MajorProject Portfolio

Project report submitted

In partial fulfilment of the requirements of the degree of

Masters of Art (Journalism and Mass Communication)

By

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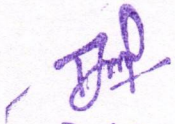
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SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)

K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA

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APPROVAL SHEET

This project entitled**MajorProject Report**by**Pravina Srivastava**is approved for the degree of MA(JMC), School of Journalism and Mass Communication, K. R. Mangalam University.

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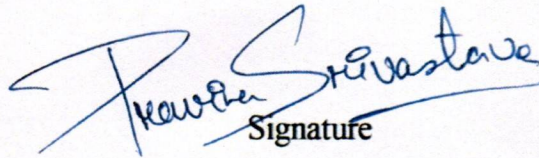Date: 13th June 2023

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 form the sources which have thus not have been properly cited or from whom proper permission has not been taken when needed.

(Name of student)   (Roll No.)   Signature

Pravina Srivastva   2109670001

Date: 13th June 2023

School of Journalism & Mass Communication
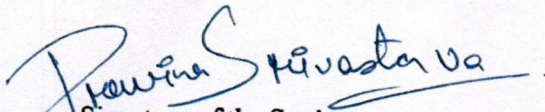
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Certificate

I, **Ms. Pravina Srivastava**, Enrolment No. **2109670001**Batch (2021-23) 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 2 year of MA(JMC) course.

Signature of the Student

Date:13th June, 2023

Dr. Sarina

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Acknowledgment

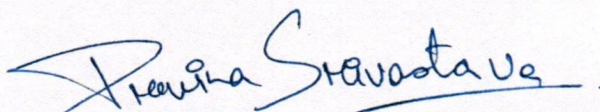This report has been prepared for the Major Project that has been done in 2 years of course. In order to study the practical and theoretical aspects of the course in the real field to fulfill the requirements of the course of Master's in Journalism and Mass Communication.

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 Dr. Sarina for her 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 confident as a person and made me learn alot.

Place: Gurugram

Date: 13th June 2023

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Research Work

Inclusion of diversity in print media: A study of leading Indian newspaper coverage of LGBTQ

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ABSTRACT

The Indian High Court made a landmark judgment decriminalizing Section 377 of the Indian Penal Code in 2018. This decision set the stage for India's ascent to prominence, propelling society toward progressive diversity and inclusiveness. The Left-Front Government of Kerala decided in January 2021 to include the transgender option in all gender applications for a more inclusive approach to the marginalized community; with this and many other examples of acceptance of equality, people began a dialogue to inform and educate society about the change and progression.

Indian cinema began portraying LGBTQ themes on wide screens with the assistance of films such as 'Ek Ladki Ko Dekha to Aisa Laga', 'Shubh Mangal Zyada Savdhan', 'Aligarh', and others. The fourth pillar, media, is also responsible for alerting people of the sensitivity of these topics by covering them. In 2019, the Times of India broke new ground by classifying LGBTQ people. Even though news platforms have blossomed with specific LGBTQ features, paper is still gasping. It is critical to measure the representation or coverage of minorities in the media. The researcher will attempt to investigate the coverage of LGBTQ problems in print media in this research paper. However, we intend to highlight the impact on LGBTQ people through print media by selecting two of India's most widely read newspapers, 'The Hindu' and 'The Times of India.'

This research will attempt to do a critical examination of the topics addressed on LGBTQ in the recent months, following the hype and public awareness generated by entertainment media. The purpose of this article is to clarify the function of the fourth pillar in uplifting society, as well as its relevance on the LGBTQ community.

This paper will also focus on and measure various sorts of LGBTQ coverage in newspapers. The researcher will spend three months studying the English versions of two of India's top national daily, The Times of India and The Hindu. Furthermore, the researcher will conduct in-depth interviews with specialists in order to shed light on the significance of print media coverage on this vital issue.

Keywords: Diversity, LGBTQ, fourth pillar, national dailies

INTRODUCTION-

In India, the media is considered the fourth pillar of society, whose significance amplifies in a democratic setup. As an intermediary between the government and citizens, the media assumes the role of a watchdog for the democratic state. It promotes transparency, which is crucial for the actual implementation of democracy. Apart from being a source of information and knowledge, the media is also a significant critique of society. It brings to light the prevailing societal ailments, challenges biases and unfair practices, and forces society to introspect.

HISTORY

The existence of LGBTQ people has always been very disputed and dates back to 2400 B.C. At that time, Khnumhotep and Niankhkhnum are said to have been the first same-sex pair to be documented in history. Despite a protracted conflict and great suffering, the US was one of the countries that supported LGBTQ rights globally in the past. As of 2003, they offer legitimate rights nationwide ("Lawrence v. Texas", 2022). First, in 1999 and 2000, President Bill Clinton proclaimed June to be "Gay & Lesbian Pride Month." Then, every June throughout his presidency from 2009 to 2016, President Obama proclaimed it LGBT Pride Month. In 2021, President Joe Biden proclaimed June to be LGBTQ+ Pride Month.

LGBTQ people's voices were heard in India during the demonstrations for LGBTQ decriminalisation. However, according to our Indian mythology or history, the LGBTQ

population in India is one of the nation's oldest civilizations. Shikhandi is described as an androgynous figure in the Hindu epic Mahabharat. He is born to Drupada, the king of Panchala, as a female named Shikandini, and eventually changes into a boy. In the Ramayana version, Ila gives birth to a son for Budha, even though Ila is referred to as the child's mother and father in the Mahabharata. Following this birth, the curse is broken, and Ila transforms into a man with several children and his wife. Budha is also identified as transgender in a different variation.

There is evidence that Ali Quli Khan engaged in gay relationships with men. According to the narrative of Sarmad Kashani written by those who look after his shrine, he developed a crush on a Hindu lad named Abhai Chand, whose father ultimately gave in and let them be together.

Therefore, it is accurate to claim that LGBTQ people have lived in India for a long time. It may read about Arjuna's gender identity narrative in one of the Mahabharata editions. When Arjuna turned down Urvashi, she cursed him, which caused him to transition into the third gender.

LGBTQ stands for lesbian, gay, bisexual, transgender, and queer or questioning, according to the Lesbian & Gay Community Services Center. These phrases are used to define one's gender identity or sexual orientation.

When thinking about methodological approaches in social care research that incorporate or address issues of sexuality and/or gender, it is vital to consider how language, the definitions used to describe people, and the categories they are included in, may impact upon both them as participants in the research process and the research process itself. Giving some thought to these matters is critical. In both quantitative and qualitative research, accurate definition and classification are essential to analyse statistical data accurately and, in the latter, to describe and explore the various definitions and categories appended to specific groups of people (McManus 2003).

As such, these issues help shape a project's methodological trajectory and credibility. When thinking about methodological approaches in social care research that incorporate or address issues of sexuality and/or gender, it is crucial to consider how language, the definitions used to describe people and the categories they are included in, may impact upon both them as participants in the research process and the research process itself. Giving some thought to these matters is critical. In both quantitative and qualitative research, accurate definition and

classification are essential to analyse statistical data accurately and, in the latter, to describe and explore the various definitions and categories appended to specific groups of people (McManus 2003). As such, these issues help shape a project's methodological trajectory and credibility.

According to Dr. Elizabeth Prince, it is crucial to think about how language, the definitions used to describe people, and the categories they are included in, may affect both them as participants in the research process and the research process itself when considering methodological approaches in social care research that incorporate or address issues of sexuality and/or gender (Price, 1970)

It is crucial to think about these issues because precise definition and classification are necessary for quantitative and qualitative research to analyse statistical data correctly and, in the latter, to describe and explore the various definitions and categories attached to different groups of people (McManus, 2003).

LGBT, sometimes known as GLBT, stands for lesbian, gay, bisexual, and transgender (LGBT, n.d.). Gay is mainly used to refer to a gay person or a characteristic of being homosexual. A lesbian is a female who experiences affection or sexual attraction to other females (Lesbian, n.d.). It was primarily used to denote "happy," "joy," or "showy and bright" (Gay, n.d.); "bisexual," or "bisexuality," refers to people who have romantic or sexual attraction or sexual action toward both males and females or any sex or gender identity; the latter could occasionally be referred to as "pansexuality" (Bisexuality, n.d.); and "transgender" refers to people who have (Yawen Chu, 2017).

DISCRIMINATION AGAINST LGBTQ

According to a Business Standard story, India lacks a comprehensive anti-discrimination statute. Even though the Constitution forbids it, the government and its agencies are the only ones who must abide by this prohibition. Therefore, discrimination in the workplace, housing, health care, and education, among other sectors, is legal in the private sector (July 12, 2020).

The Times of India's Readers Blog stated in another article that "gender equality is a well-known topic in today's society throughout the world. This problem appears to have existed in earlier and modern societies. Historically, homosexuality has been stigmatised and its civil rights denied. Due to their sexual orientation, these individuals also experience harassment, discrimination, and

the danger of violence. Examining LGBT people's mental health issues in India is crucial. (Nov 24, 2021)"

MEDIA COVERAGE- ENTERTAINMENT & NEW MEDIA

Despite these numerous problems, LGBTQ media coverage has always been challenging. The New York Times' initial front-page feature on the topic of homosexuality portrayed gay individuals as "deviant" and "promiscuous." However, it was not until the 1980s, when the AIDS pandemic and LGBT rights movement emerged, that significant changes began to take place in the mainstream American media's portrayal of the LGBTQ+ community (Alwood, 2000). However, there has recently been sympathy for LGBTQ people in India's entertainment sector. The media portrayal has attempted to change and create a new perception for the community with the popularity of various movies and OTT material.

New media is seen as contemporary media with a new and distinctive perspective. The new media has given LGBTQ individuals the bravery to speak out for their identity and has enabled many to see the positive side, undoubtedly changing how LGBTQ people are perceived. Numerous media outlets and organisations have been created specifically to engage with the LGBTQ population and to distribute material for their fair portrayal.

THEORETICAL PERSPECTIVE

To fully comprehend the topic, we have put various theories into practice:

Queer theory offers a practical approach to deconstruct and reconstruct established ideas and theories in international relations. Through an interdisciplinary lens, queer research generates new critical insights into gender, sexuality, and related subjects, drawing on various fields beyond the traditional confines of IR. Given the vast scope of IR, relying on a singular perspective would unjustly limit the diverse range of scholarly viewpoints available (Thiel, 2017).

Early in the 1990s, queer studies and women's studies came together to form the critical theory subfield known as queer theory.

Minority stress theory is a term used to differentiate the excessive stress that members of stigmatised social groups are subjected to as a result of their social status, which is frequently

one of a minority. Both the phrase minority stress and the foundation for a model of minority stress cannot be found in a single theory. However, a number of sociological and social psychology theories suggest a minority stress model. Relevant ideas examine how social circumstances like prejudice and stigma negatively influence the lives of affected people and groups (Meyer, 2007).

The minority stress theory develops the concept that stressful societal situations rather than directly causing minority individuals to have poor health, contribute to developing long-term health deficits.

Hyper needle theory also known as the (Magic) Bullet Theory is a mass communication theory that contends that media may sway audience opinion by targeting specific individuals with messages.

This idea states that if we continue to publish articles on LGBTQ people after a certain point, the topic and group will be accepted in all spheres of society. We may observe it through new media; in the younger age, LGBTQ content was regarded seriously; now, they view it as usual, just like heterosexual people.

Objective

1. To study the LGBTQ coverage in national dailies.

2. To study the content coverage in newspaper

3. To discuss the role of newspapers in uplifting LGBTQ

Limitations

There needs to be enough content for a study to draw conclusions between various sets of write-ups to analyse thoroughly. Despite extensive research into sourcing prominent newspapers, there needed to be more information on the topic. We discovered throughout our academic investigation that the topic is only covered in print during pride months or other significant days. Such media coverage of the community issue has not frequently occurred. Furthermore, because LGBTQ material is exclusively digital, the news outlets we choose have covered several stories online without considering it a house-to-house business.

Review of Literature

This literature review focuses on a study of leading Indian newspaper coverage of LGBTQ issues. It explores the ways in which newspapers in India have portrayed the LGBTQ community and their issues over the years.

Historically, the LGBTQ community in India has faced discrimination, marginalization, and social stigma. In recent years, however, there has been a growing awareness of LGBTQ rights and issues among the general public and in the media. The study of leading Indian newspaper coverage of LGBTQ issues provides insights into the role of media in shaping public opinion and attitudes towards the LGBTQ community.

A number of studies have examined the portrayal of LGBTQ issues in Indian newspapers. A study by Arvind Narrain and Vinay Chandran, published in 2010, analyzed the coverage of Section 377 of the Indian Penal Code, which criminalized same-sex relationships, in four leading English-language newspapers in India. The study found that the coverage was largely negative and sensationalist, with little or no attempt to provide balanced and nuanced perspectives on the issue.

Another study, by Sreekumar V. and Divya Sreedharan, published in 2017, analyzed the coverage of the transgender community in three leading Malayalam newspapers in Kerala. The study found that the coverage was largely negative, focusing on sensationalism and scandal rather than on issues of social justice and human rights issues.

The content of mass media frequently agrees with its audiences, which reflects and influences public opinion about a particular group and its members. It is critical to demonstrate how American magazines have represented the lesbian, gay, bisexual, and transgender (LGBT) community over time to highlight the role that media has played in shaping general public attitudes toward the LGBT community and to investigate the relationship between media coverage and social changes.

As a result, 162 stories on this group were evaluated from two best-selling American magazines, TIME and People, published between 2000 and 2014. The findings revealed a significant shift in valence in media coverage, which corresponds to some extent with the social trends and political events that occurred throughout this time. Implications, potential limitations, and future

directions are also included. The study examines the portrayal of lesbian, gay, bisexual, and transgender characters in nine television programmes during the 2016-2017 season on broadcast and streaming platforms.

According to an article on 'How the media has helped change public views about lesbian and gay people' by Ayoub, media houses need to tell accurate stories. This should be encouraged by leaders to close the gap in tolerance, cultural change and movements (Ayoub).

The mainstream media's coverage of sexual minorities has recently gained prominence. The Project for the Study of Sexual Orientation Issues in the News performed two studies that looked at how LGBTQs and lesbians are portrayed in newspapers and how readers perceive this coverage.

METHODOLOGY

The methodology employed in this paper is content analysis of the highest read English daily national newspaper in India and in-depth interviews of Academician, LGBTQ volunteers, and media professionals. The media coverage related to LGBTQ in the national newspaper for 3 consecutive months was analyzed to study and assess the coverage. While analysing the content, it was important to establish and document the basic features and characteristics of the newspaper reporting and how it represented issues regarding the LGBTQ community.

Sampling

The study sample comprises 5 articles published in Times of India during three months from January 2022 to March 2022. Hindu Newspaper did not have any report related to the LGBTQ community.

These national dailies were selected based on Indian readership survey report of 2019 third quarter. The top two English newspapers from the survey were selected as sample for the study as they had wider geographical circulation, huge readership and have been consistent in publication in the period. All the seven days of the week including Sunday is taken into consideration. All types of stories such as news, personal stories, editorial, photographs, cartoons and commentaries are considered.

For an interview, a series of questions pertaining to the objectives were questioned from the respondents. The experts for the interviews are mentioned below.

S.no	Name	Designation
1.	Jeelani Gulam	Journalist, Money Control
2.	Manish Chandra Pandey	Journalist, Hindustan Times
3.	Akshay Tyagi	Diversity And Inclusion Expert, Keshav Suri Foundation, Lalit Suri Hospitality
4.	Panna Paul	LGBTQ Community
5.	Dr.Manasvi Maheshwari	Associate Professor, Delhi Metropolitan Education, Media School
6.	Dr Ankit Kumar Singh	Academician and Sports Columnist in Hindustan Times

Results

Content Analysis

While analysing the newspaper reports for three moths only 5 reports were found in Times of India whereas no news reports, articles, features etc. were found in Hindustan Times. The researcher has used systematic sampling for selecting the sample where two highest read English newspapers according to IRS 2019 Q3 were selected.

INDIAN READERSHIP SURVEY

Top Dailies Readership - All India (Main)

'000s	TR 2019Q1	TR 2019Q2	TR 2019Q3	AIR 2019Q1	AIR 2019Q2	AIR 2019Q3
Dainik Jagran (Main)	73673	72559	70430	20256	18146	17496
Dainik Bhaskar (Main)	51413	52111	52622	15405	15333	15426
Hindustan (Main)	54696	52866	51308	18422	15716	14563
Amar Ujala (Main)	47645	47066	44797	10184	10163	9694
Malayala Manorama (Daily)	17480	18091	17849	9776	9623	8981
Daily Thanthi	24054	24916	25758	6572	6874	7198
Rajasthan Patrika (Main)	18040	17816	17476	7546	7231	6785
Lokmat (Main)	19702	20443	21765	6083	6063	6231
The Times Of India (Main)	15234	16126	16986	5645	5789	5821
Eenadu	15674	14326	12891	6723	5973	5313

*Top 10 by AIR

nielsen

MRUC

Figure 1

Newspaper

Times of India

REPORT	NP	THEME	HEADLINE TYPE	Lead type	DATE	PAGE NUMBER	PAGE NAME	Size of the story
1	TOI	Empowerment (analytical / reaction story)	Descriptive Headline	Question	11 Jan	6	TIMES CITY	528 words
2	TOI	Achievement	Direct Headline	Descriptive	11 Jan	6	TIMES CITY	235
3	TOI	Political	Direct Headline	Summary	18 Jan	9	TIMES NATION	392
4	TOI	Political	Quotation Headline	Descriptive	08 Feb	10	TIMES NATION	262
5	TOI	Empowerment	Descriptive	Summary	11 Feb	14	TIMES NATION	376

Table 1

According to the table 1 it is evident that out of five articles two have descriptive headline two are direct headline and one is quotation headline. This shows that more description and elaboration in the headline is considered. It is also evident that reports have direct headlines where people are informed about the report and are to the point. Whereas when we look at the lead of the news reports, they are also descriptive and summarized. Lead lays the foundation for the report and sets the tone as the first paragraph followed by middle and conclusion. If the pages for the article are considered, three reports are covered in times nation page and two reports in times city page. Themes of the LGBTQ reports published in the newspaper are political, empowering and achievement related. This showcases the variety in article consideration. Where it is evident that sunshine journalism is highly preferred while reporting LGBTQ community.

1st report was published in the times city page where the story reports Delhi university supporting trans people speak up.

Figure 2:Article 1 TOI

Use of frame on LGBTQ

In figure 2 the article uses the frame of LGBTQ as equality, where it discusses that trans people should speak up when required. The article discusses about the negligible admission in the Delhi University under the quota as well. This article put forth how people can communicate and can be open about this important topic where literacy is very important, but due to non-education at school level, people are not ready to take their studies further.

Stance on LGBTQ

The stance in this article is expressed positively to uplift the LGBTQ community through reporting.

Standpoint/ treatment of story

It can be seen through the article that treatment of the story talks about LGBTQ and discrimination in education. This acumen is discussed with reference to DU students who can speak when required then only any action change can be seen.

Qualitative framework of the article

The qualitative framework discussed in the report is more of constructive and can be classified under voices of LGBT people
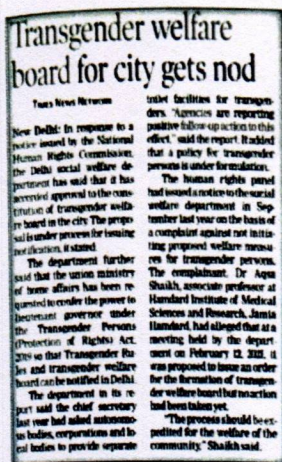
Figure 3:Article 2 TOI

Use of frame on LGBTQ

In Figure 3, considering the fundamental rights in our country, this news report shows morality been highlighted and informed to the masses.

Stance on LGBTQ

In Figure 3, the article discusses the frame of LGBTQ positively. The article discusses the acceptance of transgender welfare board for a city which has been approved by the national human rights commission. This is a positive step towards acceptance of the transgender community in the society.

Standpoint/ treatment of story

A very integral point on the issues facing the LGBTQ community is reported through this news report where we can see the treatment of the story categorized as LGBTQ and rule of law.

Qualitative framework of the article

This report is a constructive story where the important aspect of law and LGBTQ is referred here. It does discuss the importance of welfare board as the first step towards justice for LGBTQ.

OBC tag for transgenders opposed

New Delhi: The National Commission for Backward Classes is learnt to be against the government's move to include transgenders in the central list of OBCs, with a majority of its members opining that the proposal goes beyond the accepted principle of classification of Mandal castes. The government proposal will enable transgenders to avail the 27% Mandal reservation benefits in jobs and education.

In response to the cabinet note moved by the ministry of social justice and empowerment, sources said that the NCBC members have argued that transgenders cannot be classified in the OBC list as a bloc, but should be assigned to the lists of community that individual transgenders are born in. In a recent meeting to discuss the proposal, the members argued that a transgender born in a scheduled caste family should be put in the list of SCs, if born in a scheduled tribe family one should be classified as ST, and only those born in an OBC family should be put in the central list of OBCs.

It has been argued that transgenders are not a "class", but is a "medical condition and a gender", and the gender quota cuts across different categories.

"Caste is assigned by birth, and thus whoever is born in a community should be given reservation benefits in that community," an NCBC member said, summing up the opinion of three members of the commission. The negative opinion appears to stem from the belief that including a new community (transgenders) in the OBC list will eat into the reservation benefits of the existing backward castes.

However, sources said one member in the NCBC has come out in favour of the government proposal, terming it a "progressive move" which will provide social protection to the most marginalised social group. Sudha Yadav is learnt to have argued that there were only a few lakh transgenders in the country and their inclusion in the OBC list dealing with population of crores will not make much difference to the fortunes of the existing beneficiaries of the mandal communities.

The clash has stalled the opinion from being submitted to the ministry, and is still with the NCBC, sources said.

An NCBC member said that caste is assigned by birth, and thus whoever is born in a community should be given reservation benefits in that community

Figure 4: Article 3 TOI

Use of frame on LGBTQ

This report published talks about the identity of the LGBTQ where they can be categorized under the OBC tag but has been opposed by the NCBC, but the news report reports the advocacy required for the transgender people.

Stance on LGBTQ

The article is neutral and is just reporting directly what has happened.

Standpoint/ treatment of story

The article discusses the LGBTQ and rule of law

Qualitative framework of the article

The category of the qualitative framework of this article needs to be completed as the final decision is still pending and maybe after that any decision can be taken.

GAY 'offensive' code for Gaya airport, says House panel

Chennai: A parliamentary panel has found GAY — the International Air Transport Association code for Gaya airport "inappropriate, unsuitable, offensive/ embarrassing", and has asked the government to get it changed to YAG or some other suitable alternative.

IATA, which assigns airport codes that can be seen while booking tickets, represents about 290 airlines in 120 countries carrying 83% of the world's air traffic.

Member airline Air India had flagged the agency about the "inappropriate" code for the holy city in Bihar, but the international agency "expressed its inability to change" it.

Last January, the Committee on Public Undertakings in its first report tabled in Parliament recommended a change because "locals might find it offensive or embarrassing" that their city is "recognised in the international community with the code name GAY". It also found it "inappropriate". TNN

Figure 5: Article 4 TOI

Use of frame on LGBTQ

Through this research report it is evident that it just talks about the abbreviation if the airport which comes out to be gay. The word Gay as embarrassing or offensive amongst the locals. This report talks about morality when it comes to frame on LGBTQ.

Stance on LGBTQ

This published article has a neutral stance considering it can be perceptional if people will find it offensive or not.

Standpoint/ treatment of story

The standpoint here is LGBTQ and social stigma where people are still not aware of the sentiments of people before taking decision on the important government sectors.

Qualitative framework of the article

The category of the qualitative framework of this article falls incomplete as the story is yet to be completed and decision is still underway.

Figure 6:Article 4 TOI

Use of frame on LGBTQ

Above reports is overlapping the frame of equality and identity, these frames are very important for upliftment of the LGBTQs which can be seen through this article.

Stance on LGBTQ

The stance in this report is positive and it does discuss the important side of re establishing the fact that lot needs to be done for the LGBTQ community and here one of the organization it doing there bit to uplift this minority.

Standpoint/ treatment of story

The standpoint here is LGBTQ and social stigma. Though this report is discussing about one individual organization working towards the benefits of LGBTQ, but it also shows the imbalance existing in the society which can be improved with some efforts.

Qualitative framework of the article

It is a constructive story giving hope to people.

Hindustan Times

No reports were found pertaining to LGBTQI+.

Interview-

JEELANI GULAM, JOURNALIST- MONEYCONTROL

The passage discusses the underrepresentation which the interviewee put forward about the LGBTQ+ community in Indian media and the role of media in promoting awareness and equal rights for the community. The interviewee acknowledges that there has been some improvement in recent years, but the problem still persists. During the pandemic, the media neglected the LGBTQ+ community and did not cover the issues faced by the community. The interviewee believes that media can play a pivotal role in countering social stigma and treating the community as any other community in the society. The speaker suggests that news organizations should start hiring people who can cover LGBTQ+ issues or have special pages for the community. Moreover, editors and reporters should ensure that the community members get space in the coverage, and their voices are heard. The interviewee also suggests that the media should focus on the larger discrimination towards the community, such as job opportunities in different sectors. By reporting inspiring stories, the media can bust myths and misinformation related to the community. Overall, interviewee advocates for media representation and inclusivity towards the LGBTQ+ community in India. By doing so, the media canpromote awareness and equal rights for the community, counter social stigma, and busting myths and misinformation.

MANISH CHANDRA PANDEY, JOURNALIST HT

Interviewee notes that while some consciousness is evident in the media's approach and language, the coverage remains limited to certain events such as the Gay Pride Parade and court decisions.

The interviewee believes that the impact of media coverage on LGBTQ+ issues is currently not significant, and stereotypes still drive mindsets. To bring about a change, the interviewee suggests that media personnel need to be sensitized about covering events related to the LGBTQ+ community. This sensitization would help in changing mindsets, and the coverage would flow naturally.

The interviewee suggests that experts should write articles that explain the humanity of the LGBTQ+ community in simple words. The interviewee argues that like everyone else, LGBTQ+

individuals have a heart, a mind, and a soul and deserve respect. The interviewee questions whether it is fair to discriminate against or be indifferent to someone just because of their preferences, and whether that makes them any less human.

Overall, the passage highlights the need for sensitization and education about the LGBTQ+ community in the media. The interviewee argues that by highlighting the humanity of the community and breaking stereotypes, media coverage can help in promoting respect and equality for the community.

AKSHAY TYAGI, ACTIVIST

Ensuring safe spaces at their homes while growing up, safe and inclusive educational campuses, informed society who understand that gender is not just male and female and the society which embraces the identities rather than erasing them, safe and inclusive workspaces, schemes and policies that cater to every individual based on their needs and preferences, recognition and support to members of the community who struggled to find their own selves and are still wandering for livelihoods are some of the aspects that need attention.

PANNA PAUL, LGBTQ COMMUNITY

The mainstream is yet to be sensitized about the LGBTQIA+ community, but independent media houses like Scroll, Wire, etc., have been quite vocal about the issues concerning both the field and the epistemology of LGBTQIA+. So, there is a mixed role that media has played or is playing concerning the issues of LGBTQIA+. The media coverages were mostly about the demonic representation of community members, and they were ridiculed, humiliated, etc. For reference, there have been articles mostly in local or vernacular papers where the community members were shunned. This led to their further marginalization in the social milieu. However, after reading down, the situation could be more grim. With legal acceptance, they could file a defamation case, which made the media houses more conscious while talking about LGBTQIA+. These provided them with some confidence and even made the society change their outlook regarding them.

Dr. Manasvi Maheshwari, Associate Professor, DME Media School

According to the interviewee, newspapers have reported stories related to LGBTQIA+ matters, but it still needs more visibility on this topic. Newspapers can start a campaign to create awareness of same-sex marriages, adoption, social rights, stigmas so as to educate the masses.

Media houses ignore LGBTQ+ issues. The Times of India started a campaign called Times Out and Proud in 2019. Foreign media pays much attention to these stories, but Indian media still has a long way to go. The job of a reporter or newspaper is to report the incident/cases, but the person in question is not willing to come forward or report. They want to keep it secret for varied reasons. Issues are often not reported, and concerns are not highlighted appropriately. People are not interested in bringing the issue to the media and masses. There are many stigmas attached to LGBTQIA+ issues. Therefore, media organizations must start awareness campaigns. Interviewee mentioned same-sex marriages, adoption rights for gays/lesbians, social stigmas we need to prepare our society to accept LGBTQIA+ as normal people

Dr Ankit Kumar Singh, Academician and Sports Columnist in Hindustan Times

The interviewee's statement expresses skepticism about mainstream media's role in upholding democracy. According to the interviewee, media outlets are controlled by business entities prioritizing profit over their watchdog role. However, the interviewee notes that some newspapers and alternative media platforms are doing well, which suggests that not all media outlets have lost their credibility. The interviewee also highlights the potential of print media in shaping public perception and creating awareness about the LGBTQ

CONCLUSION

This research report aims to investigate the coverage of LGBTQ+ issues in print media. The report focuses on newspaper articles and aims to shed light on the extent of coverage and the quality of reporting. The research findings suggest that there is a lack of coverage of LGBTQ+ issues, and when articles are published, they tend to be based on identity and good factors, rather than addressing the community's plight.

The research findings suggest that newspapers do not cover LGBTQ+ issues adequately. The print media's lack of coverage shows a disparity in justifying the coverage on the other gender. If all articles are published, they are based on identity and good factors, whereas none of the reports

talk about the community's plight. This lack of coverage is concerning and underscores the need for accurate and fair representation of all communities in the media.

The paper discusses the critical framework of queer theory for understanding and challenging power related to sexuality, gender, and identity. Queer theory challenges the traditional societal institutions based on the heteronormative model of human sexuality. It emphasizes the fluid and humanly performed nature of sexuality and subverts the notion that there are only two distinct genders (male and female) and that heterosexuality is the norm. This research suggests that queer theory has immediate implications on how LGBTQ+ scholars consider questions of gender and sexual orientation.

In conclusion, the findings of this research report suggest that newspapers are not covering LGBTQ+ issues adequately, which shows a disparity by the print media in justifying the coverage on the other gender. The report underscores the need for accurate and fair representation of all communities in the media. The recommendations provided in the report can help improve the coverage of LGBTQ+ issues and create a more inclusive and informed society.

According to the study on newspaper articles, newspapers do not cover LGBTQ+ issues. This shows the utter disparity being done by the print media in justifying the coverage on the other gender. This paper establishes that if at all articles are published, they are based on identity and good factors, whereas none of the reports talk about the community's plight.

In conclusion, the findings of this research report suggest that newspapers are not covering LGBTQ+ issues, which shows the utter disparity being done by the print media in justifying the coverage on the other gender. If all articles are published, they are based on identity and good factors, whereas none of the reports talk about the community's plight. It is important to accurately and fairly represent all communities in the media.

Queer theory is a critical framework for understanding and challenging power, particularly regarding sexuality, gender, and identity. It emerged in the early 1990s from queer studies and women's studies, and has since become a prominent field of post-structuralism. Queer theory challenges the notion that there are two distinct genders (male and female) and that heterosexuality is the norm. It emphasizes the fluid and humanly performed nature of sexuality,

and subverts traditional societal institutions based on the heteronormative model of human sexuality.

This research report suggests that queer theory has immediate implications on how LGBTQ scholars consider questions of gender and sexual orientation. It represents a subversion of how many people assume identity politics should work—in other words, inborn, benign differences between people entitle everyone to equal rights. The recommendations of this research report include sensitizing reporters in print and electronic media, especially when it comes to gender spectrum, ensuring safe spaces at their homes while growing up, safe and inclusive educational campuses, an informed society who understand that gender is not just male and female and the society which embraces the identities rather than erasing them, safe and inclusive workspaces, schemes and policies that cater to every individual based on their needs and preferences, and recognition and support to members of the community who struggled to find their selves and are still wandering for livelihoods.

RECOMMENDATIONS:

The study provides recommendations for improving the coverage of LGBTQ+ issues in print media. These recommendations include sensitizing reporters in print and electronic media, especially when it comes to gender spectrum, ensuring safe spaces at their homes while growing up, safe and inclusive educational campuses, an informed society who understand that gender is not just male and female and the society which embraces the identities rather than erasing them, safe and inclusive workspaces, schemes and policies that cater to every individual based on their needs and preferences, and recognition and support to members of the community who struggled to find their selves and are still wandering for livelihoods.

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<center>**Research Project- 1**</center>

EVOLUTION OF ADVERSITING IN BRAND COMMUNICATION

<center>**- PRAVINA SRIVASTAVA (MAJMC, IV SEM)**</center>

INTRODUCTION

Advertising, the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. Most advertising involves promoting a good that is for sale, often throughbrand marketing, but similar methods are used to encourage people to drive safely, to support various charities, or to vote for political candidates, among many other examples. In many countries advertising is the most important source of income for the media (e.g., newspapers, magazines, or television stations) through which it is conducted. In the non-communist world advertising has become a large and important service industry.

Evolution of Advertising in Brand Communication-

Word of mouth was the primary form of advertisement in the ancient and mediaeval worlds. The invention of printing in the 15th and 16th centuries was the first step towards contemporary advertising.Weekly newspapers in London began to feature ads in the 17th century, and by the 18th century, such advertising was thriving.

The vast development of commerce in the nineteenth century was followed by the emergence of an advertising industry; it was during that century, particularly in the United States, that advertising agencies were established. The original agencies were essentially traders for newspaper advertising space. However, by the early twentieth century, agencies were involved in the creation of the advertising message itself, including copy and artwork, and by the 1920s, agencies that could plan and execute complete advertising campaigns, from initial research to copy preparation to placement in various media, had emerged.

A multitude of media were used to generate advertising. The newspaper offered advertisers vast circulations, an audience local to their place of business, and the chance to regularly and frequently change their adverts, making it perhaps the most basic option. The other major print media is magazines, which can be either general interest or targeted at particular audiences (such as those who enjoy computers, outdoor activities, or literature), giving product producers an opportunity to connect with their most probable clients.

Regional versions of several national periodicals are released, allowing for more precise advertising targeting. Television and radio have become the most widely used medium in Western industrialised countries. While radio and television are state-run in certain nations and do not allow advertising, in others, marketers can purchase brief "spots" of time, often lasting a minute or less. During or during normal programming, commercials are shown at times that are sometimes chosen by the sponsor and other times left to the broadcaster's discretion. The audience size and demographics of a particular television or radio show are crucial information for marketers.

The size of the audience influences the price the broadcaster may charge an advertiser, and the audience's demographics determine the advertiser's decision as to when a specific message, targeted at a certain demographic, should be aired. The other forms of advertising include direct mail, which can be highly specific and personalised, outdoor billboards and posters, transit advertising, which can reach the millions of people who use public transportation systems, and other forms of media, such as dealer displays and promotional items like calendars or matchbooks.

Due to the fierce competition in the 21st-century consumer market, advertisers utilised digital technology more frequently to draw attention to their items. For instance, Entertainment Weekly magazine published the first video commercials ever to be integrated in a print edition in 2009. As the reader opened the page, the tiny battery-operated screen embedded in it started to play automatically. It could save up to 40 minutes of video using chip technology. Also, see marketing and publishing history.

The creation and placement of an advertising must be based on an understanding of the target market and the efficient use of media. In order to ensure that the advertising messages are seen by and have an impact on the target audience that the advertiser most wants to reach, a strategy will combine innovation in the creation of the advertising messages with astute timing and placement. When faced with a limited budget, advertisers must decide whether they want their message to be heard or seen by more people less frequently or by fewer people more frequently. Tests of the efficacy of advertising campaigns are taken into consideration when making this and other strategic decisions.

Advertising's ability to enlighten customers about the items that are offered is without question. Effective advertising is crucial to a company's existence in a free-market economy because without customer awareness of a company's goods, they are unlikely to be purchased. When advertising is criticised, the claim is made that consumers must foot the bill through increased product costs; however, the counterargument is that advertising facilitates mass marketing of products, which lowers prices.

The cost of large advertising campaigns has been argued to be so high that few businesses can afford them, allowing these businesses to dominate the market. On the other hand, while smaller businesses may not be able to compete with larger ones on a national level, advertising at the local level or online enables them to hold their own.

It has also been claimed that marketers have an excessive impact over the regular contents of the medium they use, such as the editorial stance of a newspaper or the subject of a television programme. The advertiser's dependence on the media to spread a message in response has been noted as a way to offset such influence, at least in the case of financially stable media organisations; any compromise of a media firm's integrity might lead to a lower audience for the advertisement.

Over the years, the history of advertising has reached several significant turning points as a result of ongoing adaptation and modification to fit new channels and consumers. Most importantly, it has evolved greatly throughout the course of time. The internet, with its capacity to gather

billions of data points on consumers, is the one media that has had the most influence on the history of advertising and advertising personalisation.

First off, Facebook alone possesses 98 personal data points, or 215.6 billion data points, on its 2.2 billion users.

Google is even more astounding. Over the course of a year, Google gathers enough personal data from its customers to equal 569,555 sheets of paper amongst the company's seven distinctive products, each of which has over 1 billion monthly active users. This would be taller than 189 feet if printed and stacked.

The history below demonstrates how it has changed since the beginning, starting with pre-internet times. Then, a closer examination of how online advertising has fundamentally changed the industry in recent years.

History of Advertising in Brand Communication-

Advertising has existed since the public marketplaces and forums of ancient Rome and is still present in the majority of households today. Consumers today recognise and relate to brands and goods. An independent press has been sparked by advertising, and it has also worked to promote cancer-causing addictions. Advertising is a uniquely human innovation that is inescapable in the common modern experience.

The ancient city of Pompeii was devastated and eventually preserved by the Mount Vesuvius explosion in 79 CE. The archaeological data from the city has helped historians piece together many facets of ancient life. The remains of Pompeii show a civilization where the fundamental principles of trade and advertising were in place. Fish sauces from various brands were sold by vendors under titles like "Scaurus' tunny jelly." Wines were also branded, and their producers tried to position them by boasting about their renown and superiority. Perhaps the first instance of endorsement strategies can be seen in the city's toys and other products, which include the names of well-known sportsmen (Hood, 2005).

When the printing press was created in 1440, it was feasible to produce advertising that could be distributed to the public and hung on walls. Newspapers started to feature advertising on their pages in the 1600s. Newspapers finally attained daily circulation after being able to print without the interference of secular or religious authorities thanks to advertising money. Most newspapers had at least some ads before the end of the 16th century (O'Barr, 2005).

One of the earliest significant advertising efforts was launched during the 1600s as a result of European colonisation of the Americas. European commercial enterprises tried to persuade others to cross the Atlantic Ocean and try to reap this abundance after realising that the Americas offered economic promise as a source of natural commodities including lumber, fur, and tobacco. Advertisements for this project painted a picture of a utopia free of beggars and with lots of space for those who travelled there. Many underprivileged Europeans were persuaded by the adverts to work as indentured slaves in order to pay for the trip (Mierau, 2000).

Advertising media have changed dramatically throughout the centuries, but it has a history of nimbly adapting and continues to do so now. Advertising has used a variety of communication channels over the years, including papyrus, walls, stone tablets, billboards, newspapers, radio, and television, then computers, and finally mobile phones.

The way people think about, approach, and behave when it comes to advertising has evolved along with these media. Unlike the advertising strategy used four or five decades before, which was product-driven, advertising today, is smarter, sharper, and consumer-driven.

The creative director of the California-based advertising firm Emotive Brand, Thomas Hutchings, provides some insightful insights about the state of the industry today. Both customers and advertising companies compete fiercely in the modern marketplace. The era of a small number of exclusive advertising agencies with power is long gone.

If you're not good enough today, you may quickly and simply be replaced. According to him, brands nowadays prefer the "weird and wonderful" over the usual big advertising firms that

impose their conditions on the customer. Branding is becoming more fascinating, adventurous, and less corporate, he continues.

Because of how the times have evolved, commercials in the 21st century can be compared to social media. Companies create outstanding commercials and post them on their social media accounts for public viewing. Influencers aid in increasing the number of consumers and provide a comprehensive product evaluation.

As a result of this, the emphasis of advertising has shifted from just trying to sell a thing to figuring out how to get more people to know about it. Thus, this time period, especially after the pandemic, might be referred to as the "online age," in which businesses are increasingly focused on internet advertising in addition to their good conventional forms of advertising on television, radio, etc.

In the early 1900s, advertising on radio and television grew into a trend. It seemed more individualised since it was addressing to individuals directly through their radios and TVs.

Radio advertising first appeared in 1922. At the Hawthorne Court Apartments in Jackson Heights, Queens, radio announcer H.M. Blackwell developed his own "indirect direct" style, giving a 10-minute speech about the benefits of leading a carefree life. $50 was the price for a 10-minute time slot.

Rosser Reeves' introduction of the notion of a distinctive selling proposition in 1930 was a significant advancement in personalization. A USP (also known as a unique value proposition) should be very detailed and highly personalised since it explains how your company will address a customer's problem.

Market research was created by George Gallup in 1935 as a way to better understand consumers and market to them.

The first legal and continental commercial appeared on TV on WNBT on July 1, 1941, marking the following significant turning point in the history of advertising. Although this Bulova Watch Company commercial only lasted 10 seconds and had a straightforward visual and voiceover: it set the precedent for the next 70 years.

Despite the 1950s being difficult for America during the Cold War, television viewers started to feel upbeat. As the economy started to recover, people started spending more money, which was in large part because of a change in advertising strategies, not only media. From the 1960s through the late 1980s, a period known as the "Golden Age of Advertising" was characterised by great ideas and large people.

To strengthen the relationship between consumers and companies, businesses started creating characters that were based on their goods. On cereal boxes even today, you can still see Tony the Tiger for Frosted Flakes and the Snap, Crackle, and Pop gnomes for Rice Krispies.

In the twentieth century, advertising has grown in stature

Even while advertising was becoming recognised as a component of mass media, many people still thought it was an impolite profession. In the first decades of the 20th century, this mindset started to shift. The advertising industry attracted more authors and artists as advertising became more prevalent in magazines, which are often regarded as a highbrow medium. Verse was utilised by authors to enliven ads, while drawings were created by artists. Unsurprisingly, this time period gave rise to catchy commercial jingles and enduring brand icons like the Pillsbury Doughboy and the Jolly Green Giant.

Sapolio, a home cleaner, created adverts that capitalised on the creative advertising craze. The "Spotless Town" people were depicted in various pictures in Sapolio's advertisements, and a rhymed song extolling the benefits of this fictitious sanctuary of cleanliness was also included. Much to how people today expect new TV episodes, the public looked forward to each new advertisement. In fact, the advertisements were so well-liked that locals adopted "Spotless Town" resolutions to clean up their own areas. Later, advertising styles shifted away from

flowery prose and artistic flourishes, but the lessons learned from those iconic campaigns persisted in shaping the industry for years to come (Fox, 1984).

An commercial and propaganda boom was spurred by World War I. Businesses that had shifted to producing items during the war sought to maintain their public profile by promoting their patriotism. The administration also needed to mobilise popular support for the war by using strategies like the well-known Uncle Sam recruiting poster. In order to produce films and posters, compose speeches, and generally persuade the people to support the war, President Woodrow Wilson formed the advertiser-run Committee on people Information. Advertising contributed to the domestic popularisation of World War I, and the conflict itself offered advertising a much-needed lift in stature. The 1920s saw an unparalleled amount of advertising thanks to the wartime return to normal industry.

In the 1920s, the expanding film industry made celebrity testimonials or product endorsements a significant part of advertising. Clara Bow and Joan Crawford, two famous actresses, have sponsored Lux toilet soap. Film stars and actresses provided the public personalities to imitate as they started partaking in popular culture in these early days of mass-media consumer culture.

In the 1920s, radio started to be utilised for commercial purposes. Although many people at first believed that radio was a too invasive a medium to allow advertising, by the end of the decade, as it invaded people's homes, it had become an essential part of programming. Frequently, advertising companies produced their own shows, which networks subsequently aired. Radio programming altered as a result of surveys that marketers did and their study into prime time slots in order to reach their target audiences.

For instance, a soap company financed and gave its name to the renowned Lux Radio Theatre. The use of product placement was prevalent in these early radio shows. The Jack Benny Show included Jell-O advertisements (JackBennyShow.com), and writing for Fibber McGee and Molly frequently referenced the floor wax of its sponsor (Burgan, 1996). The connection between a show's sponsor and producers was not always cordial; radio programme producers were prohibited from airing any material that would reflect poorly on their sponsor.

THE GREAT DEPRESSION AND BACKLASH

Unsurprisingly, the Great Depression had a detrimental impact on advertising due to the broad declines in income and purchasing power. Only 38% of the prior level was spent on advertisements. Social reformers made matters worse by once more raising concerns about the moral standing of the advertising industry. Books like Through Many Windows and Our Master's Voice painted advertising as cynical and dishonest, ready to say anything to earn a profit, and careless of their impact on society. The authority of advertising was also questioned by humorists.

Similar to those seen later on Saturday Night Live or in The Onion, parodies of advertisements were frequently included in the Depression-era magazine Ballyhoo. These advertisements poked fun of the assertions made during the 1920s, further damaging the reputation of advertising.

Only the Depression lasted longer in terms of advertising decline. Advertising made a comeback as the United States joined World War II to boost consumer confidence and enhance brand perception.6 The Depression did have one lingering consequence, though. False and deceptive advertising has become a significant public policy concern due to the growing consumer movement. Companies like Fleischmann's, which advertised that their yeast could straighten teeth, were making false claims at the time through advertising. Until 1938, when the federal government established the Federal Trade Commission (FTC) and granted it the jurisdiction to stop deceptive advertising, only company owners' own morality stood in the way of such claims.

TV dominated all other forms of advertising in 1955. TV gave advertisers access to distinct, regionally focused mass consumers that they could target with relevant advertisements (Samuel, 2006). Spending on advertising increased by 75% in the 1950s, more quickly than any other economic metric at the time.

Overview of the key stages and trends-

Traditional Advertising (Pre-digital era):

- Print Media: Advertising initially relied heavily on newspapers, magazines, and billboards to reach a wide audience.
- Broadcast Media: The rise of radio and television enabled brands to engage with consumers through commercials and sponsorships.
- Mass Marketing: Brands focused on reaching a broad audience with generic messaging, using techniques like jingles, slogans, and catchy visuals.

Digital Age and Internet Revolution:

- Online Advertising: The advent of the internet opened up new opportunities for brands to reach consumers through websites, banner ads, and email marketing.

- Search Engine Advertising: Search engines introduced pay-per-click (PPC) advertising, allowing brands to target specific keywords and appear in search results.

- Social Media Advertising: Platforms like Facebook, Instagram, Twitter, and YouTube provided targeted advertising options based on user demographics, interests, and behaviors.

Personalization and Targeted Advertising:

- Data-Driven Advertising: The availability of user data enabled brands to personalize their ads based on individual preferences, behaviour, and demographics.
- Programmatic Advertising: Automated systems and algorithms facilitated the real-time buying and selling of ad inventory, optimizing targeting and efficiency.

- Native Advertising: Brands integrated their content seamlessly into online platforms, such as sponsored articles or influencer partnerships, to deliver a more organic brand experience.

Interactive and Experiential Advertising:

- Interactive Ads: Brands started creating engaging ad experiences, such as quizzes, polls, and interactive videos, to increase user involvement and capture attention.
- Virtual and Augmented Reality: Immersive technologies allowed brands to create virtual experiences and interactive advertisements, enhancing consumer engagement.
- Experiential Marketing: Brands focused on creating real-life experiences and events to connect with consumers on a personal level and generate word-of-mouth buzz.

Purpose-Driven Advertising:

- Cause Marketing: Brands aligned with social or environmental causes, using advertising campaigns to promote their values and connect with consumers on a deeper level.
- Authenticity and Transparency: Consumers increasingly value authenticity and transparency from brands, prompting advertising to focus on genuine storytelling and ethical practices.

Integrated and Omni-channel Advertising:

- Multi-channel Approach: Brands adopted an integrated approach, combining traditional and digital channels to create consistent brand experiences across platforms.
- Mobile Advertising: With the rise of smartphones, brands focused on mobile-friendly ads, including mobile apps, responsive websites, and location-based targeting.

Influencer Marketing:

- Leveraging Influencers: Brands collaborated with social media influencers and content creators to reach specific target audiences and leverage their influence and credibility.

AI and Personal Voice Assistants:

- AI-Powered Advertising: Brands utilized artificial intelligence for ad targeting, content optimization, and chatbots to deliver personalized experiences and enhance customer interactions.

- Voice-Activated Ads: With the popularity of voice assistants like Siri and Alexa, brands started exploring voice-activated advertisements to connect with consumers through voice commands.

Brand Communication's Importance

Companies should invest time in creating communication strategies since they are crucial to creating a cohesive brand. A brand is likely to fail without a successful strategy. People must be aware that certain goods and services exist in order for them to make a purchase, and brand communication makes this knowledge possible.

Making a decision on how to communicate is crucial, but so are the frequency and accessibility of that communication.
More communication is generally better. A few guidelines to remember are as follows:

1. Making a minimum of one blog post every week.
2. Schedule one or two social media posts every day.
3. Send emails at least once per week, but if you're running promotions, send them more frequently.

A corporation should be approachable in its brand messages. It might be challenging to do that in the modern world. That's because prospective buyers and clients may do their research on new

goods and services through a variety of platforms. Using a variety of communication techniques can help you stay reachable.

Brand communications' content matters

It matters what is conveyed in the content. It doesn't matter how many tactics are used if the communications' quality and content are poor.

A message that is simply understood must be shared in order to effectively communicate a brand. The firm is most likely to have good communications if it:

1. A specialist in the subject
2. Recognised
3. Appealing

The majority of companies will find it simple to show their knowledge by giving advice, providing guarantees, and responding to inquiries from consumers and clients. Being liked or well-known demands more forethought and talent.

Uniformity Across Communication Channels

The final element of effective brand communication is maintaining consistency across all media. On packaging, business cards, and online advertisements, logos should be same. Additionally, communication's usage of colours and graphics should be uniform.

Another key factor is tone. A business must maintain consistency in how it interacts with its clients and consumers. For instance, a California surf store might adopt a more casual tone, but a law business would adopt a more educated, professional stance.

Time Is Needed for Effective Communication Techniques

Effective brand communication has a lot of different components, therefore it may be time-consuming. Many companies decide to employ expert marketing teams, which may include:

1. Web designers
2. Artists
3. Authors of content
4. SEO professionals
5. Online marketers

Many businesses prefer to hire a team to develop and sustain brand communication because it works. Additionally, it might provide workers more time to concentrate on other facets of the company.

Conclusion

Advertising informs audience about the brand name, the product, the price, and so forth. It helps to differentiate a brand in the minds of consumers by emphasising its distinguishing features. The information era is rapidly approaching on this planet. Style is now sitting next to substance, and the language of business is moving away from the technical to visuals and impressions. Everyone has jumped on the brand bandwagon as a consequence. Brands are more popular than ever, but it also means that more is expected of them. One may argue that brand names will be the only thing important once options are many. In the modern world, a brand has a place on the consumer landscape that resembles that of an individual.

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THE ROLE OF RESEARCH IN ADVERTISING AND IN BRAND COMMUNICATION

- PRAVINA SRIVASTAVA (MAJMC, IV SEM)

The Importance of Research in Creative Advertising

Many professions and sectors require strong research abilities. It makes a difference in creative advertising if you provide precise market figures, customer insights, or knowledge of the most recent technological advancements.

Even pupils, as future experts in our sector, have to be curious enough about the many specialties to keep up with the most recent advancements. The FIU/MAS GSC MA-Creative Track requires students to learn how to do research, therefore it is inevitable that some themes may call for more in-depth investigation.

Although the course will teach you how to accomplish this, continue reading to learn about some more ways research is used in creative advertising positions.

Our programme's unique selling feature is that it not only teaches these abilities but also offers you the chance to complete a portfolio through a prestigious advertising school (Miami Ad School) to display when looking for jobs.

It can provide information on the success of different media channels, the efficacy of the creative components used in the commercial, and the total campaign return on investment. It may also help in determining the best time to begin campaigns and the best methods for capturing the target audience's attention.

If advertisers want to reach a certain customer demographic, they must determine if the advertising are successful. For instance, milk manufacturers would seek to promote milk consumption among adults.

They need commercials that depict milk as an alcoholic beverage as a result. Another marketer could need help figuring out which customer demographics are most likely to buy the things they have to offer.

Because the questions change from campaign to campaign and no one research approach can be used in every circumstance, advertising research aims to provide answers to these types of inquiries.

1. Improves Creativity

Once all the data is obtained, producing an appealing design is easy. It also helps.

In the creation of a precise plan for your business. When developing advertising campaigns, especially early on to determine which appeals to your target audience the most and connects with them the best, advertising research fosters innovation.

In addition, before the advertisement airs, some adjustments to the successful ad concept may be made in light of the study; otherwise, you will miss the opportunity to communicate with your target audience by using the ideal ad concept and the associated resources.

2. Improves Brands Position

You may increase your return on investment by choosing the best channel and timing to reach your target. For instance, conducting research will help you determine whether advertising on particular social media platforms is superior to using PPC adverts on Google or radio commercials, as well as the best time to use different channels to reach your target market.

It demands devotion to comprehending and using cutting-edge research methodologies to strengthen your brand's position in advertising research.

Start by utilising the professional development options offered by trade associations like the American Advertising Federation to increase your knowledge and skills.

Next, read industry periodicals, go to conferences and seminars, and network with other professionals to stay up to date on the most recent trends, technologies, and processes.

Finally, design and conduct a research project that highlights your skills and knowledge, then publish the findings in trade journals. You may stay one step ahead of the competition and establish yourself as a leader in the field of advertising research by using these strategies.

3. Predicting Issues

Because it enables them to maximise the impact of their advertising efforts, businesses appreciate their ability to accurately anticipate obstacles in advertising research.

Advertising difficulties may be predicted, which may help businesses spot potential issues before they arise, allowing them to move quickly to fix the situation and cut losses.

Predicting problems may also help businesses better understand their target market and develop advertising campaigns that are tailored to their requirements.

If businesses are aware of how their target audience interacts with their advertising, they may create more effective campaigns that have a greater impact. Predictive analysis may help

businesses identify areas where their rivals are excelling and where their own initiatives could be strengthened.

4. Monitoring Progress

In order to understand how consumers interact with advertising, it is necessary to use a variety of research approaches while analysing growth in the advertising research field.

This includes tools for data analysis and modelling as well as quantitative and qualitative methodologies including surveys, focus groups, and interviews.

Additionally, changes in the sector, such as the introduction of fresh trends and technology, as well as modifications in consumer behaviour, may be used to track progress.

This will provide you the flexibility to step in as necessary and improve next marketing initiatives.

Certain key factors to take into consideration are-

- Establish a Baseline
- Set Goals
- Track Performance
- Analyse Data
- Test and Optimize the Data
- Monitor the Results
- Repeat the Action.

5. Less Chances of Failures

There are a few things that may be done to reduce the likelihood of advertising research failing. It should be well created from the outset, taking into account the goals of the study, the target market, and the advertising budget.

Second, both qualitative and quantitative approaches should be used in the study to give a holistic picture of the target audience. Third, a variety of methods, including interviews, focus groups, questionnaires, and online polls, should be used to gather information for the study.

The study should then be carefully reviewed to ensure the validity and correctness of the information acquired. By using these steps, the likelihood of failure in advertising research can be decreased.

- Utilize multiple research methodologies.
- Collect data from the right sources.

- Use a variety of data collection techniques.
- Analyse the data carefully and methodically.
- Monitor the results on a continuous basis.
- Seek advice from experts across the industry.

How Advertising Research Effects Creative Campaigns

To assess a campaign's or commercial's efficacy based on customer response, advertising research is required. This type of study is essential because it examines if the return on investment (ROI) of an advertisement, one of the advertising goals, has been accomplished. Here are several others:

- Encourage innovation by using well-thought-out tactics.

- Establish yourself as a trustworthy, fact-based information source.

- Identify potential issues a campaign may encounter in the future.

- Monitor and evaluate the results of your campaign.

- Failure is decreased when thorough investigation is done in advance.

- Improve your understanding of and awareness of your target market for branding initiatives.

- Examine how the market is changing, as client awareness is essential.

- Track final outcomes to inform the design of the following campaign.

Creative Research Methods

We all utilise technology as researchers that presents fresh opportunities. You may learn as a student how to present research using applications, data visualizations, user comments, and campaign analytics. Some people worry that technology will render their study methods outdated, but this can be seen as an opportunity to advance rather than a source of anxiety.

In any case, mixed techniques are preferable because each subject has a variety of books, journals, periodicals, and even internet resources. Although many students believe that data collection must include both quantitative and qualitative techniques, there are alternative approaches that may be employed to support the same study via a multi-media presentation. This is especially important when explaining to clients why specific objectives or goals at work exist.

Although it is true that creativity in research is tied to the limitations that every researcher eventually faces, such as budget, bureaucracy, regulations, time constraints, and, eventually,

courage, it is also true that creativity in research is tied to more libertarian types of human activities, such as the visual arts, music, performance, theatre, etc.

If you want to include creative thinking into your study, be prepared to face certain difficulties with typical limitations, much as in traditional research, but also to face the prospect of having your approaches poorly received by the scientific community, for instance.

Other difficulties you may encounter include creating a paper using unique methods, lacking prior references, or even coming up with a creative manner to present your findings that mirrors the originality of the research process itself.

Elsevier offers top-notch text editing services that can help you produce the text quality you need for a successful journal submission. Our translators are conversant with specialised vocabularies, and our artists are knowledgeable with cutting-edge, unique ways to display scientific facts.

Although creative problem-solving techniques have always been utilised by individuals, creative research methodologies are frequently considered as if they are novel. 'Necessity is the mother of innovation,' as the saying goes, and every research approach has been created at some point. Some research texts describe methodologies as if they were constant and unchanging, yet this is not the case.

Problem-solving and uncertainty are two crucial components of research, and they are both directly related to creativity. Any study endeavour consists of hundreds or thousands of decisions, each of which offers room for original thought. Perhaps even more shockingly, there is proof that ethical judgement and original thought are closely related.

Therefore, every study is original. We refer to "doing" research as if it were the equivalent of washing the dishes, but I contend that we really produce research as if it were the equivalent of weaving a tapestry. Nevertheless, some studies are more imaginative than others. Regulations, time and financial restrictions, a lack of information, skills, or boldness are all factors that might inhibit creativity in research. The knowledge component is likely the most straightforward to change compared to the other ones. Every time I was able to and it was fit for the task at hand, I have always employed original approaches in my own study.

The research topic must guide the procedures, which should be ones that are most likely to contribute to an answer. Although it may be quite tempting to give newly discovered tactics a try, it is never a good idea to give in to your seduction when an established, more trusted approach would be more beneficial.

Early in 2012, when I was thinking how to respond to a particularly challenging research issue, I started to worry that my technique toolkit might be lacking.

I looked online for a book on original research techniques. Someone must have written one by now, I reasoned. It would be really helpful. I sought and searched until the idea that I would have to create the book first if I wanted to read it crept over my skin and into my head.

Writing required reading, as usual. many books to read. Over 800 study papers I examined in journals and books were eventually included in the book, of which 500 were presented as examples of innovative research.

I gradually realised as I read that there are four major categories under which creative research techniques may be classified: arts-based methods, technology-based research, mixed-methods research, and transformational research frameworks.

Almost any art form may be utilised in research; arts-based methodologies include performing and visual arts, creative writing, music, textile arts, and crafts. In reality, as artists of all types rely on study to inform their work, the arts and research are intimately related. And, like other creative approaches, arts-based methods are applicable to both quantitative and qualitative research.

One of my favourite instances is a mathematician studying the geometry of frilly objects like lettuce and jellyfish, or hyperbolic geometry. This had been attempted and failed by male mathematicians for ages, and it wasn't until American mathematician Daina Taimina was thinking about the issue while making something that she understood crochet might solve the problem. I advise seeing her TED talk.

We all utilise technology as researchers and have for ages. But modern technology presents fresh possibilities. We now have access to applications, mashups, data visualisations, and APIs; nevertheless, while some individuals find this proliferation exciting, others find it intimidating.

Though I don't think this should be a reason for worry, but rather for caution and thinking, some people are afraid that technology will change the way they conduct research. And it will.

The field of mixed techniques may be the most established, with specialised publications and periodicals. However, the majority of researchers still do not fully comprehend the possibilities and dangers of combining approaches.

People frequently envision data collection that combines quantitative and qualitative techniques, but there is much more room for interdisciplinary approaches, from employing many theoretical frameworks to guide one study project to multi-media presentation and distribution.

The field of mixed techniques may be the most established, with specialised publications and periodicals. However, the majority of researchers still do not fully comprehend the possibilities and dangers of combining approaches. People frequently envision data collection that combines quantitative and qualitative techniques, but there is much more room for interdisciplinary

approaches, from employing many theoretical frameworks to guide one study project to multi-media presentation and distribution.

Of course, these four sectors are not incompatible with one another. All of them have been used in outstanding research, such as that of Ashlee Cunsolo Willox and her Canadian colleagues. In Rigolet, a tiny village in northern Labrador, they conducted research on the consequences of climate change on Inuit people within a decolonizing community-based framework. Digital storytelling was the approach, created over the course of a week-long workshop that included idea maps, interviews, debate, art, music, and photography.

The use of creative research techniques, especially in large groups, may be rather scary. Not every researcher has the ability or desire to diagrammatically design their topic, collect information from social media, do metaphor or life path analysis, and distribute through a multimedia arts exhibit. But there are two important conclusions to draw. First, any non-research talents you possess could be advantageous for research. Second, you may gradually broaden your methodological toolbox if you wish to.

Expand Your Skillsets with FIU-MAS Global Strategic Communications Creative Track

The organizational, interpersonal, analytical, and creative abilities necessary to succeed in the advertising industry may be learned as part of a master's degree programme at FIU-MAS GSC - Creative Track. You are prepared to undertake research for successful ad campaigns by taking business, consumer behaviour, and media courses in addition to design, copywriting, and marketing courses. For specialising in art direction, copywriting, social media, and creative strategy, the programme provides deductions.

The Global Strategic Communications Creative Track is a 39-credit programme that leads to Florida International University's granting of a Master of Science in Mass Communications and graduation from the prestigious Miami Ad School's portfolio programme. The interdisciplinary programme combines graduate-level academic classes with a curriculum for developing creative talents that is taught by the world's top portfolio school.

What is brand research?

Brand research, also known as brand market research, is the process of examining many facets of a brand, whether it is recent or established, in order to gather information that may be used to create or enhance brand value.

Brands are the result of several interrelated variables. A brand is more than the goods and services it provides; it also encompasses an ethos, a personality, a visual brand identity, a vision, and a sense of emotion.

But there will always be an idealised picture of how a brand's overall branding is received, as well as the reality as seen by its clients and the wider public.

Doing brand research to find out who is familiar with your company's name.

Where did they learn about my company's name?

What do they think of and say about my brand?

How familiar are they with my brand—from total stranger to ardent supporter?

Finding out how your brand efforts are working –Therefore, brand research is the process of examining how each of those two versions compares, either before to a firm launching its branding or in an effort to comprehend how established branding is doing.

The fact that brand research is usually conducted in relation to the competition is a crucial component.

Your brand is only as strong as the comparison, for instance. Given their recent advertisements involving musician superstars, you might choose McDonalds to Burger King because you believe it caters more to music aficionados.

What does brand research entails?

You undoubtedly want to know how much work goes into conducting brand research, but we'll cover that in more detail later in the piece. Well, depending on a number of variables, including the company's age and size, your research aims, and - most significantly - the tools at your disposal, brand research can be quite in-depth or fairly simple.

The quantity of insights your brand research will produce will, for the most part, be correlated with the amount of effort you put in. For instance, doing in-person focus groups will always take more work than conducting an online poll, but the former will likely provide you a more detailed understanding of how your brand is being seen than the latter.

Whatever the situation, the correct technology may make your brand research activities more simpler and more effective. The process may be streamlined and, more importantly, formalised with the use of brand experience management suites, brand trackers, and brand research tools. By analysing all of the information for you, these technologies can bring parity to occasionally inconsistent sets of results.

What's the difference between brand research and brand analysis?

In this context, research is the process of examining consumer perceptions of your brand using focus groups, focus groups, social listening, surveys, etc. When we investigate to learn the answers to a set of well specified questions, it is research in its purest form.

What we really do with those responses is do brand analysis. Brand analysis is predicated on the notion that we have already completed our brand research (or are doing so on a continuous basis) and are now in a position to evaluate the findings in order to make inferences and identify actions that, when included in our brand strategy, may guide the brand in the proper path.

Markets are rapidly evolving due to the emergence of new rivals and shifting customer preferences. This means that conducting better and more regular brand research is increasingly important.

Making ensuring that your brand is in line with your target audience requires a continuous strategy, as seen in the diagram, and is part of a solid brand research strategy.

Simply defined, brand analysis is what we learn from the work we put into brand research.

What's the difference between brand research and brand analysis?

When performing brand research, there are a number of areas to consider that may help you determine where your brand stands in relation to the competition and the perception of consumers as a whole:

Brand Awareness

Brand recognition is a gauge of whether consumers are aware of your company either consciously or unconsciously. Brand recall, or remembering your brand after purchasing a product or watching an advertising or other piece of marketing, might imply naming your brand when asked to name businesses in a given industry (or from a logo, which we call brand recognition).

Brand Associations

What else comes to mind right away when consumers think about your brand? Do you have a good reputation with your clients? Do customers believe your items to be pricey? Are you the environmental movement's poster child? You should evaluate each of these relationships surrounding your brand to determine how they compare to your objectives. It's good to be realistic and anticipate to find that consumers have opinions on both sides of the coin since associations may be favourable or bad.

Brand Perception

Brand perceptions are the general impressions people have of your brand, which differ slightly from the generally positive and negative elements of brand associations. Customers form minor judgements about your brand every time they connect with it, whether it be passively by viewing an advertising or actively by making a purchase or contacting customer service.

Brand Equity

Equity is the perceived or real advantage your brand has over competing brands with comparable stature. Even though the components in off-brand colas are basically comparable to those in Coca-Cola, the equity of the former is significantly higher. Consider also anything as basic as hay fever medication. Even though the chemicals and dose are the same, name-brand pills often have a better reputation than pharmacy-brand tablets because to marketing and branding initiatives. That is essentially brand equity.

Brand Loyalty

Metrics like NPS and CSAT, which measure brand loyalty, are used to gauge customer repurchase and referral rates. Strong indicators of a variety of minor elements, such as the calibre of your products, the effectiveness of your customer service, and the success of your marketing initiatives include high brand loyalty. Even if there is a more competitive offering elsewhere, brand loyal clients are more likely to select you than a competitor.

Brand Preference

Brand preference is a statistic that reveals the proportion of consumers who would pick your goods over those of a rival. Brand preference is more inclusive than brand loyalty, providing insight into what even those who have never made a purchase from you before have to say. Brand loyalty focuses on consumers who know and love your brand. In that sense, it resembles brand equity, when a preference for your brand demonstrates the success of your marketing and branding efforts.

What are the benefits of conducting brand research?

Understanding the results of an investment of millions of dollars in a brand is crucial for businesses.

The advantages are:

Brand research may demonstrate how your brand has developed (for example, in greater perceptions or awareness) and determine if your messages are effective.

Using more effective strategies: When you are aware of what is effective, you can concentrate on doing more of it and spend less time using strategies that are ineffective. When resources are limited, you can utilise research to support where you invest your limited resources. Actionable insight has intrinsic value since it makes shifting course much simpler if you are aware of the areas where you need to improve.

However, brand research is the initial step towards improving the consumer experience after this. Research leads to analysis, which leads to action, as we've just stated. And such activity ought to improve the appeal of the situation to your intended audience. Enhancing the customer and brand

experience will increase customer retention, which will have a positive impact on brand recognition and brand loyalty.

Therefore, this type of study is cycled. It finally advances the metrics you first tracked in the direction of continual development.

In fact, Hinge Marketing study demonstrates that ongoing research produces significant profitability:

The specific return on investment for conducting brand research can vary, but in general, the investment will result in branding decisions that boost revenue and sales.

Conclusion

You undoubtedly want to know how much work goes into conducting brand research, but we'll cover that in more detail later in the piece. Well, depending on a number of variables, including the company's age and size, your research aims, and - most significantly - the tools at your disposal, brand research can be quite in-depth or fairly simple.

The quantity of insights your brand research will produce will, for the most part, be correlated with the amount of effort you put in. Running in-person focus groups, for example, will inevitably take more work than conducting an online poll, but you'll likely get a more detailed understanding of how your brand is being seen from the former than the latter.

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Research Project- 3

Trends of Mobile Journalism

- PRAVINA SRIVASTAVA (MAJMC, IV SEM)

Mobile journalism is a developing genre of new media storytelling in which journalists gather, edit, and disseminate local news using portable electronic devices with network access.

These reporters, sometimes referred to as MoJo (for mobile journalists), might be employed by news organizations or work as independent contractors. They may utilize tablets, laptop computers, smart phones, digital cameras, and camcorders. The narrative and images are then sent for publishing using a broadband wireless connection or mobile phone network. Since 2005, the moniker "MoJo" has been used, first at the Fort Myers News-Press and spreading to the rest of the Gannett newspaper network in the United States.

In comparison to traditional approaches, mobile journalism has a number of advantages, including cost, portability, discretion, approachability, and simplicity of use for novices.

Trends of mobile journalism

The practice of "MoJo," or mobile journalism, is a fast expanding trend in the media.

More and more journalists are utilizing their smart phones to record video and report on the move as a result of the improvement in smart phone cameras and the widespread use of mobile devices. With the use of live streaming, journalists may now report on breaking events in real time and interact with viewers in novel ways. For mobile journalists to publish their stories and interact with audiences, social media sites like Twitter, Instagram, and Facebook have also developed into indispensable tools.

On the other hand, new developments in mobile journalism like augmented reality (AR) and virtual reality (VR) enable journalists to create more immersive and interesting tales. Data journalism has become more popular as a result of the ease with which journalists can now access and analyze data thanks to mobile devices and applications.

It is now simpler for journalists to work together both inside their own organizations and with journalists all across the world thanks to mobile journalism. Short-form video has grown in importance in mobile journalism thanks to the success of apps like TikTok and Instagram Reels, which enable journalists to produce interesting material that can be swiftly seen on mobile devices.

As technology continues to advance, we can expect to see even more innovation in the field of mobile journalism.

VR and AR in Mobile Journalism

The trends of virtual reality (VR) and augmented reality (AR) in mobile journalism are becoming more and more significant. Both technologies give journalists brand-new, interesting methods to tell stories and give readers an immersive experience.

Using 360-degree video and audio, which may transport viewers to many locations and scenarios, VR enables journalists to create truly immersive experiences for their audiences. Reporters may use VR to provide immersive reports that let viewers experience events as if they were actually there. A journalist may, for instance, design a virtual reality (VR) experience that transports viewers to the scene of a natural catastrophe or the front lines of a combat zone.

On the other hand, augmented reality (AR) enables journalists to superimpose digital data over the physical environment. This can be used to give a tale extra background or information, or to include interactive components that let viewers go further into a subject. For instance, a journalist may use augmented reality to show viewers how a new building would seem in a certain place or to offer more details on a display or piece of art.

Since mobile devices enable journalists to reach audiences wherever they are, they are the perfect platform for both VR and AR. More and more individuals are utilizing smart phones and tablets to get news and other media due to the devices' rising popularity. As a result, mobile journalism is developing into a crucial trend in the sector.

Journalists have fascinating new chances to engage viewers more immersively and to produce more powerful and memorable stories thanks to VR and AR. We can anticipate that as these technologies advance, more and more journalists will use them to produce unique and interesting material.

Meta verse

The term "Meta verse" refers to a new development in technology that describes a virtual environment where users may communicate in real-time with both other users and a computer-generated environment. This technology will probably have a big impact on mobile journalism as it evolves.

We could witness the birth of virtual newsrooms where journalists can cooperate and work together from anywhere in the globe as mobile journalists start to work more in the Meta verse. For their viewers, journalists may be able to leverage the Meta verse to develop immersive reporting experiences that let people engage with news events in fresh and creative ways. For mobile journalists, the meta verse can provide new financial opportunities like sponsored material or virtual advertising.

Similar to mobile journalism, Meta verse journalism will likely rely heavily on AR and VR to provide more immersive and interesting material. Younger viewers, who are more prone to engage with immersive and interactive material, may be drawn to mobile journalism by the meta verse.

The Meta verse is a fascinating new development in technology that has the potential to significantly affect mobile journalism. As this technology advances, journalists may anticipate new possibilities and difficulties as well as creative new methods to cover and present stories.

The Meta verse presents a fresh and cutting-edge platform for journalists to report and tell stories, and it has the potential to play a significant role in the development of mobile journalism.

For viewers, journalists may build immersive experiences in the meta verse that can take them to new and fascinating places. Reporting on events or stories that are challenging to access physically can make good use of this. The Meta verse has the potential to significantly alter the course of journalism in the future.

With the ability to create immersive, interactive experiences that let their listeners connect with the tale in fresh and interesting ways, the meta verse opens up new possibilities for storytelling. Regardless of their geographical location, the Meta verse can enable worldwide collaboration amongst journalists, which may result in fresh and cutting-edge approaches to reporting and information sharing. Events that are difficult or impossible to attend in person, such as those in remote regions or with little physical space, can be covered virtually by journalists thanks to the Meta verse.

Journalism may reach new, younger audiences through the meta verse, who are more inclined to connect with immersive and interactive material as Meta verse enables journalists to enhance their reporting by superimposing digital data onto the real world, giving audiences a more thorough picture of a story or incident. It may provide journalists new sources of income, such as virtual sponsorships, virtual advertising, or subscriptions to immersive journalistic experiences.

The meta verse has the potential to revolutionize journalism by opening up new avenues for audience participation, narrative, and collaboration. We can anticipate journalists and news organizations experimenting with the Meta verse to produce fresh and inventive types of media that engage and enlighten audiences in novel ways as this technology advances.

Artificial intelligence

Emerging technology known as artificial intelligence (AI) has profound effects on mobile journalism.

AI can generate text or choose video clips based on specified parameters to automate the development of content, such as news articles or videos. By doing so, journalists may concentrate on harder and more imaginative work while saving time and money. By examining user preferences and behavior, AI may assist customize content for specific users by making suggestions for material that matches their interests. By doing this, journalists may be able to engage readers more effectively. AI may be used to confirm the veracity of news items and photos by examining and comparing data from many sources. Journalists may stop the spread of false information and maintain the validity of their reporting.

With the help of AI, material can be translated from one language to another, enabling journalists to reach a broader audience and report on stories from across the globe. AI may assist journalists in analyzing audience data, such as website traffic or social media participation, and using this data to enhance content and engagement methods.

The use of AI in mobile journalism is developing quickly and has the potential to completely change how news is gathered, produced, and disseminated by journalists to create high-quality news content, interact with consumers, and increase news production efficiency. As AI develops, we may anticipate seeing an increase in the number of mobile journalists who adopt this technology and use it to improve their reporting and narrative.

In 2020, Aaj Tak, one of India's top news outlets, debuted the first AI news anchor in the nation. Based on cutting-edge machine learning and natural language processing technology, the AI anchor, known as "Siddharth," can provide news items in real-time with expressions and voice modulation that are similar to those of a person.

The AI news anchor was created in partnership with a digital start-up and is intended to deliver nonstop news coverage around-the-clock without becoming tired or distracted. Siddharth can read news reports in both Hindi and English, and its creators assert that over time, thanks to machine learning algorithms that examine audience comments and participation, it will get better.

The introduction of the AI news anchor has been hailed as a significant advancement in journalism since it shows how AI has the ability to revolutionize both the creation and consumption of news. Even while the technology is still in its infancy, news companies are becoming more and more interested in investigating how AI may be used for content development, fact-checking, and audience interaction.

Despite the above, there are concerns about how AI will affect journalism, notably in terms of job losses and the possibility of bias or mistakes in the automated news output. It will be crucial for journalists and news organizations, like with any new technology, to carefully analyze the ethical implications of AI and to create appropriate strategies for its application in the news sector.

Role of Chat GPT in mobile journalism

Through delivering prompt and accurate text-based replies to user inquiries or creating material for news stories, social media posts, or other digital channels, Chat GPT may contribute significantly to mobile journalism as a language model.

Chat GPT enables journalists to swiftly and effectively distribute news material to mobile audiences by allowing them to receive real-time updates on breaking news items, weather alerts, or other time-sensitive information. It can assist journalists in engaging with audiences through chatbots, interactive surveys, or other tailored material, allowing them to forge better bonds with their readers and listeners.

Chat GPT also enables journalists to rapidly and effectively produce high-quality content by generating news stories or other written material based on specified criteria or user input. By analyzing and cross-referencing data from several sources, Chat GPT may assist journalists in verifying the truth of news items or social media posts. This enables them to stop the spread of false information and assure the reliability of their reporting.

Journalists may cover stories from throughout the world and reach a larger audience by using Chat GPT to translate news articles from one language to another.

How data journalism is playing role as a trend of mobile journalism:

Data journalism, which enables journalists to gather, analyze, and present complicated data in a way that is easily accessible and understood for mobile audiences, is playing a crucial part in the trend of mobile journalism.

Users may explore data in real-time and get a greater understanding of complicated situations by using interactive visualizations, such as maps, charts, and graphs, that are produced using data journalism. These visualizations may be made mobile-friendly so that users can view and interact with them while on the go.

Journalists may provide current and pertinent news material for mobile audiences by using data journalism to collect and analyze real-time data, such as social media trends or public opinion surveys.

Data journalism may be used to adapt news content suggestions to the interests of specific users by evaluating their preferences and activity. By doing this, journalists may be able to engage readers more effectively.

With the process of examining and comparing data from many sources, data journalism may be used to cross-reference and fact-check news articles and visuals. This can assure the reliability of news reporting and assist stop the spread of false information.

By highlighting trends or patterns in data that might not be immediately obvious, data journalism can provide journalists new narrative angles for news articles. Data journalism is changing how news is produced and consumed on mobile devices by enabling journalists to deliver more comprehensive, interactive, and tailored material for their viewers. This may help journalists unearth new stories or investigate subjects in greater depth. We can anticipate data journalism playing an even bigger role in the future of mobile journalism as mobile technology continues to advance.

Other trends of mobile journalism

In addition to podcasting and mobile journalism reporting, there are a number of additional developments in mobile journalism that are influencing how people will consume news and information on mobile devices in the future.

Live streaming is becoming more and more common in mobile journalism since it allows writers to cover breaking news and events in real time. Live streaming capabilities have been included

into social media sites like Facebook, Twitter, and YouTube, making it simpler for journalists to connect with a larger audience.

Journalists are using user-generated information, such as images and videos posted by the public, more and more to amplify their reporting. This can offer a wider variety of viewpoints and make it possible for journalists to cover subjects that might otherwise be inaccessible.

This immersive and interactive experience is made possible by 360-degree video technology, which enables viewers to explore a scene from all directions. Journalists are using this technology to engage viewers on a new level with their stories.

Thus, these developments are reshaping how news is generated and accessed on mobile devices, giving journalists new chances to interact with readers and deliver high-quality information. We may anticipate seeing new patterns emerge as mobile technology continues to develop, influencing the direction of mobile journalism.

In-depth analysis and commentary on news and current events are now possible for journalists because to the enormous growth of podcasting in the field of mobile journalism. The following are a few ways that podcasting is changing the landscape of mobile journalism:

Designed for mobile listening, podcasts allow users to access and listen to material while they are on the move using their smart phones or tablets. This makes podcasts a practical and available medium for those that use mobile devices.

Compared to traditional news formats, podcasts give journalists the chance to deliver more in-depth comments and analysis on news items. By doing so, journalists may be able to engage audiences more deeply and give more contexts and background information on complicated problems.

Podcasts cover a wide range of subjects, including politics, current affairs, entertainment, and culture. This gives journalists a platform to investigate fresh story ideas and connect with a larger audience.

Podcasts give journalists the opportunity to connect with their listeners with regular updates and activities like Q&A sessions, interviews, and listener feedback. This can encourage more interaction with the material that journalists publish and help them develop a devoted following.

Podcasts may also help journalists and news organizations generate income through sponsorships, advertising, and subscriptions. This can safeguard the long-term viability of news organizations and assist the development of high-quality content.

The best example for this is 'Podcast with Smita Prakash' which is hosted by ANI (Indian news agency). Being a news agency, ANI has stepped in to diversify the role of media. ANI podcast is providing a free space for their media clients through Mobile Journalism and social media.

A developing trend in mobile journalism is podcasting, which gives journalists new chances to interact with audiences and deliver in-depth analysis and comments on current affairs. We can

anticipate that podcasting will play an even bigger role in the future of mobile journalism as mobile technology continues to advance.

Conclusion

The worldwide COVID-19 epidemic has expedited the adoption of new technology and work routines, notably in the area of remote collaboration. It's a sure bet that the mobile journalist is here to stay in an era of constricting budgets, increasing demand for information across many platforms, and continual improvements in mobile technology.

The future of journalism is based on mobile or smart phones which are now understood by all the media. With the use of technology and emergence of AI- every media channel is now introducing an alternative platform of communication through MoJo. You must have been watching Network 18's 'First Post' show Vantage or TV9's mobile media platform- News9 or WION by Zee Media Pvt. Ltd. – all these channels have been stepping ahead to provide content via Mobile Journalism. Even the BBC has created its own software, called Portable News Gathering (PNG), which can capture, edit, and transfer videos, audio, and photographs directly into the newsroom production systems.

The AI news anchor to information on phone- media has evolved and these trends are expected to not just bring a change in media and communication, it will also be an evolution for the mankind. Future concepts are also considered with regard to emerging trends and the verification of reports produced by mobile reporters.

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Production Shoot- Portfolio

Photography plays a very important role in the field of mass communication. It is not only about the connect of a photographer with its subject but connecting the story with many. It is only when you see any emotion you are drawn towards it. Keeping the authenticity of photography, I present my portfolio as a special subject of perceptional visual art. This book works as a part of my college assignment to further reflect my skill in exploring frames. I am also thankful to my professor Ritwik Ghosh for giving me this opportunity to understand the different aspects of photography in practice.

PHOTOGRAPHY
Portfolio

PRESENTED BY- PRAVINA SRIVASTAVA
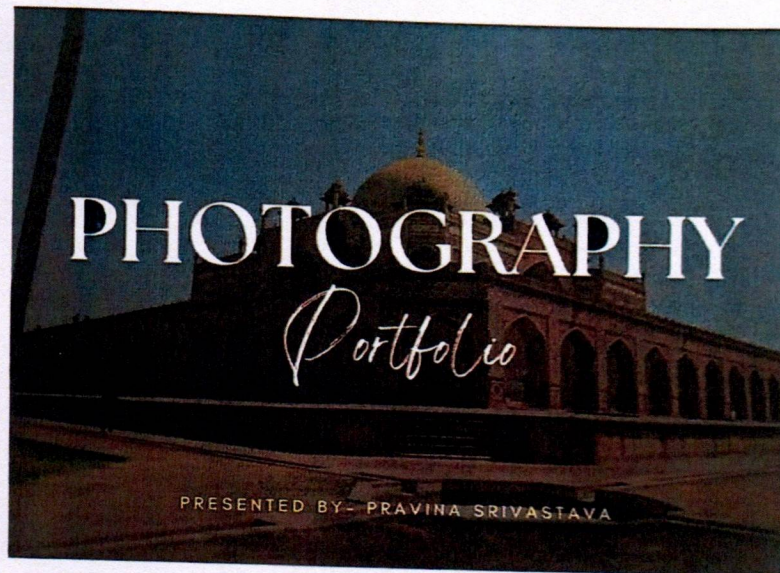
Stone Gate: Humayun Tomb

Humayun Tomb: Diagonal View

Architectural Photography-
'Indo- Persia Amalgamation'
is a visual series of the
Humayun Tomb
architecture which is a
great tourist spot situated
in New Delhi, India.

Back to the time
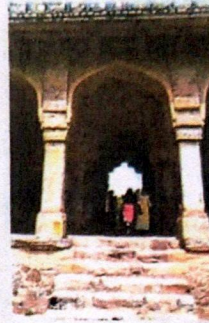
Door to Heaven
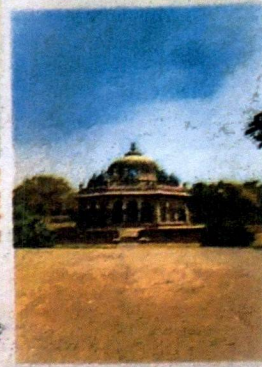
Isa Tomb: Descriptive Image

Drawing lines in between

Smile out the struggle

At the edge

Portrait Photography-

'Girl in a wheel' is an ironical series depicting the universal structure of life.

Circle of life

Platform of excitement
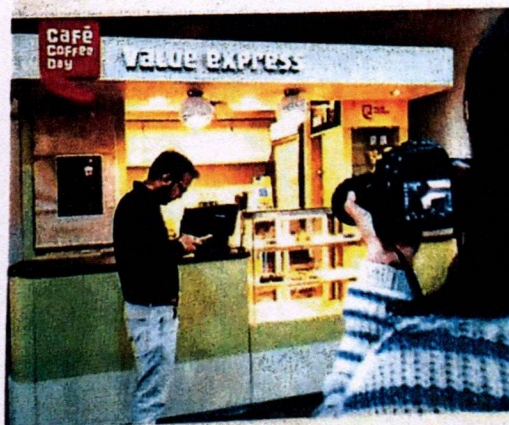
The Brand Representation

The title of this series is 'College Coffee Day'. The pictures were clicked to develop the brand value of a coffee store in a college campus.

Advertising Analysis Report

ADVERTISEMENT ANALYSIS

Presented by- Pravina Srivastava

Analysis Points-

1. Target Audience
2. Implicit Message
3. Graphics
4. Language
5. Cultural Significance

Cultural Significance:

This advertisement tries to narrate a story of a women with good smell in hair. It aware the audience of hygiene with bad hair smell intending to hairfall and dandruff conditions. Unlike any other body part hair scalp also needs nutrition and care which needs to be known in this spoke world.

Target Audience:

This advertisement comes from an issue of India Today magazine. The target audience of this magazine consists of adult females, mainly between the ages of 18-40. These women may be married or single and are interested to know about the world and get aware of the society as well as themselves. The magazine includes articles about politics, economy, world, lifestyle, and arts and book review. Women read the magazine to stay up-to-date on current affairs and to build a perspective on the social dynamics in order to compete the world.

Implicit Messages:

This Head and Shoulders advertisement appeals to the women in this target audience by addressing concerns about their hair care. Hair is a deep concern in a women's appearance especially in Indian culture, it is not just an essential in beauty but also it reflects a women's health & hygiene concern. This ad, like so many ads for hair products, seeks to exploit the insecurities of a woman on the issue of dandruff which spoils the growth of hair and turns in hairfall condition and any product claim to 100% dandruff remove is illegitimate as it requires a proper hair treatment. Thus, implicit messages for this ad include promising a woman of dandruff protection.

Graphics:

The protection of this 4 diameters frame is visually designed to set a narrative of the beauty of your hair after using this shampoo. The side half shaped oval format of writing is a demonstration of the product packaging. The shampoo comes in a coral blue and white layer of case, therefore, the background set for the message is played with the sample image of the product . The picture of the women playing with her hair shows a deeper essence of the strong and shiny hair she has. Unlike any other anti-dandruff hair product this shampoo comes with an amazing fragrance and smell which is reflected with the closeness of the kid in the visuals.

Language:

The language used for this advertisement is a soft toned writing with adding jingles. The image of the product is alas an anti dandruff shampoo has already been built over the years but what needs to be highlighted here is that this shampoo has a good fragrance. Hence the fonts (anti- dandruff shampoo: THAT SMELLS SURPRISINGLY GOOD)of this message was smartly enlarged and capitalized to highlight the notes. It was very easy to understand the product type with easy and lesser word.

CLASS ACTIVITY 2

Advertising

DAY 1 OF VASANT VIBES

Multimedia Presentation Commpetition on Women & Girls in Science: Agents of Change

SOED organizes Multimedia Presentation competition on Women and Girls in Science

SOED, KRMU organised an Inter-University Multimedia Presentation Competition themed 'Women and Girls in Science' in both online and offline modes on February 21.

A total of 12 participants from KRMU and SGT displayed their creative prowess in the competition with Anshul and Bhagya from SGT being named the joint winner. Shilanji Gupta from Aravalli College bagged

the second position while Chitra from KRMU claimed the third spot.

The event was judged by assistant professors Yogita Raghav and Vinita Dhawan. In their address to the participants, they said, "Winning and losing is a part of game, but you only get perfect by practicing."

Reporting: Samika Rathore, BA (JMC) 2nd sem

International day of Women and Girls in Scence- Exquizits

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Reporting: Aman Saini, and Nishant Kalra, BA (JMC) 2nd sem

World Day of Social Justice- Debate Competition on Issues related to Social Justice

SOLS organise debate competition on crypto currency

School of Legal Studies, KR Mangalam University conducted an inter-university debate competition at the Moot Court on February 21. The topic of the debate was 'Crypto-Currency is the New Alternative'.

The competition was judged by Dr Tanya Gupta, Dean of SOED and Dr Neha, Assistant Professor of Management and Commerce. Addressing the participants, Dr Tanya said, "It is not about winning or losing, it's all about participating."

The debate competition, which witnessed participation of 19 students from different universities, featured two rounds. In the first round, KRMU and SGT students argued for and against the motion while in the second they had to rebut each other's arguments.

After a close competition that saw students from both universities making fiery speeches, Yash Sharma from SOAS, KRMU and Anshul from SGT were adjudged winners in 'for the motion' and 'against the motion' categories, respectively. Deepak Yadav from SOLS walked away with top honours in the rebuttal round.

Reporting: Simran, MA (JMC) 2nd sem

DAY 2 OF VASANT VIBES

Band Compitition

KRMU, DU, SGT students steal limelight in band competition

Bands from KR Mangalam University, SGT University and Delhi University stole the limelight in an Inter-University Band Competition organised at the C Block Sports Hall on February 22. Artistes from KRMU's Arohan Band, DU's Tripti Band and SGT's eponymous band dished out enthralling performances to hold the audience present at the sports hall spellbound. SGT Band, in

the end, walked away with the top honours while Tripti Band and Arohan Band claimed second and third prize, respectively.

The event was judged by KRMU Pro-Vice Chancellor Pushpa Lata Tripathi, Dean of SMAS Dr Arun Garg and Madhur Sharma from SGT University. Prakhar Srivastava and Harditya were the MCs for the event.
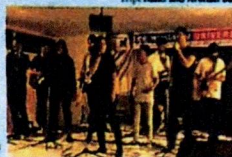
Reporting: Sakshi Singh, BA (JMC) 2nd sem & Kanika BA (JMC) 2nd sem

Decore Compitition

Realising the essence of creative sciences in Décor Competition

An Inter-University Décor competition was organized by APJ Abdul Kalam Science Club on February 22.

"Just because one is from science background does not mean one should not take part in other curricular activities. This décor competition was organised to provide science students with a different type of creative experience," said Dr Gaur, Professor of School of Basics and Applied

Science and one of the organisers of the event. The competition was judged by Dr Ruby Jindal. Chhavi and her team bagged the first position whereas Ritik and her team won the second prize. Dippy and her team took the third spot. Among other participants who caught the spectators' special attention were Abhay Berwan who designed a beautiful sitar and a diya (lamp); and Muskan who put on display a teddy bear.

Reporting: Anjali Sinha, BA (JMC) 2nd sem, Pravina Srivastava, MA (JMC) 2nd sem

Meri Kalam Se Deshbhakti Geet: Pen a Patriotic Song Compitition

Patriotic songs enthral audience

Patriotic songs enthralled the audience consisting of students and teachers during "Meri Kalam Se Deshbhakti Bhakti Geet" competition organised by... The event was judged by Dr Manju Kundu. Chetash from KRMU emerged as the winner of the contest. Kashish from KRMU and Mehak Bhardwaj from SGT claimed second and third spot respectively.

Reporting: Bhawna Verma, BA (JMC) 2nd Sem

DAY 3 OF VASANT VIBES

Azadi Ka Amrit Mahotsav- Remembering the Unsung Heroes

SOHS organizes Painting competition

SOHS organized Painting competition 'Azadi ka Amrit mahotsav "Remembering the unsung warrior"on 23 February 2022.

The event was judged by Dr. Neha. The purpose of this competition was an attempt to


आज़ादी का अमृत महोत्सव

remember the unsung heroes. Dr. Nandini Biswas said, "Students should always remember how we got independence and the struggle of our freedom fighter for freedom". A total of 23 students from various universities participated the event through online as well offline mode. Himanshi, Yash, Stuti, Ankita and Khushi Dahiya won first, second, third, fourth and fifth prize respectively.

Reporting: Anjali BA (JMC) 2nd

Ad-Mad Show

SOMC organizes AD-Mad Show
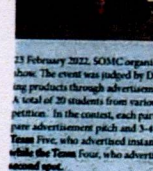
23 February 2022, SOMC organised an Inter-University AD MAD show. The event was judged by Dr Inderpreet Kaur and focused on selling products through advertisement.

A total of 20 students from various universities participated in the competition. In the contest, each participant was given 15 minutes to prepare advertisement pitch and 3-4 minutes to advertise his/her product. Team Five, who advertised instant noodles, bagged the first position while the Team Four, who advertised coaching institute, claimed the second spot.

Reporting: Palak and Anuwet, BA (JMC) 2nd sem

Twitter Story Competition

SJMC organizes Twitter Story Competition

23 February 2022, SJMC organised Twitter Story Competition in association with Media Verse Club under the guidance of Mr. Ritwik Ghosh, Assistant Professor, SJMC. The event was judged by Dr Shikha Sharma, Assistant Professor, NIFT, Shillong. The theme of the competition was "My Tweet of the Day". The students were
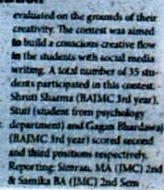
evaluated on the grounds of their creativity. The contest was aimed to build a conscious creative flow in the students with social media writing. A total number of 35 students participated in this contest. Shruti Sharma (BAJMC 3rd year), Stuti (student from psychology department) and Gagan Bhardawaj (BAJMC 3rd year) scored second and third positions respectively.

Reporting: Simran, MA (JMC) 2nd & Samika BA (JMC) 2nd Sem

Sudoku Competition

SBAS organizes Sudoku competition

23 February 2022, SBAS organised Sudoku competition with collaboration of Dr APJ Abdul Kalam science club. The competition was judged by Dr Neeraj Kumari, Dr Nidhi gaur, Dr Pooja Vats.

The completion was aimed to develop problem solving skills in the students and to encourage them to learn these skills.

A total number of 15 participants from various educational organisations participated. The event was

further divided into two rounds and only 3 participants qualified for second round. Anjali and Prachi won first prize, Upasana and Nisha claimed second and third position, respectively.

Reporting: Simran MA (JMC) 2nd Sem

DAY 4 OF VASANT VIBES

Recycle for Lifecycle- Low-Cost Teaching Aid Making Competition

SOED organises Recycle for Life Cycle- Low Cost Teaching Aid making Competition

SOED organised Recycle for Life Cycle- Low Cost Teaching Aid making Competition on 24 February 2022. The theme of the competition was "RECYCLE FOR LIFECYCLE".

The event coordinator said, "Some characteristics of a good teaching aid are it should be suitable for the teaching objectives , correlate with text material and class work , to simplify the learning process , be of appropriate size and attractive , provide language ex-

perience to improve communicative competence". Winners of the competition were declared by judging novelty of idea, technical accuracy and aesthetic presentation. First prize won by Bhavya Gupta, SGT university, second prize won by a team of 3 members Simran, Jaya , and Denise Kumari from KRMU and third prize claimed by Bhumika and Babita from Marwar Institute of Management.

Reporting: Himanshu & Keena BA (JMC) 2nd Sem.

Street Play Competition

SOLS organised Street Play Competition

24 February 2022, Street Play Competition was organised by SOLS. The event was offline and judged by Dr. Thomas,

Dr. Rajeev Ranjan and Dr. Dharamvir. Following the protocols of Corona, the event was conducted in open space. Two teams participated in the event Team A and Team B. Team A presented play on pseudo feminism whereas Team B presented on marital rape. Best actor award in the competition won by Ayush gupta and best actress award won by Arshiya.

Reporting: Bhawana Verma BA (JMC) 2nd Sem and Simran MA (JMC) 2nd Sem

SOED organises Cultural Mind-scape: Mandala Art competition

25 February 2022, a Cultural Mindscape: Mandala Art competition was organized by SOED, KRMU. The competition was judged by Dr Himani Singh, Dean, SOAD and Dr Pankaj Dhayal, Assistant professor, SOAD. It was coordinated by Dr. Anshul Saluja. The event was based on Creativity, Originality of work, Complexity and Neatness, and Overall impact. A Total number of 14 participants participated in the competition, out which 12 participants participated offline and 2 were online. The first prize won by Vaidehi Singh BA LLB(KRMU), second by Akanksha MA(KRMU) , and third position secured by Rifat Praveen (Bharitiyam college of education)
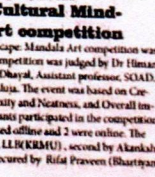
Haryana Idol- Singing Competition

SAMS organizes Haryana Idol-Singing Competition

24 February 2022, SAMS organized Haryana Idol- Singing Competition. The contest was judged by Gabir khera and Atur Garg. The competition was aimed to search young talented singers and help them to start their carrier. The students from different universities participated in the competition. The first prize of the contest won by Yash, second position secured by Deepak and third won by Pratham.

Reporting: Anoora & Devanshi BA (JMC) 2nd Sem

NEWSLETTER-2

KRMU times
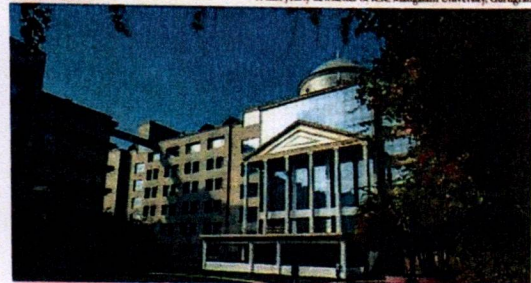
School of Humanities organizes Stress Management Workshop to conceptualize stress

21st March'22, KRMU: Most of the time, you have no influence over the environment, but you always have power over your own problems. As times change, everyone handles every problem on a worldwide level since it is challenging to manage demands on both the professional and social fronts.

The School of Humanities hosts a one-day workshop on "Stress Management" on March 21, 2022. The event started from 10:30 am to 1:30 pm which took place in Moot Court, A-Block, K R Mangalam University was in collaboration with the School of Basic & Applied Sciences, Chetna Society, and Dr. APJ Abdul Kalam Science Club.

The workshop began on time, as planned, with a welcome address and facilitation of eminent speaker Prof (Dr) N K Chadha, Former Head, Department of Psychology, University of Delhi, Chief Psychometrician & Director of Wellness Mandala's Advisory Board; Prof. (Dr.) Tania Gupta, Dean School of Humanities, and Dr. Meena Bhandari, Dean School of Basic and Applied Sciences.

The session began with Dr. Rachika Yadav, Associate Professor, School of Management & Commerce (SOMC) and In-charge Chetna Society, conducting a Heartfulness Meditation program. Meanwhile, Prof. Chadha helped students to comprehend the notion of

stress and explored numerous psychological, emotional, environmental, and physical impacts that arise from it in a student-centered approach.

The workshop grew more instructive and interesting as the speaker presented several case studies for examples. Participants' doubts and questions were answered at the end of the session.

Prof. (Dr.) Tania Gupta, Dean School of Humanities, Dean School of Education, and Dean of Student Welfare submitted a vote of thanks, and a token of gratitude was handed to the resource person by Prof. (Dr.) Chandra Shekhar Dubey, Hon'ble Vice-Chancellor, K.R. Mangalam University.

KR Mangalam University participates in National Service Scheme State Award ceremony

9th March 2022, Hisar: The National Service Scheme State Award event was remembered at Chaudhary Charan Singh University in Hisar on March 9, 2022. The University's Gandhi Auditorium served as the venue for the occasion.

The event was attended by few NSS volunteers as well as Dr. Chandra Mohan, NSS Coordinator, and Dr. Neeraj Kumari, NSS Program Officer. The chief guest of the ceremony was Haryana's Minister of Education, Shri Kanwar Pal Gujjar.

The celebration started with the lighting of the lamps and recitation of the NSS Lalahay-geet, which was followed by introductions of all the attendees for the day. Many well-known and respected represented figures attended the ceremony as guests, including Dr. Devender Singh Dahiya, Late Sarshi Phogat (Indian actress and politician), Dr. Devraj, Dr. Bhagat Singh (CCSU NSS officer), Dr. Ajeet Singh, and Prof. R. K. Kamboj (Dpt. Director). The visitors were provided a variety of desserts, edibles, and drinks.

People who demonstrated their commitment to the neighbourhood while remembering the NSS motto, Not Me But You, received trophies, diplomas, and thrilling monetary rewards.

Many meritorious NSS Coordinators received the NSS Coordinator Award for 2020-22, which included a monetary reward of INR 51K for Dr Dinesh Rana of Kurukshetra University, Shri Vijender of Kaithal, Dr Rajesh Garg of Yamuna Nagar, and many more. Sim-

ilarly, the Best NSS Volunteer Award for 2020-21 received a monetary prize of INR 21K. The programme was flawlessly executed thanks to the commitment and earnest efforts of the University's students, teachers, and staff.

On this momentous day, several additional dignitaries, notable mentors, guardians, and locals were cordially invited to participate. After the anthem ceremony, a group performance of traditional Haryana song and dance gave the audience a few peeks into our culture. The occasion was concluded by thanking the volunteers and the NSS Core Committee members for their ongoing support.

Cultural group performing Haryana traditional dance and songs.

KR Mangalam University step towards Beti Bachao Beti Padhao

March 7, 2022, Sohna: An event on "Beti Bachao Beti Padhao" was conducted by the NSS Club of KR Mangalam University on March 7, 2022 at Adarsh Public School, Garhi Bazidpur, Sohna in partnership with the Science Club, Chetna Society, SOED, SOHS, and SOMC.

Dr. Kuldeep Kataria, principal of Adarsh Public School, Ms. Anshuman Kalra, the founder of Women Health Expert and Biorefence, and Prachi Chauhan, a member of Selfie With a Daughter, gave opening remarks of the program's scheduled 12:00 p.m. start time.

The program's primary goal was to increase public awareness of the value of girls in society. It also aimed towards the prevention of female foeticide, cancer, and raising awareness of the damaging consequences it had

on society.

Agnivesh Tiwari and Sejal Lohiya, the event's hosts, talked about Avni Lekhra, an Indian paralympian and rifle shooter, throughout the event. She won a gold medal in 10m Air Rifle standing and a bronze medal in 50m rule three positions at the Tokyo 2020 Paralympics. Another inspiring woman- Bhawana Kanth, one of India's first female fighter pilots, served as their second example. Along with two other members of her cohort, Mohana Singh and Avani Chaturvedi, she was recognized as the first combat pilot.

Following this, K R Mangalam University students put on a Nukkar Natak to raise awareness of the value of girls in society. Students received awards from Ms. Anshuman Kalra and Ms. Prachi Chauhan for women's health and social roles.

They agreed that if girls survived, the planet would too, and so on. The program had more than 50 participants.

Sputnik, News Agency explains "Responsibility of Journalists" while covering Military Conflicts

10th March, KR Mangalam University: The Sputnik News Agency, Moscow, hosted an online session on "Responsibility of Journalism while Covering Military Conflicts" at the KR Mangalam University (KRMU) on March 10, 2022. The event was organized by School of Journalism and Mass Communication.

Mr. Anton Anisimov, Head, International Broadcasting, Sputnik News Agency, Moscow, Russia, led an hour long discussion against the backdrop of the ongoing conflict between Russia and Ukraine. Olga Dycheva, the head of Sputnik's India bureau, moderated the discussion while Dr. Sarita, assistant professor of School of Journalism and Mass Communication, served

as the session's coordinator.

In an engaging one and a half-hour session, Mr. Anton Anisimov discussed many crucial aspects as he shared his perspective on the war-torn Russia and Ukraine. He further explained how to comprehend the underpinning propaganda, cyberwar, and gatekeeping process by various stakeholders for their vested interests and motives beyond the ethics and responsibility of journalists and media professionals per se.

He stated, "We don't have any issues with Ukraine specifically; they are our brothers, and we are waging war against the Nazis exclusively in Ukraine and looking forward to an early peaceful conclusion." In this context, Ms. Olga brought
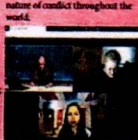
up the current discussion over the use of level language in an Indian TV programme on the Russia-Ukrainian War.

In the last session, the experts addressed a number of queries from the journalism and mass communication students about the shifting media landscape, ethics, and the nature of conflict throughout the world.

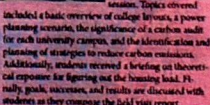## School of Engineering and Technology hosts two-day field trip on solar installation

22nd March, KR Mangalam University: School of Engineering and Technology organized two-day field trip to understand the rating of solar modules, installation capacities, installation angles, module directions, etc. were all explained to the pupils. Bird droppings, hot spots, and dust buildup on the panels were all addressed and witnessed. Students were shown the control panels on the rooftop of the C block, and discussion on control tactics ensued.

Different measuring tools, including a solar power meter, lux meter, radiation thermometer, and a data-logger for humidity and temperature sensing were demonstrated to the students during the evening session. Following an introduction to the equipment, pupils were led outside with a 40W solar panel. For the purpose of examining I-V characteristics and various temperature ranges, an experimental setup was created. Students collected the observations following their experiments.

The university's transformer room was the first stop on the second day of the excursion. The three-phase

transformer (delta- star), cabling, tap switching, and numerous safety mechanisms were all inspected by the pupils. Students were eager to learn about real-world topics. They expressed curiosity in the various pieces of machinery and opened the single-phase induction motor to learn more about the motor.

Students visited the DG set after learning information in the transformer room. During their two-day excursion, the students saw three different types of power sources in action, the grid, solar panels, and DG sets.

The entire project was outlined in points during the second day's evening session. Topics covered included a basic overview of college layouts, a power planning scenario, the significance of a carbon audit for each university campus, and the identification and planning of strategies to reduce carbon emissions. Additionally, students received a briefing on theoretical aspects for figuring out the housing load. Finally, goals, successes, and results are discussed with students as they compose the field visit report.

ADVERTISING PITCH

INTERNSHIP CERTIFICATE

APAC | CONNECTING
News Network | COMMUNICATING
| CHANGING

August 13th, 2021

Ms. Pravina Srivastava

RE: OFFER FOR INTERNSHIP

Dear Ms Pravina,

Following your application and subsequent interview, we are pleased to inform you that you have beenconsidered for internship in this company. You will be stationed at our **Noida office** with effect from **18th October 2021.**

You are required to report to the person in charge, Mr. Rajneesh De for orientation and subsequent placement on this day.

The terms of engagement are as follows:

1. Reporting Time: As required
2. Internship Allowance: INR 6000+ 2000 (Internet & Phone allowances)/- per month
3. Period of Engagement: 3 months

It is my hope and prayer that you will work to your level best to improve the efficiency andperformance of this company. Congratulations and best wishes.

Yours faithfully

APAC DIGITAL INNOVATION NEWS
NETWORK PVT. LTD.
GKArsra
AUTH. SIGNATORY

Gopi Krishna Arora
CEO & Co- Founder
APAC News Network

EXTRA CURRICULUM

Name	Translated Title	LIL URL	Subjects	Library	Hours	Description	er to which it is recor
Communicating during Times of Change	Communicating during Times of Change	https://www.linkedin.com/learning/paths/communicating-during-times-of-change	Communication and Management	Communication	09h 33m	Communication is essential during times of change. In this learning path, discover how and when to communicate during a crisis while managing your company's reputation and connecting with key stakeholders. Plus, learn communication foundations, such as effective listening and digital body language.	Semester I
Become a Digital Marketing Specialist	Become a Digital Marketing Specialist	https://www.linkedin.com/learning/paths/become-a-digital-marketing-specialist	New Media	New Media	21 h 4 m	Use your analytical and tactical skills to help grow and develop new opportunities for businesses as a digital marketing specialist. From marketing plans and content strategy to SEO and analytics, this path guides you through the best practices and principles of digital marketing.	Semester I
Master In-Demand Professional Soft Skills	Master In-Demand Professional Soft Skills	https://www.linkedin.com/learning/paths/master-in-demand-professional-soft-skills	Soft Skills	Soft Skills	9h 13m	What does every hiring manager look for in an employee? Set yourself apart from the pack by getting the essential soft skills--abilities that help people interact effectively with others--that employers value most, from communication fundamentals and being a team player to advancing your critical thinking skills.	Semester- I

JOB PROFILE LETTERS

iTV Networks NewsX is an English broadcast channel. I was working for the website and digital department. However, I was also moved to the output desk later where I took experience in ticker, copy writing, desk production and other broadcasting aspects.

Ms. Pravina Srivastava,

This is with reference to your Offer, wherein you have joined ANI on 23rd January, 2023 as an **Assistant Producer** and assigned to our **Podcast Team**. The fee towards the above would be 33,333/- Gross PM

Please note that the service is contingent to a three months probation in which period your services can be terminated without notice or assigning a reason. On completion of your probation, your performance will be assessed and you may or may not remain under probation until and unless you are confirmed in writing.

Your engagement with the company shall remain guided by the MOU mutually signed and agreed upon.

With best regards and warm wishes,

Kamya Pandey
Senior Manager - HR
Asian News International (ANI),
ANI Building,
Plot No.15, Sector-9 (Near Sangam Cinema)
R.K.Puram, New Delhi - 110022

Currently I am working with ANI (South -East Asia's leading News Agency) as an assistant producer of ANI Podcast with Smita Prakash where I my work focuses majorly on the production of the show and its editorial output, guest co-ordination and pre-production activities.