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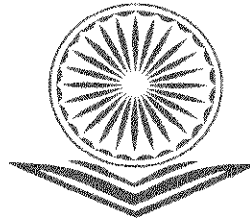
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Cell No. : 9579260877, 9822620877 Ph. No. : (0240) 2400877

E-mail : ajanta6060@gmail.com, www.ajantaprakashan.com

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1. A Review Paper on Significance of Analysis in Mass Media

**Dr. Amruta Pawar
Mishra Jaya**

Introduction

Mass media analysis is that the study of knowledge associated with any sort of mass communication. Mass media analysis is very important for businesses because it helps them decide that sorts and kinds of social media are most useful to use for business functions, likewise as considering public health considerations.

Significance of Analysis

Research is in a position to produce solutions to things that are unknown, bridge gaps in information and improve the manner that aid professionals work.

However, there's a trend late that seems to cut back analysis to publish for promotion. The follow of publish for promotion undermines the importance of analysis and ends up in shoddy analysis. It places the world at the mercy of publishers of analysis that may settle for solely articles they think about appropriate for his or her journals and reject those they regard not appropriate for his or her publications still the standard of such analysis papers. Again, it deviates from the spirit that au courant the tutorial apothegm, "publish or expire." it's vital to grasp the essence of analysis. Students World Health Organization write just for promotion aren't scientific researchers however mere authors.

Mass Media Analysis

Research is that the foundation of data for the aim of data and a vital supply for providing pointers or norms for finding totally different social, business, or governmental issues. it's a spread of formal coaching that permits North American nation to grasp the new developments in one's field in AN economical manner.

If you utilize social media, like Facebook, Instagram, and Twitter, log on or watch tv, you're concerned in mass media. And if you have ever same affirmative to a web prompt that asks if it's okay to gather your browsing history in order that they will higher adapt the ads to fit your desires, then you're actively collaborating in mass media analysis.

Mass Media analysis is that the study of knowledge associated with any sort of mass communication. Mass media includes older forms, like newspaper and radio however currently, additional encompasses TV and also the web, and even additional recently, social media. Newspapers and magazines are still thought-about mass media if they need a good enough reach, thus papers just like the NY Times and also the Wall Street Journal constitute that class.

Conclusion

Social media analysis will facilitate your business in an exceedingly variety of ways: from understanding and improve the perception of your whole on-line, understanding the marketplace for new product, comparison your presence to a challenger, or attracting new audiences through understanding the trends and discussions inside your class.

A thorough media analysis study helps you perceive however you'll frame news higher and build it additional accessible to your target market. It helps you with the analysis and composition of views, news, and data.

2. Significance of Research in Mass Media with Relevance to Digital Marketing

Dr. Amruta Pawar
Singh Gaurav

Abstract

Digital selling is that the selling of merchandise or services mistreatment digital Technologies, chiefly on the web, however conjointly as well as mobile phones, display Advertising, and the other digital medium. Since the Nineties and 2000s has modified the method brands and businesses use Technology for selling. As digital platforms square measure progressively incorporated into Marketing plans and standard of living, and as folks use digital devices rather than Visiting physical retailers, digital selling campaigns are getting a lot of Prevalent and economical.

This paper chiefly focuses on abstract understanding of digital selling, however digital selling helps today's business and a few Cases within the kind of examples.

Introduction

Digital selling encompasses all selling efforts that use associate device or web. Businesses leverage digital channels like search engines, social Media, email and their websites to attach with current and prospective Customers. This could even be referred as 'online marketing', 'internet marketing' or 'web marketing'. Digital selling is outlined by use of diverse digital techniques and channels to attach with customers wherever they pay a lot of their time: Online. From web site to business's on-line disapproval assets – digital advertising, Email selling, on-line brochures, and on the far side – there's spectrum of techniques falling beneath the umbrella of "digital selling.

Email Marketing: corporations use email selling as a Way of human action with their audiences. Email is often wont to promote content, discounts and events, as Well on direct folks toward the business's web site. The types of emails you would possibly send associate email Marketing campaign embody journal subscription Newsletters, Follow-up emails to web site guests United Nations agency Downloaded one thing, client welcome emails, Holiday promotions to loyalty program members, Tips Or similar series emails for client nurturing.

Inbound Marketing: arriving selling refers to the “full-funnel” approach to attracting, engaging, and Delighting customer’s mistreatment on-line content. You’ll use every digital selling plan of action listed higher than throughout an arriving selling strategy.

Online PR: on-line PR is follow of securing attained online coverage with digital publications, blogs, and other content-based websites. It’s a lot of like ancient PR, however within the on-line area. The channels you'll use to Maximize your PR efforts include: newsman stretch via Social media partaking on-line reviews of your company, Engaging comments on your personal web site or journal. IV. Digital selling – a lift to today’s businesses: Regardless of what your company sells, digital selling Still involves building out buyer’s personas to spot your Audience’s desires and making valuable on-line content.

Conclusion

The analysis and follow of digital selling is up with the advancement of technology. The advancement in technology fosters multifarious opportunities and at an equivalent time poses unexampled challenges for the marketers.

3. Study on the Importance of Research in Creative Advertising

**Dr. Amruta Pawar
Sinha Sneham**

Research skills are very important for several careers and industries. In artistic advertising, it's the distinction between giving correct market statistics, client insights, or knowing the most recent trends in technology. As aspiring professionals in our field, even students ought to have an interest enough within the varied areas of experience to invariably be up on the most recent developments. Once learning a way to conduct analysis within the FIU/MAS GSC MA- artistic Track, it's inevitable that bound topics would require deeper analysis.

While the program can teach you ways to try and do this, scan on to examine a number of the opposite ways that analysis plays a job in an exceedingly artistic advertising position. Our distinctive point is however the program not solely teaches these skills then again offers you the chance to own a finished portfolio through a premiere Ad college (Miami Ad School) to point out off once applying to the manpower.

How Advertising Analysis Effects Artistic Campaigns

Advertising analysis is required so as to work out the effectiveness of a campaign or industrial supported the feedback of a client. this sort of analysis is significant because it analyzes whether or not or not the ROI of an ad has been achieved, that is one in all the goals in advertising. Here ar many others:

- Generate creative thinking through grammatical methods.
- Position yourself as a reliable, data-backed supply of data.
- Determine future issues that a campaign would possibly face.
- Track and analyze your campaign's performance.
- Cut back failure once you've done nice analysis beforehand.
- Increase awareness and information regarding your target marketplace for branded campaigns.
- Analyze a dynamic market as consumer awareness is significant.

- Live final results to use as analysis for ensuing campaign.

Creative Analysis Strategies

As researchers, we have a tendency to all use technology that provides new opportunities. As a student, will|you'll|you'll be able to} learn the way can currently to use apps, knowledge visualizations, user-feedback, and campaign metrics to speak analysis. Some worry that technology can build their analysis practices obsolete, however this could not be a cause for worry, however instead and an opportunity to grow.

Conclusion

Mixed strategies are best in any case as subjects have dedicated books, journals, and magazines, even offered on-line. Students usually assume gathering knowledge needs each quantitative and qualitative strategy, however there are alternative choices want to inform identical piece of analysis via a multi-media presentation. This can be particularly very important to speak to purchasers the principle behind bound aims or goals at work.

4. Study on Mass Media Research in Today's Era

**Dr. Amruta Pawar
Mhatre Karan**

The mass media area unit heterogeneous media technologies that area unit meant to achieve massive audience by mass communication however technology varies supported the communication. Electronically info will be transmitted through broadcast media like, film, television, radio and recorded music. Newspaper, book, pamphlet or comics area unit physical objects and that they come back below medium. Below mass media speech and event organizing also will come back. web and mobile mass communication comes below digital media. web media provides services of mass media, like email, websites, blogs, and web primarily based radio and tv. Mass media targets terribly massive market like entire population of a rustic. Journal Article is typically referred to as a Scientific Article, a Peer-Reviewed Article, or a bookish analysis Article. Together, journal articles in an exceedingly specific field area unit typically spoken because the Literature. However, they'll even be Review Articles. These sorts of articles have totally different aims and necessities. Sometimes, a piece describes a brand new tool or methodology. As a result of articles in scientific journals area unit specific, meticulously cited and peer-reviewed, journal databases area unit the simplest place to appear for info on previous analysis on your species. While not a background within the field, journal articles could also be arduous to grasp - but, you are doing not ought to perceive a whole article to be ready to get valuable info from it.

Mass media plays a job in shaping people's preferences and shaping however they trust a scenario, incident, product, or idea. There area unit numerous psychological, physical, and social effects of mass media on individuals everywhere Bharat. jointly of the leading research companies worldwide, we tend to believe that what you see may be a reflection of either UN agency you're or who you may end up to be. So, there's a powerful ought to study the connection between mass media channels and their audiences and analyse however they impart with one another. This analysis study is termed media analysis. it's a handy tool to grasp however totally different types of mass media, like tv, cinema, newspapers, magazines, and radio, meet the requirements of individuals and entertain them.

Media analysis additionally includes learning the expansion of those channels and their achievements and categorizing individuals supported what reasonably content they need been

overwhelming. It involves many aspects, like the medium's nature, however it works and functions, technologies that create it what it's, similarities and variations between it and alternative media forms, services provided by it, its effectiveness, however it will be increased, and therefore the price related to it.

It is a market survey that permits you to judge information in associate unbiased manner. So, media analysis is thorough and useful in some ways once it involves understanding however your audience perceives your merchandise or services and what aspects of it they like and what elements of it they need higher. In fact, it's essential to manage and regulate media channels to subsume socio political or economic problems. moreover, since the choice method depends on the information you've, several survey corporations give media analysis services that area unit meant to be utilised within the long-standing time, therefore it's improbably helpful within the growth part because it additionally permits you to grasp a media agency's competitors.

It additionally causes you to gauge what quantity time somebody is disbursal on a selected media type and the way that media channel has effects on society. So, media analysis results play an enormous role in serving to numerous sorts of media forms with their vital selections. Moreover, there's associate increased demand for brand spanking new and clear info of late, as individuals long for transparency that has truly increased the importance of media analysis and created it fully necessary for each the general public and personal sectors.

Here area unit sure factors that mirror on the importance of media analysis in today's world:

1. Offers helpful info

As one of the leading research companies in Bharat, the US, the UK, and alternative elements of the planet, we tend to believe that media analysis helps you perceive and verify new trends and find valuable insights into the sector of mass media and communication, that more permits you to see however you'll be able to reach dead set a lot of individuals at intervals a brief span of your time.

2. Helps you Frame News Higher

A thorough media analysis study helps you perceive however you'll be able to frame news higher and create it a lot of accessible to your target market. It helps you with the analysis and composition of views, news, and data.

3. Makes your Story Higher and a Lot of Correct

Thorough media analysis additionally helps you produce a lot of correct and objectively apt stories. It's not possible to try and do therefore if your efforts aren't directed towards investigation every side of a story.

5. Journalism Media and the Need for Research

**Dr. Amruta Pawar
Pednekar Ashish**

Abstract

Journalism and Journalist Plays necessary role in Media Field. Media business is essentially an entire add of inventive individuals and their Creation. Thinking of inventive concepts and so writing it in newspaper or Speaking regarding the concept in tv or radio. Newspaper, television, and Radio plays an important Role in Covid nineteen pandemic as a result of the updates of Covid positive cases and additionally the negative is been given by Journalist and also the medium that they were informing United States Is On media. Introduction: The

Introduction

Journalism and media development was done before covid happens and This Helps United States heaps as a result of the updates of the positive cases and also the negative cases got by journalist victimisation Media as Tool. The technology has developed and become additional advanced when covid 19. Updates like Arogya Setu app was started by which each and every person ought to get to grasp United Nations agency is been infected by This virus and this App Helped heaps In 1st wave of covid. The virus Detection Machine was fictitious. The vaccine was created to cure this Virus. Additionally New technologies like AI (AI) also will drive bigger potency and Automation across several industries as well as commercial enterprise this year. however as AI moves out of R&D labs into real-life application, we will expect additional heated discussion regarding its impact on society – regarding the pace of amendment, regarding transparency and fairness. And also, more development is been done throughout Covid 19. Literature Review: Revenue diversification: e-commerce and live events The Covid shock has bolstered a read that the business must break Associate in Nursing unhealthy dependence on digital advertising, that is deuced amongst different things for encouraging clickbait, reducing quality, and making a poor user expertise. On the business aspect, publishers have struggled in the face of intense competition from platforms – with Google and Facebook taking the lion's share of growth. currently Amazon is stepping up its focus and is anticipated to account for quite 100% of the market next year, as several news publishers see very little or no growth in their on-

line advertising revenues. Many argue that property freelance media need a special approach supported by multiple revenue streams. Our survey reflects this shift, with respondents indicating additional attention on subscription and fewer stress on advertising since we have a tendency to last asked this question in 2018. It additionally shows however necessary diversification has become, with business publishers citing, on average, four totally different revenue streams as being necessary or important to them this year. In this analysis and literature review we have a tendency to get to grasp that however the industries area unit growing throughout Covid. Focalisation journalism on facts, clarification, and specialism One sudden by-product of the pandemic appears to own been a revived confidence amongst journalists regarding the worth of their product. Despite the grim economic outlook, confidence in individual corporations remains astonishingly sturdy (73%), whereas confidence in journalism additional wide has enlarged from forty sixth to fifty three, compared to last year's survey. this could be partially as a result of record audience figures throughout the coronavirus crisis have incontestable the worth that the general public still places on reliable information: One will decision it a renaissance of the news. Corona has affected everybody; therefore fact-based news represents a lifeline for the overwhelming majority of our audience.

Conclusion

From the higher than analysis review, it's been seen that the journalism media and technology is developed and updated throughout pandemic. Some technologies and a few corporations are folded however media business has started with boom. Journalism gets new journalist and by hiring new individuals the creativeness of the work additionally improved heaps. Technology is been up day by day month by month and year by year. i believe Covid 19 includes a massive role in developing new technologies that examples area unit given in introduction section. The survey additionally delineated the event.

6. Significance of Research in the Field of Media with Respect to Digital Strategies

**Dr. Amruta Pawar
Ansari Shaleha**

Abstract

All the social media platform like Whatsapp , Instagram, twitter, Snapchat, Koo etc therefore you become the a part of mass media analysis. mistreatment it and having an influence may be a obvious issue however obtaining a nasty influence is issue to induce concern for, therefore if you have got use your net and have given any permissions relating to something on web, therefore formally become the a part of mass media analysis. If you see youtube there conjointly generally there's survey quite a issue that helps them to induce the audience purpose of read on any subject INTRODUCTION There square measure several business which require the audience purpose of read on their product. so that they take facilitate of the many sites, and app to induce people's read. Therefore what they are doing is that they sometimes build a questionnaire of their product and build it an internet site and whereas browsing it mechanically pops up within the window of the audience so they will fill it and provides their read thereto. Generally they take the assistance of Youtube, Instagram, Or Whatsapp etc to induce audience response has many folks square measure active on Social Media. Nevertheless, media corporations have adopted a better-safe-than-sorry approach with heaps of their programing, primarily by limiting the number of violence represented in programs that do not make up the adults-only or adolescence-plus ratings. Thus, the aim of mass media analysis is principally for business functions and for public health reasons. Once used for business functions, mass media analysis is very important, because it helps businesses comprehend that kinds of advertising work. Businesses need to visualize a lot of sales, therefore mass media analysis for business focuses a lot of on conversions, the amount of individuals observation or reading a mass media type then turning into customers. this is often necessary, because the numbers found through mass media analysis helps the business decide whether or not a precise variety of advertising is financially worthwhile.

Literature Review

The agenda-setting operate of the mass media has evolved and continues to try and do therefore. Since the initial 1968 Chapel Hill study, the conception of agenda setting has become a lot of refined and complicated. The efficiency of agenda-setting influence is found to vary dramatically counting on sure contingent conditions of the receivers of that data and therefore the problems themselves. Yet, because the world continues turning to be a lot of complicated world village and audiences learn a lot of concerning the globe outside and type “pictures in their heads” concerning problems, the facility of the media to influence isn't to be underestimated. Besides the large variety of empirical case studies of foreign news in numerous countries that are ready throughout the recent decades, 2 studies have had outstanding implications for analysis. The supposed 'MacBride-Report ' of {UNESCO |United Nations Educational Scientific and Cultural Organization |UNESCO |United Nations agency| UN agency} in 1980 is an analytic likewise as programmatic assessment of knowledge flows, the system of international foreign news and therefore the international communication system.

Conclusion

As we have a tendency to all grasp mass media will have a positive and a negative impact on the minds of the individuals, particularly within the minds of the scholars. Therefore its our responsibility to use it showing wisdom during a wise manner. This result will return in short term instantly or within the future. Media and communication square measure capable of manufacturing smart and dangerous impact on men supported the message they're carrying and it is conjointly capable of forming and characterizing personalities.

7. Study on why Research is Important to Mass Media and its Various Forms

**Dr. Amruta Pawar
Duble Vaishnav**

Abstract

Mass Media plays a very important role in shaping and analysing the thought of the people in the society, There can be some psychological , physical and social effects in the minds of the people. So mass media research helps us to find all this in a form of data. As we all love to watch the shows which the specific person loves to watch, so this is a reflection of how you see the things and how you react to the things. So there are many mass media channels which the audience watches and reacts accordingly. Mass Media is a tool which understands how while seeing newspaper, television, listening radio, the audience get entertained.

Introduction

Mass media research helps you to get data in a very useful and unbiased manner so you can get a proper knowledge about your product that weather the product is working good or bad in the market. It helps you to get a idea of the product by the review or a view of the product given by the audience, what they like in the product and what they want, so that they can get a good product. Mass Media research also helps you to understand how much the audience is spending on the product. So mass media research plays a important role in helping various media firms. So in today's world it has become necessary to get a unbiased information about a product.

Literature Review

Mass media research gives us positive as well as negative information gained by the knowledge of the audience. It helps us in community development. It helps us in shaping the audience in uniform manner. According to Karl Eri Rosengarn the influence and impact of media on audience can happen slowly. It can also happen rapidly or to a certain amount of audience. Media is a tool that can stimulate and influence the attitudes and behaviors of individuals or communities that embrace all aspects of human life. It also plays a role in establishing a nation's identity and culture for its overall development. The internet is a thing that can influence or make them addicted to it many times. There are many sites related to pornographic content , terrorism

content it can have a bad influence to the mass audience so we have to use it wisely and handy at sometimes.

Conclusion

As we all know mass media can have a good and a bad impact on the minds of the people, especially in the minds of the school going students. So its our responsibility to use it wisely in a good manner. This effect can come in short term instantly or in the long term that happens slowly. Media and communication are capable of producing good and bad impact on human beings based on the message they are carrying and it is also capable of forming and characterizing personalities.

8. Need for Research in Various Forms of Mass Media

Dr. Amruta Pawar

Thomas Chris

Introduction

Mass media research is that the study of knowledge associated with any kind of mass communication. Mass media analysis is vital for businesses because it helps them decide that varieties and styles of social media area unit most useful to use for business functions, also as considering public health issues. If you utilize social media, like Facebook, Instagram, and Twitter, go on-line or watch TV, you're concerned in mass media. And if you have ever aforesaid affirmative to an online prompt that asks if it's okay to gather your browsing history in order that they will higher adapt the ads to fit your wants, then you're actively taking part in mass media analysis. Put simply, mass media analysis is that the study of knowledge associated with any style of mass communication. Mass media includes older forms, like newspaper and radio however currently, a lot of encompasses TV and also the Internet, and even a lot of recently, social media. Newspapers and magazines area unit still thought of mass media if they need a good enough reach, thus papers just like the big apple Times and also the Wall Street Journal constitute that class. Mass Media analysis Importance Why do folks need to check mass media? Well, there are a unit several inquiries to answer. Several businesses are attempting to focus on advertising; however some folks also are involved with the well-being of an awfully plugged-in society. Businesses study mass media to examine that style of mass media produces the bigger result for its advertisements. In distinction, from a public health position, studies are performed to examine what styles of effects depictions of violence will wear kids. Whereas the studies conducted do show correlations, the results haven't been per relevance their significance. Research isn't solely a method that's restricted to the sphere of science. It can, as well, cater to folks and students from inventive, historic or any different field wherever a private is willing to try to in depth study to induce relevant data.

Conclusion

Mass Media research is artistic, exploring or simply comforting in nature. Each person will some or the opposite analysis in our period needless to say. Analysis will have an effect on a subject matter each absolutely and negatively and may be constructive or damaging in nature. Some folks believe that analysis is generally damaging in nature.

9. Significance of Research in Mass Media in Animation

**Dr. Amruta Pawar
Dhiman Lavesh**

Animation is a method in which figures are manipulated to appear as moving images. In traditional animation, images are drawn or painted by hand on transparent celluloid sheets to be photographed and exhibited on film. Today, most animations are made with computer-generated imagery (CGI).

Computer animation can be very detailed 3D animation, while 2D computer animation (which may have the look of traditional animation) can be used for stylistic reasons, low bandwidth, or faster real-time renderings. Other common animation methods apply a stop motion technique to two and three-dimensional objects like paper cutouts, puppets, or clay figures.

An animated cartoon is an animated film, usually a short film aimed at children and featuring an exaggerated visual style. The style takes inspiration from comic strips, often featuring anthropomorphic animals, superheroes, or the adventures of child protagonists. Especially with animals that form a natural predator/prey relationship (e.g. cats and mice, coyotes and birds) the action often centers around violent pratfalls such as falls, collisions and explosions that would be lethal in real life.

Commonly, animators achieved the effect by a rapid succession of images that minimally differ from each other. The illusion—as in motion pictures in general—is thought to rely on the phi phenomenon and beta movement, but the exact causes are still uncertain. Analog mechanical animation media that rely on the rapid display of sequential images include the phénakisticope, zoetrope, flip book, praxinoscope, and film. Television and video are popular electronic animation media that originally were analog and now operate digitally. For display on computers, technology such as the animated GIF and Flash animation were developed.

In addition to short films, feature films, television series, animated GIFs, and other media dedicated to the display of moving images, animation is also prevalent in video games, motion graphics, user interfaces, and visual effects.

1. **Traditional / 2D Animation:** 2D animation probably doesn't need much of an explanation. It's used to create flat, 2D characters and environments. While this is one of the oldest animation styles, its flexibility makes it a prominent choice for a variety of applications, including cartoons, promotional videos, explainer videos, and more.

In traditional animation, each frame was meticulously hand drawn, which can be very time-consuming. Today, animators have access to digital tools and techniques that help to streamline the 2D animation process.

2. **3D Animation:** 3D animation was quite revolutionary when it was introduced. Not only has 3D animation allowed animators to create more immersive, realistic animated experiences, but 3D animation also has practical applications in industries like medicine and architecture.

3D animation is often used for full-length movies, interactive advertisements, commercials, and other marketing materials. However, for simple explainer videos and similar projects, 3D animation isn't always the best option as it can be much more time and labor-intensive

3. **Stop Motion Animation:** Originating over a century ago, stop motion is one of the oldest animation styles and can be seen in many classic animated movies.

To create stop motion productions, creators take pictures of still objects in a specific sequence and string these pictures together to create the illusion of movement. In addition to offering a unique aesthetic, stop motion is a fairly cost-efficient animation style due to a lack of need for expensive equipment and facilities.

4. **Rotoscope Animation:** Rotoscope animation involves taking live-action footage and tracing over it with a rotoscope tool—similar to traditional animation styles that involve tracing photographs onto glass panels.

Rotoscoping is often used in situations where it's necessary for the animated character to interact realistically with the environment. Rotoscope animation is typically cheaper than standard 3D animation and is great for commercials and films.

5. **Motion Capture:** Motion capture is a modern form of 3D animation that allows creators to create ultra-realistic animations based on live-action scenes. Motion capture is frequently used in the gaming industry to create realistic character animations and lifelike facial expressions.

The motion capture animation process involves dressing actors up in suits that track their movements and interactions so that they can be recreated with computer graphics.

6. **Typography Animation:** Typography animation is the practice of creating animated text. This animation style is often used in movies to create interesting title screens and credit segments.

Businesses can use typography animation to create explainer videos, interactive statistic models, interesting presentations, and employee training materials. This can also be one of the most affordable types of animation styles.

7. **Mechanical Animation:** Mechanical animation is used to break down the functions and configurations of mechanical products. It involves drawing and animating every detail and mechanism of a machine to create an informative visualization.

This animation style has practical applications in the engineering industry, as it can be used to make adjustments to products before development. Mechanical animation is also great for product demonstrations.

8. **Claymation:** Clay animation, or Claymation, is a type of stop motion animation that involves creating characters with clay and photographing their movements in sequences, just as you would with traditional stop motion animation.

Claymation has been most popularly used in classic children's movies like *Chicken Run*, as its unique, playful style is appealing to children. It can also be used to create unique shorts and commercials. Claymation is very time-consuming and is often best-suited for short projects.

9. **Cut-Out Animation:** Another form of stop motion animation, cut-out animation is probably most recognizable from the popular animated show, *South Park*. To create a cut-out animation production, creators utilize paper cutouts of characters that are superimposed on animated environments. While this animation style traditionally worked similar to shadow puppets, modern cut-out animation involves using scanned paper cutouts to streamline the process. Cut-out animation is ideal for cartoons, storytelling videos, and explainer videos.

10. Significance of Research in Mass Media w.r.t. Traditional Media

**Dr. Amruta Pawar
Poojary Shashank**

Abstract

Research is that the most vital and significant part of exploit information. teachers simply cannot stand and meet the aspirations of today's society while not analysis. traditionally too, analysis has been connected with human endeavour for the higher understanding of the setting. This has light-emitting diode the event and growth through totally different stages of history in each field. analysis is an important tool to collect facts, opinion and knowledge referring to a specified drawback, scenario or chance. Research in media focuses on the communication method and examines the relationships among the media organizations and therefore the target market. Media analysis focus is on the social and psychological aspects and effects of the various mass media. Its objective is to induce data referring to totally different mass media just like the quantity of your time folks pay on a specific medium, the consequences of assorted medium on the society, the content and presentation of data or the effectiveness of the programmes to the audience etc. Therefore, mass media have return to depend upon analysis results for all the foremost call they create. The enlarged demand for data has created a desire for analysis and researchers altogether the sectors each non-public and public.

Introduction

Research contains "creative work undertaken on a scientific basis so as to extend the stock of information, as well as information of humans, culture and society, and therefore the use of this stock of information to plan new applications." Research is really associate in Nursing act of finding out one thing rigorously and extensively so as to realize deep information within the same. For being productive, analysis ought to be systematic, arranged, summarized and recorded properly. analysis isn't solely a method that's restricted to the sector of science. It can, as well, cater to folks and students from creative, historic or the other field wherever a private is willing to try to intensive study to induce relevant data. Research provides you with all necessary data in field of your work, study or operation before you start engaged on it. as an example, most

corporations do analysis before starting a project so as to induce a basic plan regarding the items they'll ought to do for the project. If you employ social media like Facebook, Instagram, and Twitter, go surfing or watch tv you're concerned in mass media. And if you have ever aforementioned affirmative to a web prompt that asks if it's okay to gather your browsing history in order that they will higher adapt the ads to fit your wants, then you're actively taking part in mass media analysis. Simply, mass media analysis is that the study of data associated with any sort of mass communication. Mass media includes tv, internet, and social media. Newspapers and magazines also are thought-about mass media if they need a large enough reach. Importance of Mass Media analysis Media analysis is vital To study the viewership or to understand the TRP. It helps the advertising agencies or advertisers to understand the TRP and rating of programs that later boosts the sponsorship cycle Formative and summation assessment of assorted programs, movies, documentaries or ancient media helps the researchers and producers and promotes a far better understanding of the requirement of the market and therefore the audiences. It creates a bridge between the requirement and provide of content that is being provided. It is conjointly useful in quantifying the Impact of media on the audience or viewers It compares the previous media content with the running content to point out the applied math variations between the contents.

Conclusion

From the on top of analysis review, I feel that to conclude, the functions of mass media analysis and communications aren't solely relevant however extremely necessary. The functions ar being amplified thanks to the web and thus creating manner for progress and increasing their connectedness within the society is admittedly necessary to be updated and one step ahead perpetually in out mind.

11. Significance of Research in Film-Making

Dr. Amruta Pawar
Jain Arya

Abstract

Filmmaking analysis is an element of the broader practice analysis paradigm – referred to as practice-led, follow-based and artistic practice analysis – wherever films area unit created as analysis outputs in fiction, documentary and hybrid forms. Filmmaking researchers’ enquiries into production practices, techniques, modes and genres utilized in cinema, tv and on-line are with success conducted victimisation filmmaking as a primary analysis methodology. This paper sets bent on explores the approaches utilized in filmmaking analysis. The sample comes illustrate the variety of films as analysis outputs, wherever some area unit created as a way of exploring theoretical views, like “The state capital Line” (Maher 2011) and “Love within the Post” (Callaghan 2014). Introduction: Others were created as a part of larger knowledge base analysis comes, for instance, “Using Fort Scratchley” (Kerrigan 2008) saw communication and history lecturers work along. With the series “Reducing Bullying: Evidence-Based methods for Schools” (Wotherspoon 2006), social scientists and film production lecturers created a series of films wont to initiate schoolroom discussions around acceptable social behaviours. The common component within the sample comes is that filmmaking was used as an exploration methodology, albeit every project used a distinct methodology. By presenting the historical approaches to filmmaking from a qualitative paradigm and illustrating a spread of up to date analysis outputs generated through the inventive follow paradigms, this paper discusses the distinctive analysis insights that may be gained from the position of a filmmaking man of science. Discussing these views helps build discipline data regarding filmmaking follow as analysis and includes approaches that strengthen the insider’s perspective that a filmmaking man of science will take. Qualitative analysis regarding filmmaking: In the Eighties filmmaking began to be analysed victimisation qualitative research methods that needed “an extended and intensive amount of involvement in some social world” (Blaikie 2000, 242). Qualitative method approaches, like anthropology, were wont to examine the tv production of Doctor World Health Organization (Tulloch and Alvarado 1983) and Tulloch used what's currently a well-liked analysis methodology, referred to as participant observation, wherever “the man of science will become totally immersed within the

social actors' world with all the degree of non-public involvement that this entails" (Blaikie 2000, 242). Tulloch's analysis was originally designed to mark the twenty-year day of the Doctor World Health Organization series. The ensuing analysis may be a media studies text referred to as Doctor Who: The development Text (Tulloch and Alvarado, 1983), framed by theoretical trends of the time, it presents a semiotical, narrative, generic, institutional associated audience analysis of "Doctor Who" as an 'extensive' media text (Tulloch and Jenkins, 1995). Tulloch and Alvarado argue that Doctor World Health Organization is "a web site of intersection, a nexus wherever codes (implicit within the programme's determination as BBC tv establishment, as phantasy, as narrative, etc.) meet" (1983, 2). Thus, Tulloch and Alvarado illustrate "the object of study, Doctor Who, isn't cherished as a private possession, domesticated, favourite for the comforting store of intimate secrets it reveals to the aficionado. Rather, it's deconstructed, created to reveal its alternative secrets – the fabric practices and discourses that have determined its establishment and its unfolding" (1983, 2). Tulloch's analysis had 3 analysis methods: it combined matter analysis, in-depth interviews with the assembly crew and private observations and field notes supported his anthropology approach. Tulloch was granted time period to look at the recording of the assembly. Our own conversations with Tulloch unconcealed a BBC packaging staffer came back from leave and interrupted the BBC Gallery recording to own Tulloch far from set. It caused such a commotion that Peter Davison, taking part in the lead role of The Doctor at the time, aforementioned to Tulloch as he re-entered the Gallery, "John, what have you ever done! Altogether my years in TV, I actually have ne'er seen that happen before". What Davison meant was that senior government employees World Health Organization were outside of the assembly crew ne'er interrupted Doctor World Health Organization recordings. Tulloch's presence on the set was clearly seen as some style of intrusion or threat by those senior executives; however the character of the precise threat still remains unclear to Tulloch, even these days (personal communication). Along with his observations of the Doctor World Health Organization production, Tulloch conducted in-depth interviews with the shows' producers, directors, actors and writers as well as, Verity Lambert, Peter Davison, Graham Williams, Terrance Dicks, Saint Christopher Bailey, Barry Letts, Peter Grimwade, Phillip Hinchcliffe and Stephen Arnold Douglas Adams. Tulloch's relationship with the crew likely Drew him nearer to the activity of study. Some would possibly say it may have created him biased, others would argue that it helped him to raised perceive the globe of the TV professionals functioning on

Doctor World Health Organization. Such acceptance inside an exploration atmosphere is that the aim of any anthropology man of science. Supporters of those analysis ways and anthropology methodology would argue that as a man of science Tulloch was positioned thus intimately with, and showing emotion connected to, the social actors he was observant that he had a novel position to find another's culture, values of follow and worldview. Blaikie argues that once that happens the man of science becomes associate "insider" (2000, 242) as a result of the "conduct analysis from their read of what constitutes social reality" (2000, 251).

Conclusion

Historical and contemporary discussions about qualitative and creative practice methodologies and methods show where filmmaking research has come from, and the ways that it is now being researched. By grouping these nine, screen production examples around the four components of Smith and Dean's definition of practice-led research it is possible to illustrate that both countries have rich and complex research approaches where filmmaking is used as a research method. These examples illustrate the complexity and diversity of screen production research, which creates new knowledge about the filmmaker's perspective when that knowledge has been acquired through an insider's perspective.

As pointed out this insider's perspective can be more acute in some research projects, depending on the filmmaker's research enquiry and their film's narrative. Given the range and complexity of these sample projects, it might be more suitable for the discipline to consider adopting a common methodology, one that can be used across both qualitative and creative practice approaches and one where filmmaking and self-reflection are part of the methods. But for now, the samples cited here help build disciplinary rigour that strengthens the research perspectives for future filmmaker-researchers. This rigour is important as it contributes to more accurate knowledge and understanding of the filmmakers' research perspective.

12. Significance of Analysis in Mass Media in Advertising

**Dr. Amruta Pawar
Tambe Trishala**

Introduction

A thorough analysis study in media concerning any topic helps United States of America perceive the necessity of our audience and shoppers with this we have a tendency to ar ready to frame, higher news and build it additional accessible to our target market.

Why is Analysis in Advertising Important?

Advertising analysis may be a systematic method of promoting analysis conducted to boost the potency of advertising. The aim of advertising is to form awareness concerning brands, products, services and plan behind it and conjointly helps individuals comprehend the variability of product they'll use in their standard of living. essentially advertising is for all generation .i.e. from youngsters to older individuals. analysis comes into advertising in many points. It conjointly helps a vendor to see that phase of the market to focus on.

When advertising the main focus is on one product or a service so, advertising set up for one product is completely different in comparison to a different product's set up.

There ar Four Styles of Advertising Research

- Product attractiveness analysis
- Advertising Message (Copy Testing) analysis
- Advertising Media choice analysis
- Advertising Effectiveness analysis

Product Attractiveness Research

The perspective of the target cluster towards a selected product or complete is of importance to check the buyer behaviour. This altitude is understood because the product attractiveness. Generally, there's a stability of a group of altitude towards salient options of a product.

Advertising Message (Copy Testing) Analysis

Copy testing may be a sort of research employed by advertisers to gauge the effectiveness of associate before business that ad for consumption by the general public. historically, copy

testing involves the presentation of the ad to a little client audience in an exceedingly context that encourages constructive feedback.

Advertising Media Choice Research

Advertising media choice is that the method of selecting the foremost economical media for associate drive. to gauge media potency, planners contemplate a variety of things including: the specified coverage and variety of exposures in an exceedingly target audience; the relative price of the media advertising and therefore the media atmosphere.

Advertising Effectiveness Research

Advertising effectiveness refers to associate analysis of the extent to that a particular promotional material or drive meets the objectives specific by the shopper. there's a good style of approaches to analysis, as well as complete preference measures, inquiry check, recall tests, and market tests.

Essentials of Advertising Research

Research equipment: This involves a field analysis wherever you withdraw and interview individuals. This conjointly involves a talented investigator and a pc alongside newspaper and magazines with relevant material to the given topic.

Media research: to see, that media is simplest promotional material vehicle. It helps to succeed in the potential customers in an exceedingly short amount of your time with low price.

Marketing Trends: Knowing what's trending within the market helps the advertisers recognize what the shoppers are shopping for and what specifically is special in it. With this data the makers modify their product and set worth consequently.

Target audience: For any advertising analysis it's necessary to grasp the target market and geographical location.

Conclusion

Advertising analysis in media helps developers produce , artistic styles and it conjointly helps in creating a well outlined strategy to develop the business and stay prime throughout competitions. It's perpetually useful to grasp your competitor's name and credit in market so as to develop an immaculate strategy. It conjointly helps United States of America to grasp that geographical location is best for the merchandise launch and what would be the proper time to launch it.

Research helps United States of America determine potential issues. It conjointly helps United States of America analyse the performance of the merchandise within the market and minimize its failure.

13. Significance of Research in Mass Media with Reference to Social Networking

**Dr. Amruta Pawar
Singh Babli**

At least four major events or social forces have inspired the expansion of mass media analysis. The primary was war I that prompted a requirement to grasp the character of information. Researchers acting from a stimulus-response purpose of read tried to uncover the consequences of the media on folks (Lass well, 1927). The media at that point were thought to exert a robust influence over their audiences, and several other assumptions were created concerning what the media may and will not do. One theory of mass media, later named the needle model of communication, advised that mass communicators want solely “shoot” messages at AN audience and people messages would manufacture preplanner and al- most universal effects. The assumption then was that everyone folks behave in similar ways in which once they encounter media messages. we all know currently that individual variations among folks rule out this to a fault simple read. As DeFleur and Ball-Rokeach (1989) note

These assumptions might not are expressly developed at the time, however they were drawn from fairly elaborate theories of attribute, additionally because the nature of the social order. It had been these theories that target-hunting the thinking of this World Health Organization saw the media as powerful.

A second contributor to the event of mass media analysis was the belief by advertisers within the Fifties and Sixties that analysis knowledge area unit helpful in developing ways in which to influence potential customers to shop for merchandise and services. Consequently, advertisers inspired studies of message effectiveness, audience demographics and size, placement of advertising to attain the very best level of exposure (efficiency), frequency of advertising necessary to influence potential customers, and choice of the medium that offered the simplest probability of reaching the target market.

A third contributively social force was the increasing interest of voters within the effects of the media on the general public, particularly on youngsters. The direct result was AN interest in analysis associated with violence and sexual content in TV programs and in commercials ventilated throughout children’s programs. Researchers have expanded their focus to incorporate

the positive (pro-social) additionally because the negative (antisocial) effects of tv. Investigation violence on TV remains a crucial endeavour, and new analysis is printed each year.

The competition among the media for audiences and advertising greenbacks continues to achieve new levels of complexness. The media “survival kit” nowadays includes info concerning consumers’ dynamic values and tastes, shifts in demographic patterns, and developing trends in lifestyles. Audience fragmentation will increase the requirement for trend studies (fads, new behaviour patterns), image studies (people’s perceptions of the media and their environment), and segmentation studies (explanations of behaviour by varieties or teams of people). Giant analysis organizations, consultants, and media homeowners and operators conduct analysis that was antecedent thought of the only property of the promoting, psychology, and social science disciplines. With the appearance of exaggerated competition and audience fragmentation media managers a lot of times use promoting ways in a trial to get their position within the marketplace. Once this position is known, the medium is prepacked as AN “image” instead of a product. (Similarly, the producers of commodity like soap and dentifrice try and sell the “image” of those merchandise as a result of the merchandise themselves area unit similar, if not constant, from company to company.)

Much of the media analysis before the first Sixties originated in psychological science and social science departments at schools and universities. Researchers with backgrounds within the media were rare as a result of the mass media were young. However this example has modified. Media departments in schools and universities grew speedily within the Sixties, and media researchers entered the scene. Nowadays mass media analysers dominate the mass media research field, and currently the trend is to encourage cross-disciplinary studies within which media researchers invite participation from sociologists, psychologists, and political scientists. Owing to the generality of the media, researchers from all area units of science are currently actively concerned in making an attempt to answer media-related queries.

Conclusion

From the higher than analysis review .I feel trendy mass media analysis includes a range of psychological and social science investigations, like physiological and emotional responses to TV programs, commercials, or music vie on radio stations. additionally, laptop modelling and different refined laptop analyses area unit currently commonplace in media analysis to see such things because the potential success of tv programs (network or syndicated). Once thought of eccentric by some, mass media analysis is currently a legitimate and prestigious field.

14. Need for Research in Today's Era of Mass Media

**Dr. Amruta Pawar
Khan Sakina**

Introduction

Research provides you with all necessary data in field of your work, study or operation before you start engaged on it. as an example, most firms do analysis before starting a project so as to urge a basic plan regarding the items they'll have to be compelled to do for the project. Analysis additionally helps them get familiar with the processes and resources concerned and reception from the market. This data helps within the palmy outcome of the project in mass media.

A broad definition of analysis is given by Godwin Colibao – “In the broadest sense of the word, the definition of analysis includes any gathering of information, data and facts for the advancement of data.”

Another definition of analysis is given by John W. Creswell United Nations agency states that – “Research could be a method of steps wont to collect and analyse data to extend our understanding of a subject or issue”. It consists of 3 steps: create a matter, collect information to answer the question, and gift a solution to the question.

Research in Mass Communication and Journalism forms a core side in higher cognitive process, expressing and analysing of reports, views and knowledge. Media could be a terribly sensitive space because it is connected to the lots thus care ought to be taken within the delivery of the message to the lots.

Accuracy and judgement is should in news reportage. A story must always be researched before business enterprise or airing on TV. In Broadcast Media completely different programs square measure made to run twenty four hours news channels for that knowing audience behaviour. Audience activity analysis will provide an inspiration to a research worker. a decent program is usually a well-researched program.

Media professional will do their job additional effectively if they get to understand regarding the audience which may facilitate them in designing and death penalty programs. Media analysis is additionally employed in conducting surveys, vox populi polls, advertising and promotional material campaigns that helps in providing perspective to a report.

Conclusion

Increased competition among the media for advertising greenbacks was a fourth contributor to the expansion of analysis. Most media manager's area unit currently refined ANd use managers area unit currently refined and use and an increasing dependency on knowledge to support the selections they create. Even program producers ask for relevant analysis knowledge, a task typically allotted to the artistic facet of program development. Additionally, the mass media currently specialise in audience fragmentation, which implies that the mass of individuals is split into tiny teams, or niches (technically said because the "demassification" of the mass media). Researchers want info concerning these smaller teams of individuals.

15. Importance of Research in Photography

Dr. Amruta Pawar
Sawant Omkar

Abstract

Photography is the art, application, and practice of creating durable images by recording light, either electronically by means of an image sensor, or chemically by means of a light-sensitive material such as photographic film. It is employed in many fields of science, manufacturing (e.g., photolithography), and business, as well as its more direct uses for art, film and video production, recreational purposes, hobby, and mass communication. Typically, a lens is used to focus the light reflected or emitted from objects into a real image on the light-sensitive surface inside a camera during a timed exposure. With an electronic image sensor, this produces an electrical charge at each pixel, which is electronically processed and stored in a digital image file for subsequent display or processing. The result with photographic emulsion is an invisible latent image, which is later chemically "developed" into a visible image, either negative or positive, depending on the purpose of the photographic material and the method of processing. A negative image on film is traditionally used to photographically create a positive image on a paper base, known as a print, either by using an enlarger or by contact printing.

Introduction

Research and exploration are vital elements of the photographer's practice; together they form part of the process of making photographic projects. Photographers can carry out their research in many different ways, but essentially, a body of photographic work is developed through knowledge gained in exploring the medium: investigating histories and theories of photography, observing the world, reading and listening, taking part in debate, critical reflection and numerous other activities. So, not only do we need to take photos, but we need to investigate them, our inspiration, and the entire world around us to further discover photographic and design opportunities. It's what we find "behind the image" that matters just as much.

Here are some advantages of photography, photography affords immortality, photography documents your journey, photography is an wonderful stress reliever, photography inspires your imagination, photography as an career is possible for anyone with a true passion for it, photography is a wonderful, safe and natural self-esteem booster, photography brings you

closer to your natural spirituality, photography let you see things that you may never notice otherwise.

Here are some disadvantages of photography, good cameras and gear don't come cheap, loneliness, no guaranteed income, you have to do everything, etc.

These are the types of Photography, fashion, street, food, architectural, wildlife, photojournalism, sports, documentary, astrophotography, fine art photography, travel, abstract, long exposure, time-lapse, commercial, panoramic etc.

Conclusion

Photography might seem easy to some people but there is a lot to it. One thing that shouldn't be forgotten is light exposure; make sure it's the perfect combination of light and dark.

If someone were to choose what the most important thing in photography they would say light exposure. It's a given idea; if you don't have good lighting in your photo then it isn't a quality photo. Light can give that dreamlike, golden look, and if you get the sun and focus the right way you can get the bokeh effect, which plenty of photographers enjoy.

16. Importance of Research in Journalism

Joshi Duheeta

Tewary Jaya

Abstract

Research is that the vital and significant part of gaining information. After we point out analysis in Journalism or Media, it in the main focuses on the method of communication and it additionally examines the link among the target market and media. It focuses on the social and psychological aspects and effects of various mass media. Its main objective is to urge data referring to completely different mass media. It becomes important for mass media to rely upon analysis results for all the key choices. Analysis not solely bring judgement and accuracy, however additionally provides helpful data within the field of mass media and communication and particularly in Journalism.

Introduction

Media has not solely influenced the thinking, opinion and perception of human society, it is additionally thought of jointly of the very important establishments in democratic structures. Media performs the functions of watchdog. Journalists are individuals with impeccable good judgment. They are trained to search out the reality behind what is being delineate. Good judgment typically leads them within the right direction, they additionally want correct and objective facts to grasp and invite problems that are sensitive and of utmost importance.

In this paper, we tend to point out the Importance of analysis in Journalism.

Literature Review

In his Article, Amber guard talks concerning the importance of analysis in Journalism. He raises a really easy nonetheless a very important question that {pretty much just concerning} has to be addressed; Why will a journalist care about research? He mentions that in skilled world, journalism that makes a distinction or makes an impression is measured by actual impact-by the individual's captive WHO are freed, by the criminals WHO are captive, by new policies or laws that save lives. 3 main journals boast the word "journalism" in their titles. Media provides U.S.A. an image of the planet. Media sorts result messages. However, it's all completely different currently within the digital age.

In his article, Fakhar Naveed mentions however necessary is that the presence of analysis in Journalism. analysis provides you with all necessary data in field of your work, study or operation before you start acting on it. as an example, most firms do analysis before starting a project so as to urge a basic plan concerning the items they are going to have to be compelled to do for the project. analysis additionally helps them get at home with the processes and resources concerned and reception from the market. This data helps within the self-made outcome of the project. He additionally mentions solely through analysis will new inventions and discoveries inherit life. It was C.V Raman's analysis that prompted invention of radio communication. Imagine however you would have communicated had Graham Bell not commence with the primary ever sensible telephone! Forget telephones, what would have happened if Martin Cooper failed to gift the planet the idea of mobile phones! habitual as we tend to are to mobile phones, we want to grasp that everyone the luxuries and therefore the amenities that are currently accessible to U.S.A. are the results of analysis done by somebody. And with the planet facing additional and crisis day by day, we want researchers to search out new solutions to tackle them.

Conclusion

Accuracy is incredibly necessary in mass media. analysis in journalism forms the core facet in deciding. To sum up, as a mass media student, I feel analysis plays a really necessary role in journalism, as a result of it is the responsibility of Journalists to form positive that correct data is being passed on to the audience. analysis provides clarity to a journalist or for that matter any mass media student on what their audience really desires or what they expect from a journalist.

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17. Importance of Research in Television Industry

Joshi Duheeta

Tewary Jaya

Abstract

Research is an important tool for gathering facts, ideas and information about a particular problem, situation or opportunity. Research in the media focuses on the communication process and explores the relationships between media organizations and target audiences. Media research focuses on social and psychological factors and the effects of different media. Its purpose is to obtain information about various media outlets such as the amount of time people spend in a particular area, the effects of various social media, content and presentation of information or the effectiveness of audience programs etc. Media outlets rely on research findings on all major decisions they make. The growing demand for information has created a need for research by researchers in both the private and public sectors. Media production research investigates how organizations and adults in our media content work.

Introduction

Much of the public information about how the media is made, comes from the information that media readers publish on their own. Knowing what the audience wants is very important because the television industry is one of the many entertainment industries in the world. In this paper, we discuss the Importance of Research in the Television Industry.

Literature Review

In his article by Jostein Gripsrud, Research on Television Production is based on the study of political law, ownership, and other economic aspects of the television industry, through the study of production processes in broadcast media and private production companies. 'author' in the context of integrated production processes on television.

In another Craig Arnott article, audiences are an important element of pre-production research that you never know who your production is aimed at. This can be a difficult question as the audience can be divided into many different pieces. Age, social class, nationality, religion, gender, sexual orientation and geodemographic can influence who will watch a movie or TV program. An important factor as we will determine who can see the film. For example, in the United Kingdom all movies shown on DVD and available on DVD / Blu-Ray are graded by the

British Board of Films. The social class can make you wonder how we can play to someone who sees a film but it is not too difficult to understand. The public sector plays directly on marketing. It is clear to see that the research process of any production is a huge effort in itself before the recording begins. However, all is well for the successful production over failure. If the research team performs its duties properly, it can effectively provide green printing to the entire production team through its production. It will show a lot of things that if left unchecked will damage the final result.

Conclusion

As a media reader, I feel that research is very important to keep in mind what my audience wants and expects from me. To be sure, the audience feels satisfied, research plays a very important role. Media Research finds trends and releases useful information in the field of communications and communications. It helps to make decisions about the structure and analysis of stories, ideas and information.

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18. The Importance of Research in Creative Advertising

Joshi Duheeta
Ziman Aditi

Introduction

Advertising research is a detailed study of a particular topic, leading to a successful and successful campaign. Advertising research also determines the success of an advertising campaign by measuring the impact on its audience. The purpose of advertising research is to establish a product image or to develop one. Research also helps to achieve a creative vision. A clever advertisement is one that engages the target audience. Also helpful in developing the art of advertising is advertising research that takes place before its creation. Before entering the market, the idea may go through a series of developments until you are ready for the market.

Why is Advertising Research Important?

One has to do a thorough advertising research as it helps

- Creating creative ability: when all information is accessible, a well-designed strategy can be designed to improve the organization continuously.
- Improving your position in the industry: Advertising research enables the company to find the right time and ways to present its products.
- Rate your image: Advertising research allows comparisons between organizations. So it helps a company to know its place in the market compared to others.
- Predicts potential problems: Advertising research predicts future problems the organization may face.
- Monitors progress: Analyzes your organization's performance.
- Less chances of failure: There is a lower risk of failure if the advertising research is doing well.
- Scope of advertising research
- Increasing awareness: Advertising research raises awareness about the market, which helps to build a product campaign.

- Analyzing market changes: Knowing your customer is very important in any business. The customer attitude can change with changing market conditions. Advertising research analyzes these changing attitudes of your customers.
- Public Response: Advertising research records the response of your audience.
- Results: The final campaigns are based on research findings.

Types of Advertising Research

Pre-advertising advertising research is done to test ads before the launch of an advertising campaign. Pre-test research is an important part of marketing research, as it determines the key points on which a product will be built. It includes consumer preferences, social surveys, and targeted audience reactions to the product. Another is post-test advertising research, conducted after the launch of an advertising campaign. They got a response to the campaign they started. This helps the company to know how effective an advertising campaign is.

Pre-test Research

The whole process starts with a vision. Transforming an idea into a reality is not an easy task. It involves many dangers. The more complex the concept, the more dangerous it becomes. 65% of ideas and campaigns fail due to technical problems. You need to make sure your idea should take a different route to reach the same destination, namely the target audience. The pre-test phase of advertising research is helpful in this regard. The pre-test section includes a detailed survey of your intended audience and product. This section will determine whether the comment will be accepted or rejected. As pre-test research is more focused on targeted audiences, it will help the agency find out what the public wants and work effectively. Pre-testing provides one last chance to test whether the original idea is still emerging, and whether that ad is relevant to the intended audience. This helps the agency to develop their campaigns before embarking on a boring production program. Once the items are approved, the campaign can be conducted in various forums.

Previous Testing Includes Three Test Modes, Namely

Conceptual testing: This route is a major part of the creative process. This includes efficiency and the concept of basic communication.

Theme testing: An advertising campaign is based on a topic, which may revolve around various themes.

Copy research: After much brainstorming, ideas are written down and transformed into a clean and accurate copy.

Post-test Research

Communication is a two-way process. The communication process is terminated only when feedback is received. With the launch of the advertising campaign, one-way communication is initiated. However, in order to complete the whole process, it is important to get the answer. And for the answer, a tutorial is followed after the ad is introduced. It will measure the outcome of an agency-sponsored campaign. Product campaign effectiveness is tested in a post-test study. Research is conducted to determine whether the ad was successful in creating or increasing awareness about the client's product or service. Ultimately, it is up to you to decide whether the ad is able to influence customers. Post-test marketing research helps monitor product performance, which includes awareness, product usage preferences and attitudes. Post-test research involves a follow-up process.

Tracking can be Done in Many ways, Namely

Question & Answer Coupon: These tests are done locally. Consumers are sent a brand-related inquiry form, which they are asked to fill out. Responses describe the performance of product ads.

Separate Testing: This enables comparative testing between two or more ads in the same area, and publishing, where each ad reaches a comparable audience group.

Remember Experiments: Respondents are asked to respond to what they have seen, heard or read about the brands, without allowing them to view or listen to those ads while replying.

Sales Test Method: This is a specific way in which product performance can be determined. This is done by directly measuring the sales of the product.

19. Importance of Research in Filmmaking

Joshi Duheeta
Pandya Raj

Introduction

This issue asks for an understanding of the performing arts in screen production research within the framework of a wide range of activities that include the production and distribution of feature film in documentaries and film and audio-visual genres. Screen production research here also includes research into the education of future film and television professionals. The term 'screen' has become popular in Australia in the film and television industries, adopted since 2004 with the establishment of the Australian Screen Production, Education and Research Association (ASPERA) and the creation of Screen Australia in 2008. In the United Kingdom, the metaphor for 'film making' is widely used. This special issue of Film Production and Screen Production Research is a joint project between ASPERA and the Filmmaking Research Network (FRN), sponsored by the UK Arts and Humanities Research Council. Filmmaking and Screen Production is an anthology that highlights the ongoing work of FRN and ASPERA, presented here as peer-reviewed research papers and reports, each of the investigative issues being the core of the work of both organizations.

ASPERA has been working with teachers and researchers to compile screen-generating research especially over the past five years in Australia. The ASPERA community has produced more than 50 traditional results since 2014 that have contributed significantly to new knowledge in the field. In addition, ASPERA's 2017 report on Screen Production Research: ASPERA Scoping Project captures disciplinary challenges regarding design research and reporting in the Australian educational environment. It seeks to help researchers and study administrators understand how screen production results can be tested, and later seen as research results. The report highlights the findings that the areas of creative research vary widely between institutions and the results of this research approach vary widely across sectors. The report also discusses the extent to which these differences affect the screening process of researchers. A few have changed their research methods, while others have found ways to comply with national requirements yet still work on creative practice projects that may not be clearly defined within the 'research' boundaries set by their institution.

The second ASPERA report was released in June 2018. The Measuring Excellence in Screen Production Research report states that ASPERA as the highest authority recognizes and measures research quality in screen production. It provides guidelines and guidelines to assist screen-setting researchers working in screen production and those conducting the study, and aims to determine the effectiveness standards in the Australian research field. It is intended to promote dialogue and debate, anticipation of responses that are responsive to the research community and conditions for research and emerging industries. These reports are available on the ASPERA website (www.aspera.org.au/research/research-resources/).

As a follow-up to the two reports, this special issue presents the research report of Craig Batty, Bettina Frankham, and Marsha Berry of ASPERA's Research Sub-committee entitled Exploring a new era of screen production research: Laying the foundations for involvement and impact, focusing on engagement and impact as objects increasingly visible and limited research. A peer-reviewed report on coping strategies is discussed at ASPERA's Screen Production Research Engagement and Impact Symposium, held at the University of Technology Sydney in November 2017. The report investigates how screen production researchers can respond to Australian Research Council's focus on it. to measure research in terms of how it engages with society as a whole (including industry, government and society) and the impact that research has on the economy, society and the environment. This detailed report contributes significantly to ongoing discussions that include creative issues such as research and ways to assess its value in the field.

Researchers Simon Weaving, Sandra Pelzer and Marc Adam shed light on creating an impact on the artistic value of cinematic times in a new cinematic screening study in the Cinematic Moment: to improve audience surveys. Their paper introduces a new theoretical framework that supports advanced filmmaking testing techniques. The framework of cinematic times is formed from intelligent decision-making processes surrounding the integration of interviews to have a significant impact on the audience. The study uses sequential order and recall of emotional values assessed in experimental studies conducted at the University of Newcastle, Australia, based on a 25-minute narrative film.

Research based on creative film decision-making processes is emphasized in a paper by Patrick Kelly in his PhD dissertation, Deconstructing the Detour: A Meld of Theory and Filmic Practice to Generate New Knowledge, in which traditional media technology is used. a feature-

length modern film *Detour Off the Superhighway* (2013). Using photographic imagery, Kelly uses autoethnographic methods to test the effects of offline communication in the modern world. Surprisingly, the findings are not based on technology but on various aspects that improve media knowledge and how this applies to the individual.

Nick Cope and Tim Howle argue for a method-led research approach in describing their long-term collaboration as a filmmaker and artist in *Electroacoustic Moviemaking: a creative story study that practices collaborative research*. Working together since 2002, the two are exploring the theme of a project that explores how to work together.

20. Significance of Entertainment and Media Market Research

Joshi Duheeta
Rathod Mahek

Introduction

The entertainment and media industries are changing rapidly. With the growth of digital media, social media, streaming content, and changing customer preferences, the need to understand the edge is profound.

Entertainment and News Market Research provides insight into online behavior, content preferences and television habits.

One of the biggest challenges is how to make money through the use of digital media.

We work with clients to address their strategies and needs.

- Broadcast media
- Social Media
- Television broadcasts
- Advertising testing
- Online consumer behavior
- Millennium Market Research
- Music Streaming Services
- Website usability testing
- Decision maker research

The Rise of Global Media

Historically, the U.S. it was the largest market for entertainment-related business. However, China closes the gap quickly. It has become important to understand the industry from a global perspective. SIS international research has helped many entertainment and news companies in determining international market trends and closing cultural gaps that may hinder global marketing efforts. Our clients include radio stations, non-digital media stations, cartoons, major film companies, television networks, media services, music companies, media distributors, and many more.

Digital Media and Online Streaming are also growing rapidly. We work with digital media companies, and provide Market Opportunities, Competitive Analysis, Practical Research and Innovation Product Research.

Market Research Methods

In-depth consumer surveys and interviews with prominent thought leaders provide insight and data that are not otherwise available. SIS market intelligence research reveals important information that gives our customers a competitive edge in the market. We run Focus Groups, online quantitative surveys, planning courses, telephone interviews, and customer acquisitions to help our customers better understand the concept of consumers they want to reach in the markets they want to capture the most. Let us put our 35-year experience of media market research to work for you.

Research is a very important and important part of gaining knowledge. Scholars cannot simply stand and meet the aspirations of modern society without research. Historically, research has been linked to the human effort to better understand the environment. This has led to the development and growth of various stages of history in all sectors. Research is an important tool for gathering facts, ideas and information about a particular problem, situation or opportunity.

Research in the media focuses on the communication process and explores the relationships between media organizations and target audiences. Media research focuses on social and psychological factors and the effects of different media. Its purpose is to obtain information about various media outlets such as the amount of time people spend in a particular area, the effects of various social media, content and presentation of information or the effectiveness of audience programs etc. Media outlets rely on research findings on all major decisions they make. The growing demand for information has created a need for research by researchers in both the private and public sectors.

Significance of the Subject

Media Research finds trends and releases useful information in the field of communications and communications

Media research helps to make decisions about the structure and analysis of stories, ideas and information

Research brings purpose and accuracy to news reporting. The good news is always the result of research and investigation.

News Research is also used in conducting surveys, public opinion polls, advertising and social media campaigns.

Conclusion

Research is an important part of any industry and especially the entertainment industry which is a very lucrative business. It engages the audience to a great extent so what engages in research is one of the great things in Entertainment and Media Market.

21. Importance of Research to Understand your Target Audience

Joshi Duheeta
Rege Omkar

Introduction

Research involves gaining information about demographics and buyers so that the company can better market and, as a result, thrive in the markets. Market research is an important part of any business strategy, whether B2B or B2C, large or small, new or established. It equips businesses with the information they need to make informed data decisions that move them forward rather than backward.

Many businesses understand what market research is and see its value in general, but may not realize how important it is to the success of their business.

Businesses can use research to better understand their customers' needs, needs, preferences, beliefs, and behaviors. Only then can a company determine if its products and services are suitable for those needs.

Once you get a better understanding of your customers, you can learn what they think. You find out what customers value, how they buy, and what they think of your competition. Once you understand your customers' behavior and preferences better, you can tailor your offer and marketing to better suit their needs. This is important in developing a marketing strategy that is consistent with both who you are and what your customers want.

Great Benefit

Helps define the personality of your client

If your company does not have consumer people or a complete understanding of your market sector and targeted customers, this is a good place to explore further.

Buyer Personas are fictional and customary presentations of qualified customers produced by the company to better understand them and direct their marketing more effectively. Age, gender, family, location, income, and issues are all incorporated into people.

Therefore, your client's features should be visible to your research participants. Focus on your study of your most important personality and hire each different sample group if you have more than one.

Types of Research Methods

Research methods are categorized based on different criteria. They are a general field, research environment, research purpose, and research design. Also, there are interviews and case studies based on the research methodology. In one study, more than two methods were combined and in others, very few methods were considered.

1. More Analysis

Quantity is related to numbers where the data is collected based on numbers and a summary is taken from these numbers, as the name implies. In quantitative research, graphs help calculate results.

2. Quality Analysis

Non-investigative components are referred to as quality. Quality research helps when information or data can be mathematically understood. Quality research, while not as reliable as quantitative research, contributes to the formation of a better conceptual perspective on data.

3. Descriptive research

In descriptive methods, facts are considered, and then case studies and case studies are conducted to clarify the facts. These help to determine and explain facts using examples, and they are not rejected. In descriptive research, many variants can be used to explain facts.

4. Analysis Research

Analysis research begins with facts that have already been established as the basis for research, and ends with an in-depth review of the content. Measurement methods are also used in analytical methods.

5. Testing

The research used is a case study that focuses on a single topic and tends to make data more common. Flexibility is considered static, and predictions are made to make the methods more readily available in applied research. The research is written in technical language, and the summary is based on technical facts.

6. Basic Investigations

Basic research is pure research done to discover a feature or idea that has never been discovered before. The goal is to see how traditional things can be changed or something new that is produced by connecting a few domains. The summary is written entirely in everyday language, and the study is based on logical conclusions.

7. Complete Research

Comprehensive research has a strong strategic design and strives to provide a solution to the research issue. A well-designed framework assists in the formulation, resolution and presentation of ideas and outcomes. The results will be general and beneficial worldwide. Researchers will feel a sense of satisfaction in solving problems and in helping society as a whole.

8. Examples

Case studies are another type of research method in which different conditions are assessed and the best one is selected for the study. Examples of studies help to form a research topic and research base. Examples of studies can be used to explore a variety of facts and theories that help to formulate appropriate reviews about the research topic. According to a review of the literature from the study, researchers may make the issue more general or specific. Case study can be used to obtain in-depth research information. There are also focus groups and research discussions to help us better understand the research process. Various strategies can be used to follow both formal and informal approaches.

Conclusion

The goal of audience research is to find out what attracts them, who touches them, what difficulties they have, what they think about existing products, and how they feel about branding and service, among other things. Business learning tools to understand business audiences in communicating with their customers and integrating their response to their products and services. In fact, audience comprehension and audience research are the same. It can take many forms, with audience perceptions that serve as the basis for strategies such as customer acquisition, customer comprehension, impact mapping, UX or customer experience reviews, and innovation research.

22. Importance of Research in Public Relations Management

Joshi Duheeta
Rathod Mahek

Introduction

Public relations professionals often find themselves in a position to force managers to fund research, or to define the importance of research as an integral part of a departmental or project budget. Research is an important part of managing public relations. Here's a closer look at why scholars argue that conducting both constructive and analytical research is important in managing modern social relationships:

1. Research makes communication two ways by collecting information from the public instead of using one method, which is to disseminate simple information. Research allows us to engage in dialogue with the community, understand their beliefs and values, and work to build an understanding of their internal work ethic and organizational policies. Experts find that two-way communication is often more effective than one-way communication, especially in situations where the organization is largely controlled by the government or in a state of turmoil in the form of changing industry styles or activist groups.

2. Research makes public relations activities more effective by ensuring that communication is directed at the community who want, need, or care about information. Apart from doing research, public relations are based on experience or natural instinct, nothing plays a major role in strategic management. This type of research prevents us from wasting money on communications that do not reach the intended audience or do not do the work we set out to do.

3. Research allows us to demonstrate results, measure impact, and redefine our efforts based on those numbers. For example, if a system does not work with a particular community we may indicate that it does not work mathematically, and the connection may be redesigned or terminated. Therefore, we can direct funding to the most effective aspects of the public relations system.

Without research, public relations would not be a true management function. It would not be a strategy or part of strategic planning, but it would go back to the days of a simple media agency, which follows emotions and feelings to create society. As a true management function, public relations use research to identify issues and engage in problem-solving, prevention and

management problems, holding organizations accountable and responsible to their communities, creating better organizational policy, and building and maintaining long-term relationships. and community. In-depth knowledge of research methods and comprehensive data analysis also allows public relations staff to chair a major alliance and how to demonstrate the value and relevance of their work. In this way, research is the basis of strategies for managing modern public relations.

8.2 Purpose and Forms of Research

The purpose of the study is to enable us to develop a strategy for public relations in order to (a) conduct our campaigns with a specific purpose and objectives, (b) act as part of the overall strategic management function in the organization, and (c) measure the effectiveness of public relations efforts. By conducting pre-communication research, we update our thinking to include public opinion. We can differentiate those communities, make communication better in the community, send different messages to the community to which we are directed, and build relationships through the community that is interested in our messages. This type of planning research is called formative research because it helps us in our public relations campaign. Systematic research is done to understand what the community knows, believes, or values and what they need or want to know before we start communicating. Thus, social interaction does not eliminate the effort or expense involved in communicating with those who have no interest in our message.

The study also allowed public relations professionals to demonstrate the impact of their communication efforts after the public relations campaign. This type of research is called experimental research. Using both types of research in public relations allows us to discuss strategies and demonstrate our effectiveness. For example, construction research can be used to determine the percentage of the community that is aware of an organization's policy in a matter of concern. By using the survey, we can find that 17% of the target population is aware of the policy. Ideally, this organization would like more members of that community to know about the organization's policy, so the department of public relations communicates through various channels that send targeted messages.

After a specified period of time, a similar survey was conducted. If public relations efforts are successful, the percentage of members of the public who are aware of organizational policy should increase. That increase is due to the efforts of the public relations campaign. We can report, "Members of the public are aware of our new waste disposal program which has increased from 17% to 33% in the last two months." Measures such as these are very common in the management of public relations. They may be called benchmarking because they establish a

benchmark and measure the amount of change, similar to before and after comparisons. The use of mathematical research methods allows such comparisons to be made with a reasonable degree of confidence across the various communities, regions of the world, news, psychology, and groups of people.

In this section, we will provide a brief overview of the most common types of research in public relations management and provide examples of their use and applications as well as professional public relations. We have built on that basic understanding of research methods, and then returned to the body of research objective and the importance of research in the work of public relations.

Formal Research

Research in public relations can be formal or informal. Systematic research is usually done to produce numbers and figures that we can use in both targeted communication and measurement results. Systematic research is also used to gain an in-depth understanding of the subject matter of concern, to obtain a broad range of consumer responses, and to obtain in-depth opinion data. Systematic research is a systematic study of the nature of quantity or quality, often asking specific questions about organizational concerns. Systematic research both builds, at the beginning of the public relations process, and evaluation, to determine the degree of change created in public relations activities.

Informal Research

Informal research is continuously collected by many public relations managers, both within and outside their organizations. Informal research often gathers information and ideas through discussions. It includes asking questions, talking to members of the public or staff in the organization to find out their concerns, reading emails from customers or comment cards, and other informal methods, such as scanning news and commercial media. Informal research comes from a role that encompasses the boundaries of social media expertise, which means maintaining contact with the outside community of the organization, as well as the internal community. The social relations professional spends most of his or her time talking informally with these victims, exchanging ideas and open concerns. This is one of the ways in which social relations can be adapted to changes in the industry, trends affecting the competitive market environment, issues of social dissatisfaction, prices and activities of activist groups, new competitors, and more. Informal research methods are often non-numerical and not available to most people, but provide a lot of useful information. Data from informal research can be used to evaluate or update organizational policy, make messages on community phraseology, respond to industry trends, incorporate values or community priorities into new programs, and much more based.

8.3 Types of Research

Research into public relations management requires the use of specialized terms. The term basic research is used to describe when we collect unique data from general identifiable information, personally and directly related to a particular client or campaign. Basic research, because it is different from your organization and research questions, is usually the most expensive type of data collection. The second study refers to a study that is usually part of the public domain but which works for our client, organization, or industry, and can be used to compile and support conclusions drawn from our primary research. Second research is usually found online or available in libraries or in industries and commercial organizations. Reference books, encyclopedias, and press releases provide a wealth of second or free second-line research. Managers often use secondary research as a basis for evaluation where they can decide what kind of basic research needs to be done.

Quantitative Research

When we talk about research in public relations, we often refer to basic research, such as surveys of opinion polls based on polls and polls. (The following lists the methods of quantitative research commonly used in public relations.) The surveys are similar to the public opinion polls, and are one example of quantitative research. Most studies are based on standard statistics. It allows us to look at numbers such as "85% of Infiniti owners say they will buy Infiniti again." Statistical recognition allows us to become more aware of when we need to develop relationships with certain communities, and we may be able to measure how far those relationships have progressed (or diminished) at the end of the social process. For example, the Infiniti automotive public relations strategy report may include a statement such as "11% of new car buyers were familiar with the G35 all-wheel drive option 3 months ago, and after our campaign 28% new car buyers they were familiar with this option, which means we created 17% awareness among young people buying cars." Other information collected may report purchasing intentions, important features of a new car in that community, product reputation variables, and more. Many studies allow us to have a pre- and post-summary summary to compare the numbers in each group, thus allowing us to say how much change was proven as a result of public relations efforts.

23. The Significance of Audience Research in Media Development

Joshi Duheeta
Dalal Varda

Introduction

When it comes to debates about the field of media development, we can see a significant lack of audience research - both academic and gray literature. We can find the effects of this gap in project design and policy implementation and broader efforts to engage the media in management discussions. So, what about retrieving audiences?

Audience research here focuses on two things: first, a study that measures the changing levels of media use among target audiences, and secondly, a study (usually high-level) that seeks to understand the complex, interdependent and specific ways citizens use the media, within management processes and as part of their daily lives. all.

Although the lack of evidence has been noted before, the extent of this gap has not been directly investigated.

Analysis of recently published scoping scores for relevant books shows that:

It is often thought that the media has a direct impact on viewers. The broader context or the surrounding environment is rarely analyzed in depth. This media view of instrumentalists is inaccurate, as the potential effects of different media on individuals are made up of complex combinations of long-term and short-term processes that the audience themselves discuss and depend on both the media. used and the wider world of viewers' lives. Simply put - we all respond differently to media content depending on our mood, knowledge, experience, attention, trust, media habits and personal circumstances, among other things.

Local audience research does not differ sufficiently in content and breadth of evidence from studies conducted in Global North. There is also a lack of scholarship on how users actually interact with the media.

The methods used for project evaluation in the media development field focus on rapid data collection and obtaining success stories. This is problematic because it allows a small amount of space to fully evaluate media use by different viewers. Audience survey conducted as

part of a survey is often too small to confirm the significance of the statistics, they do not fully understand rural or poor audiences and focus only on access and listening. Yes, there are good reasons why many media services testing use this method, including a lack of time, planning and resources. The point here is not to criticize the reviewers but to point out that, as a result, project evaluation does not usually produce strong evidence about what the audience is actually doing with the media in relation to governance.

Many manuals, guidelines and other types of effective media development documents cover issues such as policy and management of the media, management and staff, infrastructure and finance as well as programs and community engagement but does not address audience research as an important factor for evaluating performance and development. .

Lack of reliable and accessible audience survey data in many developing countries is an important factor that is largely ignored in international media. Accurate data for audience research on the extent of transparency of the media market in the developing world is very important as well as the prerequisite for financial sustainability of independent media institutions.

Media eco-system Illustration

These scenario updates show that strong audience research is not in the field of media development. In the case of evidence-based policy making, this is a problem for those who wish to raise the profile of the media in discussions about governance. Equally, for those who want to design an effective media development intervention, there is not enough evidence to describe specific approaches, and situations in which, the media can contribute to good (and vice versa) governance.

This lack of detailed audience research is also important in challenging general opinion ideas about the role that the media should play in promoting good governance. The theory of 'media imperialism' was one of the most important means of communicating development in the 1970s. It was said that, influenced by the dominance of the media in the superpowers, the oppressive capitalist and Western culture spread to the less powerful.

This view was based, at least in part, on the assumption that Western ideas were carried out by mainstream media and embedded in the minds of non-Western viewers. The lies of this controversy are exposed by a number of audience studies that reveal the flexibility and complexity of the different ways in which different audiences interpret content.

In the same way, audience research that focuses on the views of ordinary citizens may expose and challenge ideas that are rooted in media development. Within the agenda of comprehensive management research, for example, research that embraced the views of citizens or end users has successfully challenged a traditional government-focused view of governance and instead highlighted the importance of mixed and informal governance systems.

Recommendations for future audience research in the field of media development.

Setting up media in the middle. Much research available on media development raises the importance of media in management systems. However, there may be situations where the role of the media is not important. Research should be open to these opportunities.

Triangle. People who are always willing or able to provide an accurate and reliable account of their media practices when responding to surveys or as part of a focus group. Comparing the data collected in most cases, over time, is a useful way to increase the reliability and validity of the results. Additional methods may include audience diary and observation data.

Strengthening audience research skills in developing countries.

(Scott & Dietz, 2019).

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24. Mass Communication Research at the Dawn of 21st Century

Joshi Duheeta
Nag Rajib

Introduction

In discussing the different media through which advertisers broadcast their messages, it is important to note how mass communication is made at the beginning of digital technology. The advanced technology we now have access to has created an unlimited ability to send and translate information in simpler and more consistent ways than ever before. Take for example educational television; toddlers are now able to absorb and learn basic science concepts more effectively than a standard classroom setting. In addition, mass communication has a significant impact on the development of personality traits and cultural norms in everyday people. When looking at young children, it was found that exposure to violent films increased aggressive behavior and mimicked visual content than those who did not

An interesting point to note about mass communication is that it often depends on the real representation of hyper-reality. The implication of this is that real events may be exaggerated with exaggerated details in order to shock and retain the audience and thus generate extra revenue for the companies that produce the said content. In addition, content generated by mass communication is organized and created by management leaders to create a specific message. These companies operate on tight deadlines and budgets, so they assign their “expert” organization to select content that will generate mass production. The impetus for social media is to attract the attention and capital of the national audience. That is why the media has been so closely monitored over and over again for its focus on sensational, intriguing news rather than the neutral, factual truth.

As a result, many communication professionals have been drawn to the emphasis on media control. Since self-discipline is a system used by media producers right now, the idea is that it is up to both the public and the government to report the wrong news and investigate abusive media practices. While it is easy to quickly trust the news stories on television, the fact is that we need to be careful about how we interpret the information we are given and understand

the impact of mass communication on our ideas on all issues and in general. habits in everyday life (Delfin, 2016)

As we look back on the achievements of the 20th century, we note that the world has seen a number of desirable developments in all areas of human endeavour, one at a time and another at a time. Various changes in media technology have made communication easier across the seas and mountains. We now live in the most difficult and tragic times of Covid-19 power. It is universally acknowledged that the media is the fourth pillar of democracy. It obviously has great responsibilities because it is authorized to inform the public of real events. This is because counterfeit news can seriously damage the fabric of the country. Therefore, in order to promote peaceful coexistence, all people associated with the media in its various manifestations should focus on values such as truthfulness, Ahimsha, compassion, honesty, a sense of duty and honesty. In a sense, they are expected to promote the unity of the world's 21st century.

We all know that human resources are produced by the existing education system, which also depends on the development of change in the media (both written and electronic) and technology. Since the production of manuscripts, people have benefited greatly from transmitting information from one generation to the next with the advent of printing and the internet. From the printing press in the Gutenberg era of media printing it has taken an incredible journey from the movable type press to digital printing. In fact, the digital revolution has brought various forms of media - cinema, newspapers, magazine, television and the Internet - under one roof and helped us through the terrible times forced by Covid-19.

Although Gutenberg's first printing press was set up in Germany, India, the first Bengal Gazette was published in Calcutta (now Kolkata) by James Augustus Hickey. Radio and television came into existence in the 1920s and it was expected that the media would take over as radio made broadcasting fast and attractive on air. Through its audio and visual effects, television brought prosperity to the media industry a few years later. In India television was introduced in 1959. Although television dominated much of literature and radio in the beginning, it quickly became a compact media and expanded the reach of the voice beyond the size of the space and the moment. However, thanks to computer technology, in 1995, the Internet emerged as a new star of the media industry and brought countless opportunities limited to human ingenuity.

It can now be said with certainty that the media has been very successful in transmitting information, entertainment and information in the twentieth century. The Internet has made

media content open to all subjects offering ten response / response options. The new media has made it possible to bring in information and entertainment from around the world through a gadget the size of a package and build a global valley. Apart from speeding up the simulation and distribution of content, this 21st-century social media platform has embraced all other genres. Online forums have torn down the walls that separated the journalist from his audience (Singh, 2021)

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25. The Importance of Market Research in Digital Marketing

Joshi Duheeta
Pandya Raj

Introduction

Market research is a process of gathering important information about the needs and preferences of consumers. It helps determine if there is a market for a product or service and is an important part of developing any business. It gives businesses an understanding of the profiles and spending habits of consumers and provides companies with the information they need to make good business decisions.

Digital marketing is the process of promoting a product, product, or service through one or more of the electronic media, such as the Internet, instant messaging, wireless text messaging, podcasts, online radio stations, digital television, and mobile applications. . Digital marketing enables businesses to analyse their marketing campaigns in real time and find out what works and what needs to be improved.

With that in mind, how important is market research to digital advertising?

Market Research is Ongoing

Doing research on the market was time-consuming, not to mention expensive. Thanks to the internet, market research has evolved from pen and paper research, one-on-one discussions, and focused group discussions have become a moving, fast and easy process. Mobile market research benefits greatly from the widespread use of devices, such as smartphones, asking questions, distributing polls, and analysing product usage. Market research also used the social media platform, collecting and analysing millions of posts across all social media platforms to discover trends and reveal more information about consumers.

Through market research, businesses have a few ways to improve their content, strengthen their call to action, and ultimately improve conversion rates. It has led to digital marketing in search of more efficient ways to use social media and mobile devices to reach out to researchers who need to communicate with.

How can Market Research Improve Digital Marketing?

Market research, especially when done through social media platforms, allows businesses to view and learn the language of their audience. By learning language and acting in promotional advertisements, companies will be able to communicate with their audiences in an interactive way. Next, there is a good chance the audience will click on the webpage, making the transition possible. Apart from language, companies will also be able to reveal the styles and common functions of consumers that may be associated with their digital marketing efforts.

Knowing what consumers like or dislike about using social media and other channels helps businesses identify the biggest promoters in a particular audience. To take full advantage of this information, digital advertisers will do well to build authority and build relationships with these promoters. By doing so, companies can increase the scope of their digital marketing efforts, use influencers to rewrite, review a product or service, or simply specify a company type.

Market research also uses tools that help businesses collect information about their audience. Numerous software and services are available to allow market research teams to scan and monitor product content, relevant keywords and key phrases, and even competitors. Digital research and marketing go hand in hand to promote best practices for monitoring, collecting, analyzing and interpreting data to improve business understanding of their target markets and to implement their strategies effectively. These strategies can now be changed 'in real time' as the results of their efficient operations are given more quickly - making campaigns more flexible and more efficient than before.

If you want to market your product digitally, do not underestimate the power of market research (Fletcher, 2015)

Understand your Target Audience

Market research helps you understand your target audience. Recent reports suggest that 55% of advertisers have not felt confident that their organization understands consumer travel. Research is a very important tool and tool that can help you understand your customers.

This enables you to explain to the whole organization how customers behave and how consumers view your product. This is more than just rumors. You can support with solid facts.

Ways

There are many different ways to do market research and they allow you to understand your intended audience. Not only do they enable you to collect data, but they also analyze it.

You also need to think about getting resources and extraction. You may choose to do some research yourself, or you may want to work for a professional research organization. The complexity of the method you are using will affect whether you want to remove it or do it internally.

Observational Research

There was a change to "How do you think you will behave?" "I know how you behave?" In the past, you may have held focus groups to find out what people were doing and whether they would buy your products.

Now, you can use the tools and methods to see exactly what consumers are doing.

Eye tracking

One way is to track the eye. You can see how a person walks in a mall or a supermarket, how to check products on a shelf, and how much time they spend looking at parts of a particular package or shelf. It's a completely different tool to ask them in a survey or group, "What do you think you're going to do?"

Online Tools

Many online tools are available, such as visual purchases and online collaboration tools. This brings together consumer communities and asks them questions to do market research. Many brands do this. And often, they do it with people who are real product advocates because those people really help to appreciate the important parts of the customer journey. They can highlight stories that advertisers may have missed or important pain points because these are people who really care about your product. They feel really strong about the product and want the product to be successful.

Social Media

Products use social media to conduct market research. And as the social network continues to emerge and introduce new tools, marketers can use a variety of methods to gather information and monitor people's behavior.

Adjust the Appropriate Media Mix

Market research allows advertisers to choose the right media mix. Data can help drive decisions about where to spend your sales dollars. By doing marketing research, you can understand what media your customers are eating. This allows you to customize your media mix within your marketing plan.

This helps you to distinguish between what you think is the right mix and what the right mix is. You can find the right mix for your target audience and your target segments.

Consider an example. Advertisers may think they should spend 14% on standard advertising. But they need to do market research to confirm that. Maybe it should be a great waste. It is very easy for advertisers to assume that they know all the answers based on past experience. However, the world is constantly changing, and advertisers need to keep researching and continuing their consumer behavior. Just because one campaign works by having a particular marketing combination does not mean that your next campaign in six months will behave in the same way. Things are changing and consumers are changing and channels are changing.

Lots of Research

With market research, there are two main types of research we can do.

The first is quantitative. There are four basic types of volume research.

Quantitative Research

The most basic feature of quantitative research is a simple survey. This is something we are all familiar with. Almost all of us have done one survey in the past or completed a survey, asking customers questions.

Maybe use a scale of 1 to 10, or maybe a checkbox. Most research is limited on free answers.

Relationships

Once you have done the research, you can start looking at numbers, data, and view patterns. And these are the corresponding elements of mass research.

Cause Comparison

Once you have identified those patterns, you may want to start comparing A and B and asking deep questions to create those comparisons. This is a comparative study of the cause.

Experimental

Then move on to further exploration where, by analysing all of this data and these trends, you develop new ideas. This then leads to some new questions and surveys.

Quality Research

Quality research is an in-depth examination of what people are doing, thinking, or hearing. It really does allow you to get important information about consumer behavior.

There are different methods of volume research.

Forums Online

You could be a field surveyor, or perhaps use a research agency. Forums enable you to learn what people are talking about. How do they feel? You can check the questions yourself or watch the interviews and gather information from those conversations.

Web Survey Interview

You may have first asked for a survey. As a result, you might say to the customer, "Would you like to talk more about it?" This allows you to test their responses with more details.

In-depth Conversations

Many companies use in-depth discussions. It can really lead to some important ideas.

HSBC has developed a proposal development process called Insights Grow. And the first place says "I," details, I to G, Insights Grow. And that was very focused on having in-depth discussions and one of the most successful products to come out of this was a proposal called HSBC Passport. This allowed new customers in the UK to experience fast banking.

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26. Research Methods in Mass Communication and Its Importance

Joshi Duheeta
Nag Rajib

Introduction

Communication analysis is a very rich field of research that requires more attention from communication researchers than is currently the case. It has two research modes: Quality and Quantitative. There is a common misconception among communication researchers about the differences between the two research methods. It is true that each method has its own language and tools that challenge this communication. In addition, some researchers use both methods for conducting communication research as a way to improve its quality, or in trying to validate communication. Although there is some point in this approach, it is still misleading. The fact is that the unit is more versatile and quality compatible.

In order to accurately understand the difference between the two approaches, one must acknowledge that each method must be studied in light of the other; in doing so, each receives appropriate attention as a rich and comprehensive method of communication research, but not in a way that is completely different from the other. Everyday thinking is a little more subtle than scientific thinking; often characterized by biased questions, limited samples, selected attention, detection and retention, and general inaccurate practice. On the other hand, scientific reasoning allows us to make accurate and reliable conclusions about human behavior. It is characterized by strong observations or knowledge, systematic and deliberate methods, as well as targeted, contradictory, and repetitive processes.

- Statistical research often breaks down the sequence of steps that precede data collection: reduce the topic to a more focused question; transform vague ideas, theory into more accurate variables; and develop many hypotheses that you should check out.
- Capacity researchers take measurement as a distinct step in the research process that takes place prior to data collection, and develops specific terms and methods.

Data Collection and Sample Methods

Sampling: Sampling is the process of selecting individuals or small groups of people to carry out statistical considerations for them and for measuring features of the entire population. Different sample methods are widely used by researchers in market research so that they do not need to research the total population to collect possible data.

Research is the most widely used method of measurement research. It is a process of asking many people the same questions and checking their answers. There are sound steps for doing research: formulating hypothetical ideas, deciding on the type of survey, writing survey questions, deciding categories, designing the structure, planning a data recording method, testing test tools, targeting population, sample design, sample size selection, sample selection, finding respondents, conducting interviews, carefully recording data, entering data into computers, re-evaluating data and using statistical analysis, and concluding by describing methods and statistics. findings presented in the research report. When writing research questions, researchers should be aware of the principles of good writing, including information on what to include or avoid.

There are various types of survey surveys, including e-mail, telephone interviews, face-to-face interviews, and web-based surveys, each with its advantages and disadvantages. The biggest ethical problem in survey research is the intrusion of secrecy. Researchers should treat all respondents with dignity and do their best to reduce their discomfort. Researchers also have a responsibility to protect the confidentiality of data and communications.

In quality research, there are three approaches that cut short the progress of the study unit as they have different research objectives -

Ethnography

Ethnography focuses on greater social integration and focuses on cultural interpretation. a research approach that attempts to understand human behavior in the cultural context in which it is embedded.

Theory Based

Focused theories usually examine small scales and focus on basic social processes. The goal of basic theory is the development of a theory that explains basic social processes.

Phenomenology

Phenomenological studies often focus on individual experiences and ideas, and focus on gaining the essence of a living experience.

Data Analysis

One of the most important steps in a research program is to be able to understand the information collected. The researcher usually collects a lot of data, which should be organized in such a way that it provides a useful and important explanation. Researchers are trying to make sense of the data so that numbers can be translated into words that can be guessed and guessed.

Conclusion

It provides a scientific and in-depth understanding of the obsolete object and facilitates the release of scientific and logical filtering and its conclusion. Helps to create new data boundaries. The results of the basic analysis type the basis of the few analyses used. You need a way to explain where you come from and why you want to do research in a certain way. Describing how you work helps others know why you want to do your research that way. It helps others to know that you know what you are doing.

27. The Importance of Research in Photography

Joshi Duheeta

Ziman Aditi

Introduction

“Research and evaluation are important aspects of a photographer's practice; together they become part of the process of making photo projects. Photographers can do their research in many different ways, but in reality, the theme of the work is enhanced by the knowledge they gain from observing the process: exploring histories and ideas for photography, viewing the world, reading and listening, participating in discussions, criticism, analysis and many other functions.”

So how important is researching a photo before taking a picture? According to Jim Richardson, a contributing editor on the National Geographic website and who often includes a photographer in the publication, targeted research on the subject is essential for successful photography.

"If you want to be a better photographer, stand in front of better things."

Think about it. Anyone who excels in his field gives time to stay inspired and study others. Artists listen to music that inspires them. The authors read letters from colleagues. Chefs enhance their flavor by eating the food of other chefs.

So why not spend some time looking at the work of other photographers?

There are many benefits to doing so. Not only to stay inspired but also to enhance your style and visual image.

Learn What You Need to Improve

Studying the work of your favorite photographers gives you an indication of what you need to work on. It gives you an idea of why your photos do not reflect your point of view.

Ask yourself this while looking at their work:

- What do you like about their pictures better than yours?
- What stands out about their photos?
- Why does this picture work?

Answering these questions gives you an idea of what you need to work on with your photo. You will learn which fields you need to put in the extra effort to succeed. Whether it is technical or technical, setting a time to do this will give you a clear guide on how to work.

Get Encouraged

This is not the only reason to learn another photographer's work, though. Staying inspired is just as important.

We all have times when we don't have the motivation, and the motivation, to hold the camera and go out and take pictures. Maybe you are in a situation like this? Personally, I have been in a situation where I lacked the motivation to process my photos (which is why the backlog continues to grow!)

Browsing the websites of my favorite photographers is a fun activity, especially in these times. Of course, my inspiration no longer comes magically but it gives me the inspiration and the little push I may need to keep going.

Look Beyond the Face

When I say read the work of others I do not mean to scroll to your Instagram feed. Take the time to open the photos on your computer (or even better; go to the gallery.) To really benefit from this work, you need to view the images in full size.

A cut-and-cut version viewed on the phone will not do the trick.

Take the time to really analyze the image. Try to see why this image works. What tactics did the photographer use? How do they make good use of light? What about color harmony? The composition?

If you only have 10 minutes, it is better to look at one picture than to browse the entire gallery. Try to dive deeper and break the image in half.

There are hundreds of questions and answers you can get by looking at the picture.

Read, do not copy

Learning the work of others is not the same as copying their work. You do not want to repeat their work. The goal is not to get tripod marks and image processing with exactly the same techniques.

Simulating or repeating certain effects and creative choices is a great way to learn but do it to improve your style.

What Now?

I have a job for you: set aside time each day to read the work of your favorite photographers. At least, you should read one picture a day, until the end of this week. I hope you are able to turn this into a habit and continue to do so in the future.

28. Why Market Research is Important for E-Commerce Success?

**Joshi Duheeta
Rege Omkar**

Introduction

The value of market research should not be underestimated or overlooked, especially if you are planning to start an online e-commerce business. To build a strong and resilient environment for your business, market research seems very beneficial. From potential competitors to business preparation for any threat, you always have the upper hand and the edge of competition.

Starting an e-commerce online business can seem daunting, which is why doing market research can make your business a success as you will have all the information you need to grow your business. If you do not spend time researching marketing, you may not have enough information on how to start an ecommerce business. Studies show that 90% of e-commerce startups fail in the first 120 days. Thus, market research is important to validate your business model and avoid the chances of failure.

Importance of Market Research in E-Commerce

If you have doubts about why market research is so important, read below to find out why it should be at the top of your checklist to start an ecommerce business.

Getting to Know Your Customers

Before starting any business, you need to be sure that there are customers you can sell your products to. Market research will let you know your audience and their needs. For example, if there is a low demand for the products or services you are selling, you should re-evaluate your business plan and move things forward as best you can. Also, if you find a promising audience with your products and services, you can make better decisions on how to increase sales.

To Understand How to Sell

Understanding how to market your products to an audience should be a priority for any new business. This is very important because customers are constantly changing and changing over time. With better knowledge of your audience, you not only know who you are going to sell, but also how you are selling.

For example, if you know that your target audience is home-based, you should focus on the market on social media where they are usually online, for example cooking videos, etc. By doing a thorough market research, you can get a clear definition. an idea about the best forums you sell to your customers. Learning how to shop for your customers can be very helpful in the success of your business.

To Identify Your Competition

You need to know your competition when starting an online e-commerce business. If you know your direct and indirect competitors and their business base, you can deal with issues that may threaten your business. In addition, you will remain at the forefront of the competition by actively promoting your product and your audience.

Online market research will always give you the upper hand. Knowing your competition, you can strategically plan your business decisions to keep your products transparent. Customer loyalty is constantly changing so without knowing your competition, you may find yourself feeling like a small fish in a pond.

Reducing Business Risks

According to the Bureau of Labor Statistics, about half of businesses do not survive for more than five years. If you want to ensure that your business is successful for a long time, you need to direct your sales with customers. In this case, market research is needed!

Reducing business-related risks, meeting audience needs is important and regular market research will be your way of keeping the same track. If you have plans to switch to reviewing your products, you should check it out in the small section of the audience before going through it all.

E-Commerce Market Research Tools

There are two ways to do market research online, doing it yourself or hiring someone else to do the work. While using paid market research tools to better analyze, focusing on tools that can provide relevant information is key. If you are wondering how to get started with the market research process, here are some tools you can use (and should use!).

Google Trends

Google Trends is a really fun tool that displays a list of details related to any search query you enter. For example, if you are interested in starting a clothing business and want to know if the audience is interested in vintage clothing, all you need to do is enter a search term to check trends.

This Google-enabled tool is free and easy to access, which is why budget-limited e-commerce starters can use it. Google Trends can help you identify what people are searching for online and you can analyze the data appropriately for details.

Google Keyword Planner

Another free and easy way to assess your need for a product or services is to do keyword research. Google Keyword Planner helps you track how many people are searching for a product. Additionally, this tool can provide relevant keywords that you can use in your product or website names. Doing keyword research gives you a clear picture of what consumers around the world want!

E Commerce Research Paper

Many entrepreneurs ignore the importance of E Commerce market research reports. Searching for market data based on a particular industry before starting a potential business can be very helpful. By simply doing a quick search, you will gain a better understanding of market opportunities. E-commerce publications, Harvard Business Review, First Round Review, Inc., WWD, etc. can be viewed.

Use Social Media

Social media engages your target audience so using it for marketing research can be a good idea. By looking at various social media platforms, you can see how customers react to a particular type of product or industry.

Learning the needs and requirements of the target audience is the foundation of any business and communication platform achieves purpose. For example, you can use Instagram search on (A, 2021).

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29. Importance of Research in Online Journalism

Joshi Duheeta
Fernandes Jessica

Abstract

Over the past 25 years, the field of journalism has undergone major changes and innovations, gradually adapting to the current global trends in news making. The traditional understanding of journalism as a profession has changed dramatically, largely due to the fact that the digital media environment has brought new opportunities but also the challenges associated with journalism. The article aims to provide a theoretical perspective on the subject of online journalism. At the same time, the chapter discusses certain types of online journalism production and professional requirements imposed on journalists who focus on online news making, considering current trends in the development of digital communication forms. The authors work on the basic assumption that many aspects of form and content of online content need to be considered considering the much-needed technological and paradigmatic updates related to both traditional journalism teaching and our practical understanding of journalism as a continuous, artistic and professional work.

Introduction

It is generally acknowledged that ‘traditional’ publishing and online journalism have existed for more than two decades. This time marked by publishers’ skepticism about digital media and the unpredictable views of the newspaper’s future. Predictions by many media experts who say that the ‘digital revolution’ will result in a decline in media readers, or even the ‘complete disappearance’ of newspapers, have surfaced over and over again. It is therefore not surprising that publishers have been forced to take various steps leading to the preservation of their existing learning bases. However, the current situation does not suggest that the news media will change drastically in the near future. On the contrary, it is reasonable to expect (at least in terms of the Slovak media market and the Central European region) a further decline in daily newspaper sales. Ironically, some newspapers and magazines in the United States and in Asia and North Africa — slowly but surely — were expanding. Without this development online news outlets will likely strengthen their current market position for highly profitable information

sources. The development of journalism in the field of communication and digital applications will, no doubt, greatly increase.

In recent years, online journalism has entered and occupied areas where internet users spend most of their free time, e.g. social networks. Online media has also made its mark on the development of various media outlets and so-called citizen journalism. Responding to the current situation in the field of professional production and distribution of information, Gant notes that a century before the advent of the Internet — a period dominated by major news organizations, increasingly controlled by profit-making companies — seemed to support the artificial. the difference between journalists and everyone: 'Somehow, we go back to where we started. Institutional media no longer has the special means of reaching out to the public. Anyone can spread information around the world'. The emergence of specialized production processes and new tools for disseminating information to journalists shows that publishing houses and editorial offices have become increasingly skeptical of the Internet, common in the second half of the 1990s, and has gradually disappeared, largely due to rapid technological advances. and the opportunities offered by the online environment. The internet has become a great partner but also a strong competitor to 'traditional' media. It currently finds its place in the most popular social media platforms tied to the younger and middle and middle generation of media viewers. It also serves as a very important tool for the development of education, as a place to conduct a variety of activities, business and marketing activities. The traditional media is well aware that they cannot ignore these factors. In response to digital communication trends, traditional media content production methods try to take advantage of many online benefits for their own benefit.

Ongoing changes in the field of journalism are also evident in the case of emerging digital actors who describe themselves as journalists even though they often lack the 'normal' professional training and institutional background as a whole. Eldridge sees this new type of news producer as those who, in pursuit of journalism, 'irritate and obscure the normal boundaries of the journalism field'. It should be acknowledged, however, that these types of digital journalists, despite their occasional controversial image, can interact directly or indirectly with mainstream media (e.g., popular daily newspapers may use and carefully investigate WikiLeaks publications). According to Gant, they often work in 'the leading edge of new journalism' and make full use of 'the breadth of digital media and information sharing online'. Knight and Cook also point out that each journalist is more visible and the status of traditional media is divided,

which is why each individual's voice is clearer in the social media. Journalists — those who work within media organizations and those who work 'outside' the mainstream media industry — are able to establish direct communication with the audience, and have many options for where they can search (and publish) their stories.

While there is no general consensus on how the internet has changed the way we produce, distribute and access news, journalistic experts and professional journalists agree that we see many shifts in the field of news production and technology. information. The rapidity of these ongoing processes of change, however, is the reason why journalism processes, as well as journalism theory, cannot cope. Whether newspapers are available on 'traditional' or online forms, a factor that determines the effectiveness of their social impact and the definite acceptance in attracting and capturing the attention of recipients [5]. On the other hand, paying attention to the media audience that pays for certain content projects themselves has become media-related economic necessities and thus created a second media market (advertising market). According to Mendelová, the media market can be seen as a business sector that combines two different fields — the consumer segment (where products are offered to customers) and the advertising market (where advertisers buy advertising space to display their products).

The state of journalism is the result of a number of factors and circumstances. As mentioned above, recipients have access to increasing amounts of information. In addition, the Internet, television, and even radio broadcast news faster than traditional printing presses. Using new information technologies (such as smart phones, tablets or 'smart', i.e. televisions connected to the Internet) has become a common part of everyday reality, especially for young people and middle-aged people. The declining distribution of newspapers proves that, in general, people are reading newspapers less frequently than in the past. However, they spend more time working and playing with computers. Another fact to note is that the need for newspaper-related information has changed dramatically. Few recipients actually care about the political or economic life of the community; students are more interested in tabloid journalism instead, preferring entertainment than information values. Roubal talks about the 'experience community' and says that 'the world of unlimited opportunities is a world that offers unlimited resources for experiences and entertainment'.

Over the past decade, the Internet has become widely available in terms of both access and pricing. While in 2007 only 55% of European Union households had access to the Internet,

81% of EU households had access to the Internet in 2014. 2014 used by 78% of households) has become a pillar of the knowledge community or rather the knowledge community. The highest proportion (96%) of online households was recorded in Luxembourg and the Netherlands; Nine out of ten households can access the Internet in Denmark, Finland, Sweden and the United Kingdom. The lowest proportion of households with internet access among EU member states, 57%, were in Bulgaria.

The topics we aim to discuss in the following sections of this chapter refer to current online journalism issues, their products and processes. Russell notes that these practices ‘create and relate to long-standing questions that are at the core of what has been called journalism: How is truth defined and by whom? What types of journalism processes produce the most reliable product? How consumers measure the value, on the other hand, of high-profile media outlets, and their porters, resources, and their professional and training codes, and, on the other hand, bloggers and wiki-its and email senders, through their independent planning, collaborative agencies and popular love?’. The problems Russell identified as important only confirm that the current questions of journalism and online journalism are difficult to resolve and answer correctly. Nevertheless, we offer our views on the news by considering the recent developments in the field of media production.

The Sphere of Online Journalism and its Development

The term ‘online journalism’ means publishing the content of journalists and news — in all its forms — online. The Oxford Dictionary of Journalism of Harcup clarifies that ‘online journalism’ includes various types of news that is distributed through websites, social media, RSS channels, emails, newsletters and other forms of online communication. Internet journalism, in stark contrast with traditional media-based methods of disseminating information, allows producers to present news indirectly; recipients can choose when and how to receive the news. Russell likes the term ‘network journalist’ and notes that ‘it is more than just journalists using the digital-armed society as a kind of new hyper-source. It is also about changing the balance of power between news providers and news consumers. Digital publishing tools and powerful mobile devices have been likened to cultural development as growing doubts in the traditional sources of journalism’.

The electronic or digital method of publishing and distributing online journalism products can thus be seen as a basic attribute that allows us to distinguish between 'traditional' and 'youth'

journalism. However, we cannot overlook the fact that the creative principles of journalism, which lead to specific tasks of processing and forming information to create journalistic products, are very similar to the issue of 'traditional' journalism — they are associated with full employment, prescribed procedures. The overall framework of creative work related to online journalism products and your final forms, however, differs from the 'traditional' effects of journalism work, often to a large extent.

Closely related to the rise of online commerce, the beginnings of online journalism may date back to the first half of the 1990s. The most important steps in the development of a new and important communication form were taken by the National Science Foundation Network (NSFNET) in 1991. Following these developments, the US Congress pushed for legal action to declare free use of this emerging network. With regard to Central Europe, the strategic location of the Slovak Republic helped to spread the internet in the Central European region. The Slovak daily elite SME began publishing journalist content on the Web launched by the Slovak Academy of Sciences (with the project 'Logos') in 1994. Its website www.sme.sk was founded in 1996, operating as an infrastructure and domain. Elipa breaking business — a newspaper 'invaded' the Internet in the midst of the first in Central Europe. The daily editors' office later collaborated with the Slovak magazine CD Tip, and jointly provided CD-ROMs that provided a monthly storage of digital data and documents published online. In 1999, this page was transformed into a fully functional newsletter with daily updates. The expanded online activity of the SME was immediately followed by similar steps taken by its closest rivals, the dailies Pravda.

The most obvious features of this type of journalism include 'traditional' media websites (eg www.nytimes.com, www.sme.sk, www.rtv.slovensko.sk) but also online media (often referred to as 'e-zine'). Online journalism uses multimedia and interactive materials that contain text, images, videos, links, and user comments that are often published simultaneously on social media to expose large groups of targeted audiences. Czech publisher and sociologist Bednář determine the following aspects of online journalism: real-time access, interaction, instant comparisons with competition, information communication using hypertext and integrated formats.

It is clear that each new approach has, at least, to some extent, embraced and modified existing models in order to increase its opportunities for processing and disseminating information. Understandably, online journalism is based on the type of journal used. On the other

hand, the presence of audio and video content and other explicit, mixed media and interactive features online serves as a framework for the creation and establishment of certain genres in the online environment (e.g. online interview, online chat or online. Report). Considering the changes in the types of journalism in relation to the Internet and its rapid emergence, Osvaldová says that freedom of publishing on the web is one of the key features of this approach. However, the preservation of the important rules of 'journalism' seems to be beneficial, at least for now — for writers and recipients alike. The impact of the Internet on journalist content, genres and formats is much smaller than its ability to provide anonymous forms of access to information. However, current practice suggests that online content that is published in audio, audio or audio formats is presented in the same way as 'traditional' sources. Internet journalism is no different from this common law — many journalist publications published online are also available, in the same way, in newspapers.

The impact of online publishing on content is an important aspect of the work of online journalists and thus determines online news activities as well. In addition to considering their topics and specific details, online journalism is also in line with economic needs, as it is possible to accurately describe the target audience and thus present ads effectively. Other economic power of online journalism is related to reducing printing and distribution costs. However, as noted by van der Wurff, the costs associated with the construction of any new product (newspaper, magazine, television program, etc.)

30. Social Media's Emerging Importance in Market Research

**Joshi Duheeta
Dalal Varda**

Market research can be a costly and time-consuming process. However, many businesses have begun to turn to social media as an inexpensive and in-depth tool for gaining information from their customers, market, product appearance and other important aspects of market research. The keys to using the social media platform to do market research are to understand the benefits and create the right research plan. These six tips provide easy-to-use ways to use social media in your market research methods to get improved, measurable results.

1. Track Trends with Real-Time Communication Information

Many social media platforms, such as Twitter or Facebook, offer many ways to analyze trends and conduct market research. Just by searching for the latest posts and popular names, you can gain insight into emerging trends and see what customers are talking about in real time. An example of this is doing a hashtag search on Twitter. By setting up a few searches with hashtags related to your product, industry or product, you can get instant notifications when customers, clients or competitors use keywords.

2. Learn the Language of Your Audience to Improve Marketing Complaint

The words and features you use to track the success of your product or business may not always match what your customers find most important. By analyzing social media marketing about your product or service, you can learn what features customers use to determine the price and how they comment on your product, service or product. By using these features and words within your marketing, you can communicate directly with consumers and improve the effectiveness of your marketing efforts. By creating customer-based value definitions, quality and other keywords, you can help create a product type or product image that is unique to its competitors and that speaks directly to your target market.

3. Use Real-Time Features of Quick Media Communication

Conventional market research methods, such as surveys or research teams, can take months to plan, implement and implement. With social media, research can be done in minutes

or hours. This makes it possible to use market research to track ever-increasing aspects of your marketing efforts. From product launches to marketing follow-up, each section of your marketing plan can be analyzed independently to get improved results throughout your marketing plan. Instead of spending months setting up a marketing research program, and possibly getting outdated information as trends change, you can use the social media platform to do market research right now.

4. Use the Communication Platform to Extend the Scope of Your Market Research

The social media platform is growing in popularity in both businesses and consumers in almost every type of people in the existing markets. Nielson's 2011 report on the state of social media states that about 80 percent of people who have access to the Internet use social media. This makes it possible to do market research with a larger audience more often than any other marketing or media source can offer. The unique environment and easy access to social media also help to promote user interaction, engagement and participation. This improves the chances of finding useful, accurate and reliable data in your efforts.

5. Discover Unrecognized Trends and Details by Participating Instead of Leading

One of the major weaknesses in many marketing research methods is that they are driven by questions. To get the right information, you must first know what to ask. At the same time, simply rewriting the question may result in very different responses. This means that your market research is just as good as your questions. With the wide range and interactive nature of the social media platform, information is gained through interaction and viewing. Instead of leading a conversation, do not just watch or participate as an equal person. This can lead to a variety of responses and findings that could otherwise be hidden using other research methods.

6. Use Social Media Research to Cost Well Costly

In many cases, using a social media platform to do market research is simply a matter of time. Free tools are available on almost all social media platforms to help gather information and use it to find useful information. Compared to focus panels, discussion groups, courses and surveys, the cost difference is staggering. Through user engagement and discussions, your social media research works like advertising, product design, network building, advanced production and provides many improvements to your business or product. Properly designed and implemented, a few market research tools provide cost-effectiveness and overall profitability for social media research.

From reduced costs and real-time access to information to the ability to uncover hidden styles and improve your marketing strategy, the social media platform offers you powerful ways to enhance the market research efforts of any business. Best of all, social media research offers many ways to connect with your market and build your business. Doing research is as simple as signing up for a social media platform, such as LinkedIn or Twitter, and using their built-in search features. In a few minutes, your business can begin to analyze trends, improve your marketing strategies and work towards achieving the results you want.

31. Significance of Media in War against Crime

Limbachiya Tanvi

Ali Aquib

Introduction

The mass media play a large role in the public perception and acceptance of criminal behavior by the United States of America (Limbachiya Tanvi & Ali Aquib USA). Public acceptance of illegal actions by the United States government in the Iraq War, as well as steps taken to combat terrorism, have been influenced by entertainment media content and media logic about crime and fear. The focus of the paper is on the cultural and mass communication contexts that have promoted fear of crime, on the one hand, while also justifying illegal state actions to combat crime and now terrorism on the other hand. Propaganda and news management (e.g., the military-media complex and the failure of journalism) contribute to a discourse of fear and symbolic negation of the “other” as criminal or terrorist and, in the process, valorize criminal conduct as necessary and her

This Research examines how the United States of America (USA) came to violate international law and flaunt brute power, yet have these blatant transgressions accepted by its own citizens, as well as select allies throughout the world. The crisis of our age is about symbolic representations that lead good people to do ‘dirty work’, believe lies, and support unlawful actions that kill thousands of people. My general argument is that this is all a feature of the politics of fear, or decision-makers’ promotion and use of audience beliefs and assumptions about danger, risk and fear in order to achieve certain goals.

1. The problem, in my view, is not the self-righteous power-brokers, who lust for power as a feature of a distorted leadership identity; they have always been with us, and more are lined up to replace the gruesome placeholders. My assumption is that under certain circumstances political power wielders will go as far as they can until established institutional checks halt the transgressions, and/or an outraged citizenry utilizes mass protest or other action to stop the violations. Neither has occurred with any regularity in the United States since the 2001 attacks when the Bush regime enacted a plan that was originally hatched in 1992 by power brokers, who would eventually serve in the Bush administration. The thrust of this plan the Project for the New American Century (PNAC) was for the United States to become a hegemonic state and establish an

American Empire, an effort that has been shown to be the foundation for the bombing of Iraq and other global incursions by the United States. However, this plan and related documents received very little news coverage, until after the invasion of Iraq. I argue in this paper that government (state) crime goes unchecked when justificatory claims are offered and accepted that it is necessary to fight a worse evil, such as crime or terrorism.

2. The Making of the Public Perceptions about Crime and War Perhaps a quick review of recent US actions with terrorism will help illustrate the problem before I discuss the context of crime fighting that preceded the much-celebrated ‘war on terror’. I suggest that the lack of outrage by US citizens about their government’s heinous treatment of citizens in other countries is partly due to the symbolic linkage with crime, criminals, and prison inmates in the United States.
3. This scholarly narrative includes cogent analysis of how public support for rehabilitation and treatment programs in prisons has all but vanished.
4. Numerous studies show that, on the one hand, ‘suspects’ and prison inmates often are treated brutally by state agents, while on the other hand, mass media audiences receive very little valid information about the courts or prison systems in the United States.
5. The United States has blatantly violated laws, engaged in the murder of tens of thousands of people, and compromised the sovereignty of numerous countries, which have not ‘officially’ been invaded.

I refer to not only the Iraq War, but also the torture and mistreatment of prisoners at Abu Ghraib and other prisons in Iraq,⁷ bombing Pakistan (January, 2006) in a failed attempt to kill an al Qaeda suspect, but actually killed a reported 18 civilians, and kidnapping citizens from foreign nations, e.g., Italy. Public perceptions about crime and war are very much informed by propaganda and news reports about relevant acts, and particularly how the injured parties are framed and presented—whether as injured human beings or as sub-human ‘animals’ or ‘the other’, who deserve their fate. The discourse and language used is very important in this regard. For example, a preliminary analysis by a graduate seminar⁸ of a sample of news reports about the Pakistan bombing suggests that the US accounts⁹ tended to be justifications for the attack, rather than excuses, or suggesting that mistakes were made. Mainly military sources are used in the reports. Faulty ‘intelligence’ is blamed for killing civilians in this ‘well planned’ attack, yet the ‘compound’ that was attacked by the missile-firing drone was claimed to be an area sympathetic to al Qaeda; the US came up ‘empty-handed’ and ‘missed the mark’ and this could have ‘political consequences’.

A. Promoting Fear via the Mass Media

Much of this fear has been produced by a popular culture with an insatiable appetite for more audiences (e.g., 'clients'). The diet, of course, is entertainment, with a large dose of fear. Aside from occasional snacks of military incursions, natural disasters, and sports and political spectacles¹³ (e.g., Superbowls, Princess Di's and President Reagan's funerals), audiences have been served super-sized portions of crime and crime fighting. This has contributed to a massive fear of crime, but also of almost any outsider group or 'other', including immigrants, people with diseases, and many types of troubled children. Much of this discourse of fear has been fueled by formal agents of social control (FASC), who serve, on the one hand, as 'news sources' for daily newspaper and TV reports, while on the other hand, are promoted as the saviors, protectors, and eradicators of the sources of fear. Thus, entertainment, fear, and social control have helped join the interests and narrative of popular culture with an expansive social control industry. A host of 'reality TV' programs promotes crime and crime control, largely because they are very inexpensive to produce, while providing the fear related content spawned by entertainment logic.¹⁴

B. The Hidden Symbolism of Propaganda

Propaganda of any event is tied to the historical and social context as well as basic structural arrangements. Propaganda thus reveals certain symbolic foundations for meaning and identity in social life. Crisis provides opportunities for heads of state to present themselves as leaders and to dramatically define the situation as tragic, but hopeful and to bring out the 'resolve' of national character.

Symbolic interaction theory suggests that identity and meaning are socially constructed by applying familiar experiences and routines to specific situations.¹⁹ Thus, continuity and novelty are linked in meaningful ways. The great theorist Hans Gerth, who was familiar with the brilliant Nazi propaganda efforts in World War II, discussed the context of national conflicts and propaganda during the 'cold war' in the 1950s: 3. News and the Discourse of Fear The common thread for most scholarly and popular analysis of fear in American society is crime and victimization. Social constructionist approaches to the study of social problems and emergent social movements stress how mass media accounts of crime, violence, and victimization are simplistic and often de-contextualize rather complex events in order to reflect narratives that demonize and offer simplistic explanations³⁷ that often involve state intervention, while adding to the growing list of victims. The discourse of fear has been constructed through news and popular culture accounts.

The main focus of the discourse of fear in the United States for the last thirty years or so has been crime. News reports about crime and fear have contributed to the approach taken by many social scientists in studying how crime is linked with fear. Numerous researchers link

crime, the mass media, and fear.³⁸ There is also an impressive literature on crime, victimization, and fear.³⁹ Other researchers have examined the nature and consequences of fear in connection with crime, but also in relationship to political symbols and theories of social control.⁴⁰ Crime and terrorism discourses are artfully produced. The most pervasive aspect of this ‘victim’ perspective is crime. Giroux argues that a sense of urgency prevails such that time itself is speeded up, in what he refers to as ‘emergency time.

Conclusion

The politics of fear with a national or international justification is more symbolically compelling than ‘mere crime in the streets’, yet it draws on crime-control-fear practices.⁴⁹ The President of the United States has brazenly broken the law against unauthorized ‘wire-tapping’ of citizens in order to keep US citizens safe from terrorists. As I noted at the outset of this essay, it is not surprising that Mr. Bush or any other President might attempt such illegal behavior; rather, in my view, the issue is why so many people defend the actions, including congressional rulers, and according to public opinion polls, the majority of US citizens. Control, safety and freedom increasingly are socially constructed by the mass media. Many logics, discourses, and practices that were initially associated with crime are now extended to terrorism. Fear is perceived as crime and terrorism, while police and military forces are symbolically joined as protectors. As we have seen with physical checks, drug tests, and expanded surveillance, control and surveillance techniques and logics travel from ‘controlled populations’, (e.g., prison inmates), to the ‘rest of us’, (e.g., public schools, employers).⁵⁰ Accompanying heightened terror alerts are routine frisks, intrusive surveillance, and the pervasive voyeuristic camera, scanning the environment for all suspicious activity. The practice of physically checking prison visitors has now been extended to airports and many public buildings. The key point about physical.

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32. Are Video Games Worth Considered as Mass Media??

**Limbachiya Tanvi
Pawar Divik**

Introduction

Over last many years games have seen growth as out of class entertainment and as well as in-classroom learning tools. For many students and teachers, game is just a primary source of entertainment, but for others it is a problem solving and learning based technology.

The reason video games are getting more attention and having exceptional growth because video games have become first form of media that is dynamic in nature. People are moving forward in modern-generation and using new technology.

In the same way traditional form of media, which are books, movies and music are being consumptive. Students can get experience in communication through games which is being done by speaking and writing activities. There are endless tools which can be used in a video game to learn and gain more knowledge.

Conclusion

Video games also helps many people to connect with each other and can also be used as a form of social media also.

Television

In 1980s, Nintendo games were promoted by shows like The Super Mario Bros and The Legend of Zelda. And later in 1990s, Pokémon was a game originally made by Nintendo Game Boy and later it was turned into television series, movies, card games and even its music got into trending.

Film

The rise in film adaptation of video games started due to increase in no. of video game users. In 1995, Mortal Kombat, which is a action movie based on video game, earned over \$70 million at box office. And even today in 2022 films are being made upon video games (Uncharted) The starling of the film is Tom Holland.

Music

The music used in video games have also got in the trending section. Such as theme song from one of the famous games Grand Theft Auto: San Andreas (The original mixtape by Young Maylay).

During 1970s and '80s, video games were depended on other forms of media. No. of games were used to be made out from films, T.V shows and books.

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33. How Media Impacts the Socio-Economic Dimension of A Country

**Limbachiya Tanvi
Bane Pakkhi**

Introduction

In mass communication, media area unit the communication shops or tools accustomed store and deliver data or information. The term refers to elements of the mass media communications business, like medium, publishing, the fourth estate, photography, cinema, broadcasting, digital media, and advertising. It describes the assorted that} through which we have a tendency to communicate in society. As a result of it refers to any or all suggests that of communication, everything ringing from a telephone to the evening news on tv are often referred to as media .When talking concerning reaching a awfully sizable amount of individuals we are saying mass media.

Different Types of Media

Media will be softened into 2 main categories: broadcast and print. the net has additionally emerged as a significant player, as a rapidly-growing range of individuals globally get their news, movies, etc. online.

Print Media includes every kind of publications, as well as newspapers, journals, magazines, books and reports. it's the oldest kind, and despite suffering since the emergence of the net, continues to be utilized by a significant proportion of the population.

Broadcast Media refers to radio and television, that came onto the scene at the start and middle of the twentieth century severally. most of the people still get their news from TV and radio broadcasts – but, consultants predict that it'll not be long before on-line sources take over.

In 1948 the world organization Conference on Freedom data|of data|of knowledge} declared access to information a necessary freedom, one that underpins all others. during this sense, access to data will be understood as associate degree finish in itself. nevertheless a 1962 UN agency survey found that over seventieth of the planet lacked access to adequate data. In response the global organization involved all countries to incorporate a media development strategy among their economic development plans. additionally to securing this basic right, they

said, “information media have a crucial role to play in education, social, and economic progress.” an added recently, the global organization recognized the vital role of freelance media in transferral concerning sensible governance one thing more and more demanded by voters across the world. folks wish their voices to be detected and that they wish establishments that ar clear, responsive, capable and responsible. second In process the central importance that data plays in property development, a 2007 Panos report highlighted however data empowers folks to see their own development path. "At its heart, development if it's to be property should be a method that permits folks to be their own agents of change: to act separately and together, victimisation their own ingenuity and accessing ideas, practices and information within the rummage around for ways in which to satisfy their potential. A plural, freelance media plays a necessary role in delivering the data folks got to participate within the debates and choices that form their lives. Despite a general agreement on the importance of media development in broader social, economic and political progress, the international community governments, development agencies, donors mostly views the event of associate degree freelance media sector as a secondary objective rather than a matter of essential importance. Consequently international donors apportion but I Chronicles of international aid budgets to media development.

The purpose of this literature review is to gift proof suggesting that a top quality, freelance media contains a positive impact on society and may be viewed as a essential development outcome in itself. The review is split into 3 sections addressing 3 areas wherever media will have a positive impact on societies:

- **Governance Impact:** Corruption contains a negative impact on society, significantly in furthering economic condition and financial gain difference.⁵ varied studies show a strong link between a free, strong, and freelance press and reduced corruption. A press exposes personal and public sector corruption. It monitors officialdom and will increase voters’ information, permitting voters to carry corrupt politicians responsible throughout elections, inflicting politicians to scale back corruption.
- **Economic Impact:** Economic actors would like correct and timely data to apportion resources with efficiency. Investors and different teams increasing worth and demand a governance-monitoring role from the media.⁶ A free and three freelance press will give data and watching to the policy development method resulting in more practical

economic policies. It also can scale back political risk and increase sensible governance conditions that are vital for sturdy economic development.

- **Social Impact:** so as for development to be simply and property, voters should fruitfully participate within the choices that form their lives. Participation needs associate degree abreast of grouping. A free and freelance media offer timely and relevant data to voters permitting them to alter their own behavior and to demand higher social standards for society.

Media improves the potency of the economy by providing actors additional and higher data with that to form choices and up stability.

Media enhances political coordination within the development of sound policy

A 2002 paper by St. Christopher Coyne and Peter Leeson provides clarity on the role of the media in economic development by analyzing the role of media as a coordination-enhancing mechanism in policy development. The report appearance at variety of historic case studies, together with in economic development examples like European nation and European country, and fewer in ones together with Ukraine. within the in cases of European nation and European country, "not solely has the media compete a job in reworking things of conflict into coordination, however conjointly access to data has allowed politicians and therefore the world to coordinate on sensible conjectures resulting in economic progress."

Media sector development will scale back political risk, increasing stability for higher risk countries

Countries that have additional political risk will gain stability by increasing the effectiveness of their media sector. this is often the finding of a 2011 political economy study of the impact of a healthy media sector on the political risk condition of desert African countries. "The quantile multivariate analysis... suggests that a free media and larger access to data contains a larger impact on up political risk standing for countries with high political risk things than for countries that are additional stable."

Media catalyzes positive changes in society by providing the information that influences public opinion.

Media leads to increases in awareness and changes in behavior across social issues.

Numerous studies over the last forty years from round the world have provided proof of the modification|chemical action} role via by the media in providing data that influences belief

resulting in social change. The impacts are often seen across social problems like public health²⁰ (including maternal health²¹ and kid behavior²²); gay, lesbian, and bisexual (GLB) identity²³; and temperature change.²⁴ Targeted, well-executed media campaigns reach audiences via a medium they concentrate to, resulting in hyperbolic information and changes in behavior.

Data access coupled to less environmental degradation

Higher participation (levels of skill, data access, and equality) reduces the amount of environmental degradation that a rustic is willing to simply accept throughout its growth method. This is often the most finding of a 2002 study by Salvatore Bimonte that tested cross-sector information from thirty five European and CIS countries together with state, Russia, Bulgaria, Hungary, Slovenia, Croatia, and Macedonia. The study found that data accessibility (i.e. range of newspapers per one thousand people) may be a determinant of the amount of atmospheric quality at that economic process starts to be useful for the environment. The paper maintains that the sole thanks to create development property is to extend the amount of participation. Therefore, to form development property one has to involve individuals within the growth method.

While one cannot compactly summarise the results for each totally different field, we tend to emphasise four relevant themes:

- Demand for diversion
- Direct versus substitution effects
- The role for diversion media and
- Policy impacts.

Demand for Diversion

The first one is that the key role of the demand for diversion. In nearly all the settings we tend to take into account, the buyer demand for media content is essentially thanks to demand for diversion, with the economic impacts rising as a by product. Kids watch tv as a result of it's fun, and area unit most unlikely} to consider the possible impacts on their education. Adults opt to watch a violent motion-picture show or to follow a serial for diversion worth, disregarding doable effects on their own aggression or on family values. This suggests that choice into specific|a specific|a selected} media is probably going unrelated to the preference for particular economic outcomes say, education, violent crime, or fertility. The overarching role of the demand for diversion is mirrored within the indisputable fact that individuals pay an oversized share of their time on media diversion within the America, the typical quantity of your time spent

observation tv that is simply one variety of media diversion is two.7 hours per day, half people's leisure (Aguilar et al. 2013). The demand for diversion differentiates the applications surveyed from the analysis of political or money impacts of the media. The exposure to political data typically reflects an on the spot demand for political content, as Stromberg (2015) and Gentzkow et al. (2015) stress. The exposure to financial-themed media like CNBC conjointly reflects interest in investment recommendation.

Direct and Substitution Effects

This takes America to the second key theme – direct versus substitution effects. we tend to stress that there area unit 2 main sources of variation of media effects during this diversion setting. the primary may be a shock to the diversion worth of a channel, or to its price, that affects the audience for that exact medium. as an example, violent movies area unit of upper quality on a specific weekend (a positive demand shock), or soap operas become a lot of wide obtainable during a given year (a positive price shock). In each cases, because the comparative statics indicates, the ensuing media result estimates incorporate each an on the spot result and a substitution result. The cinema unharness of a motion-picture show like Hannibal implies that a lot of individuals are going to be observation a violent motion-picture show and therefore are going to be doing less of the best different activity. cyberspace result of this shock on crime, for example, depends on the comparative result of violent movies on crime relative to the result of the choice activity on crime. Similarly, to grasp the impact of the introduction of a serial, we want to think about the activity and content that it's substituted for. In fact, thinking through the substitute activities and evaluating the calculable impact as a internet impact, relative to substitutes, may be a key take- away of this approach.

Entertainment Media

The fourth theme is that the role for diversion media. A putting feature is that the inadequacy of proof concerning medium, i.e. newspapers and periodicals. to place things into perspective, variation in newspaper circulation plays a key role within the identification of political impacts of the media, as native papers give crucial data on native politics (Stromberg 2015). And yet, once it involves the impact on outcomes like education, health, crime, or family selections, most of the obtainable proof issues the diversion media tv, movies, and therefore the net.

Policy

Last is that the policy impacts. variety of the topics we tend to examine replicate policy issues, just like the impact of tv and of violent media. Yet, the analysis papers recommend policy implications which might seem stunning. a primary example is that the studies reviewed don't

notice consistent proof of a negative result of tv on education (the proof during this respect is mixed), and notice that the supply of violent movies within the short run ends up in reductions, not will increase, in crime. The key insight here goes back to the substitution effects tv or violent movies could also be subbing alternative activities that aren't higher for the relevant outcomes. A second example is that one in all the foremost clearly documented policy objectives achieved by media exposure the reduction of the rate in developing countries (e.g. Brazil within the Nineteen Seventies and 1980s) – was earned as a by-product of the success of telenovelas, and wasn't a goal within the style of the diversion material. This second example brings America back to the primary theme, the overarching role of demand for diversion.

The first theme, the overarching role of demand for entertainment.

A newer set of studies takes stock of the importance of demand for recreation for policy functions, and takes it one step more – why not decide to incorporate policy goals into the recreation material? The parallel with advertising is evident selling corporations have for many years used product placement to sell merchandise, suggesting a natural path for the employment of recreation to 'sell' policies. Still, this strategy faces thorny problems, joined could lawfully worry concerning information.

Conclusion

This review presents proof to counsel that freelance media play a important role in rising governance and reducing corruption, increasing economic potency and stability, and making positive social and environmental modification. The media give data to actors throughout society permitting them to participate within the selections and debates that form their lives. The media additionally play in vital observance role in an exceedingly democracy that allows voters to carry their governments and elective officers responsible resulting in higher policies and repair implementation. For these reasons et al. media development ought to be viewed as a fascinating development outcome that underpins all others.

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34. Role of Mass Media in Influencing Violence

Limbachiya Tanvi
Dsouza Alistair

Introduction

Nowadays media has grown exponentially and has evolved in many ways. In the olden days mass media was done by traditional means which was mainly through the news mentioned in newspapers and magazines and also could be viewed on television, radio was also used a lot during this time etc. But for better or for worse media has evolved wherein it has made significant advancement and has changed or life for ever. In today's day and we use much more refined means for media the gadgets that are used to access media are as follows: Smartphones, laptops, iPad's tablets etc.

And the media that you can access through such gadgets would be through social media platforms like Facebook, Instagram, Snapchat, 9gag, YouTube . And today instead of waiting to get your news paper to read what is currently happening you can view it whenever you want provided the new has been published and all you need is a smartphone and the app of a particular newspaper company. For eg if you read like reading a particular newspaper like Times of India you can just download that app through your phone and view it digitally. Also previously if you wanted to read news from other newspaper publications eg DNA, Bombay Times, Hindustan Times, Indian Express etc you would have to pay more for the physical copies if you are getting more than one but currently all these things are done only so you not just restricted to one particular publications you can follow any publications and the beauty of this is that there no extra cost. But for now let's leave all of that.

We will be talking how mass media has influenced violence today. It is no pleasant topic but that doesn't mean we shouldn't be talking . Violence has always been problematic to deal with but with but with rise social media this has become quite difficult to deal with . For example a tiger is always dangerous to deal with but now you are dealing with a tiger that has gun. It may sound funny but it's really not. Because for better or for worse mass media has kind of evolved in this manner.

When mass media was done by traditional means (which are mentioned above) violence happened but on lower scale but to years of innovation of technology mass media now happens

on a global scale and it's influence has increased drastically, it's only natural that violence caused by this would be ridiculously higher. Just because it's natural doesn't make it acceptable we have a duty human beings to reduce as much as much possible because violence only leads to pain, suffering, despair and unwanted hate and if things get out of and if violence happens on a physical level it may lead to minor/severe injuries or worse it may also cause death. So what does it mean "The role of mass media in influencing violence". In theory it's quite easy to explain but unfortunately it's not so easy to fix. Ironic isn't it.

So what does this mean? It's quite simple really . As we know children are very impressionable which mean means they get can fascinated by anything or everything at this particular stage (where they imitate any one usually adults) and obviously their parents will make sure there is no negative influence on them for eg not swearing in front of them ,partaking in bad habits like drinking or smoking in their presence etc.

This is where media comes into picture. For children one thing that plays a important role in how they perceive things would be would be television. And now fortunately there is a filter to show what is and isn't kid friendly. But adult supervision is always important to make kids are watching things that view are appropriate. Because belief it or not violence is like an instance that all humans and I belief that violence stems from our "fight or flight" instinct. Humans are violent by nature we kind of crave at times . And it times one doesn't even need a reason to be violent sometimes they would just create any reason which may be rational/irrational to justify their violence. Generally it is said the reading is nourishment for the mind but nourishment could be done in a positive and negative way it usually depends on a couple of main factors which would we perceive things which are either good or bad and how control one has on their emotions. And where it comes to violence many people may disagree that may wrong and maybe I might be but personally I feel this is how violence works. And as I mentioned nourishment of the mind could be good or bad that's where violence kind of comes into because violence is generally a bad and whether we like or not we all have spark of violence within us at watching violent things like WWE, Cobra kai, karate kid, kill Bill series, Django unchained, Mortal Kombat are just a few examples of violence and what these kind of movies/series/wrestling influence the mind in a negative manner and ignites the flame of violence within us. And one the reason why the general populace loves is because we love violence and it gives a weird kind pleasure and provides instant gratification. And at times we may contemplate about such violent activities

which is ok because our mind is like the sun you can't turn it off and mind even continues working while we are asleep (and we prevent about thinking such because one of the things that the mind does is think). But acting upon such violent tendencies is without a doubt wrong. In a Hindi Film called "Special 26" an iconic line was said which I can never forget which was said by the police which is "Thinking of a crime is not illegal and you cannot put someone in prison for that but once someone commits a crime then the game changes completely" I have paraphrased a little bit on that line.

But currently violence has researched quite thoroughly and they have also come up with a lot of empirical evidence to support their theories. There have been quite a few experiments that show that the younger people would be much more inclined to engage in violent behaviour as in comparison to adult when exposed to violence probably because while you're young your mind soaks in information and stimulus from well everything.

Also a few practical experiments have been done in USA where they first experimented on young children somewhere around 6-12 years and made and they divided them in two sections which section A and section B. Section A was made to watch non-violent shows on T.V and same thing was done to section B but vice-versa. And then further get more insight on their experiment they made this children play hockey.

But they noticed during this game that the children from section B committed all kinds of fouls which were hitting from behind, elbowing and fighting and either most or all of it was done on purpose as they were influenced by violence.

But on the other hand no such transgressions were committed by Section A mainly because they were influenced by non-violent visual stimulus hence they had no reason to behave violently. Due to this, these researchers concluded that violence does play a vital role on how violent an individual can be and also the level of violence that a said individual is exposed to, should be accounted as well. And at times violence is sometimes occurring either directly or indirectly and at times both.

Conclusion

Recently there was an incident that has influenced the life of black people in a major way which was black life's matter aka BLM (which happened in USA). Black people have faced a lot of adversity over the years. During 1619 when slavery started they had truly horrible lives it was like a constant nightmare which you can't wake up from but fortunately it came to an end. But

even after the advancement in civilization their lives were still difficult. They were always treated like second class citizens and if a crime was committed they were treated harshly but white police officers and at times their punishment would be very severe even if the crime was pretty at times which was ironic because white people were treated in a special manner and when crimes were committed by them it completely different in comparison to black people. This mainly happened due to racism and maybe due to slavery that happened a while back that made white people feel superior towards black people. Which is really sad because they 90% of the time they are judged mainly because of their appearance which is really unfair. Because we don't have any choice in what skin color we get ,no one does. Which why I feel it's quite preposterous to judge anyone on such basis. And where it came to BLM , it may have started as a small thing but the news regarding spread like wildfire on every social media platforms,news etc.

This was caused because George Floyd was was caught by the police because his local grocery store suspected that he was using counterfeit bills to make purchases due to which the cashier called the local authorities and they captured him and later was killed due to brutality committed by officer Derek Chauvin who was charged with second degree murder.

This caused violence on an unprecedented level there huge riots which were both peaceful and violent in nature . But the violent one's happened in a higher frequency. Basically any kind of store were looted by anybody.

Statues and monuments of famous American figures and of those who have played major role in their history was vandalized or either taken down/destroyed by black people.

Although there was a funny interview wherein a black person was interviewed because a statue of a famous figure was vandalized (which the interviewee had nothing to do with) he asked do you know why this statue was vandalized and he replied ,”because of the black life's matter commotion” then his second question was does he know the who that statue represented , he replied “no I do not and then the interview mentioned that the statue represented who and also mentioned that he was a civil rights activist who was an advocate for African-American(black people) rights.

And when the interviewee was genuinely surprised after hearing this and this was his final if you say who he his then let me just ask you one thing “why did black people do this?” Which is literally the funniest thing I have ever heard. Not because the interviewer was left speechless after this statement. But because while we are under the influence of violence an

individual able isn't able to process information rationally/logically as violence clouds their judgement.

Nowadays there things like even games that cause violence. Which may sound skeptical but this entire concept shouldn't be dismissed so easily. Also there is a very common saying among us gamers which goes as follows " gaming doesn't make us violent but lag does" which basically means that gaming doesn't make gamers violent but when the games lag(gets frozen) we tend to become angry/violent. Technically this is "meme". But ironically gaming may make one violent with or without lag. And today gaming is become a huge industry . So big that currently there are E-sports events held which are sporting events meant for gaming and most recently "The International" which is the biggest E-sports event held in 2021 for the game "Dota 2" and the prize pool was for US\$40,018,195. So basically if you win one of these you are set for life. This is just one game and just imagine that such events are held for countless games , that's how big gaming has become. Gaming addiction had become such a bad thing the WHO a while back that prolonged exposure to gaming could cause mental and physical problems. Ironically WHO made another statement in 2020 where they encouraged gaming during COVID 19 to encourage social distancing.

Also there was a case where one particular individual was murdered because the aforementioned game "Dota 2" because one person hacked into another user's account and stole all of items,skins etc.

Which is generally got through micro transactions that are also known as in game purchases and other ways to get such items,skins etc are either by playing the game , trading, betting etc. And having such things gives one a sense accomplishment as this takes a lot of time,commitment and dedication.

And if someone takes these things away without one's consent it would make one absolutely livid. Little did that the hacker knew that this petty crime his was him basically digging his own game . But the victim took mater in his own hands and well murdered the hacker in cold blood. Here the victim could have done something else for instance reporting that user (hacker) which would result in a permanent ban instead of taking matters in in own hands.

And at the time when the victim who committed such gruesome acts was definitely not in right state of mind and was probably under the of physical/visual violence,drugs, alcohol etc

which may have pushed him to commit murder. Because no one develops murderous intention overnight

And with this we can come to the conclusion that even though Mass media has a lot of merits. Most of the times it contributes to high levels of violence either intentionally or vice versa (directly or indirectly). And at times like we must really be tackle such situation which may result in violence but social media can influence violence in countless . Because in the all the bitterness, pain and agony that is caused by violence would only affect you in the end

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35. Media Addiction and its Impact on Economy

Limbachiya Tanvi
Jain Urvashi

Introduction

Social media firms unremarkably style their platforms during a manner that renders them addictive. Some governments have declared web addiction a significant public health concern, and also the World Health Organization has characterised excessive web use as a growing drawback. Our article shows why students, policy manufacturers, and also the managers of social media firms ought to treat social media addiction as a significant ethical drawback. whereas the advantages of social media aren't negligible, we tend to argue that social media addiction raises distinctive moral issues not raised by alternative, additional acquainted addictive merchandise, like alcohol and cigarettes. especially, we tend to argue that addicting users to social media is impermissible as a result of it inexcusably harms users during a manner that's each humbling and obnoxiously consumptive. significantly, the attention-economy business model of social media firms powerfully incentivizes them to act this wrongdoing.

What are the Downsides of Social Media Addiction?

Engaging in social media once in a while is unlikely to be harmful. However, there are negative effects to consider when overusing social media.

Some Possible Downside of Media Include

- Low self-esteem, which may be prompted by incorrect perceptions that others' lives are "better" than yours.
- Increased isolation and loneliness.
- Anxiety and depression.
- Onset of social anxiety disorder.
- A fear of missing out (FOMO), which can lead to even more social media usage.
- Disrupted sleep patterns, especially if you use social media right before bedtime.
- Decreased physical activity, which may affect your overall health.
- Poor grades or work performance.
- Ignoring the relationships in your "real" life.
- Reduced ability to empathize with others.

One of the foremost common issues in adolescents when social media use is digital vice. particularly people within the early periods of adolescence use digital games a lot of oftentimes. Digital games, that area unit used for functions like having an honest time, recreation, pleasure, mind exercise will lead the trail to digital game addiction if an excessive amount of time is spent on digital games. Digital game addiction has been referred to as a state of affairs with consequences like the individual's inability to prevent taking part in for a protracted time, associating the sport with real world, preventive the responsibilities obligatory on the individual thanks to taking part in game and preferring vice to a different activities. So far, there's no customary single definition of digital game addiction in adolescents. However, digital game addiction is accepted as a sort of behaviour addiction. it's expressed as AN individual's continued to play game for a protracted time while not having the ability to manage himself despite being injured by the action. Digital game addiction is outlined with actions like associating the sport contend with real world, not having the ability to fulfil the responsibilities thanks to time allotted for the sport and also the importance of the sport within the mind, preferring to play game rather than alternative responsibilities and also the individual's not having the ability to stop himself from doing otherwise.

Social media's impact on the structure of the economy has been tremendous! the foremost obvious is within the technique of selling that lies at the core of however social media platforms operate. till social media took off, businesses had to obtain indiscriminate advertisements within the hopes that somebody curious about their product or service would simply come upon it and see it. Now, social media platforms, that gather information on your interests from your likes and your posts, will match advertisers to interested customers, creating advertising—the engine of a shopper economy—much a lot of economical.

But it's not simply targeted ads that area unit reworking the economy. In general, social media platforms facilitate the flow of data concerning the market. you may see AN exuberant post from somebody you visited faculty with twenty years past raving a couple of large indefinite quantity at a brick-and-mortar store within the next city over, and you and dozens of others will then drive over to the shop before the deal ends. Or your relative across the country may post however the most recent smartphone fails to measure up to its plug, leading you to make your mind up to attend to upgrade till ensuing model is discharged. The economic impact of those little, personal interactions is thus vital that one recent study prompt that social media seemingly has an impact on the U.S. housing market: folks area unit a lot of seemingly to create a serious property investment when learning from their social networks that home costs in alternative components of the country area unit rising.

And with the reworking landscape of social media, there's still lots of potential for social media to impact the economy in ways in which we tend to don't nevertheless anticipate. In 2019, for instance, Facebook flirted with the thought of developing a cryptocurrency to be used on its platform. Such a maneuver would have a big impact on international finance and will probably lend larger market power to unregulated economies. As of August 2020, issues concerning potential negative impacts have placed the thought of a Facebook cryptocurrency on hold. However notwithstanding a Facebook cryptocurrency doesn't return to fruition, the thought of it demonstrates what quantity a lot of social media may be able to alter the economy within the future.

Conclusion

While social media certainly has benefits, there are notably outstanding potential impacts based on the available studies so far. Without longitudinal studies and expansion to the definition and criteria of social media addiction, it is hard to measure its prevalence and the conceivable outcomes it could have for young adults today and future generations. The theoretical implications look to the creation of a social media-specific theory that highlights the dark side of communication. An analysis of the internal and external motivations for social media use, paired with potential psychological deficits, creates the framework for addictive behaviours relating to social media engagement. Excessive social media use also looks at changing the way interpersonal communication engagements primarily occur, as well as changing organizational communication structures. Health communication can also be negatively impacted by large amounts of social media use. Going forward, more studies need to be conducted about the addictive capabilities of social media and ways to potentially combat the issues that spring forth from this relationship.

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36. How Mass - Media Influences the Spread of Awareness

**Limbachiya Tanvi
Javeri Rahul**

Introduction

The history of mass communication stretches from prehistoric sorts of art and writing, through basic printing technology from around 800AD; the invention of Gutenberg's press in 1455; the primary weekly written newspaper in Antwerpen in 1605; the invention of radio by electrical engineer in 1895; tv by John Logie Baird in 1925; and eventually, to the net (the World Wide Web) by Tim Berners Lee in 1990.

The numbers reached by every of those art forms and technologies have steady fully grown from some, to tons of, thousands and even millions via newspapers, radio and television. But now, through the medium of the net, the audience is nearly limitless and definitely within the billions, with AN calculable four billion having access to the globe Wide net in 2018.

Mass communication has been outlined as "the method by that someone, cluster of individuals, or organization creates a message and transmits it through some form of medium to an oversized, anonymous, heterogeneous audience."

Mass media could be a terribly effective and economical supply of data to general public on a large array of subject. Every day, a several health connected problems also are disseminated through mass media that passes through numerous steps before it reaches the folks. Current study was conducted to explore awareness level of hepatitis among the youth that is one in all the International property Development Goal (SDGs).

Thousands of development specialists and civil society organizations gathered in city, Turkey for the fifth World Water Forum to seek out solutions to the worldwide water and sanitation crisis. This year, over five hundred journalists came to the Forum to bring attention to the worldwide, national, and native challenges in delivering facility and sanitation services to the millions United Nations agency still would like it. Journalists not solely according on the event, however, were conjointly invited to participate in workshops and field visits to assist them higher

perceive what lies ahead in their own countries. Reporters churned out over five hundred stories to bring the discussion on the far side the hallways and lecture rooms of the worldwide Forum.

The Water and Sanitation Program features a long history of operating with each journalists and officialdom as “information brokers” to boost each the standard and amount of coverage on water and sanitation problems through workshops, field visits, competitions, and networking. reaching and technical coaching facilitate journalists build up experience around water and sanitation – development problems that repeatedly that get stirred to the rear pages of the newspaper, unless there's a crisis.

This year, WSP supported 9 journalists from seven countries to attend the Istanbul Water Forum through a workshop hosted by nation journalism network Media twenty one, a company that aims to enhance journalists' information of world problems, raise public awareness through publication of high-quality articles and reports, and to develop a world network of international journalists. additionally, to WSP, many organizations sponsored journalist group action at the Media twenty one workshop, as well as PATH, the world organisation Water Decade, Water Advocates, the water system and Sanitation cooperative Council, and also the World Water Council.

“The journalism plays a important role not solely to lift awareness and support for the water and sanitation sector, however additionally in giving a stronger voice to each day voters and in watching commitments created by political leaders,” aforementioned Manager of the Water and Sanitation Program Jae therefore. “When journalists perceive the \$64000 challenges behind delivering water and sanitation services to the poor, they assist facilitate public dialogue and subject engagement that focuses on relevant solutions,” she accessorial.

Since 2004, WSP's international Communications Team has command nearly twenty four events to assist increase the notice and engagement of the media around water and sanitation sector reform. These lasting relationships area unit priceless in terms of making a brand new generation of journalists United Nations agency perceive the total spectrum of monetary, social, and technical challenges for rising the water and sanitation services for the poor.

“Journalists play a key half in shaping speechmaking and keeping everybody responsible, as well as governments,” aforementioned Yosa Yuliarsa, communications specialist for WSP's East Asia and Pacific Region. “The coaching and support we offer helps the media articulate the complexities concerned in delivering water and sanitation services for poor individuals.”

In East Asia, WSP has hosted over twelve regional and country level forums in Asian nation, Indonesia, Lao PDR, the Philippines, and Vietnam. “WSP's continuous media activities have created North American country additional knowledgeable of water and sanitation. they need helped North American country meet with the correct resource persons within the sector; and provided North American country with a forum to stay water and sanitation problems on the measuring device,” aforementioned Nurul Aulia Badar, Indonesia's Antara news organization editor and national organiser of the country's sanitation media network.

In Jakarta, journalists participated in a very field visit to low-income and wealthy areas to satisfy with voters and see for themselves however poor communities paid rather more for trucked water than the wealthy procured piped water. The follow-up coverage helped generate a national discussion regarding the value of water and eventually diode to additional constructive policy dialogue.

In geographic region, WSP helped organize field journeys and media briefings in South American nation as a part of World Water Day and also the Culture of Water campaign. when the sphere visit, one amongst the journalists submitted a proposal to the regional LatinoSan Conference and won a desirable fellowship to attend LatinoSan, the Latin American Ministerial Conference on Sanitation.

In South Asia, WSP features a wealthy expertise operating with media. In 2002 they helped initiate the South Asia Water Media Network. This informal network has since brought along over two hundred journalists to find out from, and share experiences with each other, and modify contributions to speechmaking through expertise nonheritable throughout study journeys, and workshops in Republic of India, Pakistan, and Asian country.

To help draw public attention to the magnitude of the sanitation downside leading up to the International Year of Sanitation in 2008, WSP created positive that journalist engagement was a giant a part of WSP's support program. They helped assemble practitioners and journalists to exchanges experiences and views and hosted field journeys to villages to bring the journalists to communities in order that they may see each the success and challenges. a contest additionally helped put off stories on sanitation problems whereas the finalists were awarded a visit to attend SACOSAN III in Delhi, India.

Conclusion

The main objective of the study is to grasp the responsibilities of varied media forms increasing social awareness. to grasp whether or not media invariably uses relevant sources for his or her news or not. The aim of analysis is to check the impact of media on people's opinions and purpose of views. Media is commonly thought-about as a mirror of the society.

The main objective of the media ought to be to tell, educate and entertain the individuals. It covers all the aspects of interest like weather, politics, war, finance, music, etc. These days, media has merely become the voice of some political parties. we discover that the TV channels and newspapers area unit competitory with one another to realize profit.

In order to try to to therefore, the channels ANd news distributors area unit cashing on the news in an unethical means. Moreover, sometime, the media additionally hurt the emotions of the individuals. Original plan behind this was to entertain plenty. Radio, T.V, Cinemas and Magazines pay most of their resources on diverting things and programs. owing to increasing population and develop manner, demand for recreation is increasing.

The Media, the foremost powerful instrument of communication will facilitate promote the correct things in right approach. The communication forms is radio, television, cinema, magazines, newspapers, and/or Internet-based websites. Media encompasses a nice responsibility of delivering the reality and relevant info to the people.

Social awareness is outlined as being alert to the issues and changes happening in and round the world. nowadays everyone seems to be connected with media in some or the opposite approach. So, unfolding awareness concerning any issue becomes straightforward because the message get spread among a large vary of individuals.

Media focuses on commercialisation. Now a days, hot news which might facilitate in increasing the TRP rates of the channel become the priority for them.

We should take into account the very fact that there square measure some honest communication forms additionally. These forms typically place their lives in danger to inform North American country concerning a happening or activity which can be within the style of a surprise attack, natural disaster and/or alternative crime connected news. Media is that the base of politics. It informs folks concerning their political rights. Besides connecting with our friends, media additionally tells North American country concerning the planet happenings. Print and digital media takes the danger of their lives to tell North American country concerning vital

news. the data that individuals get from the media encompasses a state related to it. The approach we expect and perceive varied problems concerning the planet is additionally formed by the media.

Print Media

Any the newspapers, magazines, journals, newsletters, and alternative written material square measure the oldest varieties of media. These publications square measure jointly referred to as the written media. though medium audience has declined within the past few decades, many folks still browse a newspaper each day or a magazine on a daily basis.

Newspapers square measure the main supply of data for an oversized range of readers. it should be National or native, daily or special audience newspaper. A magazine may be a generalized advertising media that return up with instructional, informational, recreation and alternative specialised wants of shoppers, businesses and industries. forms of magazines is General Interest Magazines, Glamour Magazine, Film magazine, interest Magazine and girls style Magazine.

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37. Effects of Mass Media to the Political Class of a Country

**Limbachiya Tanvi
Palasara Jarjismahammad**

Introduction

Changes in political perceptions and preferences might result from the combined effects of stories from numerous media. Estimating these combined effects needs the simplest doable, albeit completely different, measures of stories obtained from self-selected mass media and social media that may be coupled to panel survey knowledge regarding perceptions and preferences. For the 2017 Dutch national elections, such knowledge is accessible. Political perceptions and preferences square measure laid low with news statements in self-selected mass media on issue positions, support and criticism, globe conditions and success and failure, in accordance with the theories on agenda setting and issue possession, social identity, retrospective choice and bandwagon effects, severally. Combined effects emerge as a result of many folks use each mass media and social media. The latter do over simply reinforce predispositions. Social media even have a mere exposure result, and a multistep flow result that amplifies news concerning party successes and failures from self-selected mass media.

Today mass media unfold everywhere world. mass media have impact on several aspects of human life, which may embody pick an explicit method, individual views and beliefs, or skewing a personality's information of a selected topic because of being provided false info. however currently day mass media use for usiness and social considerations. this will embody advertising, marketing, propaganda, packaging and political communication. The new media surroundings is dynamic and continues to develop in novel, typically unforeseen, ways in which have serious consequences for democratic governance and politics. New media have radically altered the method that government establishments operate, the method that political leaders communicate, the way within which elections ar oppose, and national engagement. This chapter can concisely address the evolution of recent media, before examining in larger detail their role in and consequences for political life.

Media richness theory posits differing kinds of media offer completely different levels of richness to the audience (Daft & Lengel, 1984), therefore moving political information (Dimitrova et al. 2014). Although, mass media supply an honest chance for learning, {different|totally completely different|completely different} media shops will cause different impacts on political information (Fraile 2011). Medium typically deliver additional substantial info than different varieties of mass media and permit browsers to regulate the pace at that they read the news. Furthermore, the format and linguistics organization of print news stories are connected to how individuals method the news (Neuman, Neuman, Just, & Crigler, 1992). Newspaper use is systematically joined absolutely to acquisition of political information (Stromback & Shehata, 2010). Compared with print journalism, newscast takes simplified and visual centered formats, which can hinder viewers' understanding (Robinson & Levy, 1986). However, some studies show that newscast might facilitate political information gain for additional abstract info (Neuman et al., 1992), and may rival newspapers as unpolitical information assistant (Chaffee & Schleuder, 1986). Overall, the impact of TV news on political information isn't conclusive—some saw a positive or beneficial impact (Papathanassopoulos et al., 2013), whereas others found a null or negative impact (Fraile, 2011), primarily as a result of tv programs supply a additional superficial method of presenting the news. Not like ancient newspapers, on-line news sites supply hyperlinks to connected stories, which can facilitate readers form a deeper understanding regarding a difficulty. The gatekeeping process and print media values found in on-line news sites aren't a lot of completely different from those of offline ancient journalism (Eveland, Marton, & Seo, 2004). For these reasons, the literature typically reports a positive link between on-line news use and political information (Dimitrova et al., 2014).

Conclusion

New media have each enlarged and undercut the normal roles of the press in an exceedingly democratic society. On the positive facet, they need immensely augmented the potential for political info to succeed in even the foremost impartial voters. They allow the creation of digital public squares wherever opinions will be overtly shared. They need created new avenues for engagement that enable the general public to attach in new ways that with government, and to contribute to the flow of political info. At constant time, the conjugation of the increase of recent media and post-truth society has created for a precarious state of affairs

that subverts their useful aspects. Presently, it seems as if there are few effective checks on the tide of false info. Subbing scandal coverage for serious fact-finding journalism has weakened the press' watchdog role. The ambiguous position of the media as a mouthpiece for politicians renders journalists complicit within the proliferation of unhealthy info and faulty facts. It's vital to acknowledge that Yankee journalism has never had a "golden age" where facts perpetually prevailed and accountable coverage was absolute. However, this era could mark a brand new low for the democratic imperative of a public press.

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38. The Effect of Mass Media on Psychological Health

**Limbachiya Tanvi
Sharma Kirti**

Introduction

The heavy use of Mass media and increasing mental disorders got boost in last 10yrs. In last 10yrs 70% more data is produced by public, also the Mass media user increased wide in number. Many new Social media platforms were created and some of them are most popular now. During pandemic over 3.6 billion people were using social media worldwide, maximum users are adults and children, Facebook was the most used Social media platform during pandemic. Mass media has negative and positive effect on mental health, also there's a lot of research out there that suggests Mass media are a useful tool to stay connected to others. This paper will present negative and positive effect of Mass media on mental health.

Mass media has become everyone's daily need for people, every single person checks his mobile phone in every 5 min, the social media platforms has become addiction for everyone. Many people are open on these platforms but silent in real life these leads social phobia and depressive and anxious life style, which has become threat for every user, this commonly, happen with youths, also these platforms are informative and life savers for some people, but many time it used to spread fake news.

Mass media is used for mind manipulation. But most health hazardous thing is radiation which is emitted by the devices which we use for many hours.

Many health issues, mind manipulation, data leakage and many more problems were reported. Also for better and easy lifestyle we invite mental problem and health issues such as wifi and Google assistant which is a Bluetooth device, this device can share conversations with random people from address books.

By presenting facts and information about the effect of mass media on psychological health, this paper discusses and can give a proper perspective to think that Mass media is boon for us or we are just getting used by these.

Qualitative Research

With the developing technology, Mass media (Mass networking) has become the most popular form of communication and interaction between people of all ages throughout the world. Social media (SM) is a easiest way to communicate and share content through various platforms such as Facebook, Instagram, Twitter, Snapchat, etc. Researches says that before 10yr there were over all 2.02 billion user, but now in 2021 the overall users are increased by 115 %, there are 4.5 billion users and they are increasing by 13% every year. Statistics shows that people use to spend 2.5 hr per day on social media but during and after the pandemic people started spend 4.8 hrs per day on social media, but healthy amount of screen time for adults should be less than 2hrs per day. Also it is said that Mass media has damaged the creative brain.

Social media platforms such as Facebook, Instagram, Twitter, Snapchat, etc, are the easiest way to share content, creativity, ideas, perspectives and information, these are some positive things that people can share. There are many negative things that people share, some people share it openly and some share it secretly. Many ways to share information secretly, everybody knows it but nobody pays attention on it such as movies which has hidden messages, photos, creative painting and digital photographs. There are many examples of fake news that everybody knows it but they don't know that it is wrong such news are,

1.	Gandhi ji never said that “Whenever a person slap on one cheek, forward another one” (this quote is written in Bible).
2.	Rosa Parks “The mother of civil rights movement” many movies are made on it, in a bus incident Rosa parks was arrested this is how civil rights movement started, But the reality is completely different, this whole incident was planned by NAACP (National Association for the Advancement of coloured people).
3.	Christopher Columbus who discovered America in 1492, in reality 500yrs before Columbus, Leif Eriksson who discovered America.
4.	Birthday of Jesus Christ 25 Dec, but theory says Jesus was born between 6 to 3 B.C during spring.
5.	Albert Einstein failed in math, but Einstein himself claimed that in school he was master in maths and he never failed in maths.

Mass media has another big effect on psychological health which is mind manipulation and it is mainly used by politicians. In todays life any event is a news and information is used like a source if income, Mass media is only for politicians, politicians have great control on mass media. What politicians want they can fill in

our minds and for this they use young minds, young minds are very easy to divert. There are various methods such as changing content in school book and also TV news are there for everyone.

TV news and social media platforms are major source of information for people. **Some** TV news channel show news whatever they want, and also as they manipulating us our way of thinking are also in their control. Social media has became addiction for us, every single person is addicted to it specially the youth. Researches says that these platforms in which we share our personal information is been recorded and they use for their benefit, also some people share their finest information and this information is used by criminals. Also these people control the shared content and good content are supress and useless and vulgar content are always trending.

Conclusion

From the above research review, I conclude that if we are using social media than we need to be alert, we need to think before whatever we share, also our comments might be problem for others, also SM can be used for good things it is informative if it is used properly and we need to make some distance form social media because it is taking our lots of time.

Whatever news we get first we need to check it is confirm or not, believing on fake news can become threat for us.

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39. Significance of Media Research in Today's World

**Limbachiya Tanvi
Singh Vishwajeet**

Introduction

Research empowers North American country with information. we have a tendency to get to understand the manner of nature, and the way our actions have an effect on it. We have a tendency to gain a deeper understanding of individuals, and why they are doing the items they are doing. better of all, we have a tendency to get to complement our lives with the most recent information of health, nutrition, technology, and business, among others. There area unit sure tools which may combination the messages sent to any or all of your profiles and networks into one spot, saving you the time and energy required to perpetually juggle accounts.

Media analysis is extremely vital in today's life as there's associate degree Brobdingnagian increase within the advancements in today's world analysis is that the most {significant} and significant a part of feat information.

Media analysis is that the study of the results of the various mass media on social, psychological and physical aspects. It includes achievements and effects of media and a study concerning the event of media. Newspapers, magazines, radio, TV, Cinema or different mass media analysis and assortment of information's. It helps you to investigate news higher and build it a lot of accessible to our target market. It helps you with the analysis and composition of views, news, and data. Social media analysis will facilitate your business during a range of ways:

1. To study the viewership or to grasp the TRP.
2. It helps the advertising agencies or advertisers to grasp the TRP and rating of programs that later boosts the support cycle.
3. It creates a bridge between the necessity and provide of content that is being provided.
4. Formative and summational assessment of varied programs, movies, documentaries .

Media analysis is a lot of needed in India as a result of, the Indian media, industry is forecasted to grow at a compound annual rate of growth (CAGR) of thirteen.9 per cent between 2016-21, to succeed in US\$ thirty seven.55 billion by 2021.

In this paper we are going to {know concerning|realize|understand|comprehend|fathom} numerous significances and plenty of different things about analysis media .

Importance of Social Media Research

Mass media plays a task in shaping people's preferences and shaping however they believe a state of affairs, incident, product, or idea. There area unit numerous psychological, physical, and social effects of mass media on individuals everywhere Bharat .there is a powerful have to be compelled to study the connection between mass media channels and their audiences and analyze however they convey with one another.

This analysis study is termed media analysis. it's a handy tool to know however totally different varieties of mass media, like tv, cinema, newspapers, magazines, and radio, meet the wants of individuals and entertain them.

Media analysis additionally includes finding out the expansion of those channels and their achievements and categorizing individuals supported what reasonably content they need been overwhelming. it's a market survey that enables you to judge information in Associate in Nursing unbiased manner. So, media analysis is thorough and useful in many ways once it involves understanding however your audience perceives your product or services and what aspects of it they like and what components of it they need higher. So, media analysis results play an enormous role in serving to numerous kinds of media forms with their important selections.

Media Research Services

Media analysis services includes campaign testing, advertising (ad) testing, and OTT platforms viewership.

1. Campaign testing is largely the concept of experimenting for your promoting campaigns with a hypothesis and making response files,that eventually ends up in optimization in future.
2. Ad testing is that the method of running your ads ahead of a sample target market, so as to gather their valuable feedback,that helps to seek out out what aspects of your ads you would like to fine-tune to form them a lot of impactful.
3. OTT viewership is an in depth study of content consumption on OTT platforms and trends associated with it, so as to spot consumers' preferences and interests.

4. So, if you wish to grasp however media analysis continues to be important, consume some content from channels you don't typically consume to appreciate what proportion some media forms lack transparency.

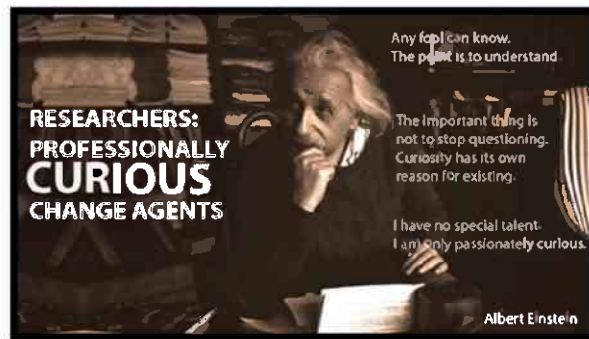
Importance of Research in Advancement of Society

We're perpetually adapting and learning new ways in which to try and do things—as well as expecting and even tight innovation from our scientists, executives, and leaders.

Thankfully, faculties are getting additional involved with science and technology, and analysis is finding its place within the minds of today's students. Students are desirous to build discoveries, produce solutions to the world's issues, and invent subsequent massive factor. We're going places, one research at a time.

How will we alter researchers to pay their time on, well, analysis (instead of filling out forms) fortunately, there's cloud-based computer code to create that easier. Researchers and analysis directors will realize funding quicker, apply for it additional simply, manage their funding once they latch on, meet federal and native needs for documentation, keep in compliance if analysis involves humans or animals, and confirm analysis facilities are safe.

Conclusion



All of which means they're one step nearer to tomorrow's massive discoveries.

A thorough media research study helps you understand how you can frame news better and make it more accessible to your target audience. It helps you with the analysis and composition of views, news, and data.

Newspapers, magazines, radio, TV, Cinema or other mass media analysis and collection of information's. It helps to understand the ways in which media can meet the needs of the audience.

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40. The Media Lending a Hand to a Country's Image

Limbachiya Tanvi
Singh Saswat

Introduction

People created numerous things for their benefit yet some of them were regularly not advantageous for many, their most critical device i.e., media has fostered its directs for correspondence so that it is effectively available to everybody by having such immeasurably populated recipients of that medium, it can handle the way the of thinking from those populate and can get the ideal response. Notwithstanding the progressively worldwide economy, Presentation of current advancement, the greater part of individuals on the planet doesn't travel universally. Thus, media plays a powerful job in depicting different countries' images in many ways and which may result in a countries economic level.

The "Image of a country" in media examined through the language used by media, including esteem landed (words, express, analogies, sentences furthermore descriptive words and so forth,) which show up in help or resistance to that nation's administration strategies on different homegrown and global issues. It is a genuine mental mix of different credits that the solitary activities and that individuals see and interpret thinking about their sentiments, qualities, and convictions. The portrayal can be made in light of occasions which reaches out through time model Wars and dangers among nations similarly structure public Imageries as do geographical space, past suitability, characteristics, and organizations and deficiencies of the nations to the extent that military, money related and politic cut off.

During the Covid episode, we perceived how the various nations responded to that shock and what's the beginning that has been in secret from that point onward however it is generally accepted that it was begun in the Chinese city of Wuhan different media made a few good and ominous releases. The features are never demonstrated because each needs adequate proof to clarify the reason for the emergency. Be that as it may, individuals had effectively made their horrible perspectives on China in general justification behind the Covid beginning which hinted at an awful picture of a country unexpectedly, assuming if they had command over their media by putting themselves out there to the world then this wouldn't affect their Image. Since a nation

is addressed by its chief and to spread his message all through a little or a major district it tends to be done through media even in political race days media can impact individuals to pick what they wanted. Everything enjoys its benefit and burdens; it is up to the person who has the power and experience to work with it. e.g., as a result of media, individuals of the world have any familiarity with the way of populate in India towards outsiders and government assistance done by the public authority every one of these genuine and sensible messages of a country can be sent through media.

Conclusion

I believe that if both the country and the media cooperate well, they can extend their development and, subsequently, the country's standing with different countries will improve because of the normal resident voice being heard and issues being addressed, regardless of whether they are minor or major. The more prominent, more extreme and more perplexing a country's image transforms into, the better people feel that they know it and its kinfolk and associations, the more grounded it becomes against pessimistic news. The point, to lay it out simply, should be for a country to turn out to be most certainly more than a just an image.

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41. The Fate of Journalism the 21st Century

Limbachiya Tanvi
Gosavi Sakshi

Introduction

The role of journalism has been evolving since its beginning ,and with the appearance of the twenty first century , it's undergone a huge transformation . world organization this modern era of technology , journalism has penetrated even the tiniest spheres of human lives.

The interactivity of today's digital world is extraordinarily helpful to today's journalist , as an example will|we will|we are able to} hear at once from those we tend to communicate with and therefore the public – at just one occasion “audience” can we tend to currently contribute to the reportage of reports .we can resolve however we tend to do , and if we tend to are becoming the story right . twenty one st century journalist will resolve straightaway if we tend to area unit covering the problems that matter the foremost to the general public.

Functions of a Journalist and Journalism Ethics and Standards

Over the last twenty years, the changes in journalism have reached new extremes, in fact, tons of coverage lately currently covers the changes in journalism that occurred as high –speed internet has become wide offered. Trust within the media has declined, and political journalism has become intensely.

- It is plain that because the world becomes additional international and additional advanced , the that means of journalism is setting out to vary from person to person and country to country.
- One of the key reason cited for this transformation of journalism is that the dynamical nature of technology , that impacts directly upon the applying of journalism and access to the profession.
- The selection , preferences , and wishes of the general public are shaping journalism since past. The general public earlier was additional or less a passive recipient of knowledge.

- In 21st century journalism , the general public may be a community during which plays a awfully necessary role subject journalism has given the everyday journalism a full new edge.
- It also assist and acts as a rational motive for the skilled to become shaper and perform higher
- In fate, gathering and sharing info is that the simple a part of the duty. the toughest half comes from maintaining the journalist’s integrity throughout the method.
- 21st – century journalists got to be inventive and work severally while not compromising personal or hostile towards the story , material or folks involved.
- Speak out against injustice and violence – the role of journalism is to require a stand against the offenders of humanity, criminals, hate speech, violence, corruption, injustice and my aberration . it ought to act as a future deterrent to unscrupulous people.
- Have a decent code of ethics – having a strong set of private and skilled ethics will guarantee fearful consequences don’t follow and destroy your reputation, or worse, your life.

Conclusion

We all are well aware it is not the journalist who matters; the platform also play a great role. A good journalist can have tremendous influence if they can find an uninfluenced platform from to work. The trick is finding that platform or makes the platform unbiased.

21st century role of the journalism or duties of journalist in society is no longer just typical reporting and editing. It is a revolution , a platform for the whole world to unite against injustice and oppression and make the dream of a peaceful world – a world led by the golden rule – and make it reality ...

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42. Impact of Coronavirus on Economy

Limbachiya Tanvi
Shaikh Asad

Introduction

The global economy came to a halt as a result of COVID-19, which created supply and demand shocks. Since January 2020, countries have been experiencing outbreaks of the new coronavirus, with each experiencing pandemic shocks that have resulted in economic and financial hardship. When the pandemic is ended, how quickly and how far will national economies recover? This will be determined by the coronavirus's ability to be contained, as well as escape plans and the effectiveness of policies aimed to mitigate the virus's negative economic consequences.

The global economic impact of the coronavirus is expected to last well beyond 2020. The International Monetary Fund and the World Bank have both issued forecasts. At the end of 2021, GDP per capita is predicted to be unchanged.

COVID-19 has had a wide range of consequences for countries, including statewide lockdowns that have halted social and economic activity. A world that is perpetually busy has come to a halt, and all resources have been diverted to meet it. Because nations' economic activity have halted, the virus has had a multi-sector impact. The World Health Organization sounded a warning in 2019 about the world's inability to fight a worldwide pandemic, which is remarkable and worth highlighting. According to a report released by the World Health Organization and the World Bank in 2019, such a pandemic might cost the global economy between 2.2 and 4.8 percent of GDP.

COVID-19 Pandemic's Impact on India's Tourism, Aviation, and Retail Sectors Internationally, the tourism industry has been the hardest hit by the COVID problem. International tourist numbers are expected to drop 20–30%, according to World Tourism Organization estimates. These figures are also based on current conditions and are subject to change in the future. Hundreds of thousands of individuals employed in the manufacturing sector are going to lose their employment. The travel and tourism business in India is booming and making a significant contribution to the country's economy.

'India Inbound Tourist: Unlocking the Opportunities,' a FICCI-Yes Bank paper, recognised India as a tourism powerhouse and the largest market in South Asia. In 2018, tourism contributed 9.2% of India's GDP and generated US\$247.3 billion in revenue, with 26.7 million jobs created. It is currently the eighth largest country in terms of GDP contribution. According to the research, the industry is predicted to employ approximately 53 million people by 2029. In 2017, foreign tourist arrivals surpassed ten million. The coronavirus pandemic, on the other hand, has limited international mobility, and the income generated by this sector will have a significant impact on GDP growth. It is possible that the growth rate of the economy would drop by 0.45%.

The Effect on the Rate of GDP Growth

While the COVID-19 epidemic continues to spread and shows no signs of abating as of April 15, 2020, its negative influence on the country's economic growth will almost certainly be significant. The United Nations has warned that the coronavirus pandemic will have a severe negative impact on the world economy, particularly in India, where GDP growth is forecast to fall to 4.8 percent in the current fiscal year. COVID-19 would have substantial socio-economic effects in the region, according to the UN's "Economic and Social Survey of Asia and the Pacific 2020," with inundate activities across borders in tourism, trade, and financial linkages.

COVID-19 Pandemic's Impact on Migratory Labour

In its study, the International Labour Organization calls the coronavirus pandemic "the largest worldwide calamity since World War II." Due to the virus's catastrophic implications, almost 400 million individuals (76.2 percent of the total workforce) in India's informal economy are at risk of sinking farther into poverty. Because half of the world is on lockdown, 195 million full-time jobs, or 6.7% of global working hours, will be lost. Many are employed in low-wage, low-skilled professions where a loss of income can be devastating (International Labour Organisation, 2020).

Seasonal labour migration for job is a common occurrence in rural India. Millions of people migrate from rural areas to urban marketplaces, farms, and industries. The migratory routes from Uttar Pradesh and Bihar to Punjab, Haryana, Maharashtra, and Gujarat are the most important in India. New corridors are being built from Odisha, West Bengal, and the North East to Karnataka and Andhra Pradesh, Rajasthan to Gujarat, MP to Gujarat and Maharashtra, and Tamil Nadu to Kerala. Construction (40 million), domestic work (20 million), textile (11

million), brick kiln work (10 million), transportation, mining, and agriculture all employ migrant workers (IIPS, 2001). 92.5 percent of labourers have lost 1 to 4 weeks of work due to the lockdown. a study

Crude oil prices fell to an 18-year low of US\$22 per barrel in March, down from US\$65 in January, due to a record reduction in demand for the commodity. According to some estimates, every US\$5 per barrel decrease in crude oil costs saves India \$7–8 billion. The current account deficit in India, which was 1.55 percent of GDP in 2019–2020, may be reduced if crude oil prices fall (Economic Survey, 2020). However, India's capital outflows may outstrip the current account deficit's potential savings. The average exchange rate between the Indian rupee and the US dollar has been 70.4 per dollar, but it is already approaching the psychological barrier of 75 per dollar. The rupee (INR) may devalue much more if capital outflows from India continue.

The coronavirus outbreak will cause a drop in investment and consumer demand. As seen in Table 2, the demand side components of GDP account for 72.1 percent of total consumption, with government consumption accounting for just 11.9%. The primary threat to the economy's growth rate is anxiety-induced hesitancy to spend. In order to generate demand, the government will need to raise spending. As a step to enhance investment demand, support for various industries will be required. As part of a lax monetary policy, the Repo Rate has been cut by 75 basis points. In the United States, the Federal Reserve lowered its interest rate by one percentage point and decided to keep it in the 0–0.25% range.

Economists have anticipated different scenarios of the socio-economic impact of virus outbreaks and containment efforts using simulation models. The first scenario envisions the virus spreading to a halt by the end of May, with the economy quickly rebounding in the third quarter. The second scenario is that the infection spreads throughout the community, making containment more difficult and delaying economic recovery until September. A lack of vital commodities would result in demand shocks and inflation in the second scenario. A lengthier lockdown time for production houses will have an impact on supply and wipe out the year's revenue. Healthcare expenditures will rise as well, necessitating the expansion of relief programmes. A second possibility is the third.

India's developmental paradigm has to be rethought. An key criterion for fair development is equal access to health and education. One of the most important lessons the

COVID-19 pandemic has taught India's policymakers is to give more support to sectors that improve resource allocation and reduce wealth disparities. COVID-19 has also shown us that in times of crisis, people revert to relying on the agricultural sector. Although India has a huge amount of arable land, the farm industry has its own set of structural issues. However, the farm sector continues to support 50% of households, either directly or indirectly. More assistance for SMEs, increased public spending on health and education, and making the workforce a formal employee in the economy are just a few examples.

India's developmental paradigm must be re-examined. For fair development, equal access to health and education is critical. One of the most important lessons learned by policymakers in India from the COVID-19 pandemic is to give more support to sectors that improve resource allocation and minimise wealth disparities. COVID-19 has also shown us that when people are in a crisis, they turn to agriculture for help. Although India has a huge amount of arable land, the agricultural industry has its own set of structural issues. However, 50% of households still rely on the agricultural sector, either directly or indirectly. More assistance for SMEs, increased public spending on health and education, and making the workforce a formal employee in the economy are just a few of the ideas.

The Coronavirus Crisis has a Variety of Channels

The demand channel, the supply channel, the finance channel, and the expectations channel are the four main channels by which economic crises' impacts are transmitted (see UNCTAD 2020 for a discussion of the various channels).

The demand channel will be affected by a mix of overall income declines and consumer activities. The adopted quarantine procedures, which severely limit and primitivise the range of goods and services used, will also result in a contraction of expenditures. Furthermore, the fear of becoming infected that may linger after the first and maybe subsequent pandemic outbreaks will lead to a more cautious economic and social human behaviour model. Alternatively,

According to the Institute of International Finance (IIF 2020), worldwide debt reached \$253 trillion at the end of the third quarter of 2019, up two-thirds from the start of the previous global financial crisis (\$152 trillion). At a record 322 percent of global GDP, current debt levels are a significant financial risk factor, both for borrowers and lenders at the micro-level and for the buildup of a bad debt overhang, which could turn the recession chronic according to the "Japanese" scenario (balance sheet recession) (Koo 2011).

Finally, the expectations channel is highlighted, as individuals and businesses anticipate unfavourable developments and adapt their behaviour accordingly, aggravating the crisis. As a result, scared people save more money.

Changes in Technology

New technology and business concepts are frequently adopted in response to crises. Even a brief SARS pandemic in 2003 increased the expansion of online shopping among Chinese consumers, contributing to the quick rise of delivery services, particularly Alibaba. This time, fears of contamination via cash have already resulted in a surge in the usage of contactless payments in China, and similar consequences will undoubtedly be seen around the world. Forced usage of internet technology in education, healthcare, trade, and customer service, as well as in management practises, during quarantine, cannot help but hasten their adaption, which could take years otherwise. Of course, we don't foresee an uniform shift to online media, but the quest for solutions continues.

Conclusion

Today, we can safely predict that the globe, having entered the current crisis, will emerge in a fundamentally different shape. The specific characteristics of the new socioeconomic realities are not yet apparent; only their broad contours may be predicted.

Without a doubt, it is prudent to begin thinking about the future state of the social and economic environment as soon as possible in order to begin the policymaking process aimed at mitigating the worst effects of the crisis.

The world's prospering economy has been disrupted in unanticipated and confusing ways by the spiralling and pervasive COVID-19 pandemic. However, it was noted that the present slump seemed to be distinct from previous recessions that had thrown the country's economic system into disarray. While countries, conglomerates, organisations, and multinationals continue to comprehend the scope of the pandemic, it is undeniably urgent to plan for a more sustainable, structurally viable future for living and working.

While the unusual situation has wreaked havoc on the economy, particularly during times of lockdown, the country will have to work its way out of it by implementing fiscal measures. Protection of both life and livelihood is necessary, according to the national government's plan. After the labour force has been screened, economic activity can begin gradually. The industry should take strict preventive steps to protect workers' health. While the government should

provide enough policy and reforms to save the economy, industry, civic society, and communities all play a part in keeping the economy in balance. The use of masks and sanitizers should be the norm, as should social separation, avoiding or cancelling gatherings.

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43. How Can Media Handle the Rising Cases of Illiteracy in Developed and Developing Countries?

**Limbachiya Tanvi
Athaniya Abdulmannan**

Introduction

One In Four Youth In Developing Countries Is Unable To scan A Sentence, in line with A Report That Warns That Poor - Quality Education Has created The "Legacy Of Illiteracy" additional Widespread Than antecedently thought. Analysis revealed By UN agency, The global organization academic, Scientific And Cultural Body, Shows That one hundred seventy five Million Youth Lack Even Basic accomplishment Skills.

According to the Report, AN calculable 250 Million kids don't seem to be Learning Basic Reading And mathematics Skills, albeit half Them Have Spent a minimum of Four Years in class. This "Global Learning Crisis" prices Developing Countries Billions Of bucks In Waste Education Funding Annually, It warns according To The Report, 10 Countries – Asian country, China, Pakistan, Bangladesh, Nigeria, Ethiopia, Egypt, Brazil, land and also the Democratic Republic of The Congo – Have Nearly Three-Quarters of the World's Illiterate Adults. Thoughts concerning accomplishment are conspicuously on the Policy Agenda for many years, There square measure Some Sharp variations Between Developed And Underdeveloped Societies.

However, analysis on accomplishment Policies has Reached A Turning purpose nowadays.

The First proof of This Trend is that the want of the many students to gauge The Results of the Last fifty years of accomplishment analysis and diverse accomplishment programs. Second, accomplishment has Become AN knowledge domain Field, and social science has Contributed Greatly to the current. Third, accomplishment has come back to be Seen as a part of an online of sensible Activities and Community Commitments. Accomplishment Work has Been packed with each Excitement and Disappointment.

The Opposition to accomplishment and also the Anomalies of History square measure the topic of the current Chapter, the world accomplishment rate for all individuals aged fifteen years

and higher than is eighty six.3%. the world accomplishment rate is ninety.0% for all males, and 82.7% for all females.

5 ways to improve global literacy

1. Remember adult learning
2. Teach in the mother tongue
3. Don't just hand out books: Foster a love of reading
4. Embed literacy into other programs
5. Use technology — but use it carefully

Conclusion

1. The adult learner population is heterogeneous.
2. Optimum reading and writing instruction can thus vary in keeping with goals of acquisition development and learning, information and skills, interests, neuro-cognitive profiles, and cultural and linguistic background. The contexts within which adults attain acquisition dictate
3. Effective acquisition instruction
 - Targets (as needed) word recognition, fluency, vocabulary, reading comprehension, information, ways for deeper analysis and understanding of texts, and therefore the element skills of writing;
 - Combines specific teaching and intensive apply with motivating and varied texts, tools, and tasks matched to the learner's skills, instructional and cultural backgrounds, and acquisition desires and goals;
 - Expressly targets the automation and integration of element skills and therefore the transfer of skills to tasks valued by society and therefore the learner; and
 - Includes formative assessments to observe progress, give feedback, and change instruction.
 - Technologies for learning will facilitate to resolve issues facing adult learners caused by time and house constraints. Technology will assist with multiple aspects of learning and assessment that embrace designation, feedback, system, embedded apply with skills in significant tasks, trailing of learner progress, and accommodations to form simpler and economical instruction. Given the prices of human labor, technology conjointly could provide a cheaper suggests that of

achieving the extended levels of apply required to realize reading and writing facility.

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44. Ways in which Media Outlets Benefit from Advertisements

Limbachiya Tanvi
Saroj Avinash

Introduction

Social media has expedited unparalleled growth in human interaction Modern times. This new media has caught the attention of Organizations, communities and individuals through their Ability to. Facilitate the collaboration of virtual communities and to provide a productive environment for mutual sharing and interaction. The adoption of social media for advertising by cooperation worldwide is on the rise. Many cooperation have today official Facebook pages, twitter account as well as blogs. All this are signs that social media has become a vertical part of consumer day lives As well as day to day operation corporate organizations The purpose of this conceptual paper is to examine the Various tools that companies may use in the advertising Aspect to increase their service and quality for their customer and increase profit .

Social media has expedited unparalleled development in human association in contemporary times. In particular , it has' [Last Name] 2 Changed consumers way of thinking this new media serves as a general stage for individual worldwide to relate with one another offers information and experiences identified with products and issues attracted by the rapid penetration of social media into society , companies are dynamically using them as part of their advertising and brand building activities without a doubt social media allows companies to interact with costumers using richer media with greater rich the interactive method of social media Not only allows advertisers to share and exchange information with their customers but it allows customers to share and exchange information with one another as well .companies Have the opportunities to move relationship from customers dialog to triologue, in which customers partake in note worthy relationship with one another with the companies . using social media ,companies have had the ability to build relationships with exiting as well as new customers and from communities that interactively collaborate to identify problem and develop solution for them . This connection have changed the traditional roles of both business and customers in exchange relationship undoubtly, consumers add value to the interaction , creating content, as

well as influence purchase decision of other in shared exchanges of social media has been acknowledged as possibly . The greatest medium for relationship building . while companies aim at attracting loyal customers, by affecting their perceptions about the brand , disseminating information and learning and about customers, get quality through the many practices that they perform online and offline in such gatherings, people may partake in a couple of practices, for intense, helping other customers of discussing experiences with them . furthermore, many consumer engage in non -interactive behaviour such as reading others ' comments the reasons for which consumers will go to social networking sites , this is to learn about previous product or [Last Name] 3 service experience , which will be posted on this sites recently companies have added social media to their advertising to brand building activities. Attracted by the large numbers of users Companies have created brand communities in social media , such as Facebook , which boasts more than a billion monthly active users . twitter has approximately 650 million users and linked in has approximately 200 million members worldwide . these statics demonstrate the popularity of social media . which in turn provides an indication of the enormous influence such applications carry .social media has not been a heavily researched topic in international advertising.in did, it is only in the last 5 years that a substantial number of studies on social media as an advertising /promotional vehicle Began to appear in the contest of single country . studies hence , not much is known about the influence of consumers ' attitude towards social media advertising and how consumers' participation of and behaviours towards this media very across countries . this study seeks to understand the attitude toward various behalf of social media advertising as well as generation Y's responses in India

Social Media in India

India has embraced net the web|the net} with open arms and its digital population has been quickly grownup within the past decade with over 680 million active internet users . what started with straightforward electronic message has dilated to a digital universe With Social networking gaints like google , Facebook and twitter the approaching apart standard of living for innumerable Indians. however it all started Orkut was one amongst the primary huge social networking sites ,in the country owned by google and name once the worker United Nations agency created it .In 2008 , it absolutely was one amongst the foremost visited websites within the country till its closing was declared in 2014 . not that it stopped Indians from keeping coming together nearly / the country merely transitioned to Facebook . as of 2020 , Asian nation had the

very best variety of Facebook users across the world with on the point of three hundred million users . as information packs gets cheaper and internets. Becomes additional assembles additional Indian square measure grip digital way .at an equivalent time good phone square measure progressively changing into the first screen for Indian customers.

Indeed Asian nation entirely skipped the desktop generation and went straight to mobiles. in 2019 hoping, ninety nine of the agricultural web users within the country primarily used portable to excess the web. This implies portable applications square measure a booming market in Asian nation .As a gregarious country, Indians love their social networking apps. In 2020 the very best variety of WhatsApp and tik tok mobile app downloads within the world were from Asian nation. the typical web user within the country spends over 3 hours per pay on social media . and therefore the giant proportion of those user based mostly were millennials and genZ . in 2018, over 73%. Of Facebook users were between eighteen and twenty four age. [Last Name] vi styles of social media Social media is proscribed to social networks like, Facebook, however conjointly embrace blogs, business networks. Cooperative comes, enterprise social networks, forums, microblogs, ikon sharing, and Product/service review, social book marking social play and conjointly video sharing and virtual worlds.

Some of the Sites are Explained Below

Facebook

Facebook could be a social networking web site with membership of concerning one billion users worldwide. In 2013, Facebook created \$0.25 billion – creating it The company’s initial \$2 billion quarter-with earnings of \$0.25 a share. the corporate contains a range of the way of creating cash, like gifts and also the Payments however the best a part of Facebook revenue generator is advertising (Facebook, 2014). based in 2004 by Mark Zuckerberg, Facebook could be a social networking web site which supplies users the chance to form their own profile with the choice of displaying their friends ’ identities further as sharing footage and activity feeds (Palmer and Koenig-Lewis, 2009). By commercial enterprise their personal info, sharing it with different and receiving info concerning other people’s lives, it ends up in a sort of collaboration that generates new content (Coulter and Roggeveen, 2012). Since Facebook isn’t necessary for creating new friends, communicate with Others, play games with others and send gifts. consistent with Park and Cho (2012), the common Facebook user is on-line for 32 minutes every day And loads of users sign on a minimum of once daily. associate earlier study by linksman and

Koenig-Lewis (2009) reveals that over half Facebook users [Last Name] seven Have clicked on an organization's Facebook page whereas concerning sixteen % Had sent a message to a company. loads of users see Facebook as a Free-service network however they're still littered with advertising from firms (Lilley et al., 2012). for example, advertisements and banners On Facebook inspire customers to click on them and later on pay money to shop for the companies' product. despite the fact that most of the people have a Facebook account principally to be in content with their family and friends, they're noticeably responsive to the actual fact that Facebook is likewise as associate Advertising channel for firms (Leutze 2010). Businesses ar so capable of paying their message, produce content with customers, and build connections on Face

Twitter

Launched in 2006 by jack Dorsey twitter could be a microblogging and social networking website wherever messages area unit generally no more than one hundred forty characters area unit denote instantly since its launch, twitter has big to quite 645,750,000 active registered users . Twitter has been delineated as on-line listening tool similarly as how of crowd – sourcing mouth and as a type of on-line world of mouth stigmatization twitter are often classified into one- to - one One -to-many -to-many theologizer al. Extremed twitters influences as a type of electronic word-of-month for sharing customers views relating to completes and discovered that nineteen of twit contain brand data .He therefor finished that microblogging is a web tool for customers word -of -mouth communication . (lariscy et al.2009) seen that folks use twitter for several social reasons like keeping in content with family, friends and faculties, being visible is one social network grouping valuable [Last Name] eight individual and skilled data , trying to find assistant and /or read and cathartic faith emotional tension . since corporations to form a since of happiness to a web community via sustaining AN data with the audience , the lines between the customers and also the brands area unit blood (yan,2011) the impact of social media was distinguished by promotion and promoting preparations World Health Organization gave stress to the importance of the directly human action with the customers (sol is and Breckenridge, 2009) sol is (2011) summed it up nicely by advising corporations to “engage or die”. The engagement with Customers on social media platforms is alleged to be essential for The continuing existence of companies and firms. On Twitter, corporations interact with their costumers via retweets, victimisation hashtags, and following different users (burton and soboleva, 2011). through this engagement and communication, businesses area unit in an

exceedingly higher position of fixing a brand's perception within the minds of the costumers (Jansen et al., 2009a). Similarly as touching costumers' thinking and behaviors (Fischer and Reuben, 2011). There area unit some blessings once Advertising with Twitter. These include:

Twitter targets users brands on genders, board interest characters like sports, climbing, habitation and movement. They conjointly target users World Health Organization follow different accounts. Twitters offers promote promoted accounts, promoted trends and promoted tweets that adds up within the Twitter feeds dot sum adds varieties diad advisors advantage will utilize embrace hyper- targeting, domain trailing similarly as Twitter followers insights. In hyper-targeting, Twitter targets users through keywords found in their tweets, that's they notice users by things they're talking regarding hyper-targeting seems to deliver personalized content. as an example, if a user tweets that he/she is considering obtaining Lasik eyes surgery however is [Last Name] nine frightened, advertisers will promote a post on meet regarding Lasik eye surgery for that users to discard his/her fears.

Pinterest

Pinterest is that the newest arrival on the social media scene, however its visual focus and craftiness, generally unconventional "do it yourself" content have Quickly attained it an area in social media (zara, 2013). Pinterest could be a "virtual Pin board" picture sharing web site that lets users collect and share pictures and websites they like. supported in March 2010, Pinterest initially was by invite solely, that meant that potential users may solely acquire invites from friends United Nations agency already had Pinterest account. Even so, invites and account. weren't really troublesome to secure, and also the web site was therefore victorious that registration was opened to the final public in August 2012 (Russell, 2012). currently anyone will produce a free Pinterest account or with a complete email Address if they like to stay their social media accounts separate (zara,2013 Pinterest has evidenced to be very standard. In august 2011, Pinterest was enclosed in time Magazine's list of "50 internet sites that build the net great" (McCracken,2011). In February 2012, Pinterest boasted eleven.7 million distinctive guests (comScore, 2012). Pinterest is especially attention-grabbing as a social media platform due to its quality with feminine users. the bulk Of Pinterest users square measure ladies, with some supply reportage that ladies Represent as several as eighty % of its users (Zara, 2013). Despite being a for the most part feminine inhabited house, Pinterest has emerged at the forefront of the social media landscape. in line with Experian Hitwise, it's presently the third preferred social media

[Last Name] ten platform within the USA and in 2012, it had been outperformed solely by Facebook and Twitter (Zara, 2013). thanks to it's rising quality, businesses and retailers square measure increasing their social media preferences to incorporate Pinterest. The results of steel homes social shopping's (2012) survey indicates that this trend is probably going to continue steel house found that fifty nine of print rest users purchased AN item found through printers. a number of the benefits of advertising on Pinterest embrace the following:

The quality off Pinterest accounts as computer program algorithms allow them to shown informed the primary page of Google search results. this is often in a different way for firms to require over a spot on Google's search results.

LinkedIn

Established in 2003, LinkedIn may be a networking website for professionals. In Recent years, it's become extraordinarily fashionable regarding two hundred million Subscribers worldwide (Bela, 2015). the same as Facebook, LinkedIn permits Users to form an internet profile, build a network of connections skilled, it permits users to go looking for employment opportunities, analysis corporations and industries, embody resume info in their profile similarly as provide or receive recommendation (Bradley, 2011). LinkedIn targets the skilled niche, and it became the most important skilled networking website (PNS) worldwide (van Dijck, 2013) with a medium user age of thirty-nine years previous (Sago, 2010; Bradly, 2011). Being networking website, LinkedIn permits users to ascertain skilled profile and act with alternative business professionals (Boyd and writer, 2008; Bradley, 2011), providing many distinctive options That set it except alternative socialise with friends (old and new) and family [Last Name] eleven Members (Boyd and writer, 2008). Finally, through each LinkedIn and Facebook implement similar principles of property, the kind of connections disagree across the 2 platforms (van Dijck, 2013); LinkedIn Members decide to establish skilled connections with past gift Co-workers or classmates (Bradly, 2011), whereas Facebook members visited enlarge their social circle (Boyd and writer, 2008).

LinkedIn offers ancient advertising wherever corporations will promote their pages. they will produce adverts and drive traffic to websites, very similar to ancient show advertising. However, LinkedIn additionally provide lead Generation Advertising. once activated, users will in one click prefer into advertisers `mailing list`, and advertisers area unit able to market to them

forthwith with out having to fill out a kind thence , advertisers have a awfully sensible chance to focus on customers then build their listing.

YouTube

YouTube Dis one amongst the foremost visited sites. One the net , attracts 800 million guests per month (madden et ai.,2013). It permits users to uploads and share video clips on a various array of topics , and additionally in company growing range of extra options that permit users to draw in with the content and alternative Users .Users will review or rate what they need watched and associates comments with videos to specific their opinion or reply to their video content . YouTube was based in 2005 and developed chop-chop to become the most important video – sharing web site on the net (madden et ai .,2013). Following its acquisition by google , the positioning has continuing to grow in quality and currently attracts virtually 0.5 a billion differing types of users per month the sites permits users to transfer and unlimited numbers of video clips , [Last Name] twelve which may be viewed and coupled to by anyone.

YouTube provides a range of facilities to permits registered users to act with one another and share their responses to content . one opinion is for users to post direct videos responses to what they need viewed alternative opinion area unit offered by the users profile or “channel” . there's a non-public electronic communication service and a additional visible commenting opinion on the profile and Users will option to store and show list of their favorite videos they will even be friend others users on the positioning ,on become fan by subscribing to receive alerts once they post new material . atomic number 44 the positioning additionally provides sharing , rating and commenting choices on individual videos (madden et ai.),2013 researchers area unit more and more finding out YouTube videos in an exceedingly multitude of domains together with selling ,medicine and management studies of users interaction behaviour area unit of specific use cor selling purpose , as corporations will establish core or hub users and use this info to focus on their messages and product . this will permit them to disperse their messages and products ad additional quickly and effectively .

- YouTube for a good means of brand name awareness
- Advertisers may also use YouTube for product advertising
- This need a additional direct approach, although it's still necessary to create the video informative, instructional, or amusive.
- YouTube for retail promotion.

- YouTube may be a traffic channel for generating direct sales for product and services.
- all businesses got to do is show the merchandise in action or give a clip Of the queries, and than fire the sale by directive the viewer to the Company's web site.
- You Tube is additionally nice for product support similarly as internal coaching . [Last Name] thirteen

Conclusion

India's advertising business plays a vital , like in alternative world markets , in shaping sentiments towards merchandise and services within the minds of its customers . The complete recall for many corporations over the decades has decorated exclusively on advertisements. From the “ totally , buttery delicious amul cartoon lady , The vadaphones ZOOZOOS and being a complain boy/girl , among varied alternative tagline that area unit substitutable with specific consumables , It comes as no surprise that the country has one among the foremost triple-crown at markets within the world. Bharat has one among the fastest- growing advertizing business recording regarding 800 billion Indian rupees in revenues 2019 . A high share of tv possession across the country created it th the leading supply of revenues for ads, reordering prints recent years tv in Bharat Booming sources for ads among ancient media- thanks largely to a sustained love for daily soaps, reality shows , movies , cricket above all . Despite stiff competition from medical care , the print market rank on terms of revenues for advertising within the country – associate visual trend compared to most alternative countries. Even with one among the slowest rate of growth it absolutely was expected to stay associate integral position for ads. Is consistent development was most likely because of low cowl costs within the face of a troubled economy. This was most likely additionally complemented by the containing morning routine of reading Newspaper together with the primary cup of chai inv several households . digital advertising has seen tremendous growth in recent years . propelled by the digital Bharat initiative and also the speedy adoption of smartphones with the provision of low-cost information, mobile ads created up the most important share inside this section . alternative catalyts enclosed the decreasing urban-rural gap, enabling a additional same reach of all on-line content . social media created up the very best share interms of [Last Name] fourteen format for ads during this class , followed by paid search . with the very best levels of on-line videos consumption among ditigal users within the country the outlook for growth remained optimistic the quick – moving goods market contributed the foremost in terms of ad spents in Bharat . E- commerce recorded the very best

growth rates compared to alternative characteristics cricket seasons specifically the Bharat premiers league make special competition between brands swing fore third best and brightest scripts and copies . celebrity endorsements plays a serious role altogether format' despite add class or month of the year. Additionally culture , festivals specially targeted around Deepvali season let to an exploration in sales per annum making certain a wave of latest ads . it remains to be seen but , if and the way a lot of the corona (COVID-19)will impact the market within the medium and future moving business and also the market overall. This text provides general info statista assumes no liability for the data given being complete or correct . because of sporting update cycles ,statics will show additional up -to -date information than reference within the text . Hide SUBSCRIBE ADVERTISING REVENUE 623 BN government agency MEDIUM WITH the very best REVENUE tv simplest AD CAMAIPGN WORLD WIDE i am drinking it fir you by DV knowledgeable key figures the foremost necessary key figure provides you with a compact outline of the subject of “WAYS within which MEDIA OUTLET profit kind ADVERTISIMENTS ”and take you straight to the corresponding statics . TV ADS Bharat Leading advertisers viewership geographic area unilever [Last Name] fifteen Leading complete supported viewership Lizol Leading channel genre in terms of ad volume Hindi movies ASIAN AD MARKET Advertising disbursement 208.69bn USD Per capita digital ad pay twenty four.94 USD.

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45. Challenges Faced by Female Bloggers while Sharing their Experiences Online

**Limbachiya Tanvi
Jain Urvashi**

Introduction

1.1.1 Blogging

Blog is a form wherein you express yourself and give your own opinion or thoughts about a particular topic. This is a platform where you can give your views and comment on the trend which is going on the internet. They express it out there and form a community of the same. Blog also helps in noting life moments which happen in your life and they are not able to preserve it forever. So after a few years if they want to reimagine what they had done back in the time then they can go and read the blog to refresh the memories.

Some people would say why to blog just by seeing the pictures of time back then they can refresh the memories but the pictures does not express the feelings which a blog can. The body language of a person is decided by the way he speaks, reacts to things, it also depends on the mood a person is in. Travelling is a part and parcel of everyone's lives, whether it be from home to office or any trip or vacation. It makes us feel that we cannot feel in our daily lives. During lockdown most of the people realized how much they missed travelling from train or bus or stuck in traffic. But it was a very different feeling when everybody was told to sit at home at one particular place and do their daily work which during normal times they used to travel for quite a few hours and go to work. People share their daily life and articles regarding the current scenario or current affairs as to what is going on in the world through a blog.

My love for blogging had started way too much later than some people usually do. Firstly I used to write my memorable moments in my journal and last year I joined WordPress. WordPress gave me a platform to express my thoughts and beliefs. When I first started to think as to what topic I wanted to do research on I thought about my interests and hobbies which is mainly photography, travelling, listening to music and blogging. After spending a lot of time on Google, and skimming through my journals, I still had nothing to write about. One fine day, as I

was watching YouTube, I came across this video by Tanya Khanijow and I had already decided what I wanted to put on paper.

I wanted to write on what issues women travel vloggers face. I did my research after discussing with my associated teacher and then came up to a point where I thought we can write more on female bloggers than vloggers. This change came up in my mind because now each and every one in our country is becoming a vlogger. And now it is not a very big deal. But blogging is still not very much recognized in our community as much as vlogging. Everyone prefers watching videos instead of reading a blog. And it is the same with my own family also as they prefer YouTube more than reading or liking my blog on Wordpress as it is very a big deal to remember the login ID and password rather they would just click on the link and give their feedback through comments and likes on YouTube. Blog is a website where we can write our experience about various things like travelling, photography, fashion, food, DIY, news etc. They can write their views on various topics and subjects and also write their point on view on the particular part.

Blogging is a write up which we write and also attach photographs related to the same. There are sometimes also sponsored posts for which we need to add links to the website and we can also generate income through that. (Scheidies, n.d.) According to Brian Clark who is a British playwright and television writer, best known for his play *Whose Life Is It Anyway?*, which he later adapted into a screenplay says that, "Don't focus on having a great blog. Focus on producing a blog that's great for your readers." Simon Dumenco is the "Media Guy" columnist for Ad Age. He says that "Blogging is just writing — writing using a particularly efficient type of publishing technology." (Daniels, 2016) Neil Patel who is a 31 year old digital marketing entrepreneur. He is the founder of Crazy Egg and Hello Bar, whilst previously forming and selling several other successful companies including Quicksprout. He said that, "If you want to continually grow your blog, you need to learn to blog on a consistent basis." (Hazel Joy, n.d.) According to a famous travel blogger Arrivals Hall which is a travel blog written by Irish content creator Hazel Joy, The content on Arrivals Hall is always about arriving, not just at a destination, but helping travelers arrive at a sense of self-reliance, resourcefulness and self-confidence. Travel will inspire you to make the world a better place and you a better person. (Carlos, n.d.) The Poor Traveler goal is to build FREE travel guides, where we can share our experiences and whatever lessons we pick up along the way.

This blog is for the poor travelers out there- the newbies, the first timers, the lost and confused, the shy and socially awkward, the navigationally-challenged, and those who cannot afford to make costly mistakes. (joaoleitaoviagens, n.d.) Travel Blogging for João who is the owner of Nomad revelations explains what travel is for him. While the concept of adventure travel differs from person to person, indeed I do have blog posts about less traveled countries such as Yemen, Saudi Arabia, Afghanistan, Somalia, Congo, etc. I personally like to explore places that are off the beaten path and that are usually off-limits to normal travelers. (Mariellen Ward, n.d.)Mariellan is a owner of BreatheDreamGo travel blog who has traveled various destinations all over the world. She says that, "Our purpose is to encourage you with inspiration and information to live your travel dreams." (Derrick, 2019) Travel Bloggers comes in various shape, size and thoughtfulness, weird ideas and experimenters, etc. StickyMangoRice is a group of travel bloggers who have a day job and write their travel blogging experience for the website. They do not think it as a career but like a side-gig or those who have passion for writing.

Maverick Entrepreneurs is handled by a couple named Travis and Heathy Sherry. With blogging they also manage doing Podcast, Hosting AirBnB Properties, tours and online courses for photography. Travel Influencers are mostly on Instagram who travel to various countries for a great photos and sights for their Instagram page. New Bloggers in Town are those who are college students and have just started blogging for fun purpose and later take it seriously as a career choice. I have done not so much of travel blogging but as per the information we hear from various travel bloggers. They get free trips to travel the world and they have to write a blog for the same. There are also travel influencers who are hired by companies to promote their place by writing blogs on their place which is provided by them.

Google Adwords also plays a major role for generating revenue and advertisements for the blog to get monetized. This can also pay you money to advertise on your blogs. (R, 2019)For a travel blogger to travel and get recognition in the tribe they need to first build a good consistent amount of followers for their blog. Build their portfolio and Instagram Profile. Generate good amount of followers which takes a lot more years than a usual job requires. Travel bloggers who do not get paid travel in their city and also come up with interesting contents which are known to people who stay there. They need to write notes, click photographs, travel sight-seeing, discover local markets of all the thing to create a single blog.

1.1.2. Major Role of SEO

SEO plays a major role in building up a blog. If women learn it then they can also earn income while writing each and every blog for their website. SEO is a skill which needs to be kept in practice when you are in the field of blogging. You can learn as to how the Google works and how people can find your blogs through keyword search. This is why they always say that our topic must be something which people may type into their Google search and end up on their blog. People always go to Google to search for a particular thing. They always know that they can trust on Google for information and can rely on them. They mostly go for the first link which comes in the SEO page, and they don't even look for either links.

Blog topics needs to be creative and easy to click on like 5 easy DIY ideas or 5 easy recipes. These topics are very attractive to the audience and they click on it immediately as it is convenient and easy for them. While choosing to write a particular topic you need to write a catchy headline so that it attracts a bulk number of audience and they may click on it due to which you may generate revenue if it becomes famous and gets famous.

After writing a blog, the last thing to do is marketing and socializing it among the circles so that it reach a mass amount of people and you may generate traffic due to the same. You also need to create a good portfolio if you are applying for a job or internship. Most of the people see the amount of reach on your blog and contact you for advertising of their hotel. Like they pay for your travel and then you have to write about the experience at the hotel. This thing increases both your as well as their traffic of the website.

1.1.3. Advantages of Blogging

While reading a particular travel blog we start to imagine in our thoughts as to what all will be there in the upcoming blogs. As an audience they get excited as to which next destination are they going to cover in that particular country. And just not that, travel writing main motive are the aesthetic pictures which are inserted in the between the blogs to bring your imagination to reality and see what the actual place looks like. Travel writing is much more underrated in the country like India. Whereas, travel blogging was first started in the US itself.

With the help of blogs which are based on travel, people can take a virtual tour of the place without even spending a penny. This saves a lot of time and space which is helpful for those who work from home especially during the COVID times. Just by seeing travel destinations it just soothes the eyes of a person. Due to the current technology, travel booking

has become much easier than usual. And for those travel bloggers who get paid for traveling it is even more affordable.

Those who are going through any health issues and cannot travel abroad can take advantage of blogs like these and enjoy while sipping a coffee at the comfort of their home. Travelling for seeking knowledge about that place, the culture, tradition, food, clothes, festivals, etc. is also one of the plus point. Blogging allows you to explore many genre and you can even share your opinion on any specific topic be it about your personal life or any 5 things people can do when bored etc. You have various options to choose from like food blogging, DIY, beauty, makeup, mental health and fitness, parenting, travelling etc.

1.1.4. Disadvantages of Blogging

The main disadvantage of blogging is the language we put out there. If a person who writes blogs in his/her native language then a man sitting in the US cannot relate to it as much as those people who are known of the language. So taken into consideration, there needs to be a button in the blog websites which allows the users to convert the language so that it reaches maximum number of audience and not a limited group. Those who do travel blogging need to take pictures of each and everything whether it be a street lane, food and sunset. They are always on the go while blogging or writing their experience at that place. When they travel blog there are many questions like is that even a job. They get weird stares when they need to take pictures of everything from the hotel till the dessert arrives and this makes it more uncomfortable but it has now become more usual because of the upgrade in the technology and because of the boom that internet has experienced in the coming years.

There is no private life left when you become a blogger as they need to show each and everything to the people who are following them on the social media networks. They are always busy in planning content for their blog website if they do it full-time. They do not have any friends as such in the industry when they start out as a new blogger. And the salary is not fixed because it needs to be monetized by advertisers.

Most of the travel bloggers are offered to stay in the hotel and is given hospitality for the same so that they can write about their experience in the blog and the hotel gets publicity for the same. There is no schedule planned for the next blog as it is dependent on the brand collaborations and timings which needs to match. Bloggers are spread in various genre be it fashion. Beauty, makeup, health, fitness etc. I those one of the popular ones are those who travel

to various destinations and create a blog out of it. They experience various new life experiences during this period of time while travelling and note all of it down in a book to form a blog. There are various people who do it for their passion and there are also people who do it for a living. It is like a travel blogger.

Travel blogs consists of photographs, videos, and most importantly blog which you have written about that particular place and some bloggers also review food and hotel stays. Travelling to an altogether different city or country and experiencing their culture and traditions is an opportunity given to travel bloggers. They are the ones who experience various varieties and write about it on the blog for publicity and for people to recommends people to come and visit the country at least once in their lifetime. Tourists who visit the city for the first time can get help through the blog to travel each and every famous places conveniently. Some people write blogs for passion and as a hobby of interest to share their experience or thoughts on the internet. Travel blogging is also a job in which we get to travel and our expenses is handled by the hotel staff and in return we do promotion of their place to people to visit.

Travelling for job is everyone's dream come true. But for that there are various career options like photographer, airhostess, pilot, travel blogger etc. During this period of internet an individual can pursue whatever career they want to just by sitting at the comfort of their house. Earlier while researching for topics they needed to refer books, encyclopedia and ask people about the same. But now the case is totally different

1.1.5. Age and Gender Issues on Blogging

(demographics, 2010) Blogging is a thing which can be done from an 18 year till old ones. But the technique of doing it professionally is to be taken seriously only if he/she wants to opt it as a career. There is no gender gap or inequality faced in blogging. And it is done by all the genders and there is no discrimination held in between. All the genders have various different content to share with their audience, it differs from person to person. - goes in Intro According to the demographics, most of the bloggers are from countries like US, UK, Japan, Canada, Germany, Italy, Spain, France and Russia. Many people are into blogging whether it's a housewife or a man who is doing job and doing it for his own sake. (Agarwal, 2021) There are many such bloggers who are transgender and are immensely popular on the internet.

Few among them are famous for doing beauty, fashion, makeup etc. There is also a mom blog wherein she found out that her son is a transgender and has named her blog as My Son

Wears Heels. Many bloggers in this community share their experience after they have changed into a different gender and tell people out there as to what all changes are happening around them and how do people react on after finding out. Age and gender is a thing which cannot be defined to a particular work or thing. If anyone is given the opportunity to do that work and is able to complete it then the age and gender factor does not matter. If they are capable of doing it then they should do it.

1.1.6 Overview

1.1.6. Issues Faced By Bloggers

Let us start with quality content. Everyone writes well and shows their talent by posting it on the website. Each and every blogger has their own style of writing and favorite genres. People need to recognize the content and not compare them with Youtubers which is a totally different field. People need to remain in the limelight for their quality content they write. Each and every person has a talent of their own and they can achieve many heights in that particular field. But the audience also needs to give their thoughtful and reasonable feedback regarding the same. People judge very quickly but they do not understand the struggle that they have gone through while writing just a single blog. For Example, if it's a travel blog then they need to try and click good quality pictures of everything starting from hotel room to food. And it's a really very hectic process if it's a solo female blogger travelling.

The most difficult thing is to drive traffic to your website and get recognition in the tribe. Whether you are a new or an old blogger this is the second most difficult challenge you will be facing as a blogger to generate traffic on your website. You should not at all feel low about this thing and try being regular with your content and as everyone says that consistency is the key. You should not stop or get disappointed for not getting enough views on your blogs but make it your motivation and promote it on various social media platforms and in your own network to receive reviews and feedback from them. When we put all our efforts into something, we need people to have a look at it and understand the idea behind the work.

Blogging is no different. Bloggers write and create content for their audience, and all they expect is feedback in return. For a single travel blog, people put in a lot of money from paying for the trip from their own pocket money till clicking good photos for the blogs as it's a travel based and needs a lot of effort to check whether the lighting is good for taking pictures and noting down every single detail from Budget Backpacking till Food Services they provide. And

if you are a school or college going student then you cannot just go alone anywhere and everywhere as you need to plan it according to everyone's schedule especially when you live in India. If the people who write blogs are college going students then they cannot afford to pay Rs8000/- just for the passion of writing. And it is also like they do not have the money to pay rather they will be asking it from their parents. Some parents will believe in their child and pay the money but everybody does not support this idea. There are also people who do this as their hobby to write blogs and do not take any paid account for Wordpress or any other website domain company.

1.1.7. Challenges Female Blogger face when they share their experience

online through blogs
Curfew Timing: If you are living in a hostel or PG for a few days while travelling from one place to another for travel blogging then they need to come home till a specific time period or else their entry is denied in the building especially when they are a solo female traveler.

Health and Hygiene: While travelling solo if they need to use a washroom then it's a huge problem to find one while travelling on the road. If so the girl is on her period and is in need of sanitary pads then it is not at all available in public washrooms and also not well maintained. **Safety is our First Priority:** When girls travel solo for a trip, they need to stay alert all the time as we cannot say what may happen in the next few minutes. While travelling also they are friends with many other people but they cannot rely on them as such for anything.

Permission to Travel: This is the most difficult thing as a woman to convince the parents and get their permission to travel solo in India or abroad. They need to be in the good books of their family to convince them and if they are Indian then they may relate to this situation very easily.

Proper Research: While travelling from one place to another they need to first do a well-known research of the place, culture, food and lifestyle they live in. Read about that place and ask the family members their suggestions. Female bloggers can grow their website just by sitting at home and writing their daily life experiences. During the lockdown they can just write about some different food recipes, memories from down the lane, compare the then VS now, DIY etc. Once the blog starts getting advertised, then they can earn income side by side. They can also write about their views on topics which are trending on the internet.

Conclusion

If women decides to do anything then they tend to do it no matter what situation comes in front of them. Women who are in the middle age now and have taken leave for pregnancy or health issues cannot resume their work immediately because of which they need to leave their job and prefer working from home in the free time. This is when blogging comes into limelight and as we know blogging can be done at our own comfort zone and there is nothing like a period of time wherein we need to finish the work we can do it whenever we want to. Part time work can be done in the free time as per their preference.

Blogging goes hand in hand and comes in various forms which you can write on. Internet space is given to explore ourselves and exchange ideas on the internet through blogging and mentioning your point of view on a particular topic which is political views or trending topics. In the initial days, blogging was done to spread information about things which people did not know and people used to look for. For growing the blogging business for women they need to generate traffic to their website by socializing and marketing their website in blogging groups which are created on Facebook and LinkedIn. They can also give their users the option to subscribe to their blogging channel by adding their email ID to the mailing list as it will mail them whenever a new blog goes live.

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CONTACT FOR SUBSCRIPTION

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Vinay S. Hatole

Jaisingpura, Near University Gate, Aurangabad (M.S) 431 004,

Cell : 9579260877, 9822620877 Ph: 0240 - 2400877

E-mail : ajanta6060@gmail.com Website : www.ajantaprakashan.com