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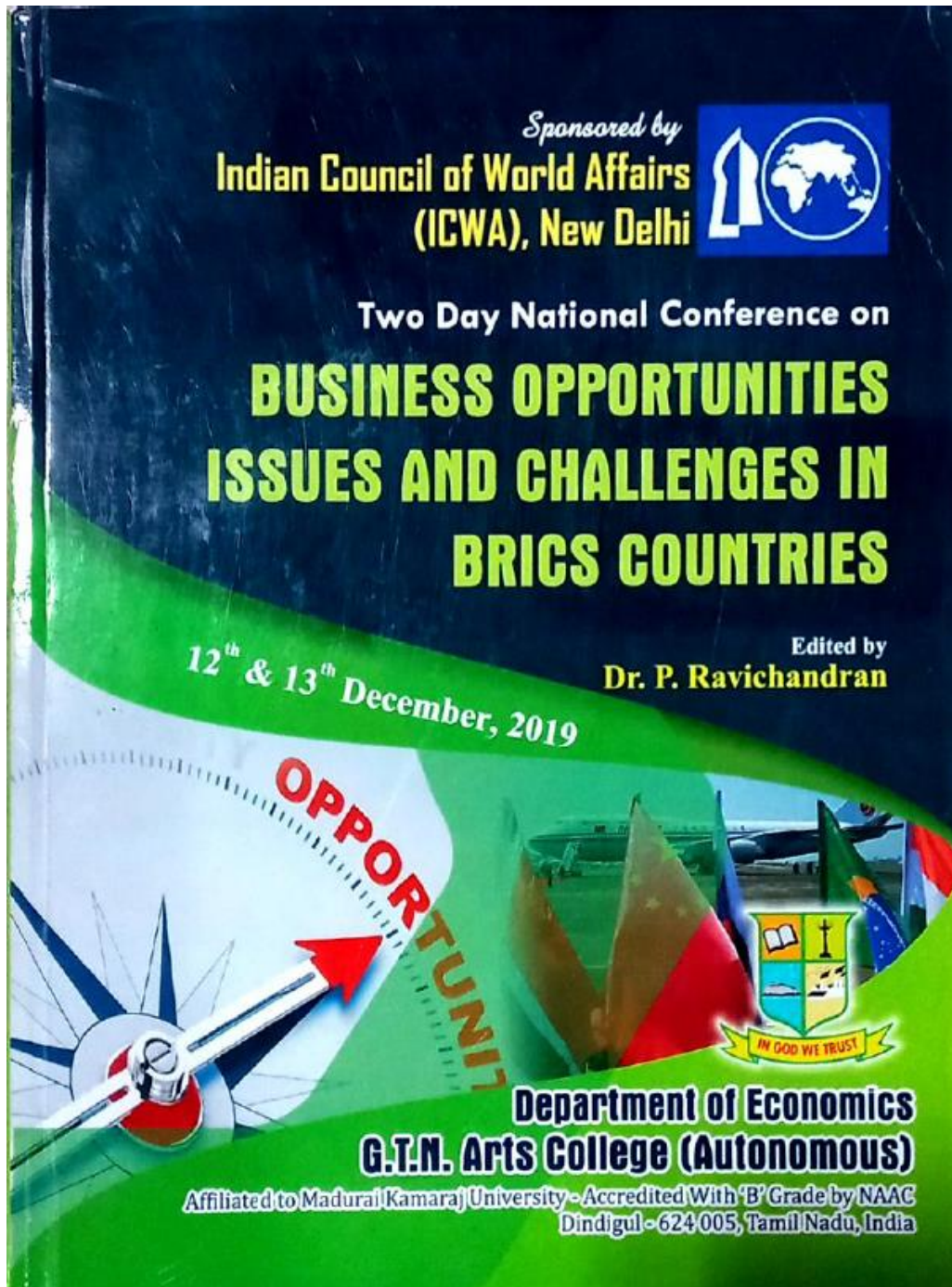
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BUSINESS OPPORTUNITIES ISSUES AND CHALLENGES IN BRICS COUNTRIES

© Dr. P. Ravichandran

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Business Opportunities Issues and Challenges in BRICS Countries

DIGITAL INDIA: EMERGING ONLINE MARKETING

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Sathyabama Institute of Science and Technology, Deemed to be University, Chennai

Introduction

Online marketing is sharing the information about the products and their brands to customers through internet for promoting their respective products and brands. This technique also includes target audiences by grabbing information from search engine and advertises their products according to their liking through YouTube polls and Ads in between games. Marketing satisfies these needs and wants through exchange processes and building long-term relationships. The best outcome of bringing in technology has been innovation.

Digital India

Digital India has been launched in the year 2015 to improve online infrastructure and start up markets to connect people globally. According to the survey there are 69 million online shoppers in 2016 in India and more than 100 million in 2017. Digital Marketing is growing at a rate of 25-30% in India annually. The Emergence of Digital Marketing Agencies and Professionals Digital marketing has become a genre of business. With a greater number of online businesses being created and opting to reach around the customers globally through promoting. Websites, blogs, marketing campaigns, SEO strategies, etc have penetrated deep into the metrics of the technicality that influences one's presence on the internet. Over the past decade, the digital marketing agencies and professionals have emerged to cater the needs of customers.

Literature Review

Marketing goods is a basic phenomenon of every society. The main aim of the marketing is to make products available for customers as per the demand. Marketing has undergone many changes to reach customers. Customers are becoming smarter during the purchase of the product. Internet offers 24x7, 365 days a year web facility which is more convenient for customers to buy anything from anywhere these days. Customers are savvier while searching any information or while making an online purchase (Bhayani, Sanjay. 2018).

The customers are searching more on internet to find the best deals from the sellers while making any purchase around globally. In this study, we acknowledge business can be made easier in Digital Marketing through search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, ecommerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games (Verma, Deepak. 2018). The increase in use of social media is creating new



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THE ROLE OF FM RADIO IN STRENGTHENING POSITIVE SELF-IMAGE AMONG CHENNAI RADIO LISTENERS

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ABSTRACT

A mass medium, which reached millions of audiences, is "Radio". It is a blind medium that exists till in this digital era. You can use media for educational purposes like learning about mental health, self-esteem, personal development and many more. The study sought to analyse FM Radio in strengthening positive self-image among Chennai radio listeners. The methodology used in this research is survey method for collecting data. The sample size is 100 respondents of radio listeners collected from Chennai radio listeners. Convenience sampling is the sampling method used to collect data from the respondents. The paper has demonstrated that FM radio has potential to create a positive self-esteem by enabling them to have access to information necessary for improving their status. FM radio clearly influences the lives of people of all ages in many ways. It also has a more important and significant role to play in developing individual's self-image and positive life.

Keywords: Radio Listeners, Self- Image, FM Radio, Chennai Radio, Audience Attitude

INTRODUCTION

A mass medium, which reached millions of audiences, is "Radio". It is a blind medium that exists till in this digital era. The story of radio started when the early scientists who saw and investigated the effects of electricity and magnetism. A few numbers of people noticed the effects caused by electromagnetic waves. Galvani is the one of the few researchers who witnessed the effects of electromagnetic waves as



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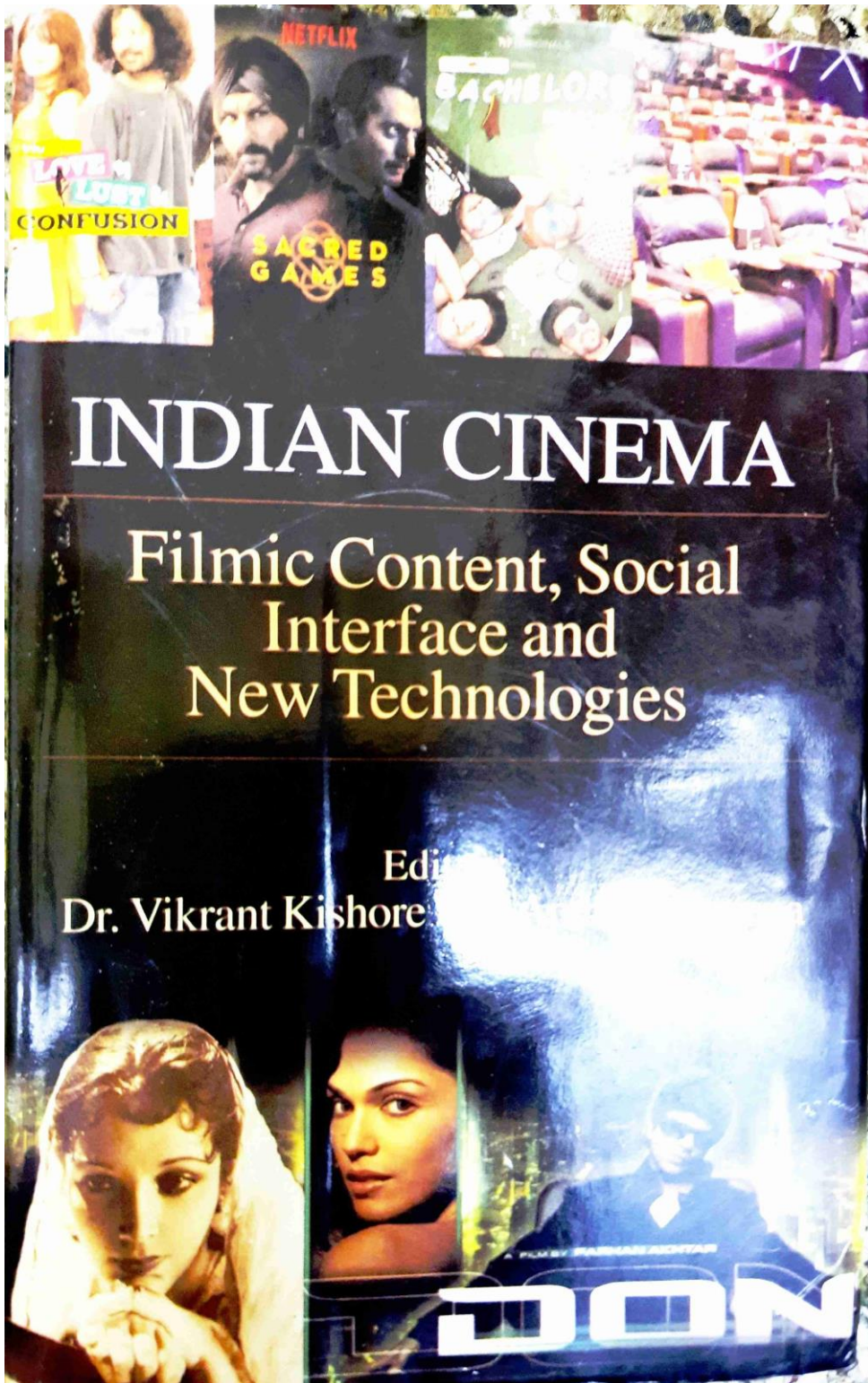
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Representation of Muslim Minority in Mani Ratnam Films: An Art of Visual Expressionism and its Impact

N. Nazini

Introduction

The initial 15 years after the Partition (1947-62) form the first phase. The common narratives in this phase were those of migration, abducted women and their recovery. The second phase is that of the 1970s which gave space for the surfacing of **concealed** emotions by dealing with repressed issues in society – amongst these was Partition and communal conflict. The art or parallel cinema movement with giants such as Kumar Shahani, Mani Kaul, M.S. Sathyu, Shyam Benegal, Govind Nihalani and others was at its height in this period. Two of the best known Partition films came out of this period: M.S. Sathyu's *Garam Hawa* (1977) and Govind Nihalani's television serial *Tamas* (1989). The third and last phase is that of the 1990s with the demolition of the Babri Masjid followed by the Bombay riots, which negotiated issues of identity, secularism and citizenship.

It is a greater extent and clearly noticed that the world has been shifted after the 9/11 incident. If we see the world politics,



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The Image Representation of Existential Crisis in life of Women – Recent paradigm shift in Tamil Cinema

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ABSTRACT:

Tamil cinema also referred as Kollywood cinema in Indian film industry had drastically changed its style of portraying women in recent times. The mass consumption of films may change the very idea of treating women in a society. Cinema is like a mirror that reflects our people and life style. The conservative tag that is attached towards female characters is redefined by the audience. Audience accepted female centric films and encouraged the film makers to think about female centric characters. Films played a crucial role in changing our views, thoughts, ideas and values. The one director name that sounds loud in Tamil films for his bold scripts is director K. Balachander like *Aval oru thodarkathai* were a lower middle class girl struggle to bring up his family and in the movie *Arangetram* a poor Brahmin daughter take up prostitution job to give good education for her siblings which not only stirred the stereotype portrayal of women in films and also made other directors to think of women centric films. The male dominant film industry in recent times have produced noteworthy women centered films like *36 vayathinillae*, *Irudhi sutru*, *Aruvi*, *Aram*, *Magalir Mattum* and *Amma kanakku*.

The researcher adapted feminist theory to understand the fictional discourse and gender inequality. This is a qualitative study and the researchers used narrative analysis to analyze the story structure of recent screen shift in Tamil films.

Keywords: Marginalized Women; Feminism; Cinema; Kollywood



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IMPACT STUDY OF PUBG GAME ADDICTION ON CONSUMER CULTURE OF CHENNAI URBAN STUDENTS

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ABSTRACT:

Mobile game play is a part of life for students. Particularly youngsters are spending with PUBG game; it is not only for time pass but also influences their behaviour and attitude. A lot of researchers have reported in their article about the problem of mobile game addiction around the world. Most of the college student's long-term effect of game addiction which includes lot of health related problems. For this study, Questionnaire survey was conducted among 200 college student in different places of urban Chennai. The study was conducted on October First week of 2019. And also this study addresses the following questions: What is the influence of PUBG game addicting on college students? What kind of problems faces students by Game Addiction?

KEYWORDS: *PUBG Game Addiction, Android Game Addiction, Urban Chennai,*

INTRODUCTION:

PUBG game has become most popular habitual of the entertainment. It is the chief medium of all. Game addiction is a serious disorder characterized by excessive game play and disturbances in normal life functioning. PUBG game addiction refers to violence and several mental health conditions, diminishing eye sight, fat gain, neck ache, less concentrating etc. Apart from these physical problems, the game addiction can lead mental illness, hyperactive etc. Through this study the researcher wants to address how college students are affected by frequent PUBG game play and what are the preferred other video games. How many h



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களாய்வு அடிப்படையில் சென்னைவாழ் மாணவர்களின் டிக்-டாக் செயலியின் தாக்கம்

இரா. புகழேந்தி

துணைப் பேராசிரியர், காட்சிசார் தொடர்பியல் பிரிவு
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சென்னைவாழ் மாணவர்களின் டிக்-டாக் செயலியின் பயன் பாட்டுத்தாக்கத்தைக் களாய்வு அடிப்படையில் பகுத்தாய்ந்து உரைக்கின்றது.

கட்டுரைச்சுருக்கம்

இன்றைய இளைஞர்கள் பல்வேறு இணையதள விளையாட்டுக் களங்களுக்கும், செயலிகளுக்கும் அடிமையாகி வருகின்றனர். இதனால் பலர் தங்கள் வாழ்க்கையில் நடக்கப்போகும் விபத்துகள் என்னவென்று தெரியாமல் நான் முழுமையும் கைப்பிடித்துப் போழுதைக் கழிக்கிறார்கள். இன்னும் சிலருக்குத் தற்கொலை போன்ற விபாத ஆபத்தும் அதிகரித்து வருகிறது. டிக்-டாக் பற்றிய ஆய்விற்கு ஆய்வாளர் சென்னையில் உள்ள நான்கு பகுதிகளைத் தேர்ந்தெடுத்துக் களாய்வு மேற்கொண்டுள்ளார். இந்த ஆய்வில் ஒரு பகுதிக்கு 75 பேர் வீதம், கல்லூரி மாணவ மாணவிகள் கலந்து கொண்டனர். இந்த ஆய்வானது கடந்த அக்டோபர் மாதம் 24, 25 ஆம் தேதிகளில், நடத்தப்பட்டது. இந்த ஆய்வின் மூலம் ஆய்வாளர் டிக்-டாக் செயலியின் தாக்கம் மாணவர்கள் மத்தியில் எந்த அளவிற்கு பாதிப்பை ஏற்படுத்தியுள்ளது என்பதை விளக்கும் ஒரு சிறு முயற்சி ஆகும். அதேசமயம் இது போன்ற ஆபத்தான செயலியைப் பற்றி ஓர் ஆய்வை மாணவர்கள் மத்தியில் விழிப்புணர்வு ஏற்படுத்த, இந்தக் கட்டுரை பயனுள்ளதாக இருக்கும் என நம்புகிறார்.

முன்னுரை

டிக்-டாக் என்றால் சீன மொழியில் அதிர்வலைகளை ஏற்படுத்தும் சத்தம் என்று பொருள். அதாவது Vibrating Sound என்று பொருள். இந்தச் செயலி முதன்முதலில் மியூசிக்கல்ஸ் (Musically) என்று ஆங்கில பெயரில் அறிமுகம் செய்யப்பட்டது. அதற்குப் பின் சில பிரச்சினைகளின் காரணமாக டிக்-டாக் என்று பெயர் மாற்றம் செய்யப்பட்டது.

டிக்-டாக் செயலி கடந்த 2016 ஆம் ஆண்டு, சுமார் 75 மொழி களில் பல நாடுகளில் அறிமுகம் செய்யப்பட்டது. சீன நிறுவனமான இந்த டிக்-டாக் செயலியை இதுவரை சுமார் 50 கோடிக்கும் அதிகமானோர் பதிவிறக்கம் செய்து பயன்படுத்தி வருகின்றனர். தனியார் நிறுவனம் நடத்திய ஆய்வின் படி சென்ற ஆண்டில் அதிகம் பதிவிறக்கம் செய்யப் பட்ட செயலிகளில் டிக்-டாக் செயலி என்பதும் குறிப்பிடத்தக்கது.

களாய்வு அடிப்படையில் சென்னைவாழ் மாணவர்களின்...

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கல்லூரி இளைஞர்கள் மட்டுமின்றிப் பள்ளி மாணவர்கள் என அனைவரும் இந்தியாவில் டிக்-டாக் செயலியைப் பயன்படுத்தி வருகின்றனர். இதனால் இளைஞர்கள் மற்றும் மாணவர்கள் தவறான வழியில் செல்லுவதற்கு வழிவகுக்கிறது. மேலும் மொபைல் போன் மோகம் ஒரு குழந்தைகள் முதல் பெரியவர்கள் வரை அதிகரித்துள்ளது. அதிலும் வாட்ஸ் ஆப், பேஸ் டிக் போன்றவற்றைத் தாண்டி தற்போது டிக்-டாக் மியூசிக்கல்ஸ் போன்ற விடியோவுக்கான செயலிகள் மொபைல் போன் பயன்படுத்துவோரை அதிகம் ஈர்த்துள்ளன. குறிப்பாக மாணவர்கள், இளைஞர்கள், பெண்கள் டிக்-டாக் செயலியின் மீது அதிக ஆர்வம் கொண்டுள்ளனர். இதனால் பல்வேறு குடும்பங்களில் பிரச்சனை ஏற்படுகிறது. குற்ற செயல்களும் அதிகரித்துள்ளன. சமூக விரோதிகள் இந்த டிக்-டாக்கில் வரும் பெண்களின் சுய விபரங்களைத் தவறாகப் பயன்படுத்துவதும் அம்பலமாகி உள்ளது.

டிக்-டாக் செயலியின் நன்மைகள்

ஒரு ஆய்வை மேற்கொள்ளும் போது அதன் நன்மை தீமைகளையும் பார்க்கவேண்டியுள்ளது. டிக்-டாக் செயலியினால் நன்மைகளும் நடக்கவே செய்கிறது. எடுத்துக்காட்டாக டிக்-டாக் பாத்திரம் பாடகர் களாக இருந்த பலரைப் பிரபலங்களாக மாற்றிய ஒரு செயலி. பாடல், நடனம், வசன உச்சரிப்புகள் என டிக்-டாக்கைப் பயன்படுத்தி, பலர் தங்களின் தனித் திறமைகளை உலகுக்குத் தெரியப்படுத்தி வருகிறார்கள்.

பிறரின் முன்னால் பேசவே தயங்கும் ஆண்களும், பெண்களும் கூட டிக்-டாக்கில் பாட்டுப்பாடி, நடனமாடி, அசரவைக்கும் வசனம் பேசி திறமைகளை வெளிப்படுத்தி வருகிறார்கள். குழந்தைகள் முதல் பெரியவர்கள் வரை வயது வித்தியாசம் இல்லாமல் உலா வரும் ஒரு சுதந்திர வெளியாக இந்தச் செயலி இருக்கிறது. ஃபேஸ்புக், வாட்ஸ் ஆப் போன்ற மற்ற சமூக வலைத்தளங்களை விட டிக்-டாக் செயலிக்கு தான் இளைஞர்கள் மத்தியில் அதிக வரவேற்பு.

தங்களின் திறமைகளை வெளிப்படுத்த யாரிடமும் அனுமதி கேட்கத் தேவையில்லை. தான் விருப்பப்பட்ட, அல்லது தன்னால் முடிந்த செயல்களை விருப்பப்பட்ட இடத்திலிருந்து செய்துகொள்ள இது போன்ற இணைய செயலிகள் உதவி புரிகின்றன. அதைவிட முக்கியமானது, அதற்கு உடனடியாக அங்கீகாரம் கிடைப்பதுதான் என்கிறார்கள் உளவியல் நிபுணர்கள்.

ஆய்வின் நோக்கம்

- சென்னையில் உள்ள மாணவ மாணவிகள் டிக்-டாக் செயலியை எத்தனை பேர் பயன்படுத்துகிறார்கள் என்பதைத் தெரிந்துகொள்ள.



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“Hindi Soap Operas Exposure and its Influence on Chennai Urban Women”

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Abstract:

In a developing nation like India, Television media play a significant role in shaping society and culture. Today television media is the most-watched medium by all kinds of age groups, particularly homemakers. In recent years Hindi to Tamil dubbed soap operas has been influenced almost all aspects of our lives. Most of the homemakers are spend many hours with Television or Smartphone for watching soap operas. But over the years those mediums are contributed a lot to the positive and negative side for the whole world. This study was planned to conduct about viewing habits of homemakers through Television or Smart Phone. An effort was taken by the researcher to determine which sects of the programs are heavily watched by Chennai urban women. This study also will provide data like television viewers and what sort of Soap operas they are giving importance too. This study was conducted among 200 respondents belonging to the urban Chennai; areas are included Adyar, Anna Nagar, Kodambakkam and T-Nagar. The data was collected through a planned questionnaire. The outcomes of this basic study gave an insight into the role soap operas are played in influencing and shifting life and practices among the Chennai urban women. This study also provides basic input as to how soap operas are created social changes in the lives and minds of Chennai urban women.

Key Words: Hindi soap operas, Consumer Culture, Homemakers. Tamil Dubbed soap operas,

Introduction:

Television has become the most popular and almost habitual form of mass entrainment. Television programs can shape or reinforce the attitude and values of the family environment. Television is one of the mass media; the mass media entertain us, socialize us, inform us, educate us, sell things to us, and indoctrinate us among



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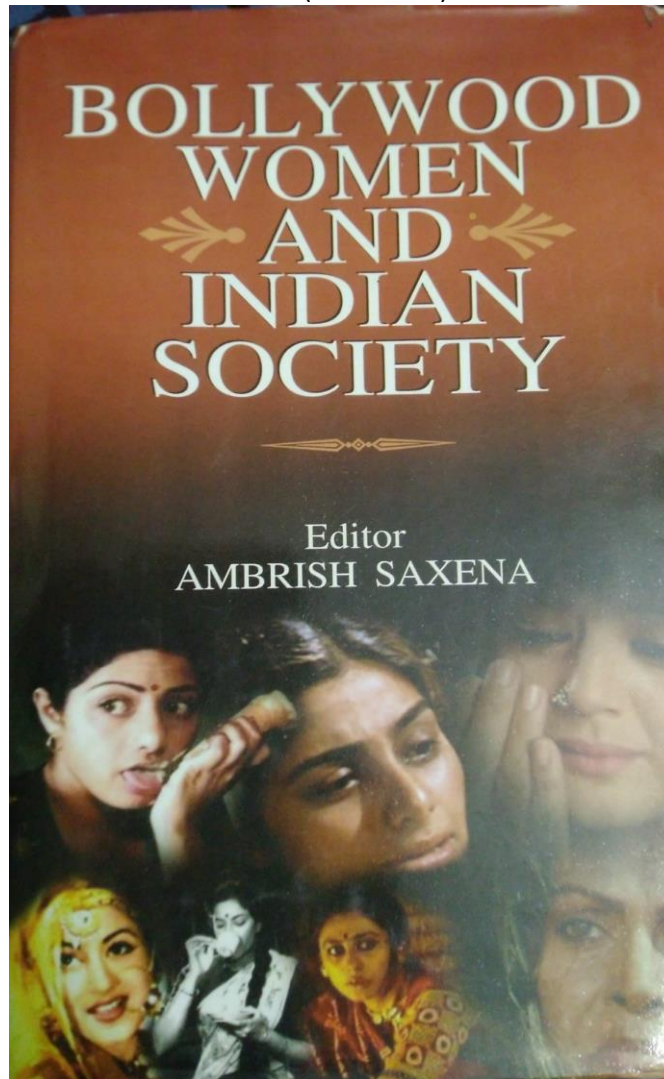
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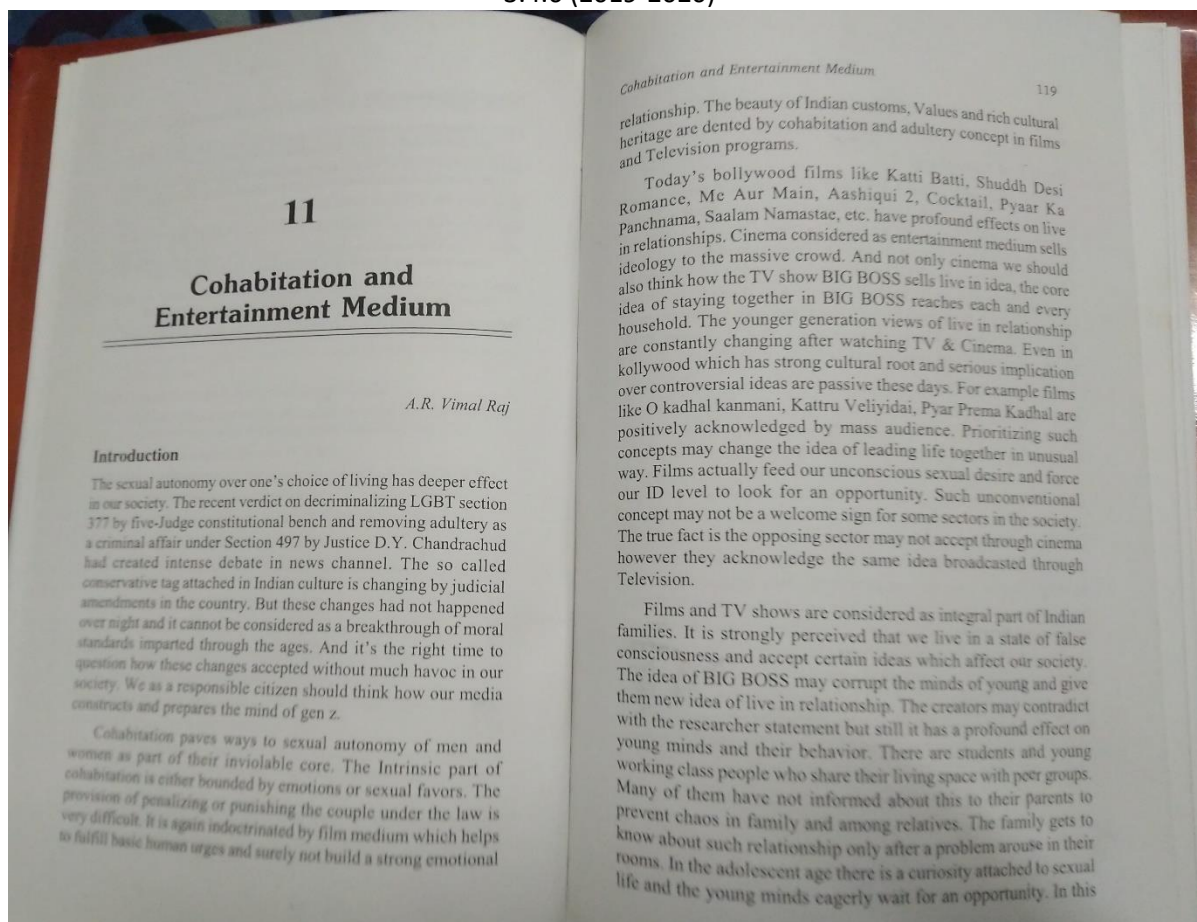
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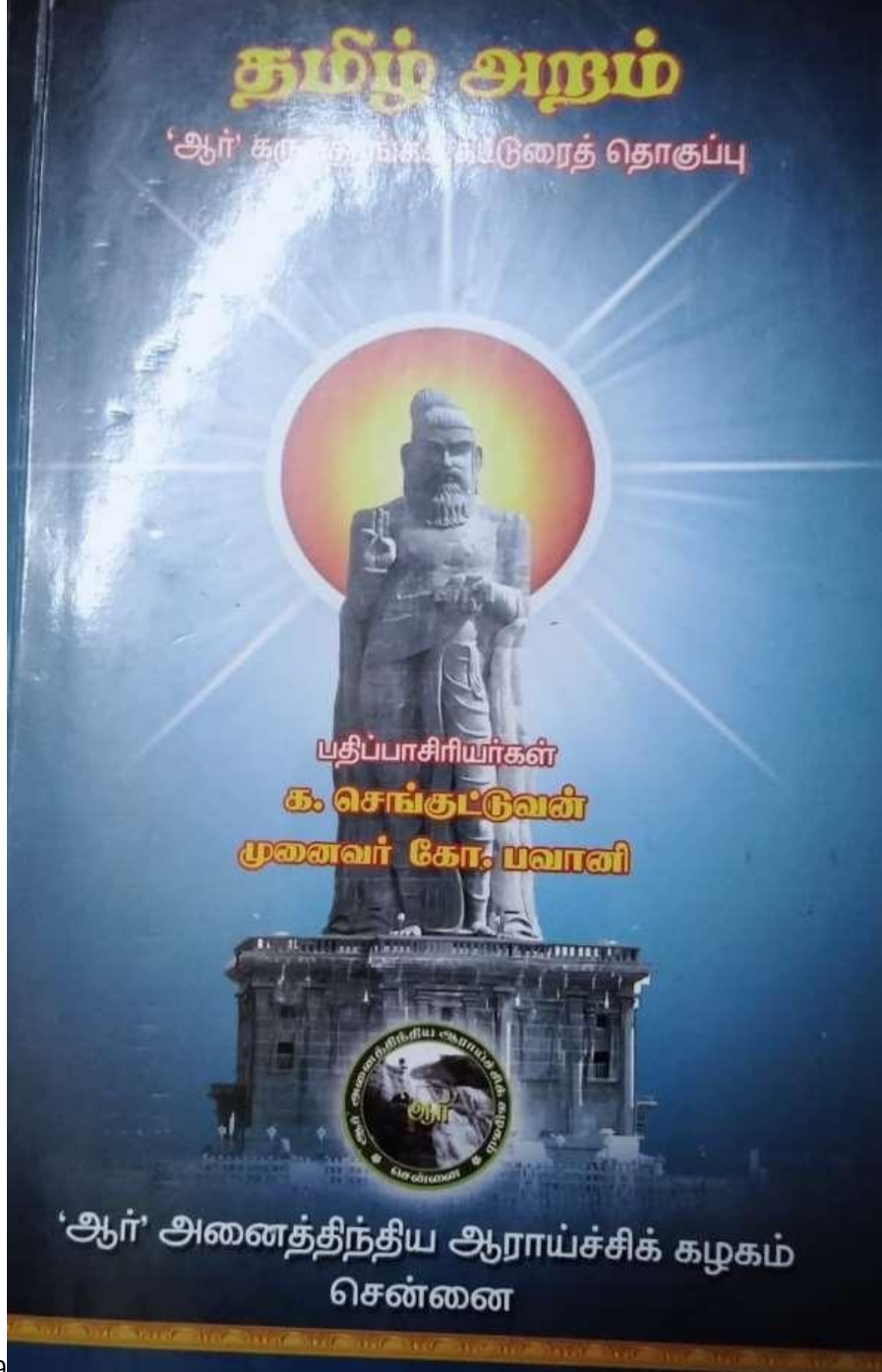


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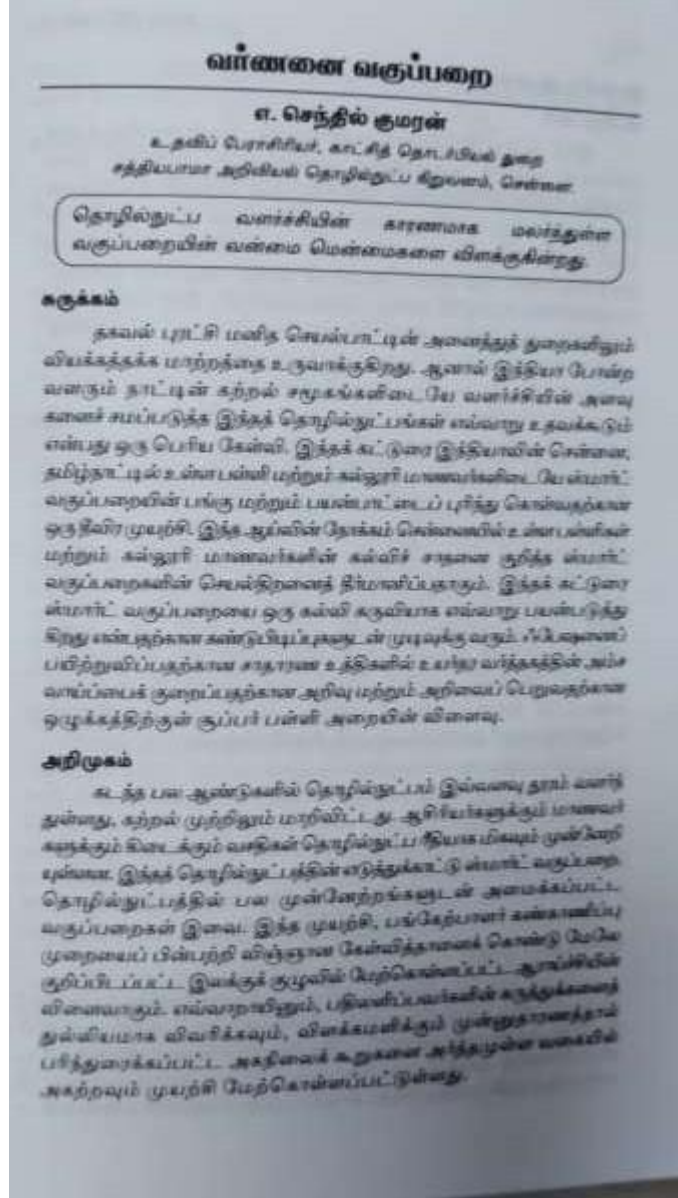


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