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GENDER AND MEDIA: CRITICAL PERSPECTIVES

VOLUME 1



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GENDER AND MEDIA: CRITICAL PERSPECTIVES

SOCIAL MEDIA: IRRESPECTIVE OF GENDER IN MEDIA LEARNING

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Science and Technology, Chennai, India

Dr. P. Subramaniam, Director, Tribal Research Centre, Government of Tamilnadu, Ooty, India

ABSTRACT

Social media or social networking media is too popular and too much taken for granted in this digital age to be defined in categorical and unambiguous terms. Now, all over the world social media keeps on ringing in the realm of the youth. The very phrase conjures up images of Facebook, Twitter, Snapchat etc and billions of users interacting, participating, commenting, trolling, spewing venom etc. But it is mandatory from a research perspective to define social media and trace its evolution coinciding with that of Internet. It is a digital platform where an information and communication explosion are taking place, knitting together with people through online from diverse backgrounds and various parts of the globe, shattering the barriers of gender, race, religion, language, country et al. Accessed from anywhere, anytime and by anyone, social media, operating in computer and mobile phone at hand, has opened up endless avenues of media content and information that millions of people share with one another, comment on and process in what is presently called social networking. The researcher studied the impact of the social media in irrespective of gender in media learning.

Keywords: Social media learning, Community learning, Irrespective of gender in media learning

1. INTRODUCTION

Social network sites (SNS) ranging from the professional and business-oriented to the romantic

and friendly types such as Facebook, My Space, YouTube, Twitter are hogging a lot of time particularly, for the youths whose use of the sites and gratification of their hitherto suppressed instincts and emotions has attracted bouquets and brickbats all over the world.

Social media is of late becoming a global platform where amplifiers, mics and words are planted and speeches and writings are reverberate, demolishing the walls, cultural, linguistic, racial, gender, religious and national. This can be termed as a global discussion room. What the cave men did on walls in their caves, the modern man does it on social media.

1.1 SOCIAL MEDIA AND MEDIA EDUCATION

Social media is mainly used in social, cultural and political contexts; its educational advantages



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Social Media: Emerging Trends and Paradigm Shifts in Media Education

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Abstract— If there is one supposedly English term word that can be understood by all speaking different innumerable languages across the world, it is 'media.' Inherently a plural of 'medium', a Latin term, 'media' has come to stay as a collective singular denoting all kinds of standard communication among people in all languages. Evolving out of the age-old media channels such as cave writings, written scrolls, printed journals, books, radio, cinema, television and the social media has become part and parcel of the post-modernist man's communication and information-based digital life. While radio, TV, cinema and print journalism belonging to the 20th century's powerful, though one-way, information system, social media is the 21st century's most dominant communication and information technology marked by the values, new norms and digital features of the internet era of the millennium. As a result, the studies about media have begun taking on new colours and new dimensions, thanks to the inevitable influence of social media that is the warp and woof of the everyday life of the modern man. As Marshall McLuhan said, 'medium is the message'. The message that the social media conveys is that no one in this current era can dispense with social media use and a majority of people, irrespective of race, culture, language, country, religion, caste, gender et al, is invariably engaged with communicating with one another and debating various global issues, social, cultural and so on and so forth.

This study strives to lay threadbare the impact of social media on media students and on their manner of undertaking media studies. Media studies in the present-day web era are a far cry from the academic researches on media in the last era of printed journals, TV, radio and cinema. Now that social media has made almost all users 'journalists' on their own and it has access to all people in all nook and corner at the light speed, media studies students are faced with, as never before, lots of challenges and opportunities. While social media is a sort of democracy opening up the floodgates of writing to all and demolishing all barriers standing in the way of freedom of

expression, it is also a den for criminals loitering in the cyberspace, as if in the physical streets, to troll, cheat, harm, insult, deceive and indulge in all sorts of conceivable crimes. So, analyzing the advantages of social media on the whole, this study brings to light all negative features of social media and their impact on the perception and outlook of the media students. Using cognitive load theory and research designs, the research also delves deep into the question of how media students convert social media, stripping it of all its dark and negative features, into a powerful educational tool and how they use the digital tool to study the state and fate of social media.

Keywords: 21st Century's media education, Technology in media education, Social media in media education

1. INTRODUCTION

After the advent of Internet and its concomitant technologies, education has witnessed a paradigm shift in teaching and learning methodologies and become a far cry from the century-old traditional education system. Particularly, media education has come under the heavy influence of modern technologies. Today's media students are far different from their counterparts in the last century, exposed as they are to various technological innovations which they are bringing to bear on their learning experience. Till a decade ago, they were using floppy disks, CD-ROMs, DVDs and even pen drive to store, process and manage the learning data a modern development of course in sharp contrast to the age of books, notebooks, pens and classroom. But almost two decades into the millennium now, media students' learning environment has totally changed, what with social media as a catalyst in the media academic transformation.

1.1 CLOUD TECHNOLOGY IN MEDIA EDUCATION

Cloud-based internet services such as email, digital data storage have changed the landscape of media education. "Higher education institutions across the US are piloting an e-textbook program involving 50



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Online Education : Myths and Facts



Dr. Hemlata Ganeshrao Dhage
Mr. Sunil Rambhau Thorat
Dr. Sanjay Pandurang Kale





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Online Education: Myths and facts

Social Media Anywhere and Anytime Technology in media Education

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Abstract

Social Media is a digital platform where an information and communication technology explosion are taking place, knitting together with media students through online from diverse backgrounds and various parts of the globe, shattering the barriers of race, religion, language, country et al. Accessed from anywhere, anytime and by anyone, social media, operating in computer and mobile phone at hand, has opened up endless avenues of content and information that millions of media students share with educational content one another, comment on and process in what is presently called social networking. This user-friendly, easily accessible and not so expensive social media technology has changed the contours of media students. Media education underwent a sea-change, forced to reshape and remodel methodology and perspectives about what is being taught to media students. However, analysing the ICT's impact or rather social media's influence on media education, one can find still a lot of miles to go and also find what much is left to be desired.

Keywords: Technology in media Education, 21st Media Education, Online media learning

I. Introduction

Media education before the millennium was largely confined to mass media including print, cinema and TV. In 1980s and 90s, media educators focused on developing students' abilities to write manually, creatively and from news angles. As far as India is concerned, TV has been into some years then and has been considered as a second nuisance to education, by and large, after cinema. Media students in those days had to learn mainly methodologies and perspectives connected with print journalism. But the advent of digital age created a paradigm shift in perceptions and perspectives about media as a whole (Frau-Meigs, Divina, 2006).

At the time of television viewing, a one-way experience, being at the peak, information reached the audience faster than newspaper. But after the world was caught in World Wide Web, not only information reached all nooks and corners in no time, but also communication started taking on digital forms, shifted from paper to cyberspace. The social media has unlike its predecessors, become interactive, two-way, participative and analytical.



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REPRESENTATION OF WOMEN AS DECISION MAKER, INDEPENDENT AND FEMINIST

A study on the Tamil women centric web series

R.Reshmi* | N. Nazini**

Abstract:

New media plays an important role in bringing change in both individuals and our country. Even during tough times like covid-19, new media never fails to entertain and educate us. Nowadays due to covid-19, People spend most of their time indoors by watching television, social media, or OTT platforms. Over the Top (OTT) platform is the new trend in today's world. OTT platforms like Netflix, Hotstar, Amazon Prime, Zee5, allows user to watch movies, web series or any other shows from their own place. With the help of the internet, they can watch whatever they like. This saves time and is also more user friendly. Most people prefer web series than movies and TV shows. Web series are becoming quite an addictive factor among people now. Unlike films, in web series females are given lead roles. Tamil Web series like Queen, Kalla Sirippu, Kannamoochi Re Re, are fully female oriented and portrayed well. The audience was encouraged and appreciated the Tamil web series. This research paper is a humble effort to study the status of women's representation in Indian soap operas reflecting the aspects of decision making power, working outside the home, and presented as a sex object. The study finds the level of acceptance of women's image that is portrayed in web series at the OTT platforms. Narrative analysis methods of qualitative research have been adopted in this study and a pilot study is also conducted for the study. However, it is still vital to examine the level of understanding on the role of women representation in the Tamil web series reflecting the aspects of decision making power, Independent, feminist, and presentation as a sex object.

Keywords: Feminist, Decision Maker, Tamil Web series, OTT

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Maximum Authors Contributing
for a Book on Covid-19 and its Impact

**MEDIA, TELECOMMUNICATION FILM AND
VISUAL COMMUNICATION**

Birthdays, Diwali & Religious festivals were cancelled, then later announced to own only 25 to 30 no's of audience. Religious Occasions were live streamed in TV, YouTube channels & in websites, where opportunities created for Netizens with content templates to form a Memes. Memes who create conflict on social media sites by making controversial statements with the aim of causing havoc, may be found in almost every corner of the internet & Social Medias. In state 60% you look after Memes won't be without actor/ Actress Image which represents the right Counter which match the case work from home and plenty by the creators to encode.

Covid-19 and Film

Many researchers have found out that media present the distorted view on women. Feminists condemn the patriarchal ideology of male directors for this underrepresentation, and it influences the attitude of men towards women in reality. Though Film is used for the entertainment purpose, it has the great impact towards audience. Moreover, the current scenario of covid 19 paved the way to release the movies on OTT platform. The movies can reach the audience widely. So, it is important to study the portrayal of women in movies. The researcher has analyzed the movie "SooraraiPottru" directed by Sudha Kongara, a female director to identify whether the representation of women are stereotypical or not. The researcher has employed qualitative content analysis method with the coding sheet as a tool. The result of the analysis shows that the female director has represented the female characters in a constructive manner.

Due to Covid-19 pandemic, countries were forced to go on complete lockdown when people had the most long vacation they will ever experience in their lifetime. During these hard times, despite life threat and fear people in indoor accessed media on their convenience to kill boredom. Among them OTT platforms are the most used ones than social networking site and video games. The growth of OTT (Over-the-top) services is enormous in recent months while compared with previous years after its invention. This year turned out to be a great one when it comes to female oriented movies and series on Demand on OTT stages and surprisingly most have had the



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Media, Telecommunication, Film and Visual Communication

THE PORTRAYAL OF WOMEN IN FILMS RELEASED THROUGH OTT DURING COVID- 19, A QUALITATIVE CONTENT ANALYSIS OF "SOORARAI POTTRU"

.JAYACHANDRIKA K

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Tamil Nadu, India.

ABSTRACT:

Many researchers have found out that media present the distorted view on women. Feminists condemn the patriarchal ideology of male directors for this underrepresentation, and it influences the attitude of men towards women in reality. Though Film is used for the entertainment purpose, it has the great impact towards audience. Moreover, the current scenario of covid 19 paved the way to release the movies on OTT platform. Any movies can reach through a large group of audience. So, it is important to study the portrayal of women in movies. The researcher has analyzed the movie "Soorarai Pottru" directed by Sudha Kongara, a female director to identify whether the representation of women are stereotypical or not. The researcher has employed qualitative content analysis method with the coding sheet as a tool. The result of the analysis shows that the female director has represented the female characters in a constructive manner.

Key words- Portrayal, Women, Soorarai Pottru,

Female Directors: Sudha Kongara, OTT(over the top).

INTRODUCTION:

Film is the most influential and powerful source of media in our society. It is not only the medium of entertainment but also the medium of influencing the attitude of people towards the society. So, film is the best source to study the representation of women. This study has focused on how women are portrayed in Tamil movies directed by female director. The study would help the media scholars to find out how Tamil female directors visualized women in

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WOMEN IN INDIAN SOCIETY

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A Feminist Movement: Empowering Women Through Cinema

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Introduction

In Indian film industry female gets only little role to play. It is totally controlled and operated by male and can be termed as male-dominated industry. The themes that were presented in the movies were mostly from the point of view of a male perspective and women were considered a secondary actor compared to the male. Movies like *Penmani Aval kanmani* (Directed by Visu) and *Oru veedu Iru vaasal* (Directed by K. Balachander) shows how an innocent woman suffers and becomes a victim of the male-dominated society uses them like puppets. Mutually the cases like the male character is portrayed as docile or impotent who can't do anything to recover their state. The representation of women in Indian cinema is always a debatable topic and their portrayal is stereotypical and judgmental. They were depicted as a tool to satisfy the visual gaze of male. Though we discuss about the concepts of feminism and gender equality we still give less importance to women centric films. It is very difficult for the