



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2016-2017)

ISSN: 0973-9688 • Volume 10 • Number 4 • October-December 2016

Mass Communicator

International Journal of Communication Studies

Indexed/Abstracted: J-Gate, EBSCO Discovery, Summon(Proquest), Google Scholar, Indian Science Abstracts
Indian Citation Index, InfoBase Index (IB Factor 2016 - 2.2)

RESEARCH

AN INTERNATIONAL JOURNALISM MODEL OF
CULTURAL VALUES IN NEWS PRODUCTION
- THE CONCEPTS AND THE MEASUREMENTS
Khalaf Talat

CREDIBILITY OF PAID PROMOTIONAL NEWS:
STUDY OF CANADIAN NEWSPAPERS
Abhinita Singh, Anshu Singh

IMPACT OF
MEDIA ON
N. Raja

UTILIZATION OF
COLLEGE
R. Pugazhendi

ONLINE SEARCH FOR INFORMATION RELATED
INFORMATION - A CASE STUDY
Bindiya Narang, Anandh TV

PERSPECTIVE

FOLK MEDIA AS A TOOL OF DEVELOPMENT
COMMUNICATION IN HIMACHAL PRADESH
Jai Prakash Sharma

4

15

22

25

30

36



jims

Jagannath International Management School
Vasant Kunj, New Delhi



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2016-2017)

Research

DOI No. 110.5958/0973-967X.2016.00020.X

IMPACT OF YOUTUBE ON DEVELOPMENT OF MEDIA EDUCATION IN CHENNAI

N. Raja ★

YouTube is an online public communication site. The site allows registered user to upload media educational videos, which are practical and useful for media learners. The content on YouTube are mostly uploaded by individuals like video clips, video blogs and tutorials. Registered users can create their own channel on you tube and unregistered user can watch videos. Youtube users watch the media tutorials and exchange text messages while watching and clarify the doubts with group members. In this paper analysis of impact of you tube in development of media education among learners is done.

Keywords: E-learning; Online Education; communication; convergence; Social media education

In the present generation, everyone is active on social media. YouTube is a large social media platform that helps in media learning in which we can learn about new technologies through internet. YouTube plays a vital role among media learners. Two or more than two persons interact and discuss new information, they can share their knowledge. The learners can develop their learning skills, update about new media technologies and subject knowledge through YouTube. It helps in collaborative communication and learning, which helps in the development of creative media education. YouTube helps to providing media education to large number of learners.

Interactive Medium

YouTube has an excellent option for the learners in media education learning. Learner can create his or her own video, practical experiments and can upload on YouTube. The learners can share their talents and creativity to the competitive world. Also learner can enjoy the media learning as they have audience throughout the world for his or her media educational videos. Youtube has subscribers in a very large number and user can interact with any one in world.

Connects learners worldwide

YouTube helps in collaborating classroom discussions and helps in building a system of relationship between media learners. It also provides pathway for enhancing media course-related discussions and get knowledge. Learners can watch media education content or practical experiments lively on YouTube which encourage learning opportunities.

Privacy

YouTube is a good source for the learners in developing their talents but there are certain issues that need attention. Privacy concern is one of the most important issue. Every learner should follow privacy and the rules and regulations to upload media education videos on YouTube. All the privacy concern pages on YouTube should be read carefully and

should follow so that no problem arises in future.

YouTube in Media Education

Media education is essential part of an individual's life because each and every day media technologies are growing. Teenagers show much interest in using YouTube for updating new media skills.

Following are the objectives of the study:

- Study the impact of YouTube in development of media education
- Study the usefulness of YouTube in media education

I. Review of Literature

According to Kristen Tarantino, The Journal of Technology in Student Affairs Summer, 2013 edition, effects of student engagement with social media on student learning. Students build their learning capacity by collaborating with each other and develop their knowledge. Social media works as a tool in developing the learning communities by encouraging collaboration between people and direct communication. These communication reinforce the achievement of desirable learning outcomes.

Fewkes, Aaron M, McCabe, Mike, Journal of Digital Learning in Teacher Education, 2012, Facebook: Learning Tool or Distraction?

The educators can also make use of social media to develop the creativity among the students by encouraging them to explore the subject in new ways. It is the responsibility of educators to find ways in incorporating social media into the classroom. Social media provides opportunities for the students in creating product tools like Facebook, YouTube, blogs, podcasts etc. social media can also be used to develop

★ Assistant Professor, Department of Visual Communication, Sathyabama University, Chennai, Tamilnadu, India



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION

3.4.5 (2016-2017)

2016 – 2017

ISSN: 0973-9688 • Volume 10 • Number 3 • July-September 2016

Mass Communicator

International Journal of Communication Studies

Indexed with Google Scholar, CNKI Scholar, Ebsco Discovery, Summon ProQuest & Ulrich.

RESEARCH

SIMULATION OF VIOLENCE IN VIDEO GAMES AND ITS ETHICS

Jacob Sow, Abdullah Obieda, Hamed Raso, Tet Khuen Chon

CITIZEN JOURNALISM THROUGH MOBILE COMMUNICATION - AN APPROACH FOR CRISIS COMMUNICATION

Vir Pals Aggarwal

USING DIGITAL MEDIA FOR DEVELOPING INTELLECTUAL ABILITY IN THE FIELD OF PRIMARY EDUCATION

N. Nazim

A COGNITIVE MODEL FOR EFFECTIVE E-LEARNING USING COGNITIVE ARCHITECTURE - ACT-R

A. Kanimathi, V. Cyril Raj

MOBILE COMMUNICATION AND MEDIA CONVERGENCE - A CASE STUDY OF SATHYABAMA UNIVERSITY

A.R. Vinod Raj

USAGE OF SOCIAL MEDIA FOR CIVIC ENGAGEMENT BY NGOs

Heminderp Kaur

4

12

18

21

28

32

jims

Jagannath International Management School
Vasant Kunj, New Delhi



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES DEPARTMENT OF VISUAL COMMUNICATION 3.4.5 (2016-2017)

Research

DOI No. 10.5958/0973-967X.2016.00015.6

USING DIGITAL MEDIA FOR DEVELOPING INTELLECTUAL ABILITY IN THE FIELD OF PRIMARY EDUCATION

N. Nazim*

Information communication technology and emerging multimedia software's have created significant impact on the society. Teaching in a creative way, may well arise spontaneously from teaching situations in which it was not specifically intended. The relationship between teaching creatively and teaching for creativity is an integral one. The escalation of computer systems and interactive digital media can be used for teaching education. This paper attempts to provide information about the digital media tools and how imparting the tools for learning in primary education. Besides traditional book volumes, Computer systems give a new learning module platform to primary students. Interactive multimedia materials facilitate learners and educators by way of strengthening and extension, not substitutions. Computer can be the vehicle for presenting lessons to children on CD-ROM or to examine children on stories that they have read. Multimedia module enriched interactive learning environments and online access becomes common in home, and the school children perception of being held imprisoned in today's out of date "Black board Prisons" will significantly intensify. Multimedia can best be defined as various combinations of graphics, video, text, sound effects and animation that are controlled, coordinated and delivered on the computer screen. Multimedia learning module takes place even in the absence of conversation and devoid of the audience to demonstrate proof of understanding through writing and conversation language. This paper talks about the tools available to create module and how to use the same for effective use of multimedia instruction module for primary children particularly for rural children. The paper also tries put forth the policy implications that include the need to develop expertise within the nation, by providing the teachers an innovative training from the hand-on experts from technology background.

Keywords: Multimedia, ICT, Preschoolers and Learning.

I. Review of Literature

A number of researches have dwell on the way that computers can be part of play activities. Liang and Johnson (1999) describe ways in which computers can be used in activities they label as analytical play, games with regulations, functional play, imagine play and constructive play. They cite Silvern (1998) who argues that computers should be used for play and learning about 'micro worlds' rather than practice or didactic interactions. However, Silvern goes on to point out that, while it is important to match the programmes with children's interests and abilities, it is also important to create a supportive atmosphere (emphasizing the pleasure of performing rather than the production of an end product) if playfulness is to be encouraged. In addition, too much complexity or inflexibility inhibits play. In contrast, many other authors consider that ICT cling to many possible benefits for young children, and that when used aptly, ICT can: hold children's thinking and emotional development, and the progress of social and co-operative skills; help in the emergence of early literacy and mathematical ideas; "rank the playing field" for kids with special awareness needs; enhance and strengthen relationships between children and grown person, or give adults new ways to add insight into children's cognitive thinking or their interests, thereby providing opportunities to better support and guide children's learning; and facilitate

the developing of "new literacy's" or "multi literacy's" in children describes this as using ICT to "enhance the learning setting". Several studies have shown that young children's attention is positively associated with program features like applause, animated characters, child voices, laughter, music, and peculiar sounds. However, the effects of program features on attention seem to depend largely on children's cognitive-developmental level.

This paper focus on the utilization of ICT in preschool teaching and learning. Determining the elements of preschool ICT for preschool level and emerging a prototype of preschool ICT will be discussed in detail. Multimedia in the form of images, movies, or music and images can definitely be a form of narrative. Over a long period of time, only traditional method in the field of teaching where teachers are regarded as the center of class room, while students go in accordance with them is being in use. During the exploration and practice of these years, we have collect a set of fairly successful experiences, such as the principle of teaching which ensures plenty of practice, the principle of proceeding from simple part to complicated and following in order and advancing step by step, the method of situated teaching, etc. Utilizing traditional teaching method,

* Asst. Professor & Head, Dept of Visual Communication, Sathyabama University, Chennai, Tamilnadu, India



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2016-2017)

ISSN No. 2277 – 8179
Journal DOI : 10.15373/22778179
INDEX COPERNICUS IC VALUE : 69.48



INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH

**A Peer Reviewed, Referred,
Refereed & Indexed
International Journal**

**A Multi-Subject
Journal**

IMPACT FACTOR: 3.508

Volume 5 | Issue 9
September 2016

₹ 350

www.worldwidejournals.com



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES DEPARTMENT OF VISUAL COMMUNICATION 3.4.5 (2016-2017)

Original Research Paper

Volume: 5 | Issue: 9 | September 2018 • ISSN No: 2277- 8079 | IF: 3.308 | IC Value: 60.48

Imaging Muslim Women and Identity Formation Through Tamil Cinema in South India



Media

KEYWORDS: Muslim women, Stereotype, Tamil Cinema, Feminist discourse.

Ms.N.Nazini

Department of Visual Communication, Sathyabama University, Chennai.

S. Arul Selvan

Department of Electronic Media & Mass Communication, Pondicherry University

ABSTRACT

Tamil movies are mostly created from men's perspective. The images of women which are shown are mentioned to have sociological or sexist or stereotype style. In such circumstances when muslim females are projected, of social standing particularly representing first as women and secondly signify themselves as a member from socially excluded groups. Furthermore these portrayals of images were broken down by Tamil movies like Bombay (1995), Polikadan (2009) and Mella Thiranthathu Kathavul (1986). In these films female central characters have the benefit of key positions and check out to dislocate themselves out of social environmental forces that are controlled by men. In this context, this paper intends to examine and summarize the analysis of three Tamil movies with regard to Muslim women and a way of depict their characters and their social status. Further for this paper analyst acquaint Code sheet with break down from the film for examining the stereotype attributes of Muslim women in the motion pictures.

Introduction:

Cinema is a fascinating subject, and become part of life of Indians. Tamil Cinema, centered in Tamil Nadu, popularly known as Kollywood, considered to be as regional cinema. It has gained much appreciation in the recent days because people have started to give much importance than before because of the unusual characteristics that people possess. Mass media has changed and shaped individual attitudes in our existing society for they have started to dictate all process of thinking, right from the fashion to behavior that people follow. The Visuals in the cinema aid the viewers to enter into a world of their own. The rate of retention, absorption, concentration is much higher as they get engrossed into the story and pose to become as one of the characters of the story.

Minorities also play an essential part in our Indian society. A society by itself cannot function on its own; therefore it is only through the coordinated effort of every individual from various societies that help India as nation to function. In India majority of the people belong to Hinduism, apart from Islam constitutes the second largest religion (13 Percent). Other native religions such as Buddhism, Jainism and Sikhism together constitute less than three percent and Christianity constitutes about two percent. When it comes to Tamil Cinema, Many minorities are depicted. Taking Muslim women into consideration in Indian cinema, are depicted as Kohl – lined eyes (Gopal Krishna Sahli & Samra, 2010) wearing ghagras who sulk and sob. Muslim community renders meritorious services for the development and opulence of a country and is also well-known in the field of teaching, civil servants, journalists and businessmen. This study is focused on the Muslim minority leading to understanding of how Muslim women in the community are stereotyped in Tamil cinema.

Status of Muslim women in India:

The Muslim community was subject to pressures like any other different Groups in India but their historical dominant role created their state of affairs distinctive in spite of being the minority group. The impact of western liberalization has left a big question about the position of women among the educated Muslims, which is of repeated controversy. Over the years there is an assumed hyperbolic significance associated with the rights of girls. The entire life time of a female is supervised in detail in Islam in addition to its other contributes like "respecting the foster mother, having legal rights to property which also helps in the right to say divorce on safe grounds, permission to hold any post, remarriage etc. Women do not appear to be treat-

ed badly by Islam; in actual apply, the tendency appears to be different where the woman have an inferior standing.

Asghar Ali Engineer Pointed out Mainstream weekly, 2013 that, it is a general feeling that the minorities are either the 'fundamentalists' or the 'fanatics' among the entire community since it is they who are represented often in the society. The media frames have never brought to notice any of the non secular traditions or legal systems in Islam which treat women equally.

According to the Sachar Committee report, the Muslim community has the poorest literate acquisition rate within the country. The inferiority of women denies them access to resources, education, and even to health facilities. They are being exploited by the males and additionally the society. In general, women are the most affected sections of our society. Moreover Muslim women suffer further more due to the tradition and nature for Islam which does not even give them an opportunity to basic education and it is almost made inaccessible for them.

Stereotypes of Muslim Women in Indian Cinema

Identity may be a crucial issue for Muslim females as they are frail in power ratio. However it isn't the power quantitative relation solely in fact it's can be applied in every aspect of life, it may be domestic or, social or professional. Muslim women are generally considered as the cultural and moral carriers of their community thought they are not considered as guardians of it. Thus when we watch a Muslim woman in a movie, they are marginalized twice. First as a female and second as a representative of a minority community. This paper is an attempt to study this perspective through Hindi movies that's that the foremost powerful and cogent medium to express in India. On viewing Indian Hindi movies or the foremost stream cinema right from Nineteen Eighties until recently, the audiences observe that Muslim women are stereotyped. They are proprietary to be mothers, devoted daughters, dedicated or compliant wives who do not question the authority of their male counterparts. None can stop viewing this medium because it has created a huge impact among Indians.

Most of those events like Partition, Mumbai Communal Riots, Kargil war, Bomb blasts Gujarat Communal Riots and many additional have created an opponent like position in the minds of individuals have been depicted in Indian Cinema in moving image, documentary or a commercial motion picture. All these visual texts are either critically ac-



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2016-2017)

ISSN 0976 0911
e-ISSN 2249 8818

Volume VIII | Number II | May 2017

Journal of Communication

MEDIA WATCH

An International Peer Reviewed & Referred Research Journal in
Communication, Journalism and Media

Indexing

SCOPUS | Elsevier | EBSCO | Ulrichswelt | EMBASE | ERIH Plus | CrossRef | Reaxys | CiteFactor | ProQuest |
CNKI | Asian Education Index | Scientific Indexing Service | J-Gate | MIAR | AERES | ORJ | ResearchBib |
Google Scholar | Indian Citation Index | Index Copernicus | Engineering Village

University Grants Commission Approved Journal in Social Sciences & Communication



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2016-2017)

Journal of Communication
Media Watch

Volume VIII | Number II | ISSN 0976-0911 | May 2017

Editor's Note

- 122 BRIAN GORMAN
Free Speech after a Free Press

Research Articles

- 126 Y. WU & E. THORSON
Incivility, Source and Credibility:
An Experimental Test of News Story Processing in the Digital Age
- 143 TOMÁS DODDS
Emergence of Rebellious Digital Press in Chile: Divergence, Engagement and Impact
- 157 SUMANJEET SINGH
Internet Shaping Freedom of Expression; Freedom Shaping Regulation
- 177 ABDUL-KARIM ZIANI, MOKHTAR ELARESHI & MAHA ALRASHID
Social Impact of Digital Media: Growth Pattern of Facebook in the Arab World
- 192 AZZA ABDEL-AZIM MOHAMED AHMED
New Era of TV-Watching Behaviour: Binge Watching and its Psychological Effects
- 208 ISMAIL SHEIKH YUSUF AHMED, MUKHTAR EL-KASIM & LAMBE KAYODE MUSTAPHA
University Students' Intention of Smartphone Adoption for
Academic Activities: Testing an Extended TAM Model
- 222 CHEN-WEI CHANG & PATRICK D. McGUIRE
Female Bodies and Visual Fantasy: Psychoanalysis of
Women's Representation in Axe's Television Commercials
- 229 SURESH KUMAR G
Mobile Users' Acceptance of SMS Advertising: A Permission Marketing Approach
- 247 N. BOOBALAKRISHNAN & C. PICHANDY
Parental Intervention and Frequency of Mediation Styles towards Children
Watching Television in India
- 258 HEMDEEP KAUR
Social Media Usage: Barriers and Predictors in Promotion of Social Capital
- 270 PATRICK EDEM OKON
Rethinking Media Policy in Anglophone Sub-Saharan Africa:
The Challenge of Community Media
- 287 SIMRANPREET KAUR & VANDANA SHARMA
Blurring the Binaries, Blending the Gender:
A Transition from Male Masculinity to Female Androgyny in Hindi Cinema
- 295 N. NAZINI
Characterization of Muslims in Indian cinema: A Study on Earth: 1947



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2016-2017)

(122.178.17.59)
 Users online: 3851

[Home](#)
[About us](#)
[My Profile](#)
[Registration](#)
[Products](#)
[Article Submission](#)
[Usage Statistics](#)
[Price List 2022](#)
[Contact Us](#)
[Tutorial](#)
[Login/Register](#)

Email id

Mass Communicator

International Journal of Communication Studies

Year : 2016, Volume : 10, Issue : 4

First page : (25) Last page : (29)

Print ISSN : 0973-9688. Online ISSN : 0973-967X.

Article DOI : [10.5958/0973-967X.2016.00022.3](https://doi.org/10.5958/0973-967X.2016.00022.3)

Utilization of android apps among college students in Tamilnadu

Pugalendhi R.
 Assistant Professor, Department of Visual Communication, Sathyabama University, Chennai, Tamilnadu, India

Online published on 4 January, 2017.

Abstract

The four districts of Tamilnadu namely Chennai, Villupuram, Salem, Madurai partake their specific characteristics. The students in these regions differ in their manner of utilizing Android apps for Educational, Information, Entertainment Purposes etc, in colleges and universities. What kind of encouragement and exposure are they subjected to when using android apps for social change? How do these teenage boys and girls differ in their attitude towards technology and consumerism relationship with other? Researchers are particularly focused on Educational apps, Informational apps, and Entertainment apps to identify the quantities of usage of apps between college students. These are the questions to be discoursed in this analysis. The research also focuses on determining which section of the student community utilizes the android apps more frequently and what type of Programmes were given more importance. This study was conducted amongst 398 college undergraduates in the state of Tamilnadu in India and the data was collected through a structured questionnaire. A comparative study was prepared to analyse the utility of android apps amid college boys and girls in four district of Tamilnadu.

Keywords

Educational apps, android apps, College Students, (CB-CG) teenager boys-girls.

[Journal Home](#)
[Current Issue](#)
[Archive / Issues](#)
[TOC](#)
[Registration](#)
[Subscribe](#)
[Editorial Board](#)
[Aims & Scope](#)
[Author](#)
[Guidelines](#)
[Ethics & Malpractice](#)
[News & Events](#)
[Subscribe TOC](#)
[Alerts](#)
[Article Submission](#)
[FREE](#)
[Sample Issue](#)
[Trial Access](#)



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2016-2017)

Media Watch 8 (2)

© Media Watch 8 (2) 295-305, 2017
ISSN 0976-0911 e-ISSN 2249-8818
DOI: 10.15655/mw/2017/v8i2/49012

Characterization of Muslims in Indian cinema: A Study on Earth: 1947

N. NAZINI
Sathyabama University India

In this 21st century, film is one of the greatest media of literature, culture, human psyches and contemporary society. Film is not only a piece of art but also a tool for social reform as it expresses the feeling of human and their idea of contemporary society. Film is mirrors that reflect the society. Now, more than 50 years later, the scars still run deep. The present situation continues to serve as brutal reminders of the history. People still slay in the name of religion, nationalism and patriotism. It will surely be accused of being anti-Muslim, anti-Hindu and anti-Sikh, depending on one's political and religious allegiance. This study paper examines the content analysis of the film and how media shows information and also the ability to change the viewers' perceptions. This process is looked through the representation of a film director, who offers a way to deconstruct the nationalist ideology with the aim to understand how Indian society functions. This study examines Indian cinema and Muslim image from Indo Canadian film maker Deepa Mehta's Film "1947: Earth". The aim of this text is to reconstruct the increase of communal hostility in India using films as a social critique by expounding that violence, faraway from being a variation, may be a form of national identity, to trace the structure of a Muslim as a nation's other by political power.

Keywords: Muslim image, Indian cinema, Deepa Mehta, patriotism, nationalism, ideology

Indian Cinema is one of the most popular and influential cultural productions in the lives of people in India. This makes argues that popular cinema in India and Pakistan is deeply influenced by the dividing line event of Partition both for industries in the respective countries as well as at the level of content and narrative styles of individual films. Some of the issues raised in film making include: Does cinema take on the recreate historical events accurately? To what level? Can films be seen as legitimate historical sources? Are films produce films to give historic knowledge?

The impact of such a life-altering event has been documented from historical, political, sociological and literary viewpoints. When it comes to the role of media, it certainly has had a great impact in the shaping of popular mindsets, both in India and Pakistan. Where on the one hand, media has influenced the broader Indo-Pakistan relationship, through its various genres, media has also served as an alternate channel of dialogue and communication through which nations and inhabitants can talk with each other. The genre of films particularly has left an endless impression in shaping the favored mentality of the individuals of India and Pakistan. In this paper we plan to study variance as a delineated class by examining the commemoration of Partition of the Indian landmass in 1947 through standard films.

Correspondence to: N.Nazini, Department of Visual Communication, Sathyabama University, Chennai-600 119, Tamil Nadu, India. E-mail: nazininazim@gmail.com



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION

3.4.5 (2016-2017)

Screenshot of the IndianJournals.com website showing the article "Cinderella Complex: A Study of Urban Homemakers' Life Satisfaction and Television Dependency" by Smith M. Samandha.

IndianJournals.com
A Product of New Horizons Pvt. Ltd.

Home About us My Profile Registration Products Article Submission Usage Statistics Price List 2022 Contact Us Tutorial Login/Register

Mass Communicator: International Journal of Communication Studies
Year: 2016 Volume: 10, Issue: 2
First page: (23) Last page: (27)
Print ISSN : 0973-9688, Online ISSN : 0973-967X
Article DOI : 10.55558/0973-967X.2016.00010.2

Cinderella Complex: A Study of Urban Homemakers' Life Satisfaction and Television Dependency

Smith M. Samandha
Assistant Professor, Department of Visual Communication, Sathyabama University, Chennai, Tamilnadu, India
Online published on 6 July, 2016

Abstract

Traditionally women in India are expected to be under the guidance of their father and husband in their life. The latter is meant to be the primary one for every woman in society. She is trained to be dependent and taught to feel secure in the hands of a 'Man'. A Woman, since her childhood is often encouraged to do only the things that are acceptable by society. Yet, forever the only content that the elders reinforce in a female is that some day, in some way there will be a savior prince who will rescue and fill her life with happiness and joy. With this dream, most women wait for a good partner who could change her way of life. But after marriage when the ambition of the expected free-life collapses, a woman discovers 'it wasn't their own life they had been living'. At this juncture, the Cinderella Complex operates in a woman's life. Thus her deep-seated conflict with independence arises. Especially, a Homemaker who is economically and socially dependent on her husband and his family, develops fear to make herself self-sufficient as it could end her up in unloved and uncared, even loss of femininity. In such a way, a Homemaker who is mainly confined to do domestic chores in a family faces tremendous conflict between dependence and independence in her life. Therefore they seek personal satisfaction through television viewing. As a result this might make them to rely on television viewing for their psychological support and escapism. Thus, it creates a strong affinity towards television. Homemakers believe that television is the simplest means of enjoyment. Some studies suggest that 'Life Satisfaction' might be one of the motives of television use. Betty A. Grable (2005) suggests that television influences satisfaction with life as viewers, compare them to and mimic the lifestyles of people they see on television. Therefore, the study attempts to examine the association of homemakers' life satisfaction and television dependency. For this purpose a survey on 150 homemakers (women) of three parts of Chennai City (North, South and Central) was conducted, data was gathered through structured questionnaire from urban homemakers.

Keywords
Life Satisfaction, Television Viewing, Homemakers, Cinderella Complex, Urban Women.

14-06-2022

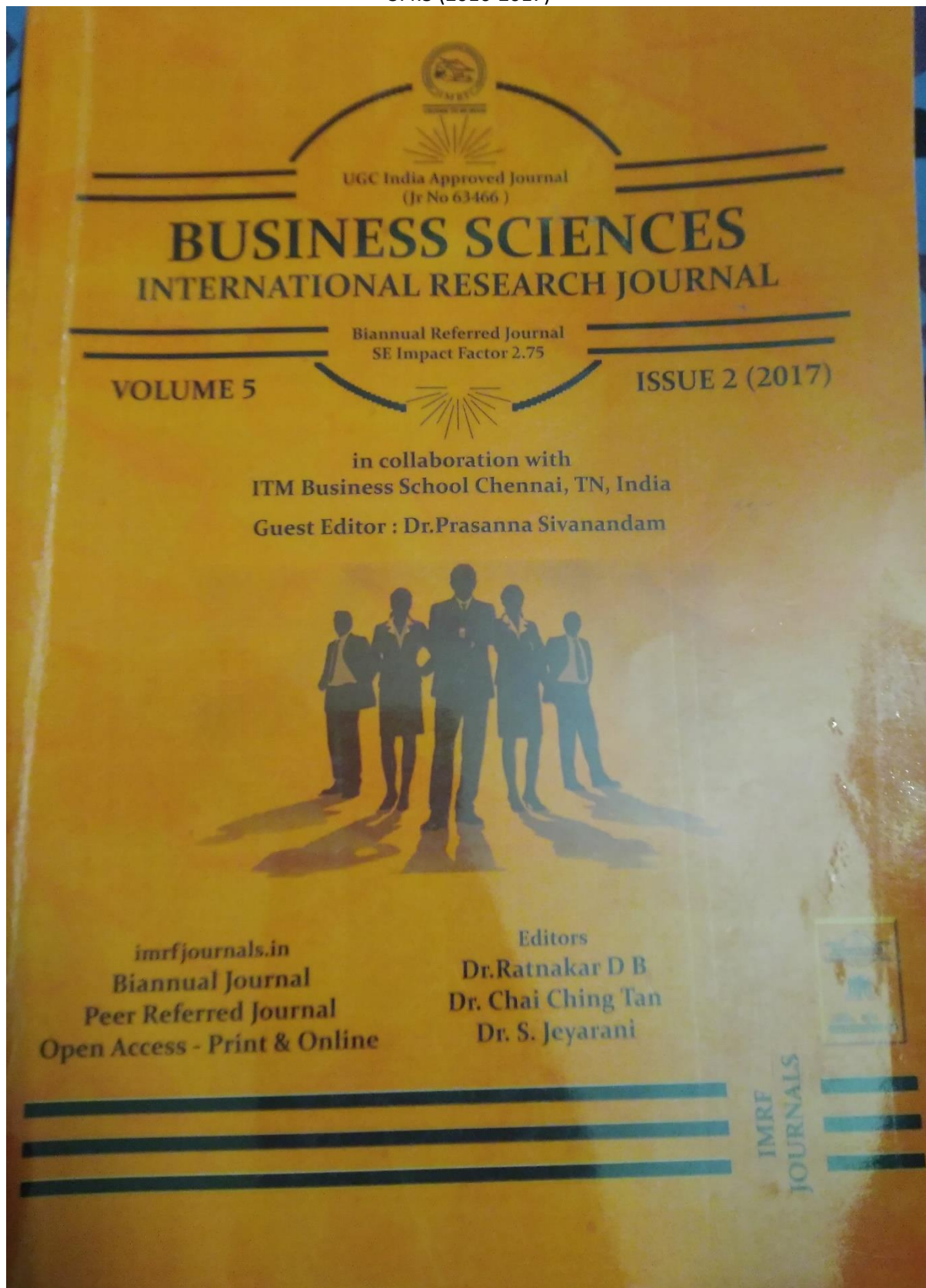


SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2016-2017)





SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2016-2017)

Business Sciences International Research Journal Volume 5 Issue 2

ISSN 2321 - 3191

'SECRET SUPERSTAR': RETHINKING IDEOLOGY OF MUSLIM WOMEN AS DECISION MAKER IN BOLLYWOOD CINEMA

N. Nazini

Assistant Professor & Head, Department of Visual Communication
Sathyabama University, Chennai

A. R. Vimal Raj

Assistant Professor, Department of Visual Communication
Sathyabama University, Chennai

Abstract: Cinema is intended and thought to entertain, to take the audience to a new world that is basically different from the real one, it's a place which helps people to escape from the everyday grind of life. Film is a popular media of mass consumption, which plays a key position in moulding belief, transferring ideas, constructing reality and reinforcing dominant cultural values in the society. Movies taught us several things, which go to our unconscious mind. This preconceived thought of the male trigger to portray women as a selling object, weaker sex, pessimistic and a normal housewife. It is very difficult in male dominant film industry to overcome these stereotypical margins. Secret superstar is one such movie that breaks our very idea of gender bias and religious tolerance. Being it a girl or women, this movie portrayed women as a decision maker against all odds in life. This paper deals with representations of female characters in mainstream Bollywood cinema "Secret Superstar" and how they are depicted on screen is critical in decisive the furtherance of already existing stereotype films.

Keywords: Portrayal of Women, Decision Makers, Bollywood, Stereotype, Cinema.

Introduction: Cinema is a popular medium, which reflects our cultural values in all possible ways. Especially when it comes to customs and ritual practice it takes utmost care to replicate the originality. It also acts as a liaison between thoughts and practices. In India more than 1000 films are released every year out of this approximately 200 and odd from Bollywood. Unlike other regional film industry Bollywood industry has national market and wide reach. Women centric films are not common in Indian cinema. We occasionally watch such films portraying women as decision makers. Gorgeous women are always a need in cinema industry and they get only little space to prove their talent. They were offered glamour doll roles, emotional feminist role or damsel in misery roles.

Stereotypes of Muslim Women in Indian Cinema Identity may be a crucial issue for Muslim females as they are frail in power ratio. However it isn't the power, quantitative relation solely in fact it can be applied in every aspect of life, it may be domestic or, social or professional. Muslim women are generally considered as cultural and moral carriers of their community thought they are not considered as guardians of it. Thus when we watch a Muslim woman in a movie, they are marginalized twice - as a female and a representative of minority community. On viewing Indian Hindi movies from 1980's until recently, the audiences and critics observe that Muslim women are stereotyped. They are proprietary to be mothers, devoted daughters, dedicated or compliant wives who do not question the authority of their male counterparts.

Review of Literature: Most of the films in India are gender biased it exalts male and deflates female. Sometimes it underplays women based on values, customs and religion. Gender refers to dividing up people based on sexual identities (Beasley 2005). Relationship between men and women are emphasizing the social construction and social ordering. Social institution defines gender roles and it tells them what to do and what not to do. How to react over emotion and other circumstances are various things people learn from a given society. Products of media culture provide materials out of which we forge our identities, our sense of selfhood, and our construction of ethnicity, race and nationality, of sexuality and of 'us' and 'them' (Dines and Humez, 2003) Women working in film industry are comparatively minimal may be a reason for gender biased story. The director very idea of portraying women is based on his belief, attitude and value. What viewers want to see comes from social frame work. The dominant religion and social settings restricts a director to make women