes. Its world wide gross is 264.5Cr and it is the one of

highest grossing Telugu film. This film has everything drama, romance, comedy. The story connected well with audience. The songs of the movie were also impressive specially background music. Its comedy dialogues were dry and sarcastic. It was a fun film.

Sarileru Neekevvaru

It is also a Telugu film directed by Anil Ravipudi, its budget was 90Cr and world wide gross is 222.8Cr with 5.8/10 (IMDb), 65% viewers liked it. This movie is based on army major how is appointed to save people. Audience liked the character of Mahesh Babu as a tough side but more they liked his comic timing, dialogues, dance moves. The screen play was super but when it comes to first part of the movie which is interesting and fun but after interval it was like people knew that how the story will end.

2021

Pushpa : The Rise Part 1

It was a Telugu film directed by Sukumar, this film was made under 130cr with 7.6(IMDb). Its world wide gross is 361.5cr. It was released on Prime Video world wide, it got 88% liked by viewers. Its songs were super hit like 'Saami Saami', 'Oo Antava Mawa', 'Srivali'. This movie was also famous for its dialogue 'Jukhe ga nhi sala' 'Pushpa flower nhi fire hai fire', these lines were all over on Tv shows, award functions that much was its hype. It was a full entertainer movie as the characters and story line and screenplay was very strong. The action scenes, VFX were perfect.

Master

It was a Tamil film directed by Lokesh Kanagaraj, it was made in 125 Cr. Master was rated 7.3/10 (IMDb) and 89% viewers liked it. Its world wide gross is 245.3Cr. This film was based on an alcoholic professor who has been appointed teacher in a juvenile jail. When he came to know about the crimes that were going on. The film is full entertainer Vijay's charismatic acting steal the show. The screenplay was nice and story line was impressive that it got good attention from the audience. Its one of the song 'Vaathi Coming' also got hit on YouTube with 426 million likes.

2022

KGF Chapter 2

It was a Kannada movie directed by Prashanth Neel, this film was made under 150cr. Also got 8.3/10 (IMDb), 4/5 from Times of India, in fact 95% viewers liked the film.. Its world wide gross is 1207.9cr. This film was more successful than the first part. KGF 2 was for more than 100 days in the theater. People were again and again going to see the movie which was interesting, People were obsessed with the film. In fact in the theatre in the starting of the movie only people started hooting in the entry of Rocky (Yash) in the first scene only. Audience loved the cinematography of the film. Action wise also movie did not disappoint the audience. People were impressed with music, performance of the actors. In fact Raveena Tandon and Sanjay Dutt was like fuel on the fire for the film. Now people are eagerly waiting for its third chapter.

RRR

It was a Telugu film directed by S.S Rajamouli, this film was made under 425cr also got rating 7.9/10(IMDb) and 91% viewers liked it. Its total world wide gross was 1202.5cr. This was a story of two friends one was an officer and one was fearless revolutionary in the colonial rule who once shared a good bond. This movie was over the top because no one have ever imagined a movie like this. Its music was awesome specially 'NATU NATU ' which has recently won Oscars and Academy Award for best original music. This was best ever superhero kind of movie in years. The second part will also be coming soon as the script is being ready.

Major Factors Contributing to the Rising Popularity

Culture and Traditions in Growing Popularity

One of the factors contributing to the growing popularity of South Indian cinema is its reflection of the region's culture and traditions. South India is known for its rich cultural heritage, and this is often reflected in the movies produced in the region. South Indian movies often depict traditional values, customs, and rituals, providing a window into the region's unique culture.

For example, many South Indian movies depict family relationships, with a strong emphasis on the importance of familial bonds and responsibilities. These movies often show the struggles and triumphs of individuals as they navigate their relationships with family members, highlighting the values of love, respect, and loyalty. Such themes resonate with audiences across India, where family and community are highly valued.

South Indian cinema also celebrates regional traditions and festivals, showcasing the diversity of the region's culture. Movies featuring the colorful and vibrant celebrations of festivals such as Pongal, Onam, and Diwali have become increasingly popular across India, allowing audiences to experience the richness and vibrancy of South Indian culture. In addition to traditional themes, South Indian movies also reflect contemporary social issues, such as gender equality, caste discrimination, and environmental conservation. These movies challenge societal norms and taboos, promoting awareness and social change. Furthermore, South Indian cinema is known for its unique visual style, incorporating elements of traditional art forms such as dance and music. Many South Indian movies feature elaborate song and dance sequences, showcasing the region's rich cultural heritage. These sequences add to the visual appeal of the movies, making them more appealing to audiences.

Multilingual Dubbing in Growing Popularity

Multilingual dubbing is one of the key factors contributing to the growing popularity of South Indian cinema across the country. South Indian movies are produced in various languages such as Tamil, Telugu, Malayalam, and Kannada, and are dubbed into other regional languages, including Hindi, Bengali, and Marathi. This has helped to increase the reach and accessibility of these movies to a wider audience across India. One of the significant advantages of multilingual dubbing is that it eliminates the language barrier and allows viewers from different parts of India to enjoy movies from the South. For instance, a Tamil movie dubbed in Hindi can be enjoyed by audiences in the Hindi-speaking regions of India who might not understand the original language. This has led to

an increase in the number of viewers, which in turn has translated into a growing fan base for South Indian cinema.

Moreover, multilingual dubbing has also created an opportunity for South Indian movie stars to gain a pan-Indian audience. Actors like Rajinikanth, Kamal Haasan, and Prabhas have become household names in other parts of the country due to their movies being dubbed in different languages. This has led to an increase in their popularity, which in turn has helped to promote South Indian cinema. In addition, the use of advanced dubbing technologies has also contributed to the growing popularity of South Indian cinema. Dubbing artists can now capture the nuances of the original dialogue and match the lip movements of the actors seamlessly. This has helped to maintain the integrity of the original movie and enhance the viewing experience for audiences.

Music in Growing Popularity

South Indian cinema is known for its diverse and eclectic blend of musical elements, which has contributed significantly to its growing popularity across the country. The movies produced in South India showcase a unique fusion of various Indian classical, folk, traditional, contemporary, and modern Western musical styles, creating a rich and vibrant musical tapestry that appeals to a wide audience. One of the significant musical elements that feature prominently in South Indian cinema is classical music, which is deeply rooted in Indian culture and tradition. The movies often incorporate classical music elements such as ragas, talas, and bhajans, creating a rich and authentic musical experience for the audience.

Folk music is another critical element that is used in South Indian cinema to create a sense of regional identity and cultural heritage. The movies often showcase the diverse and colorful folk traditions of South India, such as the famous drum dance of Kerala, the Kalaripayattu martial arts of Tamil Nadu, and the Yakshagana dance-drama of Karnataka. Contemporary and modern Western musical elements also play a significant role in South Indian cinema. The movies often incorporate popular Western music styles such as jazz, rock, and pop, creating a unique and vibrant fusion of East and West.

South Indian cinema is also known for its visually stunning song and dance sequences that often feature intricate choreography, colorful costumes, and stunning backdrops. These sequences not only add to the overall entertainment value of the movies but also showcase the rich cultural diversity and visual aesthetics of South India. The blending of various Indian classical, folk, traditional, contemporary, and modern Western musical elements has played a significant role in the growing popularity of South Indian cinema across the country. The movies have a unique and vibrant musical tapestry that appeals to a wide audience, showcasing the rich cultural heritage and regional identity of South India. The visually stunning song and dance sequences add to the overall entertainment value of the movies, creating a truly immersive cinematic experience.

Use of Technology in Growing Popularity

The use of technology in South Indian movies is another key factor contributing to their growing popularity across India. The region's filmmakers have embraced technological advancements in the film industry, using them to enhance the visual and auditory experience for audiences. One of the most notable technological advancements in South Indian cinema is the use of computer-generated imagery (CGI) and visual effects. South Indian movies are known for their elaborate action sequences and stunning visual effects, which have become increasingly sophisticated in recent years. The use of CGI allows filmmakers to create scenes and settings that would be difficult or impossible to achieve in real life, resulting in breathtaking visuals that capture audiences' imaginations.

In addition to visual effects, South Indian movies also incorporate advanced sound technologies, such as Dolby Atmos and DTS:X. These technologies provide a more immersive and realistic audio experience, enhancing the emotional impact of the movie. The use of technology has also allowed South Indian filmmakers to experiment with different genres and storytelling techniques. For example, the 2010 Tamil movie "Enthiran" (Robot) featured a humanoid robot as the protagonist, with advanced robotics technology used to bring the character to life. The movie was a commercial and critical success, demonstrating the potential of technology to revolutionize the film industry.

Furthermore, technology has played a crucial role in the distribution of South Indian movies. With the rise of digital platforms and streaming services, South Indian movies can now reach audiences across India and beyond. Dubbed versions of South Indian movies in Hindi and other regional languages are now widely available, increasing the accessibility of the movies to audiences who may not speak the language in which they were originally produced.

Other factors contributing to the rising popularity of South Indian cinemas across India:

1. Emergence of new talent and creativity in filmmaking
2. Increasing use of technology in filmmaking, resulting in high-quality visual effects
3. Willingness of filmmakers to experiment with different genres and storytelling techniques
4. Ability of South Indian movies to connect with audiences on an emotional level, with many movies dealing with social issues, family relationships, and human values
5. Growth of digital platforms and social media, allowing South Indian movies to reach a wider audience beyond their traditional markets
6. Changing preferences of the audience, who are looking for something unique and different from the mainstream Bollywood cinema

- 7.Success of South Indian movies on the global stage, with international film festivals featuring South Indian movies
- 8.Increase in the number of multiplexes and cinema screens across India, resulting in wider distribution of South Indian movies
- 9.Strong performances by South Indian actors and actresses, who have gained a dedicated fan base across India.
- 10.Availability of affordable ticket prices for South Indian movies, making them accessible to a wider audience.
- 11.Influence of social media and online streaming platforms in creating a buzz around South Indian movies, generating a loyal fan base and increasing the reach of the movies.
- 12.South Indian cinema's rich history and legacy, with iconic movies and personalities that continue to influence and inspire filmmakers across India.
- 13.Strong marketing and distribution strategies employed by South Indian movie studios and production houses, increasing visibility and accessibility of the movies.
- 14.Increase in the number of collaborations between South Indian and Bollywood cinema, resulting in more cross-regional exposure and popularity.

Conclusion

The success of South Indian cinema can be attributed to several factors, including the emergence of new talent, the increasing use of technology in filmmaking, and the willingness of filmmakers to experiment with different genres and storytelling techniques. South Indian movies have also been able to connect with audiences on an emotional level, with many movies dealing with social issues, family relationships, and human values. The growth of digital platforms and social media has played a significant role in the popularity of South Indian cinema. With the availability of streaming services like Netflix, Amazon Prime Video, and Hotstar, South Indian movies are now accessible to audiences beyond their traditional markets. The use of social media platforms like Twitter, Facebook, and Instagram has also allowed South Indian filmmakers to reach out to audiences directly, creating a buzz around their movies and generating a loyal fan base.

Another factor contributing to the popularity of South Indian cinema is the changing preferences of the audience. With the increasing exposure to global cinema and the availability of multiple options, audiences are now looking for movies that offer something unique and different. South Indian movies, with their distinct style and storytelling, have been able to cater to this demand, offering audiences an alternative to the mainstream Bollywood cinema. Despite the growth and success of South Indian cinema, there are also challenges that the industry faces in sustaining this growth. One of the primary challenges is the need for more investment in infrastructure and technology to keep pace with the changing demands of the audience. There is also a need to address the issue of piracy, which continues to be a major problem for the South Indian film industry.

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Research work

Theatre as a medium of mass communication

Diya T Raina

BA(JMC) 3RD Year

School of Journalism and Mass communication

K.R. Mangalam University, Sohna Road, Haryana

Mrs. Gauri Joshi

Assistant Professor

School of Journalism and Mass Communication

K.R. Mangalam University Sohna Road, Haryana

Abstract

The paper titled "Theatre as a Medium of Mass Communication" explores the role of theatre as a powerful medium of mass communication. The research methodology adopted for this study relies on online research and a survey to gather comprehensive insights. The primary focus of the research is to investigate the exploration of theatre, particularly parallel cinema, and its remarkable aura in the current times.

The study begins by examining the significance of theatre as a medium of mass communication, transcending linguistic and cultural barriers to convey messages and evoke emotions. Online research forms the initial phase, involving an extensive review of literature, academic sources, and industry reports to gain a deeper understanding of theatre's impact in the realm of mass communication. Subsequently, a survey is conducted to collect primary data from a diverse sample of participants, aiming to capture their perceptions, experiences, and preferences related to theatre and parallel cinema.

The findings of the study emphasize the enduring appeal and relevance of theatre as a medium of mass communication. The survey results highlight the audience's appreciation for the unique storytelling techniques, immersive experiences, and live interactions that theatre offers. Furthermore, the research explores the growing popularity of parallel cinema within the theatre domain, focusing on its ability to challenge societal norms, provoke thought, and create a lasting impact on audiences.

The study also examines the role of technology and digital platforms in enhancing the reach and accessibility of theatre as a mass communication medium. It investigates the utilization of online platforms for live streaming, virtual performances, and digital storytelling, expanding the audience base and making theatre more accessible in the current times.

Keywords: Theatre, Mass communication, Online research, Survey, Parallel cinema, Storytelling, Live performance, Audience experience, Technology in theatre, Digital platforms, Immersive theatre, Societal impact, Accessibility, Evolving landscape

Introduction

When it comes to theatre it is understandable that theatre is incomplete without communication. Communication is the only tool that plays a crucial role in our day to day life. Therefore communication means that it should be two way communication or you can also say that it should be able to get to masses. There are a lot of mediums but when it comes to theatre it is the oldest and ancient form of media in India. In old times theatre was done in Sanskrit language in India. Theatre became a source of discussion, information, education, entertainment and socialization with others. Communication through theater was in different ways dancing, drama or singing. And when we say drama it means that communicating it through different forms like natyasastra, Bharata muni which is also known as the master of all emotions, actions and situations.

In this whole process the most difficult thing is to give right message to the audience. Because an actor has to communicate properly through his/her actions, expression to the audience so that there is no miscommunication in between. It is like a relationship between the sender's message and the receiver. It is important to know about performing arts as it is a way you express, communicate and share your ideas. No doubt nowadays theatre is an old fashion thing but people still feel connected to it because of its uniqueness. It is also there because it is only medium from where you can present any social issues, stories and solutions. Theatre has long been considered medium of It is a powerful tool that has the ability to connect with people on an emotional and intellectual level, leaving a lasting impact on their minds.

One of the key advantages of theatre as a medium of mass communication is its immediacy and intimacy. Unlike movies or television, theatre is a live performance that takes place in front of the audience, creating a direct connection between the performers and the viewers. This allows for a deeper level of engagement and emotional resonance, as the audience is able to experience the play in real-time and feel like they are a part of it. Theatre is also a versatile medium that can be used to convey a wide range of messages and themes. From social and political issues to personal struggles and triumphs, theatre has the ability to tackle complex topics and connect with audiences on a personal level.

Moreover, theatre has a rich history of reflecting and shaping culture. It has been used as a tool for social change, to challenge societal norms and values, and to create a sense of community and belonging. Through theatre, people can come together to share in a collective experience, creating a sense of shared identity and purpose. Overall, theatre remains a vital medium of mass communication, offering a unique and powerful way to connect with audiences and convey important messages. Whether through traditional plays or innovative new productions, theatre has the power to inspire, educate, and entertain audiences for generations to come.

There are 17 components through which we can understand theatre Bharata (stage manager or producer or a person who can perform everything related to a production, a multidimensional person); Vidusaka (person to make fun i.e. Jester); Tauripta (Person skilled in music, expert in all

musical instruments); Nata(person perform as an actor-Dancer); Sutradhara (person specialized in applying the songs and music during the performance) ; Natyakara (one who in accordance with the Natyasastra expresses the various rasa-s ,bhavas natural to the the people though different character); Nandi (person praising in Sanskrit or Prakit);Nayaka(person engaged in directing dance during a performance); Mukutakara,(person engaged in making head-gears for every character); Abharanakara,(person engaged in making ornaments for a performance); Malyakara (person engaged in making garlands for the characters of a performance); Vesakara(person engaged in making costumes for a performance); Chitrakara(person engaged in painting for performance),Rajaka(person engaged in cleaning the costumes); Karukara(person engaged in decorating hall with wooden idols or sculpture); Kusilava (person who can dance and play musical instrument during performance. (Priyadarshini)

Theatre has very deep and old roots of Indian culture for communication purpose and related to this comes folk theatre. It is mixer of from music, dance, pantomime, versification, epic and ballad recitation, graphic and plastic arts, religion and festival peasantry. Folk theatre is generally used in India for the promotion social, political and cultural issues in the form of theatre act to circulate messages city to city, town to town, village to village. As theatre was used in states like Orissa, Uttar Pradesh, and Bihar to enlighten the rural public of the Kargil conflict, its importance as a tool for mass education came to light. At a time when broadcast has exponentially increased. The average person has access to media, transportation, and travel options; the theatre arose as arguably one of the few effective platforms for educating the rural populace about the numerous facets of the fight as well as the bravery and sacrifices made by the Indian soldiers. Both plays were successful at inspiring patriotism in their audiences.

Types of Indian theatre:

Folk Theatre:

In India, folk theatre is a hybrid art form that combines elements from dance, music, pantomime, versification, recitation of epics and ballads, visual and performing arts, religion, and festival celebrations. Folk theatre, which has origins in native culture, is ingrained in the social values and local identity. In addition to offering public amusement, it has long served Indian society as a means of inter-personal, inter-group, and inter-village communication. In India, folk theatre has been widely utilised to spread important messages about social, political, and cultural concerns in order to raise public awareness. As an indigenous form, it transcends all institutional barriers to human interaction and speaks to the populace directly.

Bhand Pather (Kashmiri):



Source: Global kashmir

A distinctive fusion of acting, music, and dance. In order to make people laugh, satire, wit, and parody are desired. Surnai, nagaara, and dhol are used to create the music. Since the players are primarily from the farming community, their values, sensibilities, and way of life are evident.

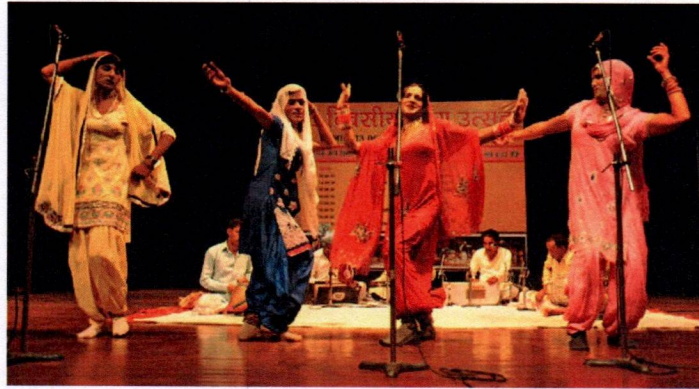
Karyala (Himachal Pardesh):-



Source: Daily Himachal GK

Uses a straightforward expression while encasing serious issues like life and death in fun. The essence of our cultural heritage—that we should rise beyond it and see the world as a stage and an insignificant pageant—is conveyed to the audience. Style variability is frequent, which helps them stand out from Swang, Nautanki, Bhagat, etc.

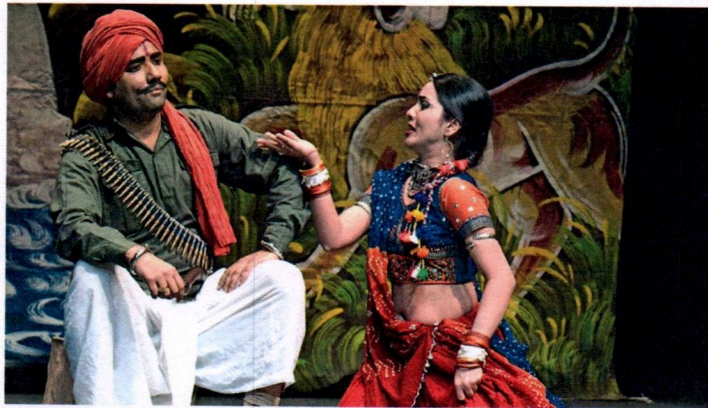
Swang (Haryana):-



Source: Gosahin

Primarily musical - Prose began to participate in the dialogues gradually as well. One can observe the softening of emotions, accomplishment of rasa, and character development. From Rohtak (Haryanvi language) and Haathras come two significant styles (Brajhasha language). It uses the ektara, harmonium, sarangi, dholak, and kharta instruments.

Nautanki (Uttar Pradesh):-



Source: The Print

In the Indian state of Uttar Pradesh, nautanki is well-liked. It is a ramification of Swang. It is mentioned in Ain-e-Akbari by Abu Fazl. Nagara drum rhythms are used to accompany the lyrical delivery of dialogue. The concept is presented through dance and music and is based on historical, social, and folktales. Kanpur, Lucknow, and Haathras are the most well-known centres. Poems are also available in Doha, Chaubola, Chhappai, and Behar-e-tablet. These days, women have also begun participating.

Rasleela (Uttar Pradesh):-



Source: Stage Buzz

Based only on Lord Krishna's practical jokes. It is thought that Nand Das was the author of the first dramas based on Krishna's life. Prose dialogues, musical selections, and depictions of Krishna's tricks were masterfully woven together.

Bhaona Ankia Naat (Assam):-



Source: Myindiamyglory

Srimanta Sankardeva, a great Assamese saint and social reformer, founded it with his student Mahadeva in the sixteenth century A.D. Written in the Brajavali language (mixture of Assamese-Maithili). Contains cultural snippets from Assam, Bengal, Orissa, Mathura, and Brindavan but is mostly focused on Lord Krishna's deeds. The story is introduced by the Sutradhaar or narrator in Sanskrit, followed by Brajboli or Assamese. Gayan-Bayan Mandali, a group of musicians who play the "Khol" and cymbals, play music while the narrator Suthradhar. One of the distinctive aspects of this theatre genre is the use of masks to represent special expression.

Bhavai (Gujarat):-



Source: iwmbuzz

It is a type of Gujarati and Rajasthani traditional theatre. It combines devout and amorous feelings. A series of short dramas called Vesha or Swanga are described through dance. Exceptional blending of spiritual and romantic feelings. Instruments used include Bhungal, tabla, flute, pakhaawaj, rabaab, sarangi, manjeera, and other instruments. Major centres: Kathiawar and Kutch.

Jatra(West Bengal):-



Source: tfmleenajain

Fairs and religious or deity-related ceremonies, as well as musical performances. Early versions of Jatra were musical; dialogue was eventually incorporated. The actors themselves narrate how the scene changes, where the action takes place, etc. Due to the impact of Chaitanya prabhu, Krishna Jatra gained popularity.

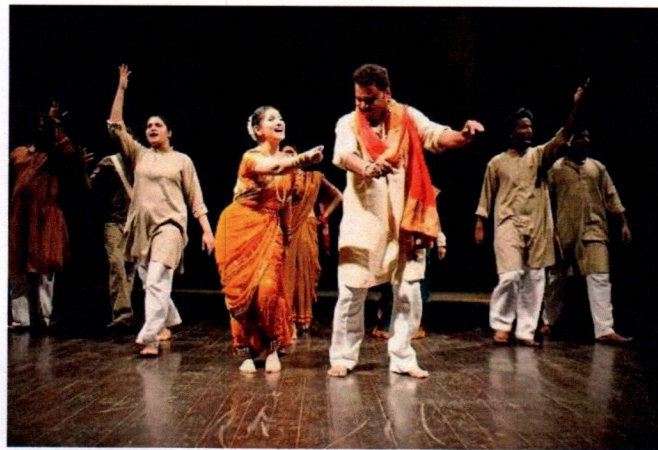
Maach (Madhya Pardesh):-



Source: Times of India

In between the discussion, songs are given priority. In this form, dialogue is referred to as bol, while rhyming in storytelling is referred to as vanag. This theatre form's music is referred to as rangat. Both the stage and the drama are referred to as maach. It has mythological themes as its foundation, and later love folktales were added. In this type of theatre, songs are prioritised in between speaking.

Tamasha (Maharashtra):-



Source: Times of India

Developed from traditional forms like Kirtan, Jagran, and Gondhal. The play's primary dancer is a female actor known as Murki. Classical music, lightning-fast footwork, and expressive gestures are the main features.

Dashavatar (Konkan-Goa):-



Source: Wikimedia Commons

Personifies the ten avatars of Lord Vishnu - the god of preservation and creativity. Matsya (a fish), Kurma (a tortoise), Varaha (a pig), Narsimha (a lion-man), Vaman (a dwarf), Parashuram, Rama, Krishna (or Balram), Buddha, and Kalki are the ten incarnations. The Dashavatar performers don masks made of wood and papier-mâché in addition to stylized makeup.

Krishanattam (Kerala):



Soucre: GRTTM

Krishanattam Was founded in the middle of the 17th century with the support of King Manavada of Calicut. A cycle of eight plays called Krishnattam is presented over the course of eight days. Avataram, Kalamandana, Rasa Krida, Kamasavadha, Swayamvaram, Bana Yudham, Vivida Vadham, and Swargarohana are the eight plays. Episodes centre on the theme of Lord Krishna, including his conception, his youthful antics, and different deeds that show good triumphing over evil.

Mudiyettu (Kerala):



Source: The Hindu

Celebrated during the Vrischikam month (November-December). Performed only in Kerala's Kali temples as a sacrifice to the Goddess. Depicts how the goddess Bhadrakali defeated the demon Darika. Shiva, Narada, Darika, Danavendra, Bhadrakali, Kooli, and Koimbidar are the seven characters of Mudiyettu (Nandikeshvara). It belongs to the Bhadrakali cult. It shows how Goddess Bhadrakali defeated the demon Darika. Those in the Marar and Karuppu communities practise mutiyettu. The seven characters of Mudiyettu are Shiva, Narada, Darika, Danavendra, Bhadrakali, Kooli, and Koimbidar. After Koodiyattam, Mudiyettu was added to UNESCO's Representative List of Intangible Cultural Treasures of Humanity in 2010.

Theyyam (Kerala):



Source: Kerala Tourism

Theyyam, which means "dance of God," is derived from the Sanskrit term "Daivam," which means "God" in English. Performed by different castes to worship and pacify

spirits. Distinguishing characteristics Amazing headdress (mudi), about 5 to 6 feet tall and dyed in a variety of vibrant colours, together with a colourful attire.

Koodiyettam (Kerala):



Source: Connected to India

Derived from Sanskrit theatrical customs. The characters Actors are referred to as Chakyaar, musicians as Naambiyaar, and actresses as Naangyaar. The protagonists are the narrator, Sutradhar, and the jesters, Vidushak. The dialogues are only delivered by Vidushak. This dance and theatre style is distinctive due to the focus on hand gestures and eye motions.

Yakshagana (Karnataka) :-



Source: Deccan Herald

Based on mythical tales from the Puranas, it is presented at dusk. The majority of the episodes are taken from the Mahabharata and the Ramayana. Yakshagana is a traditional Indian theatre form that originated in the Karnataka districts of Dakshina Kannada, Udupi, Uttara Kannada, Shimoga, and the western portion of Chikmagalur, as well as the Kerala district of Kasaragod. It features a unique fusion of dance, music, dialogue, costume, make-up, and stage techniques. It is thought to have developed from pre-classical theatre and music during the Bhakti movement. Yakshagana, also known as "Aata" or "the play" in Tulu, is frequently influenced by the Vaishnava Bhakti movement. The majority of Karnataka is home to this theatre genre in a variety of forms.

Therukoottu (Tamil Nadu) :-



Source: Jewels of Sayuri

Meaning "street play," this dance is typically done by male dancers. Usually done at Mariamman's (the rain goddess) annual temple ceremonies to ensure a bountiful harvest. Theme being a cycle of eight plays centred on the life of Draupadi. It features a number of topics, one of which is inspired on Draupathi from the Hindu epic Mahabharata. It incorporates dance, singing, music, and drama.

Villu Paatu (Tamil Nadu and Kerala):-



Source: Tour Beetle

It is a well-known kind of musical theatre in Kerala and Tamil Nadu. The word "bow-song" is Villu Paatu. In this, the Ramayana episodes are told as an instrument in the shape of a bow is used.

Sanskrit Theatre



Source: Gosahin

Ancient Indian theatrical practises that were based on the Sanskrit language are referred to as Sanskrit theatre. Beginning as a narrative art form in India that incorporated music, dance, and acting. Recitation, dancing, and music were all performed on stage. The root term "nata," which denoted a dancer, gave rise to the Sanskrit word "nataka". Drama can also be referred to by the words rupaka, drishyakavya, and preksakavya.

One of India's oldest still-practicing theatrical traditions is kutiyattam, or Sanskrit theatre, which is performed in the state of Kerala. Kutiyattam, which dates back more than 2,000 years, is a combination of Keralan indigenous customs and Sanskrit classicism. Neta abhinaya (eye

expression) and hasta abhinaya (the language of gestures) are prominent in this stylised and codified dramatic language. They concentrate on the main character's emotions and thoughts. To become fully-fledged performers with sophisticated breathing control and subtle muscular shifts of the face and body, actors must go through ten to fifteen years of hard training. The art of the actor is in fully developing a situation or episode. As a result, a single act could take days to perform and a whole show could run up to 40 days.

Traditional Kutiyattam theatres, also known as Kuttampalams, are found inside Hindu temples. Because to their religious nature, access to performances was once limited; however, the plays have gradually become more accessible to wider audiences. Yet, the actor's job still has a spiritual component, as seen by purification practises and the lighting of an oil lamp that represents a heavenly presence onstage during performances. Male actors pass down to their apprentices comprehensive performance instructions that, until recently, were the unique and private property of chosen families. The families who controlled the secrets of acting skills faced severe challenges when patronage and the feudal system collapsed in the eighteenth century. Following a resurgence in the early 20th century, Kutiyattam is once more struggling with a shortage of finance, which is creating a serious crisis in the industry. In response to this circumstance, the many organisations in charge of transmitting the tradition have teamed up to safeguard the survival of this Sanskrit theatre.

Modern Theatre



Source: Guardian

During the colonial era, India's post-medieval or contemporary Indian theatre emerged. Translations of both classic Western works and ancient Hindu writings became available, boosting theatre. The works of Gotthold Ephraim Lessing and Shakespeare were adapted. New forms of entertainment have to be created due to the expansion of cities like Madras and Calcutta. As a result, the Western Proscenium form of theatre arose in the 18th and 19th centuries. Examples of contemporary theatre include plays and musical productions. Both ballet and opera are forms of theatre that make use of a wide range of theatrical conventions, including acting, costumes, and staging.

The Role of Theatre in Society:

Theatre has a long history of reflecting and shaping culture, and can be an important tool for social change. This topic could explore the ways in which theatre has been used to challenge societal norms and values, and to create a sense of community and belonging. Theatre has played a significant role in society for centuries, and continues to be a powerful tool for reflection, social change, and community building. Here are some ways in which theatre serves as an important cultural institution in society:

Reflection of Society: Theatre often reflects the social issues and mores of the time in which it is produced, providing a lens through which society can examine itself. Through the portrayal of current social issues, theatre can inspire change and promote empathy and understanding.

Cultural Preservation: Theatre can be a powerful tool for preserving cultural traditions and heritage. Through performances of traditional plays, music, and dance, theatre can keep cultural practices alive and help maintain a connection to the past.

Building Community: Theatre can bring people together and create a sense of community. By providing a shared experience, theatre can foster a sense of belonging and commonality among audience members.

Education and Enlightenment: Theatre has the ability to educate and enlighten audiences, bringing attention to important issues and providing a forum for discussion and debate. Theatre can promote understanding, empathy, and critical thinking.

Entertainment: Theatre provides entertainment, offering a form of escape from the stresses and challenges of everyday life. It can be a source of enjoyment and pleasure for audiences, providing an opportunity for emotional release and catharsis.

The Power of Theatre to Evoke Emotion: Theatre has the ability to connect with people on an emotional level, leaving a lasting impact on their minds. This topic could explore the ways in which theatre can be used to evoke different emotions and how this can be beneficial for audiences. Theatre has the unique ability to evoke a wide range of emotions in audience members, from joy and laughter to sadness and despair. Here are some ways in which theatre can be a powerful tool for emotional expression and connection:

1. **Identifying with Characters:** Theatre allows audiences to identify with characters on stage, creating an emotional connection that can be incredibly powerful. By seeing themselves reflected in the struggles and triumphs of characters, audiences can experience a sense of empathy and emotional resonance.
2. **Listening to Stories:** Theatre often tells stories that are deeply emotional and resonate with audiences. By hearing stories of love, loss, and redemption, audience members can connect with the universal human experiences that are at the heart of these narratives.

3. **Experiencing Live Performance:** Theatre is a live medium, and the experience of seeing a performance in person can be incredibly impactful. The energy of the performers, the sounds and sights of the stage, and the shared experience of the audience can all contribute to a heightened emotional experience.
4. **Challenging Assumptions:** Theatre can also be a powerful tool for challenging assumptions and beliefs, leading to a change in emotional state. By presenting narratives that challenge preconceived notions or societal norms, theatre can inspire audiences to think deeply about their own beliefs and emotions.
5. **Providing Catharsis:** Theatre can provide a sense of emotional release and catharsis for audience members. By experiencing intense emotions in a safe and controlled environment, audiences can process their own feelings and experiences in a healthy way.

The Use of Theatre in Education: Theatre can be an effective tool for teaching a wide range of subjects, from language learning to history and social studies. This topic could explore the ways in which theatre can be used in educational settings, and the benefits it can offer for students. The use of theatre in education is a powerful tool for engaging students and promoting learning. Here are some ways in which theatre can be used in an educational setting:

1. **Active Learning:** Theatre provides an opportunity for students to engage in active learning, as they participate in creating and performing a play. This can be a highly engaging and meaningful way for students to learn about historical events, social issues, or literary concepts.
2. **Developing Social Skills:** Theatre can help students develop important social skills, such as teamwork, communication, and empathy. Through collaboration with others, students can learn to work effectively in groups and develop a sense of empathy for others' perspectives and experiences.
3. **Building Confidence:** Theatre can also help students build confidence and self-esteem. By performing in front of an audience, students can develop a sense of pride in their abilities and a greater sense of self-worth.
4. **Enhancing Cultural Literacy:** Theatre can be an effective tool for enhancing cultural literacy, as students learn about different cultures and traditions through the stories and characters portrayed on stage. This can help promote understanding and acceptance of diverse perspectives and experiences.
5. **Promoting Creativity:** Theatre can promote creativity and imagination, as students are encouraged to think outside the box and develop their own ideas and interpretations of a play. This can help foster a sense of innovation and problem-solving skills.

The Influence of Theatre on Popular Culture: Theatre has had a significant impact on popular culture, from Broadway musicals to Hollywood films. This topic could explore the ways in which theatre has influenced other forms of media, and how it continues to shape popular culture today.

The Evolution of Theatre as a Medium: Theatre has evolved significantly over time, from ancient Greek tragedies to modern experimental productions. This topic could explore the ways in which theatre has changed over time, and the factors that have influenced these changes.

The Relationship Between Theatre and Technology: Technology has had a significant impact on theatre, from advances in lighting and sound to the use of digital media in productions. This topic could explore the ways in which technology has influenced the theatre industry, and the benefits and challenges that come with these changes.

Theater's possibilities have grown in various ways thanks to technology. Technology now plays a part in the majority of theatrical productions, from set design all the way to the performance itself. Tech has an evident impact, whether it makes an actor's voice audible to the entire audience or helps the set designer create magnificent backdrops and props.

Knowing how the theatre was before technology, how technology has affected theatrical productions, and some of the most important areas of technical development in relation to the stage are all useful things to know as you learn more about the history of technology in theatre.

Impact of technology in theatre:

As technology has advanced, its influence on theatre has grown as well, providing audiences with a more engaging experience. The theatre can affect the three basic senses of sight, hearing, and scent thanks to modern technology. Find out more about how theatre has evolved into what you see now thanks to technology:

Visuals

A play or musical's visual components have always been crucial, and the theatre has a long tradition of using masks, scenery, and props. Shocking an audience with the visual has always been a goal, from the early Greeks' use of cranes to "fly" characters onto the stage to the sophisticated rigging systems of today that create a polished and safe image.

Theaters can now more easily update the visual attractiveness of their plays and complete a number of duties thanks to modern technology. Sets can be built more quickly, with more detail, and a greater ability to immerse viewers in the environment and narrative thanks to automation and 3D printing.

Theatrical shows can now include video and other forms of multimedia into their performances thanks to new technology. Video technology adds a new layer and allows set designers more tools to work with when creating productions, whether it be video backdrops that enrich a set with pictures of fog, clouds, or rain or movies that support a one-man show by playing pertinent clips.

Another area where technology has changed the theatre experience is lighting. Throughout a significant portion of its history, theatres either lacked a roof or relied on potentially hazardous fire to illuminate the stage. As limelight could be directed with the use of lenses and reflectors, the stage was altered in the 19th century. In the 20th century, electricity lighting gradually took the place of limelight.

A digital light board, which has the ability to manage hundreds of lights in a production, is frequently used to control lighting in modern settings. Using specialised lighting systems is now much simpler for modern theatres because of the expanding capabilities of LED lights and electrical systems. With the push of a button or turn of a dial, current technology can change the intensity, pattern, and colour of lights rather than just lighting the stage.

Sound and Audio

There are many ways that technology has impacted viewers' audio experiences. For instance, production teams can just download sound effects or music from the internet rather than having to personally compose them. Moreover, sound design software enables directors to layer sounds easily, adding more realistic background noises, music, and effects to a performance.

One of the most significant stage developments is microphone technology. Actors speak through microphones that project out from speakers located in key areas of a theatre rather than having to project their voices. Moreover, artists can wear tiny microphones in the form of flesh-colored headsets or even buried in their hair to provide high-quality sound without the interference of a ground-based or portable microphone.

Smell

Although most people don't associate the sense of smell with the theatre, it can be used to engage audiences in a performance. An old illustration of this would be when an actor would light a cigarette on stage, causing audience members to smell the smoke and tobacco. The ability to create odours that were perceived by the audience has recently assumed a more important role as technology has made it easier for theatre productions to incorporate smell into their performances.

The term "aroma-turgy," which refers to the intentional use of smell as a component of theatrical design, has been used frequently recently. Previously, the aroma of someone cooking on stage or starting a cigarette would have to naturally permeate the air, possibly missing certain audience members before being absorbed by the environment's overall odour. A production was essentially out of luck if they wanted a certain smell to hit the audience at a certain time.

A theatre may now be filled with whichever perfume the production wants thanks to the introduction of dry vapour scenting technology. These vapour devices are essentially a form of diffuser that emits scents when activated.

Theatre as a benefit to improving language skills

Theatre can be an incredibly effective way to improve language skills, particularly for those learning a second language. Here are some of the ways in which theatre can be beneficial for language learners:

1. Improving Pronunciation: Theatre involves speaking and enunciating words clearly in front of an audience. This can help language learners improve their pronunciation and speaking skills.
2. Vocabulary Expansion: Theatre often involves the use of complex language and terminology, which can help language learners expand their vocabulary and become more comfortable with new words and expressions.
3. Enhancing Listening Skills: In order to participate effectively in theatre, actors must listen carefully to their co-actors and respond appropriately. This can help language learners improve their listening skills and become more attuned to the nuances of the language.
4. Cultural Immersion: Theatre offers a unique opportunity to immerse oneself in the culture and language of a particular community. By participating in theatre productions or attending performances, language learners can gain a deeper understanding of the language and the culture in which it is but requires to be confident and expressive. For language learners, participating in can help build confidence in their language skills and encourage them to take risks with the language.

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Research Work
MULTICULTURAL THRATRE AND COMMUNICATION

Diya T Raina

BA(JMC) 3RD Year

School of Journalism and Mass communication

K.R. Mangalam University, Sohna Road, Haryana

Mrs. Gauri Joshi

Assistant Professor

School of Journalism and Mass Communication

K.R. Mangalam University Sohna Road, Haryana

Abstract

The paper titled "Multicultural Theatre and Communication" investigates the intersection of multicultural theatre and communication. The research methodology adopted for this study is based on online research and surveys. The primary objective of the research is to explore the realm of multicultural theatre, with a particular emphasis on its parallel branches, and examine their significant impact and captivating aura in the current times.

The study commences by examining the importance of multicultural theatre as a platform for diverse cultural expressions and communication. Online research serves as the foundation, encompassing an extensive review of literature, scholarly articles, and industry reports to gain a comprehensive understanding of multicultural theatre and its role in promoting cross-cultural dialogue. Additionally, surveys are conducted to gather primary data from participants, capturing their perceptions, experiences, and preferences related to multicultural theatre and its parallel branches.

The findings of the study highlight the growing recognition and appreciation for multicultural theatre in fostering understanding and connections across cultures. The survey results demonstrate the audience's enthusiasm for the unique storytelling techniques, diverse narratives, and inclusive performances that multicultural theatre offers. Furthermore, the research explores the exploration of parallel branches of multicultural theatre, emphasizing their ability to challenge traditional norms, address social issues, and create a profound impact on audiences.

The study also examines the ways in which multicultural theatre utilizes technology and digital platforms to enhance its reach and accessibility in the current times. It explores the integration of online platforms for streaming performances, virtual collaborations, and digital storytelling, enabling broader audiences to experience multicultural theatre.

Keywords: Theatre, Mass communication, Online research, Survey, Parallel cinema, Storytelling, Live performance, Audience experience, Technology in theatre, Digital platforms, Immersive theatre, Societal impact, Accessibility, Evolving landscape

Introduction

Multicultural theatre and communication refer to the integration of diverse cultures and traditions into theatrical productions and the communication strategies used to create and convey these productions. This approach seeks to celebrate cultural diversity and promote understanding and empathy between different communities.

Multicultural theatre may involve incorporating diverse stories, themes, and artistic styles into a production. This can include incorporating music, dance, and other performance styles from various cultures. It may also involve casting actors from diverse backgrounds and working with cultural consultants to ensure authenticity and respect.

Effective communication in multicultural theatre requires understanding and respecting different cultural norms and values. This may involve adapting communication styles to better fit the needs of diverse audiences and ensuring that all members of the production team feel comfortable communicating with each other.

Overall, multicultural theatre and communication can serve as a powerful tool for promoting understanding and empathy between different communities and creating more inclusive and diverse artistic productions.

Multicultural theatre and communication are powerful tools for promoting understanding and empathy between different communities for several reasons:

- 1. Celebrating cultural diversity:** By incorporating diverse cultural traditions into theatrical productions, multicultural theatre celebrates the unique perspectives and experiences of different communities. This can help to break down stereotypes and promote a more inclusive and diverse understanding of the world.
- 2. Fostering empathy:** Theatre has the power to evoke emotional responses and help people to see the world through the eyes of others. By depicting stories and experiences from different cultures, multicultural theatre can foster empathy and understanding between different communities.
- 3. Challenging stereotypes:** Multicultural theatre can challenge stereotypes and biases by depicting complex and nuanced portrayals of people from different backgrounds. This can help to break down barriers and promote a more nuanced and accurate understanding of different cultures.
- 4. Providing a platform for marginalized voices:** Multicultural theatre can provide a platform for marginalized voices and help to amplify underrepresented perspectives. This can be particularly important for communities that have historically been excluded or marginalized in mainstream media and cultural productions.

Multi Cultural Theatre in India

India has a rich tradition of theatre that incorporates diverse cultural and regional traditions. Multi theatre in India often involves a fusion of different art forms and traditions, such as dance, music, puppetry, and storytelling.

One prominent example of multi theatre in India is the tradition of Sanskrit theatre, which dates back to ancient times and incorporates elements of music, dance, and poetry. Other forms of multi theatre in India include the folk theatre traditions of various regions, such as Yakshagana in Karnataka, Jatra in West Bengal, and Bhand Pather in Jammu and Kashmir.

Contemporary theatre in India also incorporates diverse cultural and regional traditions, with many productions exploring themes related to social justice, human rights, and identity. For example, the Mumbai-based theatre group Gillo Repertory Theatre has gained national recognition for its innovative productions that incorporate elements of traditional Indian theatre with contemporary themes and storytelling techniques.

In recent years, there has also been a growing trend towards bilingual and multilingual theatre in India, with productions incorporating multiple languages and dialects to reflect the diverse linguistic landscape of the country.

Speaking of theatre and acting, they are an essential component of all cultures. Theatre is the live performance of art that is both meaningful, exciting, and entertaining. It is performed on a stage for an audience. In contrast to hearing or reading the story, watching an engaging story evolve through excellent characters who embody their roles can create a lasting effect on the audience. Dramatic and theatrical relevance in the cultural environment is therefore not only significant but also required.

Types of Indian theatre

Traditional Theatre

If we look at the history of theatre in India, we can see that it all started with traditional theatre, which has been practised since ancient times. The Ramayana and Mahabharata sagas, as well as the Upanishads and Puranas, were major inspirations for the narrative. The popularity of Sanskrit dramas, in which every participant was treated with reverence in the royal courts, increased in the fifteenth century. Kathak, for instance, is a striking example of traditional theatre. Folklore reenactments were a great way for the illiterate rural masses to learn about the spiritual and religious facets of Indian culture.

Sanskrit Drama

Sanskrit Dramas are full-length poetic plays that have a long history in India and are known as such because they were mostly written in the Sanskrit language. Yet, they actually blend Prakrit or various vernacular languages with classical Sanskrit.

The tradition has been practised continuously for around 1200 years, making it the longest performing tradition of any theatre text in history. For instance, the continuous performance history

of Shakespearean dramas lasted less than a century, whereas the tradition of playing Greek tragedies lasted just approximately half a millennium.

The topics and playforms covered in the Sanskrit dramas are diverse. Along with shorter farces and one-act love monologues, they also have full-length political dramas, palace intrigues, and beautiful love romances. A noble hero was at the center of the most popular drama subgenre. Natakas are these "heroic dramas," frequently with stories inspired from tradition. A social play that deals with different sorts of human connections is another significant genre of theatre. Prakranas are the name given to these plays, which were often created by the playwrights.

The poet Harsha wrote Ratnavali, a complex murder mystery set in a harem, and Bhavabhuti is best known for The Latter Story of Rama, a play based on the Ramayana, and Malati and Madhava, a love story. The Minister's Seal, the only existing complete play by Visakhadatta, with its ruthless political plot, is a kind of thriller of its time. The most famous of all Sanskrit playwrights, both in India and in the West, is, however, Kalidasa.

Regional Folk Theatre

The traditional theatre has many regional variations, from epic tales to folklore. The narrative structure, character introduction, and attire selections are all loud and vibrant. Songs, dances, and musical compositions that are based on historical happenings, festivals, and events from the local culture and customs are weaved into the narrative. However, unlike Traditional theatre, Regional Folk theatre derives its content from social events as well.

Tamasha (Maharashtra)

In Marathi the word Tamasha means 'A mixtures of specialized performances like dance, music, different enactments or roles by women or girls, participation of women, and singing lavanis'. (Sphoorthi theatre, 2012). It is traditional Marathi art form which includes dancing and singing. It is frequently performed by theatre companies in the Indian state of Maharashtra. In reality, it is a travelling theatre that visits various parts of Maharashtra. Tamasha is a Persian word that means "to play" or "to have fun." Currently, this word is commonly used in Hindi, Marathi, Kannada and Urdu. Once more, some have looked into the word Tamasha's Turkish and Urdu roots before borrowing it into Marathi from Urdu.

It is challenging to pinpoint the first performance of this Tamasha because this folk art has been deeply ingrained in rural Maharashtra for more than eight-nine centuries. In rural areas of Maharashtra, this art form is still referred to as Tamasha and is known as Lok Natya. This art form has influence of other art forms like ghazals, kirtan, kathak dance and so on. There are two types of Tamasha: dholki bhaari and the older form, Sangeet baari which contains more dance and music than drama.

Women wear traditional saree in bright red or green worn in Maharashtrian style called 'Kachi', hair tied like a juda with flowers covering it, wearing lots of bangles and tying ghoongaroos (heavy anklets) performers this art. Maharashtrian NOSE PIN called NATH is an important ornaments worn by the women. Men also wear dhoti, kurtha, traditional caps and play instruments.

Bhavai (Gujarat)

It is a popular Gujarati art form with 700 years old history. The term "Bhavai" refers to a type of art that carries feelings since it combines the words "bhav," which means "emotion," and "vahini," "carrier." Bhavai's original goals were general awareness and enjoyment; as a result, it developed an open-air aesthetic, had straightforward plotlines, and used exaggerated acting. The numerous skits that are performed during a single performance are referred to as vesha. Music, dance, and vernacular comedy are features of any Bhavai vesha.

Asait Thakar, the father of Bhavai, is credited with telling the tale of Bhavai's genesis and the founding of the Bhavaiyya society in the fourteenth century. According to legend, Asait Thakar, a Brahmin, resided in Unjha in modern-day Gujarat. These are divided into four traditional vesha: Historical events and characters: Skits based on local history and figures as their main theme. Prominent plays include *Zanda Zulan*, *Juthan*, and *s.Skill veshas: Jasma Odan*. Based on Religious themes and characters like *Ganpati*, *Kan Gopi*, *Raval*, *Ardhnarishwar*. Social issues: These vesha have satire and social commentary as their primary elements. *Purabio*, *Saraniyo*, *Vanzara* are some noteworthy mention These involve physical dexterity and sleight of hand, and depend upon skills of individual performers.

Yakshagana (Karnataka)

A well-known folk theatre in Karnataka is called Yakshagana. She is known for her music, colourful costumes, energetic dance moves, delicate expressions and spontaneous dialogue. There are two main iterations of Yakshagana, and each has numerous iterations.

Mudarapaya (an oriental form popular in North Karnataka) and Paduvarapaya (Western style, also known as coastal yakshagana). Of the two, the coastal yakshagana is the more popular due to its great sophistication achieved through the efforts of artists, thinkers and researchers over the years. More luxurious and sophisticated than any other style.

The stage is constructed in an accessible place like a paddy field or a temple yard. These stages are small when compared to the modern ones. The stage is usually 12 feet wide and 15 feet deep, rectangular in shape. Four wooden poles are put up in four corners and are decorated with mango and palm leaves. The whole performance is done within the small space. There are some rituals or rules for how the Yakshagana stage is to be built. But those regulations are not applicable to stages built in the temple yard. The spectators are supposed to sit on the three sides of the stage. Now this art is also performed in modern auditoria, where all customs cannot be followed, nor it can be whole recreated.

Karyala (Himachal)

The Himachal Pradesh folk theatre known as Karyala, which is a real expression of the region's cultural wealth and is performed without a script or director. Karyala is an impromptu theatre style that has historically been popular in the Solan, Shimla, and Sirmour areas. It may be performed without a stage and is frequently done around Deepawali. Also, when a person's desire or mannat

is granted, they organise it on behalf of the deity. Karyalchies are artists who perform karyala. They travel with their musical equipment, such as flutes, drums, harmoniums, ransingas, etc. This theatre combines drama, dance, music, and versification. The karyalchies have a pretty straightforward makeup. They wear wigs and beards made of jute or another material. It is enjoyed by all groups of people as this act is shown in their local language. Because which they are able to relate more closely and understand.

Koodiyattam (Kerala)

Kutiyattam, Kerala's peculiar stage adaptation of the very first Sanskrit theatre as dance drama, is the state's historic Sanskrit theatrical art form. The UNESCO has recognised Kutiyattam (also known as Koodiyattam), which dates back about 2000 years, as one of the "Masterpieces of Oral and Intangible Heritage of Humanity." Up until the first part of the 20th century, only members of the Chakyar and Nambyar castes typically performed it, and exclusively in temple theatres known as Koothambalam. One may only hope to learn the art of Kutiyattam via years of arduous instruction.

Kutiyattam means acting together, Its performance is based on Sanskrit plays. The Koodiyattam performances incorporate all four of the acting techniques mentioned in Sage Bharata's Natya Shastra: *aangikam* means expressing oneself using various body parts, *vaachikam* means expressing oneself through speech, *sathvikam* means expressing one's physical reactions to emotions, and *aahaaryam* expressing oneself through costume, ornaments, and props. In a typical Koodiyattam performance, intricate and protracted acting sequences utilising unique acting styles like *Ilakiyaattom*, *Pakarnnaattom*, and *Irunnaattom* are used.

Saang (Rajasthan, UP)

In Haryana, Rajasthan, and Uttar Pradesh, saang is a well-liked form of folk dance theatre in which religious stories and folk tales are acted out and sung by a group of about a dozen artists. Saang is characterised by loud rendering of dialogues and songs as it was primarily performed in the open without microphones in the past. The female characters were played by men, as was typical of most historical theatrical forms, and women were not even present in the audience because of the crude language used in the performances. As music and dancing were forbidden to upper castes, the performers were all from lower castes.

Bhand Pather (Kashmir)

The name "pathar," which refers to the Bhand's plays, must have been derived from the theatrical figure Patra. Bhand is from the Bhavana, a realistic and sarcastic theatre that often consists of a monologue. The Natya Shastra of Bharata also makes reference to it. The hand actors are deftly brought into the performance, and they skillfully incorporate modern political, social, and religious concerns into the prevailing narrative. These actors used to practise acting, dancing, acrobatics, and music to become skilled performers. The stories are told in such a way that each presentation offers the viewers something new. The lexicon utilised in Bhand Pather has ties to Kashmir's renowned mediaeval and contemporary mystics, the Vakhs and Shrukhs.

A typical performance of this type of theatre is given by the Vale of Kashmir, which depicts the social, cultural, religious, and political conundrums that are present in the region. The use of imitation, realism, satire, and humour also highlights the tensions and hypocrisies that present in society. The themes are subtly delivered to the audience by means of performing arts through humour and irony.

Pre-Independence theatre art in India



Source: The Wire

With the arrival of the British and colonial control, pre-Independence theatre gained popularity and spread throughout India. Pre-Independence theatre was more plot- and story-based than theatre from earlier periods in India, which is the main distinction between the two. In contrast, plays with legendary and valiant characters were performed in the Traditional and Regional theatre.

Before to independence, Indian social theatre and Western theatre styles were frequently combined in performances. By focusing on the struggles encountered by the average man under British rule, it introduced the realism school of thought and became the main storyline of several well-known plays.

Modern Indian Theatre



Source: Prepp

It wasn't until the late eighteenth century, while the British Empire was solidifying in various regions of India, that modern theatre, or what is traditionally known as the Western proscenium kind of theatre, was introduced in India. The British brought Western proscenium-style theatre to Indian shores. Thanks to the financial backing of affluent indigenous families, we were able to produce the first Bengali-language theatre in the 1830s, which went beyond the usual bounds of indigenous traditional performance genres.

Plays in local languages like Gujarati and Marathi were created by Parsi Theatres, which were well-liked in Western India between the 1850s and the 1920s. There was a need for backdrop colour and music. In order to support performing arts, particularly theatre, and to aid in the expansion of theatre in India, Sangeet Natak Akademi was established in 1952. The National School of Drama has helped shape eminent theatre personalities.

Western Theatre



Source: World of theatre and art

Western theatre, also known as Western drama, refers to the tradition of theatre that originated in ancient Greece and Rome and has since spread throughout Europe and the Western world. It encompasses a wide range of plays and theatrical styles, from classical Greek tragedies to modern experimental works.

Western theatre is characterized by its focus on realism, psychological complexity, and a strong emphasis on the spoken word. It often explores themes such as power, love, betrayal, and the human condition. Throughout history, Western theatre has gone through many different phases and styles. Some of the major periods and styles of Western theatre include:

Classical Greek theatre:

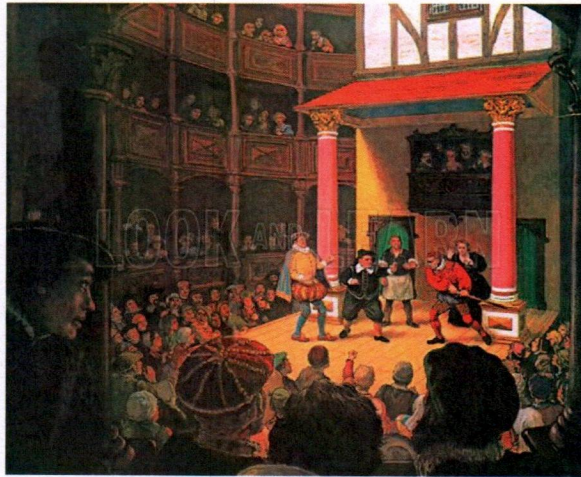


Source: Blendspace

This style of theatre originated in ancient Greece and is characterized by its use of masks, choral music, and the presentation of mythological stories. The orchestra, the chorus's flat dance floor, and the theatron—the theater's physical structure—were the main components of the Greek theatre. The ancient theatres were constantly altered and rebuilt, thus the remnants provide less information about the type of performance space that the Classical dramatists had access to in the sixth and fifth century B.C.

The so-called New Comedy of Menander (343-291 B.C.) and his colleagues offered familiar material new interpretations in the second half of the fourth century B.C. Comedy evolved in various ways, becoming more tame and lacking in profanity. Old Comedy's hideous padding and phallus were replaced with more realistic clothing that mirrored the authors' new aesthetic. The performers' subtle difference of the masks they wore complemented the texts of New Comedy's finer characterization, which dealt with personal and family life, societal conflicts, and the triumph of love in many circumstances.

Elizabethan theatre:



Source: Lock and Learn

This style of theatre emerged in England during the reign of Queen Elizabeth I and is characterized by its use of blank verse, iambic pentameter, and large casts of characters. In Shakespeare's day, the Elizabethan theatre was a magnificently well-known establishment run by skilled groups that comprised housekeepers, performers, authors, and a business manager. Everyone in society, from peasants to aristocrats, regularly went to the theatre. All of this was made possible because Renaissance England's theatre enjoyed the enthusiastic backing and admiration of Queen Elizabeth and her court.

The big audience's voracious curiosity and widening worldviews influenced a wide range of theatrical subjects and the development of Elizabethan dramatic writing. Many gifted actors, playwrights, and orators were drawn to the Elizabethan theatre because of the high prestige of the artists and the pleasant living circumstances, but they also had to undergo extensive training in voice, face, and gesture. Dramatic is the most significant genre to have emerged at this time. It is simple to follow the development, peak, and demise of Elizabethan theatre.

Modernist theatre:



Source: Pixabay

This style of theatre emerged in the late 19th and early 20th centuries and is characterized by its rejection of traditional theatrical conventions, its use of avant-garde techniques, and its focus on psychological realism.

Absurdist theatre:

This style of theatre emerged in the mid-20th century and is characterized by its use of surreal and nonsensical elements to challenge the audience's perception of reality. The term "theatre of the absurd," which was created by critic Martin Esslin to describe a subgenre of European drama produced in the 1950s and 1960s by writers such as Samuel Beckett, Eugène Ionesco, Jean Genet, and Harold Pinter, is more frequently used in the context of theatre. This is a drama genre that pushes theatre to its limits and poses probing questions about what reality (and unreality) actually looks like. It is characterised by a concern with absurdity in all its manifestations, whether philosophical, dramaturgical, psychological, or emotional. It is sometimes considerably more terrifying than humorous, and is frequently seen as a reaction to the difficulties of surviving in a 20th-century world that seems devoid of significance.

Reasons why theatre is perfect in improving developing skills

Builds Self-Assurance: Doing a performance in front of an audience can be nerve-wracking. Theater helps people lose their inhibitions and develop their self-confidence in front of a public. Theatre helps students to tackle social issues in the future, both individually and professionally, by forcing them outside of their comfort zones.

Teaches Effective Communication: In order to advance in life, one must be able to communicate effectively in order to convey the desired message. Understanding how to balance verbal and nonverbal communication is necessary for this. One's ability to communicate effectively through words and deeds is improved by theatre. The dialogue delivery techniques aid in instilling the capacity for clear and concise thought expression while speaking in front of a large audience, thereby preparing students for future boardroom presentations.

Encourages Imagination And Awareness: Imagination and creativity are the foundation of theatre. Also, kids discover original approaches to problem-solving by participating in it. The theater's use of improvisational techniques fosters flexibility and rapid thinking. A vehicle for social, political, and cultural transformation is theatre. The purpose of plays has always been to confront societal issues. A learner can learn more about and develop a greater consciousness for a number of pressing concerns by working on such thought-provoking concepts.

Instills A Sense Of Teamwork: A play is the result of the collaboration of many talented people, including the performers, playwrights, composers, designers, and technicians. The success of a play depends on everyone contributing, and it is this spirit of cooperation that gives kids the confidence to cooperate and work with many types of individuals.

Establish Discipline: Theatre instills a feeling of discipline and the importance of adhering to it. This includes keeping to rehearsal schedules, remembering lines, following directions, and listening to comments.

How culture affects the theatre?

Culture has a significant impact on theatre, as it influences the themes, stories, styles, and performances of theatrical productions. Here are some ways culture affects theatre:

Themes: The themes of theatrical productions are often rooted in cultural beliefs, values, and traditions. For example, in some cultures, stories about the afterlife or spiritual journeys are prevalent themes, while in others, stories about family, love, and identity are more common.

Styles: The style of theatre production is also influenced by culture. For instance, traditional Japanese theatre is characterized by its use of stylized movement, vocalization, and costumes, whereas Western theatre often focuses on naturalistic acting and dialogue.

Performances: The way performances are delivered is also influenced by culture. For instance, in some cultures, the audience is encouraged to participate and interact with the performers, while in others, the audience is expected to remain silent and attentive.

Language: Language is an essential component of theatre, and the choice of language used in productions is often influenced by culture. For example, in some cultures, the use of poetry or lyrical language is common in theatrical performances, while in others, the language used is more straightforward and conversational.

Socio-political context: The socio-political context of a culture also affects theatre. For instance, in times of political turmoil or social change, theatre often becomes a platform for political and social commentary, as seen in many political and protest plays throughout history.

Examples how culture affects the theatre

Greek Tragedy: The ancient Greeks created theatre as we know it, and their cultural beliefs and values heavily influenced the themes and stories of their plays. For example, Greek tragedy often focused on the struggle between fate and free will, and the conflict between individuals and the state.

Noh Theatre: Noh is a form of traditional Japanese theatre that emphasizes simplicity, elegance, and subtlety. It is deeply rooted in Japanese culture and religion, and its themes often focus on spiritual and philosophical ideas, such as the transience of life and the impermanence of material things.

Commedia dell'arte: Commedia dell'arte is a form of Italian theatre that originated in the 16th century. It is characterized by its use of stock characters, improvisation, and physical comedy. Commedia dell'arte was deeply influenced by Italian culture and society, particularly the social and political upheaval of the time.

Musical Theatre: Musical theatre is a uniquely American art form that combines elements of theatre, music, and dance. It emerged in the early 20th century and has been heavily influenced by American culture and society. For example, many musicals explore themes of love, ambition, and the American Dream.

Contemporary Theatre: Contemporary theatre is constantly evolving, and its themes and styles reflect the cultural and social changes of the time. For example, many contemporary plays explore issues of identity, gender, race, and sexuality, reflecting the growing diversity and inclusivity of modern society.

The importance of theatre in promoting culture

Theatre is an essential tool for promoting and preserving culture. Here are some reasons why theatre is important in promoting culture:

Storytelling: Theatre allows cultures to tell their stories and share their histories with audiences. It is an opportunity to pass down traditions, customs, and beliefs to future generations, keeping cultural heritage alive.

Representation: Theatre provides a platform for diverse voices and perspectives to be heard. It can challenge stereotypes, combat prejudice, and promote understanding and empathy between different cultures and communities.

Education: Theatre can be a powerful educational tool, introducing audiences to new ideas, perspectives, and ways of life. It can also provide historical and cultural context for important events and issues, allowing audiences to engage with complex topics in a meaningful way.

Inspiration: Theatre can inspire individuals to explore their own cultural identity and connect with their heritage. It can also spark creativity and imagination, encouraging individuals to create their own artistic expressions of culture.

Community: Theatre brings people together and fosters a sense of community. It can provide a space for cultural celebrations and events, strengthening social connections and building cultural pride.

Impact on social economic theatre

Theatre has a significant impact on social and economic factors. Here are some ways that theatre impacts these factors:

Social Impact:

Cultural enrichment: Theatre provides a platform for cultural expression, education, and celebration. It enriches people's lives by exposing them to new ideas, perspectives, and experiences.

Community building: Theatre brings people together, creating a sense of community and belonging. It fosters social connections and can promote social cohesion within a community.

Empathy and understanding: Theatre can promote empathy and understanding between different communities and cultures. It can challenge stereotypes, prejudices, and discrimination, and help individuals to better understand and appreciate diverse perspectives and experiences.

Social commentary: Theatre can serve as a form of social commentary, reflecting on current social issues and sparking discussions and debates. It can inspire individuals to take action and advocate for social change.

Economic Impact:

Job creation: Theatre creates jobs for actors, directors, designers, technicians, and other professionals. It also generates employment opportunities for support staff, such as ushers, ticket sellers, and maintenance workers.

Tourism: Theatre can be a significant contributor to local and national tourism. It attracts visitors from around the world, who often spend money on tickets, food, lodging, and other local attractions.

Revenue generation: Theatre generates revenue for the local economy, such as through ticket sales, merchandise sales, and concessions.

Industry growth: Theatre can stimulate the growth of related industries, such as the film and television industries. It can also attract new businesses to the area, such as restaurants, bars, and hotels.

Affect of linguistic theatre

Linguistic theatre refers to theatre that is primarily focused on the use of language, such as plays that rely heavily on dialogue, wordplay, and literary devices. The affect of linguistic theatre can be seen in several ways:

Emphasis on language: Linguistic theatre puts a strong emphasis on the power and beauty of language. The dialogue, poetry, and prose used in these plays can be both intellectually stimulating and emotionally moving.

Accessibility: While linguistic theatre may require a higher level of language proficiency from the audience, it can also be more accessible to those who are visually impaired or have limited mobility. The focus on language can make these plays easier to follow without relying on visual cues.

Cultural representation: Linguistic theatre can also provide a platform for cultural representation. By showcasing different languages, dialects, and accents, these plays can help break down linguistic barriers and promote understanding and empathy between different cultures.

Challenging conventions: Linguistic theatre can also challenge conventions of traditional theatre, such as by using unconventional storytelling techniques or by breaking the fourth wall to address the audience directly.

Intellectual stimulation: Linguistic theatre can be intellectually stimulating, encouraging the audience to think deeply about the language used in the play and the themes explored. This can spark discussions and debates among audience members, promoting critical thinking and analysis.

Cultural diversity in theatre

Cultural diversity in theatre refers to the representation of a wide range of cultures on stage, including those that are historically marginalized or underrepresented. Here are some ways that cultural diversity can be reflected in theatre:

Casting: Theatre productions can prioritize casting actors from diverse backgrounds, including actors of different races, ethnicities, genders, sexual orientations, and abilities.

Storytelling: Theatre can incorporate stories and perspectives from diverse cultures and communities, giving voice to those that have been historically silenced or underrepresented.

Collaborations: Theatre can bring together artists from diverse backgrounds, allowing them to share their unique perspectives and experiences and collaborate on the creation of new works.

Cultural exchange: Theatre can serve as a platform for cultural exchange, allowing audiences to learn about different cultures and traditions from around the world.

Accessibility: Theatre can make efforts to be more accessible to diverse audiences, such as by providing translation services, captioning, and audio description for those with disabilities.

The benefits of cultural diversity in theatre include:

Representation: Cultural diversity in theatre can provide representation and visibility for historically marginalized and underrepresented cultures and communities.

Empathy and understanding: Theatre can foster empathy and understanding between different cultures and communities, promoting tolerance and respect for diversity.

Innovation: Cultural diversity can inspire new forms of storytelling and artistic expression, pushing boundaries and challenging conventions.

Economic benefits: Cultural diversity in theatre can attract more diverse audiences, expanding the potential market for theatre productions and contributing to the economic growth of the industry.

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<https://www.bl.uk/20th-century-literature/articles/nonsense-talk-theatre-of-the-absurd>

15. Forum Theatre. (2022, September 12). *The Importance Of Theatre In Promoting Culture*

– *Forum Theatre | Accessible, affordable, and entertaining theater | DC metro area.*

Forum-Theatre.com. <https://forum-theatre.com/the-importance-of-theatre-in-promoting-culture/>

Production Shoot- Fashion Journalism

Lipstick – Miss Lirenn

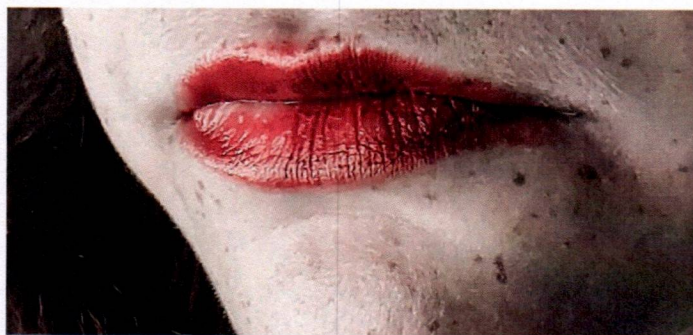
Nude shades for winters that you absolutely need in your makeup kit right now

Beauty is all about being comfortable in your own skin or a kick ass nude lipstick.

There is always new and old just like a new year. But what the newness you need to make it through the season that comes right before the new year?, This is the time when there is party at its peak and you run for a perfect gift for your friends and family. Miss Lirenn has come up with a brand new nude shade that will help you get ready for this party season. Whether you are looking for something new for that incoming season that is full of festivals. We have got a perfect winter lipstick edit for you.



What's winter without the charm of the festivities to go with? If you a dose of shimmer and are not afraid of wearing a shinny, glossy matte pink. Try out the new this long lasting formula. It has hyaluronic acid , vitamin E and solid punch of colour in a single lipstick which will keep your lips fresh and nourished for long time.

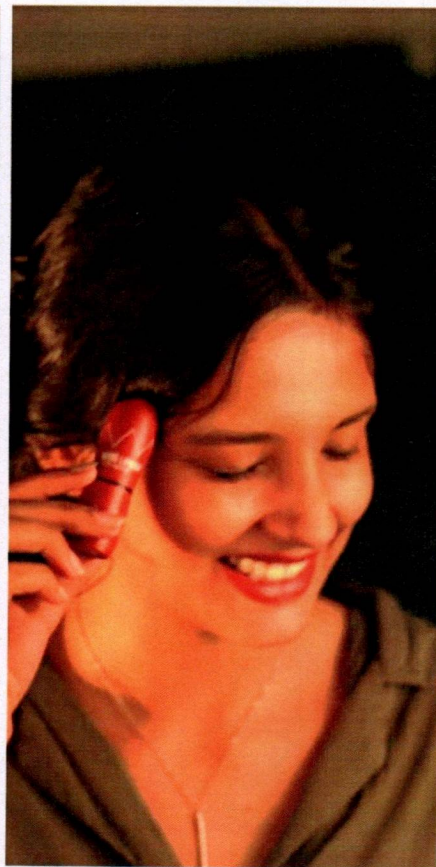


Miss Lirenn creates some of the most beautiful drugstore lipstick formulas which is even more reason to buy a few in one go. We love it when a beauty product does double duty you get more for your investment and it makes getting the monotone beauty look even easier.

Never managed to find just the right nude lipstick? Now you will, thanks to Miss Lirenn's new line of nude shade. Which also matches with your foundation. A shade match science wheel gives you lipstick shade that is based on their found range and ensuring that the colour you choose looks just right for you.


Just one lip product for every mood!

BTS Shoot





Report



K.R. MANGALAM UNIVERSITY
 THE COMPLETE WORLD OF EDUCATION
 Gurugram, Delhi-NCR

School of Journalism & Mass Communication

organizes

FILMOGRAPHY

Date: 23/24 November 2022 | Time: 10:00 A.M- 4:00 P.M | Venue: SJMC Studio, C Block

Event Description:

Filmmography is organised to maintain and promote the essence of film and filmmaking amongst the students. There will be five categories in the competitive round.

1. Feature film 2. Short film 3. Documentary 4. Animation 5. Ad films

Rules and Regulations:

- Each speaker has a maximum time of one minute.
- The chairperson checks the time carefully.
- He/ she gives a sign when the speaker has 10 seconds to go, and after speaking time is over, the speaker may finish his/her sentence and must then stop.
- Spare time may not be transferred to another speaker.

Faculty Coordinators:

Dr Neeraaj Khattri	Mr. Nazrey Hussain
Mr Pankaj Sharma	Dr. Sarina
Mr Ritwik Ghosh	

Student Coordinators:

Divyanshu: 9818420694	
Diya: 9711656572	
Sakshi(): 60050 10360	
Rebecca: 7594950207	
Irum: +918588941483	
Derric Michael Raj - +919999597908	
Ekta Singh: +918950488524	
Om Tiwari: +918298522962	




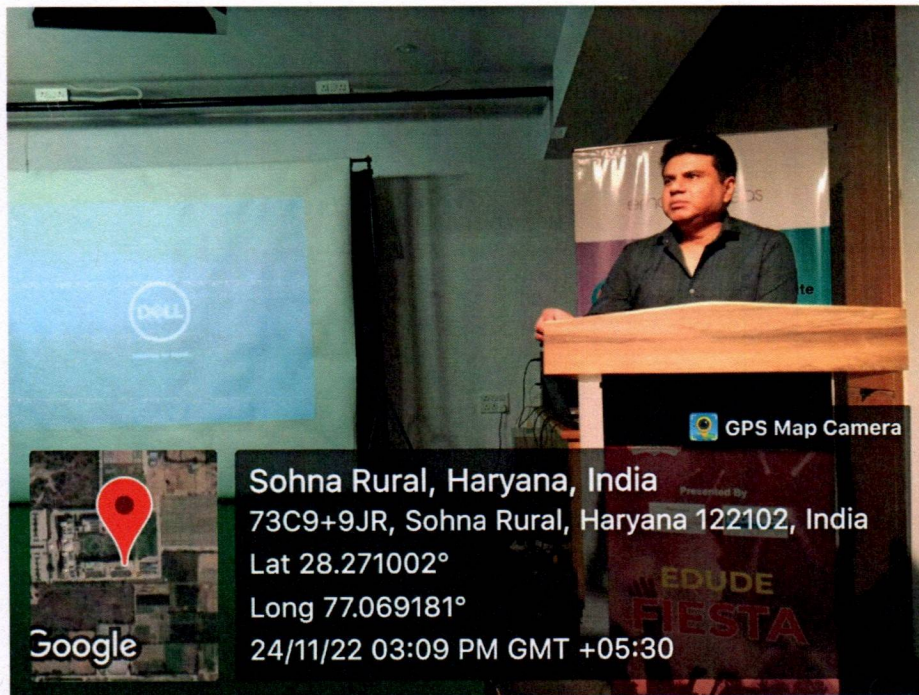
Photo with Judges



Student Coordinators



Geotags



Piece To Camera

Report

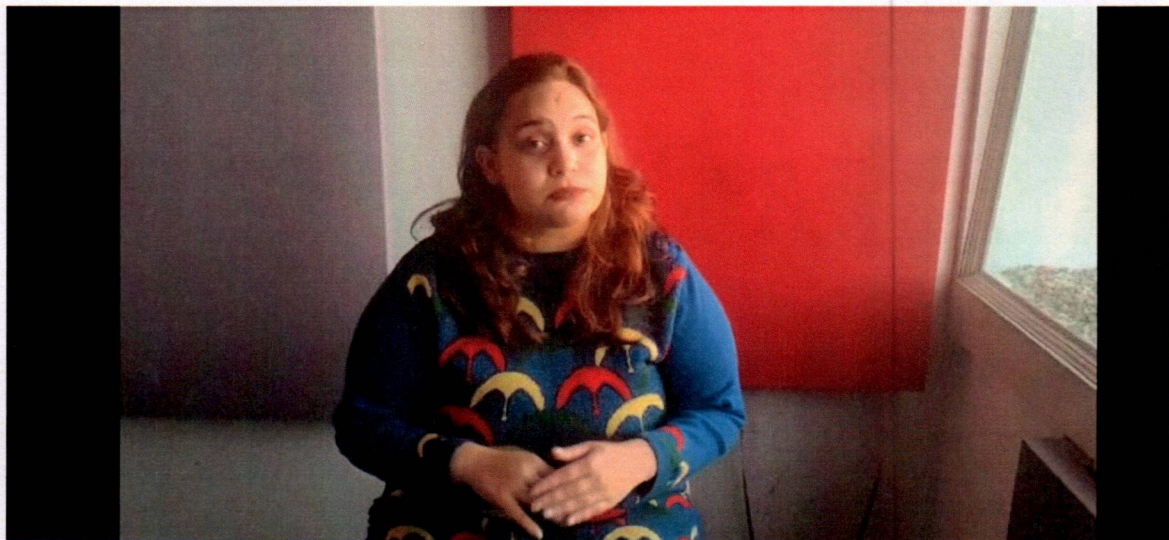
Piece to camera means when a television presenter or a character speaks directly to the viewing audience through the camera. In this project I have taken more than one piece to camera. One is for farmers protest, near bus area, in college building etc. During this project got to know different terms and presentation of work. All the work is done in field on different location with different angles and background. All the work is done with well researched form in terms of content also. While doing this assignment got to learn a lot of things and faced a lot of challenges like retakes of the video, searching better location in such a small time. Few take away from this project are:

1. Location Scouting is a vital process in the pre production stage of filmmaking or video making. It is important to choose right location for creating a successful video.
2. Framing with anchor is also important so that we can know that anchor is standing on right place or not and is the framing of video correct or not.
3. how background is a game changer for any video
4. Behind the scenes matters a lot for the portfolio

This project helped me to improve my communication skills and gave better understanding for future perspective.

Project work

P2C ON FARMERS PROTEST



P2C ON DIFFERENT LOCATION

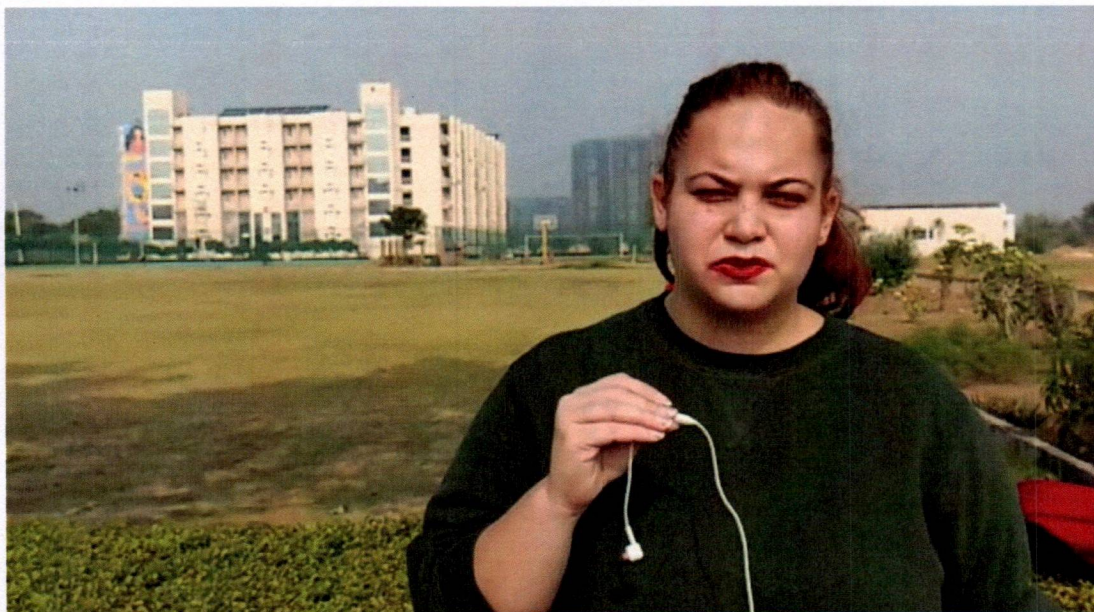
BUS AREA



BTS



NEAR HOSTEL



COLLEGE BUILDING



LOCATION SCROWNTING



Framing with Anchor



Background of the shoot



CLASS ACTIVITY 1

Report

This activity was part of Lights, Camera and Sound where we learnt about interview or camera step during an interview. In this we understood about three point lighting which is usually used during the shoot. In interview the interviewee and interviewer has to sit in L shape like each others oppsite.

For this particular interview we use 3 lights, for sound two lapel mics and 3 cameras to capture from every area. Once the step is done the script come which is off 3 to 2 minutes maximum. We also check the framing and angles of each person. Before doing shoot or going live we chech everything means everything like light is okay or not, sound and camera.

This project was totally practical and was done on spot within 2 hours. It was fun and interesting and something which was new and beyond expectations.

Project work



BTS



CLASS ACTIVITY 2

Report

This was also part of Lights, Camera and Sound. In this the whole class was doing this work were we got to know the work of reflectors and lights. Basically a reflector is a reflection or a polished surface for reflecting light or other raditions. Its use is to fix lights. As we were shooting outside so it worked for smoothing and fixed the odd shadows on the face. There are different types of reflectors white, silver, golden, black and translucent lights. And one person is holding camera to check weather the light on the face is correct or not.

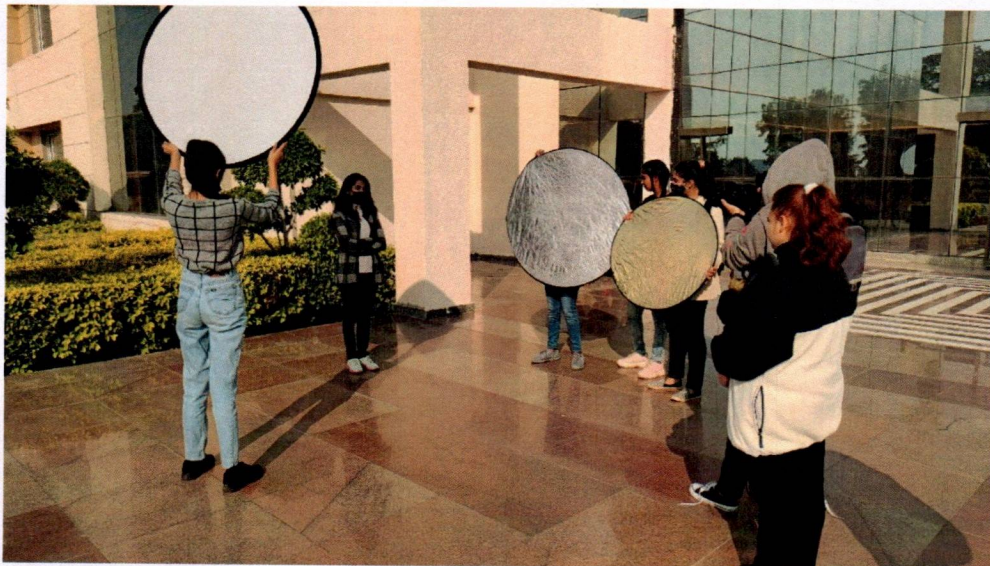
During this activity I got to know the magic of these reflectors. Sliver reflectors that reflects the most light. It is used in studios because it does not change the color of the reflected light and it keeps the light neutral and balanced.

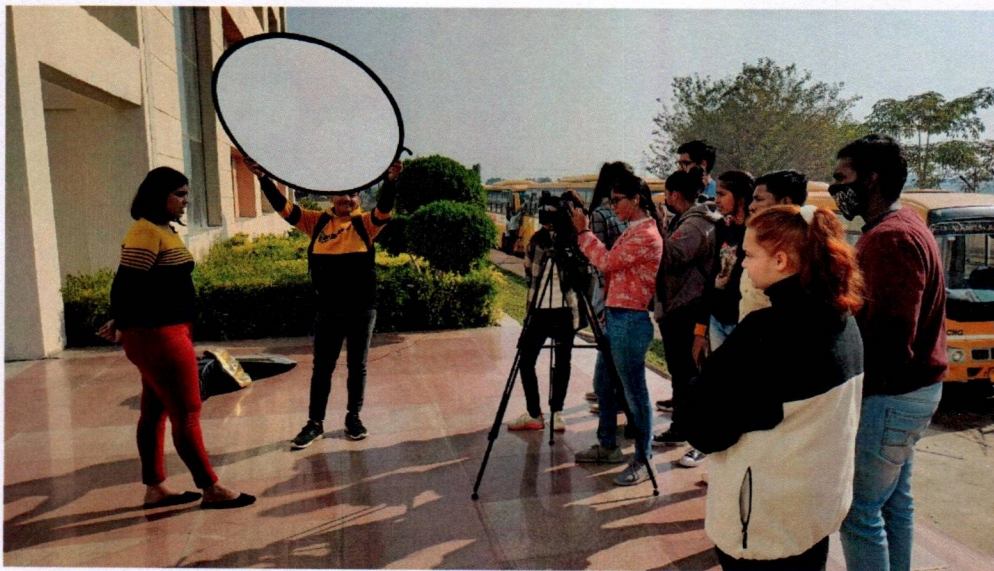
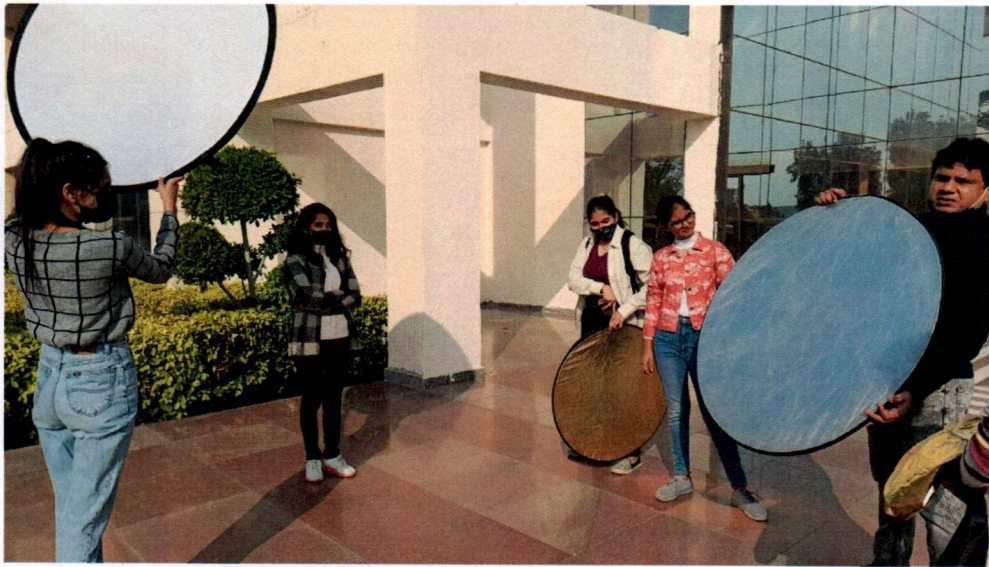
White reflectors are the most flexible lights. It can be use in both outdoor and indoor, it does not bounce back the light. Gold reflectors are used mostly outdoors. As it catches and amplifies the light of the sun.

Black reflector is the opposite of all reflectors. It absorb rather than reflect the pre existing light. It is ideal for reflective photography.

Project Work

FULL SET OF GROUP P2C OR GROUP WORK





GROUP WORK/ GROUP P2C

Report

This is the part of Lights, Camera and Sound where we had work in group of 4 student. Basically whatever we have learnt during this course we had to present it in front of the teacher. With proper setting and use of every technique possible. So we first did recce or location scouting where we can shoot. Then looked for background and once all was done we did framing with anchor. The camera man checked every aspect so that there can be no mistakes once the shooting starts.

Sound and mic testing was done, reflectors were used as skin had to look neutral like not that fair that it will look odd. Overall this was first project that we did by our own without teachers help and it was done successfully without any problem. We also took BTS for our portfolio.

Project Work



GROUP WORK AND SET UP DONE BY

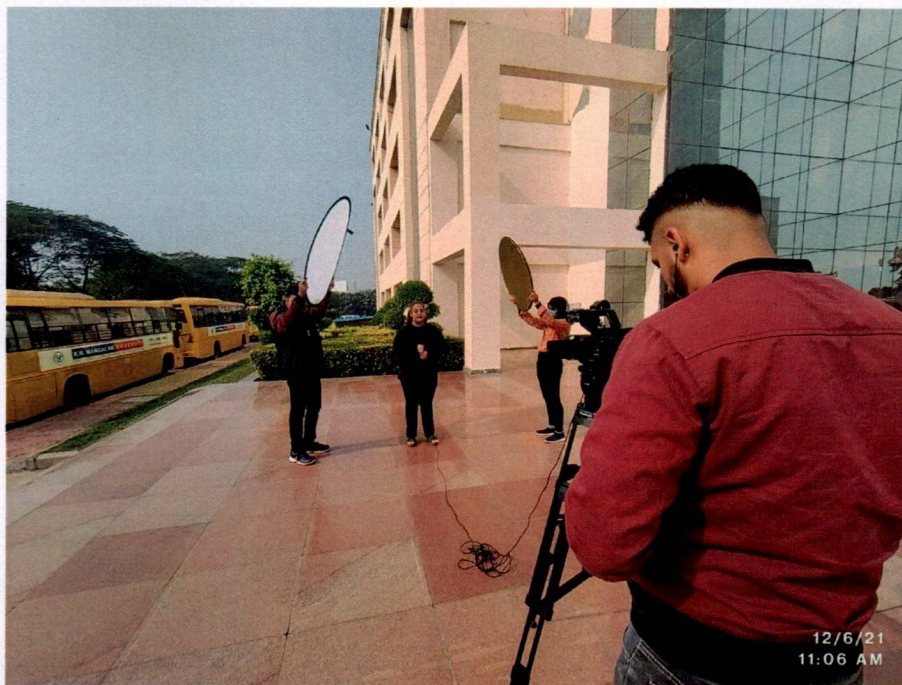
DIYA- ANCHOR

LOVE-CAMERA PERSON

SHRISHTI-REFLECTORS

GITIK-SOUND

BTS



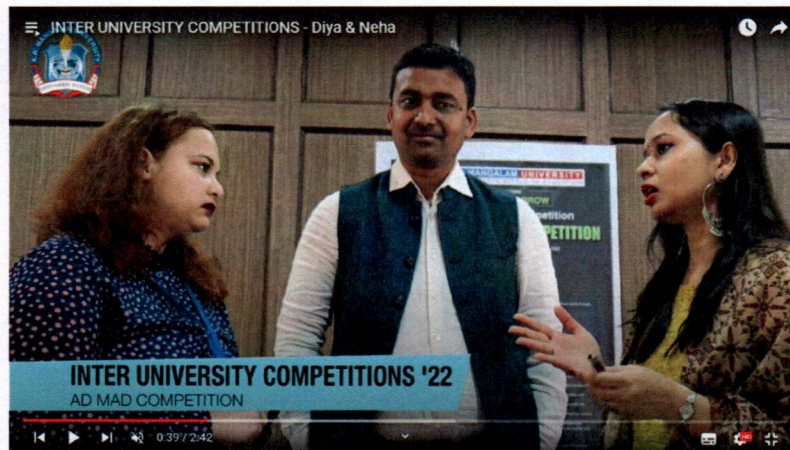
Coverage- Media SJMC

Report

Media SJMC was started in 2022 where every student had to do coverage of different events and keep records of it and dump all material in the studio before day ends. These are few of my work during 2nd year. It was an amazing experience where we learnt something new and different from usual. It was our batch from which it started and still it happens on a regular basis.

Day 1

Links: <https://youtu.be/0BT3mD2mCzQ>



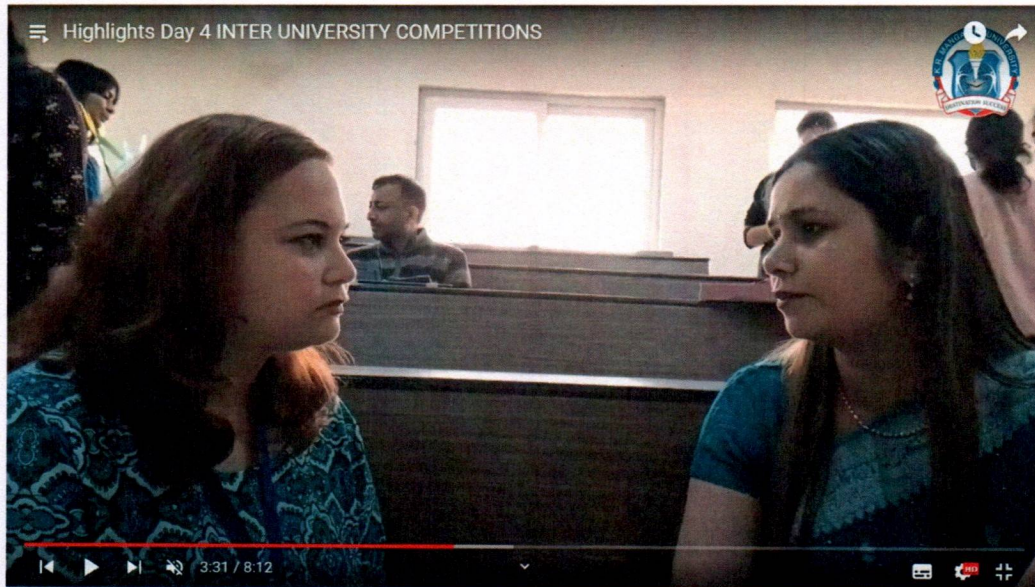
Day 2

Links: <https://youtu.be/2kAeinfkP2E>



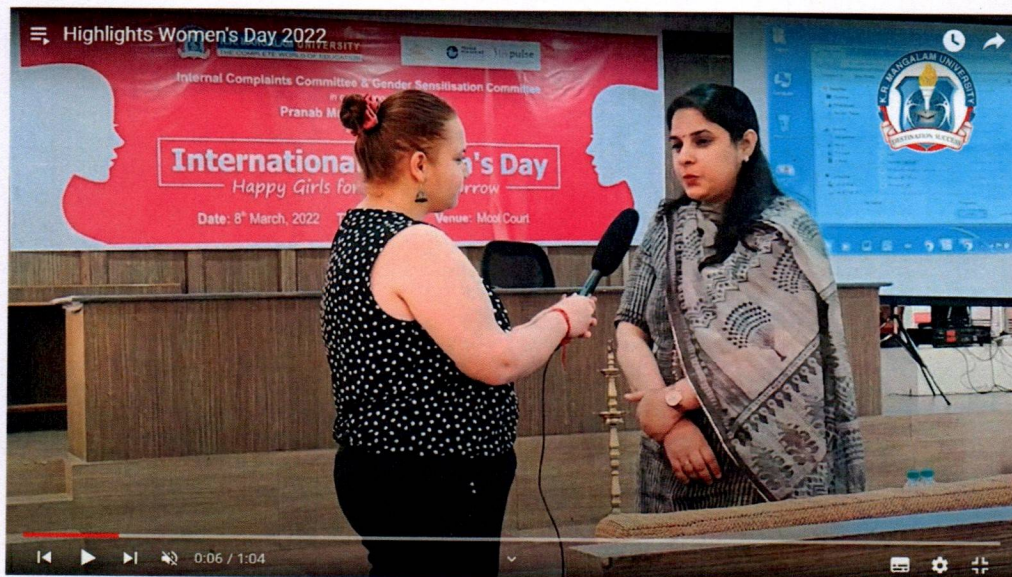
Day4

Links : <https://youtu.be/ilinWk583Us>



Women's Day

Links : <https://youtu.be/X6EqgPChZUY>



Social Media Ad Campaign

Report

Social media marketing is a form of digital marketing that get bigger through the power of popular social media platforms or networks to achieve your marketing and branding goals. There are four fundamentals: Profile Optimization, Posting, Engaging, Advertising, Measuring. There are different types of social media like Social Networking Sites, Social Reviewing Sites, Image Sharing Sites, Discussion Sites, Sharing Economy Networks.

Objective of this project was to be voice female audience out there and also to upgrade there thoughts towards there own self. And help them to love themselves and embrace every movement of their life.

Methodology was creating a page basically a community for females for which research was also done so that there can be no mistake while publishing or posting anything on page. Everything was well orgainsied and particularly was done for the targeted audience.

Project work

Facebook page created : TISHA MODA FEMININA

Target audience : 70% female and male 30%

Basically my page is for young female audience my page will help them to modify there thoughts and will help them how to love yourself and some personal care .

Location : sector -110A ,Gurugram , Haryana

Device : Phone , laptop

Budget : Rs 10,000

This budget is because most of time goes for research and knowing young what they want ? and how they want things.

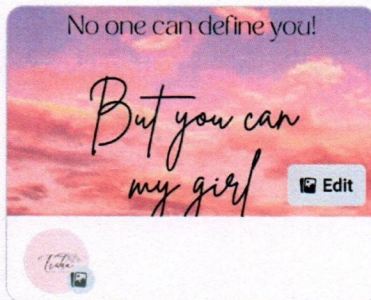
← Update Page info

Name
Tisha

Category

Beauty, cosmetic & personal care

Personal blog Camera/Photo



← Tisha



Tisha ▾

Overview

Ads

Notifications

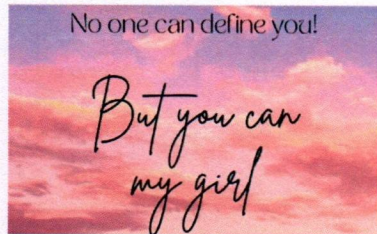
F

Photos Videos **Posts** Events Community



Tisha
38 m · 🌐

In this world where judging people is very easy but never let this happen to you...



← Tisha



Tisha ▾

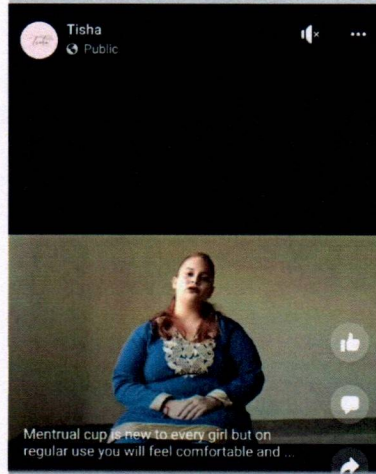
Overview

Ads

Notifications

F

Photos Videos **Posts** Events Community



1 of 5 steps complete

Continue

← Tisha



Tisha ▾

Overview

Ads

Notifications

F

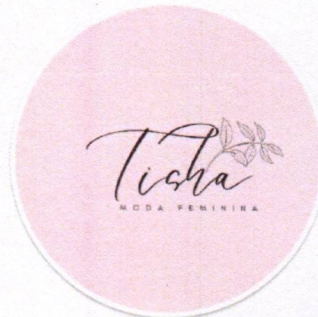
Photos Videos **Posts** Events Community

1 person reached >

Promote Page



Tisha updated their profile picture.
56 m · 🌐



THE SAUCE

Report

Digital marketing is the promotion of brands to connect with potential customers using the internet and other forms of digital foundation. In this what matters is content, search engine optimization, email, social media and mobile. Content should be perfect without any copy right issues. You should know how to do SEO which is important basically to put your site on the top. There are also some terms which are important if we go deep in the knowing of digital marketing like zero movement of truth, affiliate marketing, social listening, online reputation management. There are five pillar of it:

1. Strategy
2. Planning and Publishing
3. Listening and Engagement
4. Analytics and Reporting

Objective of this project was to understand digital marketing in detail. That why we made a website step by step by making its email id, logo, website and other social media platforms. The sauce is a liquor magazine in which we have published or written about different types of :liquor, taste and how it is made and in which restaurant we can get it, public reviews are also there.

Methodology for this project was first brainstorming like what we want or what we want to bulid. Then doing research what people like and once the topic or theme got decided we started focusing on four types of digital advertising which are social media, paid search, native and display advertising and also market place. This all made this project successful and topmost.

Team and co- founder's of this website are:

Shrishti Almia

Love Singh Katoch

Diya T Raina

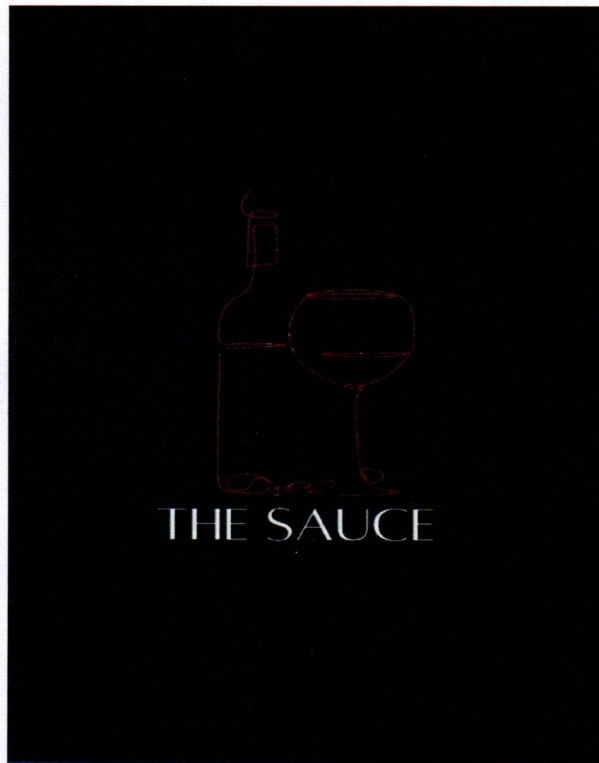
Ekta Singh

Gitik Mudgal

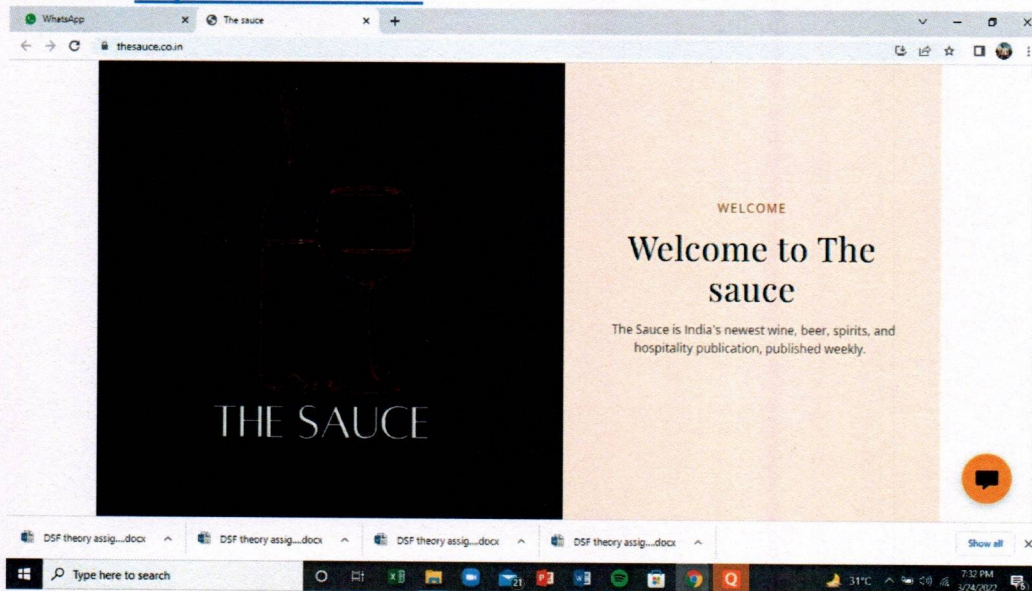
Email id

Thesauce.in@gmail.com

Logo

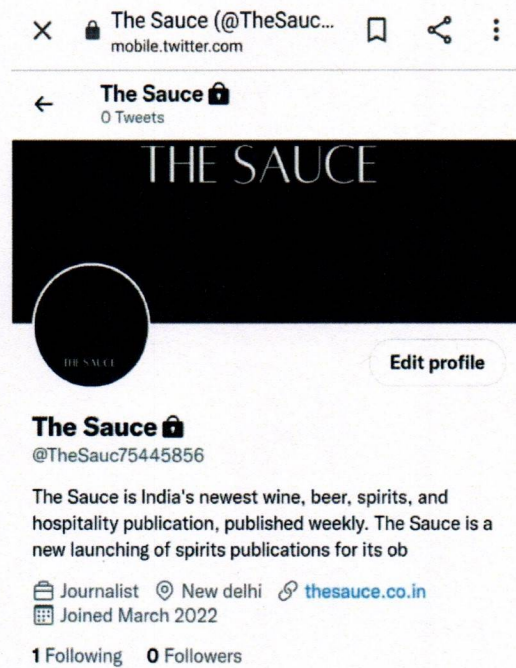


Website: <https://thesauce.co.in/>

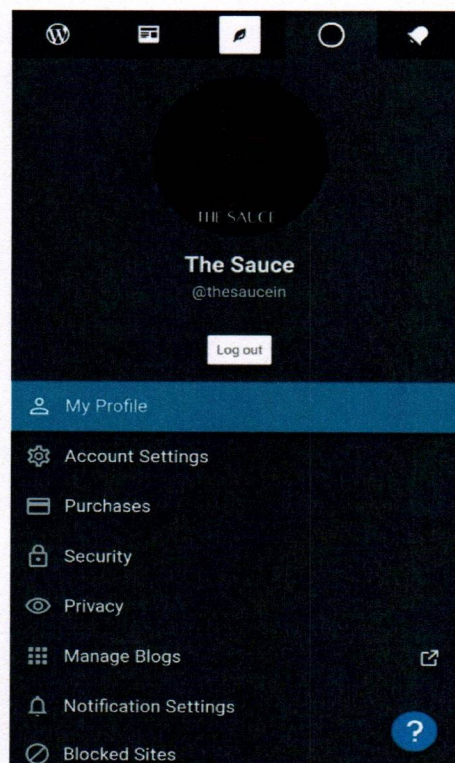


Twitter

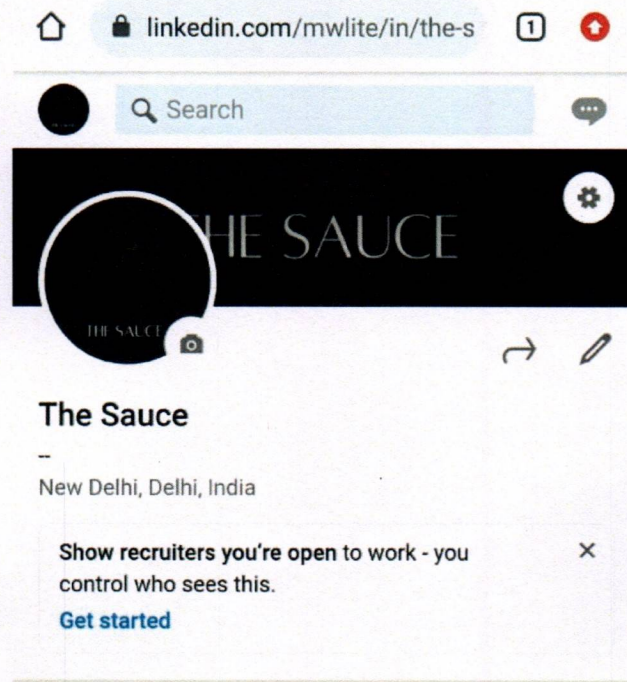
<https://mobile.twitter.com/TheSauc75445856>



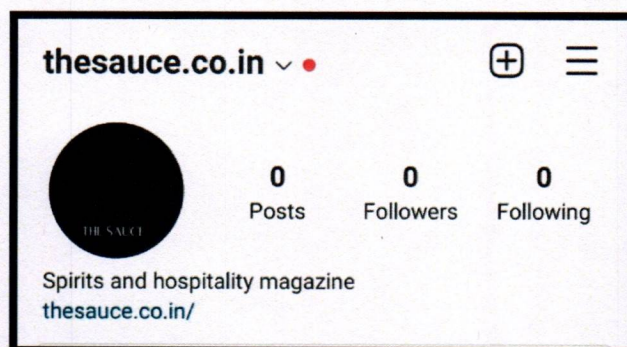
Wordpress : <https://thesaucedotcodotin.wordpress.com/>



LinkedIn



Instagram



Documentary

Report

Pre-Production

Depression is a serious condition that may affect anybody, regardless of age or background. If you, a loved one, or someone you know is struggling with depression, it is imperative to realise that you are not alone.

One element that might make depression worse is peer pressure. On occasion, we may feel inferior or under pressure from friends or classmates to complete chores that we don't want to. This may be quite challenging if we are already experiencing anxiety or depression.

But remember that it's okay to refuse. It's OK to take care of your physical and mental health. If someone is pressuring you into doing something that doesn't seem right, it's imperative to voice your feelings and let them know how you feel.

Production

Research and participatory approach are used in this project.

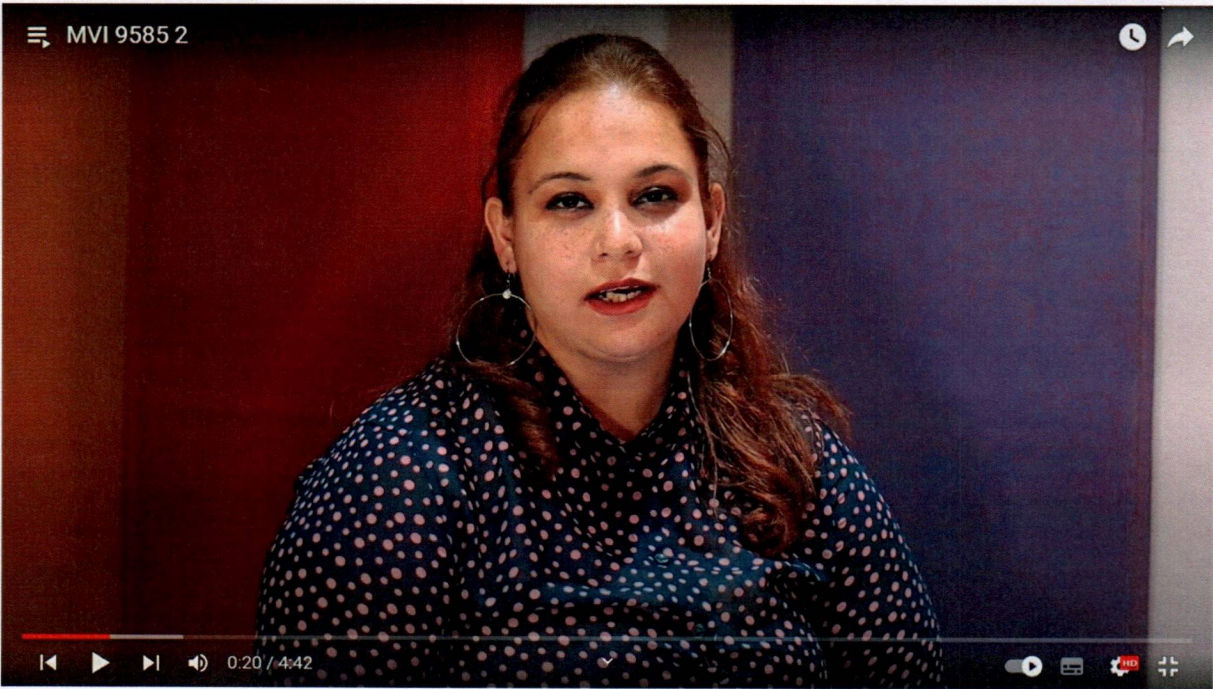
Research-based methodology is called for conducting in-depth research on the documentary's subject matter. This might involve talking to specialists and others who have firsthand experience of the problem as well as reading books, articles, and other resources. This strategy ensures the documentary's expertise and veracity.

Participatory approach entails incorporating the documentary's subjects in the creation of the work. Giving them a say in the storyline, letting them view and comment on the video, and include them in the editing process are all examples of how to do this. The documentary could ensure that the participants' experiences and points of view are accurately conveyed.

Post production

Link:

<https://youtu.be/ZQOFM91TRFc?list=PLx9JauHwt2-3cN1UzpnCGgqLM7MThHW>



Documentary 2
One Step Towards Cleanliness
Report

Pre-Production

In a civilization where community thrives, cleanliness is the key to a healthy and prosperous society. However, we have recently witnessed a decline in cleanliness, which has had a number of negative effects on the health of our area. Unkempt streets, stuffed garbage cans, and filthy water sources are not only eyesores but also seriously jeopardise our environment, health, and way of living. Additionally, during public health situations like the recent pandemic, preserving cleanliness is even more crucial. It is time to promote cleanliness for the benefit of our neighbourhood and society as a whole.

Everyone has a responsibility to actively contribute to keeping the place clean; it is not only the responsibility of a few. By making little, everyday improvements, we can create a cleaner, healthier community for ourselves and future generations. Remember that a clean society is a healthy society.

Production

The message in this performance is communicated through reflective approach. This strategy enables viewers to critically evaluate both the documentary's subject matter and the actual production process. It entails expressing questions and researching innovative notions together.

Post- Production

Link: <https://youtu.be/wS-6ufe5mU8?list=PLx9JauHwt2-3cN1UzpnCGgqLM7MThHW>



Product Shoot- Digital Photography

Report

This was product shoot for digital photography. Product shoot is kind of enhancement of the product. Basically giving it a new life to it. If a picture is worth a thousand words, a stunning product picture is worth a thousand website visits. Never thought that smart phone can give a good picture like this because of which it made me understand that don't be afraid of using smart phones. Few things that I learnt while shooting was: always or try to use tripod for consistency use flexible or traditional one. Always choose natural light as my photos are all in natural light it give a spark beauty to the photo. Always or try to use white background as it is easy to edit or real world background.

During this shoot I realized that there should be variety of images and it was kind fun while doing. In few photos I have used my own hand in shoot. How I did the set up, first all I did not had a expensive camera so decided to use my smart phone. I did not not had a tripod so I got help rom my brother. Then I choose natural sun light and then took several photos.

Project work





Magazine- The Grid, Go Vocal, Go Local, Go Tribe

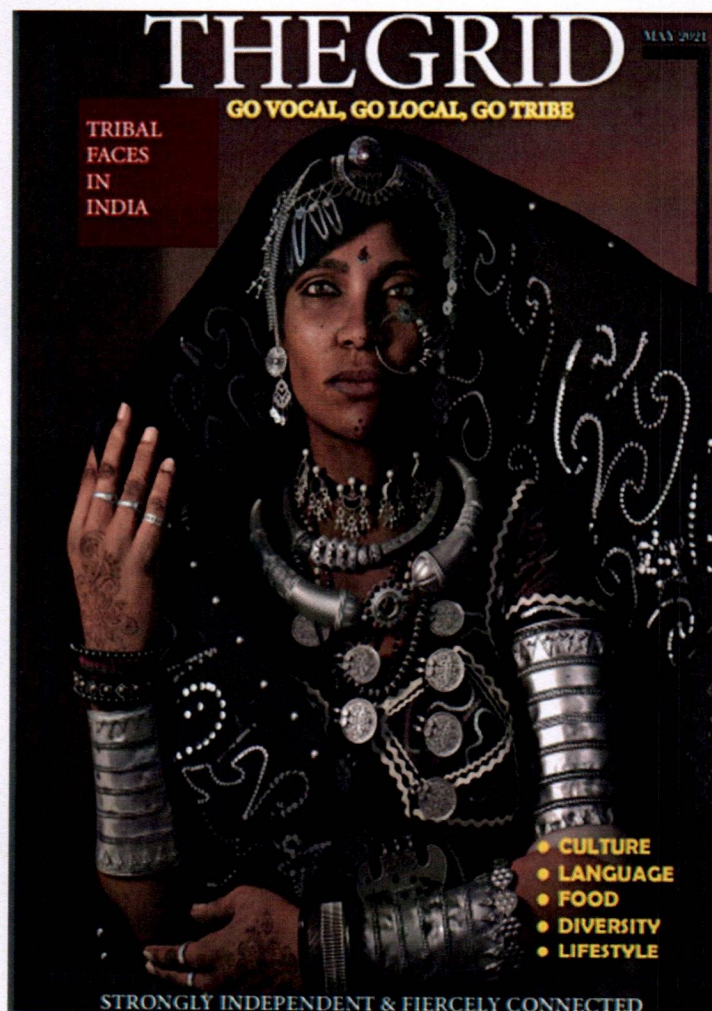
CAM

Report

This project was for CAM. This whole magazine is made on In design software. This magazine is made group of 4 students. This magazine main motivate and promote tribal communities in India. It took almost 1 month to make and complete this magazine. In 2021 when there was still lockdown in the country and we were putting are hard effort to make this beautiful magazine. Every picture in this magazine is royalty free and personally finding so many pictures was tough but we did it. this all was done through video calls, and sleepless nights.

The content in this magazine is well researched and factual. While making this magazine we got to know many things about the different tribal communities and how they survive in small small things in there daily life. Overall making of this magazine changed the view of seeing world around us and learned a lot.

Project Work



Editor's Note

From disruptive culture to out of this world inventions, this issue celebrates the innovators and their relentless need to question the way things work.



IT'S A LITTLE A LITTLE to take my place as the newest and youngest editor in chief of this great magazine. I've been reading *The Grid* since I was at school. Only some in your life are times that are dramatic, enough to make you aware that the world is teetering between what has been and what's coming. I believe this is one of those moments, and that I have the good luck to take the reins of *The Grid* on the verge of another big cultural turning point. We've shaken off the newness of the 21st century; it finally seems ready to reveal what's in the store for us. A great time for a magazine like this, wouldn't you say? *The Grid* is going to be reporting more on these big social and cultural changes, the history which makes us what we are and taboo things. Think of this magazine as the most interesting party anyone can ever go to. It takes time to make your mark on a magazine, but little by little we're going to get to know each other well. Working with such kind of sensitive topics wasn't easy, we have to provide you all with their culture, tradition, language, diversity and food, the things which you don't know about tribes. We have gathered every bit of knowledge and interesting facts with you. For now, let's just say I hope you cherry on top, because I plan to give you lots of cherries on top of it every month.

Editor in Chief
Shruti

MEET the TEAM

RESPONSIBLE FOR MAKING THE MAGIC HAPPEN



Divya

She has collected all the information of various tribes, their culture, tradition, diversity and food.

Love

He has collected the information for the interview and has given the idea for the advertisement.

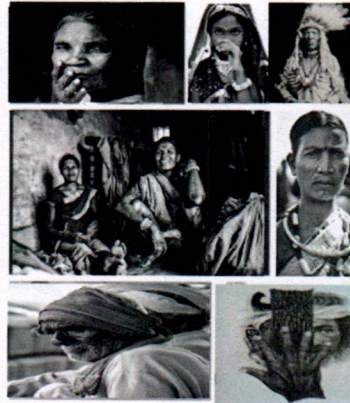
Ishu

She has provided all the photographs for the magazine.

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- 16 Interview of Padma Shri winner Surki Bommagowda

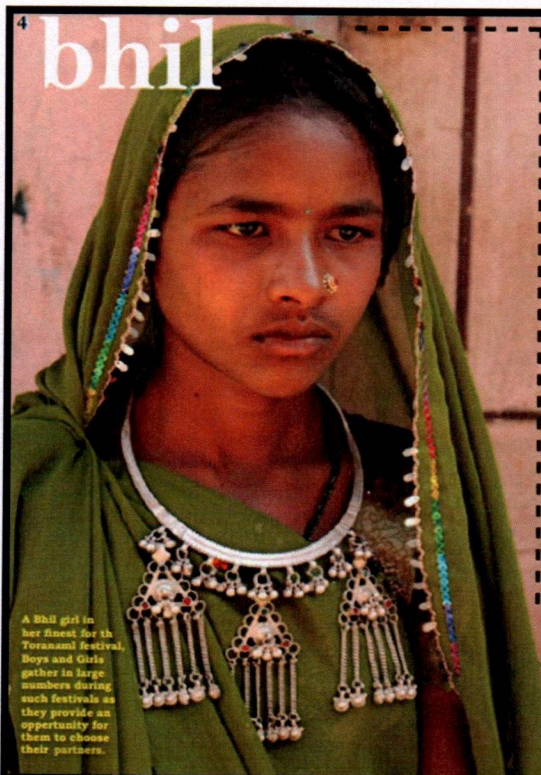
The grid



The grid

Contact - thegrid@gmail.com
Ph. - 9727880100
Model Town phase 3

www.thegrid.in



A Bhill girl in her finest for the Toranam festival. Boys and Girls gather in large numbers during such festivals as they provide an opportunity for them to choose their partners.



bhil

The bhill are one of the largest tribal groups living in Chhattisgarh, Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Andhra Pradesh and Rajasthan. The name is derived from the word "bhila", which means bow. The Bhill are known to be excellent archers coupled with deep knowledge about their local geography. Traditionally, experts in guerrilla warfare, most of them today are farmers and agricultural labourers. They are also skilled sculptors. Bhill women wear traditional sarees and Ghagra Choli, while men are dressed in Pagri, long frock (Angarkha), Gamucha and dhoti. Women put on heavy ornaments made of silver, brass along with rosaries of beads and silver coins and earring. The language commonly spoken by Bhill throughout their geographic distribution is Bhilli. Bhilli is based on Gujarati, but dialects of Bhilli gradually merge into more widely spoken languages such as Marathi in the southeast and Rajasthani in the northwest. Bhilli have rich and unique culture. The Bhilli sub division is known for its Pithora Painting. Ghoomar is the symbol of womanhood. Young women take part in this dance and declare that they are stepping into the shoes of women. Main foods of Bhilli are Maize, onion, garlic and chili which they cultivate in their small fields.

Advertising Word

Display Ads

Report

This is the project where we had to make two types ads by our own on any theme. Display ads are the most lavish sort of newspaper advertising is display advertising. There are no restrictions on the advertiser's size or number of pages. The cost of the advertisement may be ascertained after the proper size is specified since this sort of advertisement is priced in accordance with its size in the per sq.cm. unit. Display ads may take up the entire page, a part of the page, or even the complete page if they are divided across two pages. If the advertiser prefers the front, back, or third page of any newspaper, there will be an extra fee. Otherwise, it can be placed on any page. There is an option to alter the ad's appearance by selecting different photos, logos, headers, footers, and other elements. Under this ad type, advertisements created by professionals or people may also be published. Ads should be at least 4 cm X 4 cm in size.

Classified ads are modest word-for-word insertions. They frequently show up on a certain page. Public appointments, vacant positions, needed positions, marital, educational, for rent, business, real estate, court and corporate notifications, tender notices, public notices, auction notices, etc. are just a few examples of the subheadings used to categorise classified ads.

It was fun while making these two ads. Something new and refreshing had done.

Display Ads



TAKE FRESH START EVERYDAY

FRESH MILK AND GROCERY
DELIVERED BY 7AM

47% OFF
OVER
1000
PRODUCTS

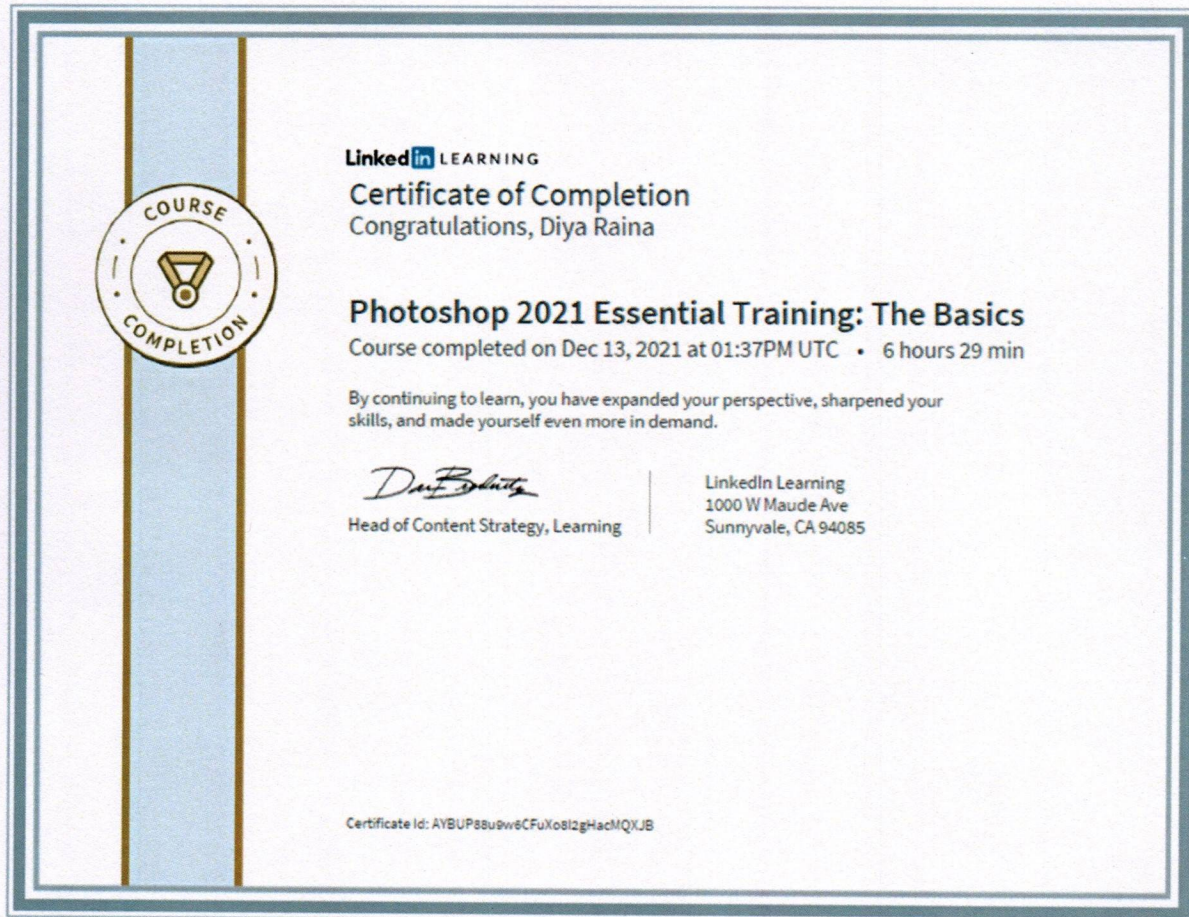


MOOC

Telling Your Story on the Web in 60 Seconds



Photoshop 2021 Essential Training: The Basics



Video Journalism: Storytelling Techniques



Producing Professional Podcasts



LinkedIn LEARNING

Certificate of Completion
Congratulations, Diya Raina

Producing Professional Podcasts

Course completed on Dec 13, 2021 at 03:02PM UTC • 5 hours 6 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink, appearing to read "David Bolintz".

Head of Content Strategy, Learning

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AbhVbqyERb_lcsZfidPggNtsb-qZ

The Fundamentals of Digital Marketing

Google Digital Unlocked

Diya Raina

is hereby awarded this certificate of achievement for the successful
completion of **The Fundamentals of Digital Marketing** certification exam
on 30/06/2022

Matt Britz

President – Google EMEA



Townsend Pamela Foshan

CEO – IAB Europe

Certificate ID: EDX LAP 59E

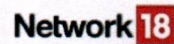
Verify the authenticity of this certificate at: <https://learndigital.withgoogle.com/link/1tb5mplmosg>

Internship

Report

During the 3 years of course I have done two internships one Appwars Technologies in social media marketing and other in Network18, Basically in its digital platform First Post in editorial beat. These both internship gave me the best idea of the industry and how does it works in different parameters. It is an online news platform that publishes news from different beats. To give perfect, true stories to audience, To make communication clear through articles, Help people to know the truth behind every story. I was assigned as a editor were i used to edit raw copies of articles making headlines and sulgline. Even I took interviews of celebrities and then tarnsscrib that interview and then publish it.

Appwars Technologies was a place where I learnt about how to be a good social media marketer. Hastags plays a very important role and content regarding the post. Basically the story line should perfect so that it can attract and makes it understand to the audience.



Date: 4th August 2022

Ms. Diya Raina
Gurugram

Sub: Internship

Dear Diya,

Subsequent to your initiation of internship with Network18 Media & Investments Ltd., we are pleased to confirm that you have successfully completed the internship with us from 4th July 2022 till 29th July 2022.

We wish you the best for future.

Thanking You,

Yours Sincerely
For Network18 Media & Investments Ltd

A handwritten signature in blue ink, appearing to be a stylized 'C' or 'G'.

Authorized Signatory



◆◆ Certificate ◆◆

— OF COMPLETION —

This is to Certify that

DIYA T RAINA

Mr./Ms. _____

has Successfully completed the Online Internship program on
SMM (Social Media Marketing)

From **15 June 2021** to **14 July 2021**

Sonukash
Mr. Sonu Prakash
Director
APPWARS Technologies Pvt. Ltd.
an entity of APPWARS Technologies Pvt. Ltd.

