

Sensitize Grass Root-Level Journalists _____

INDIAN MEDIA STUDIES JOURNAL

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Editorial

Media industries are going through a period of tremendous growth and concentration. On the one hand, we have far reaching implications for development and distribution of newspapers, magazines, books, movies etc; and on another hand, media industries are going global, becoming digital, converging, and in many ways becoming more controversial. The past century has been a century of media revolutions. The two revolutions media- print and electronic- emerged in this century and established themselves in the mass media scene. New telemetric media, teletext and videotext have emerged to give a new dimension, utilising the technologies of Television, Cable, DTH, Satellite and Computer. Media issues are emerging and developing today to be practiced by media practitioners in the future and throughout their lives.

To understand and promote advance and innovative studies/ researches in the field of media, analyze the hotly debated issues in the field of media, the "Indian Media Studies Journal" provides a platform, confirms a study that draws attention of media aspirants into the world of mass communication, through helping them and making sense of the challenging issues hotly debated in the media circle today.

Dr. Binod C. Agarwal, analysed the role of communication technology in the development of a nation, it includes the current communication policy of a nation.

Ms. Asmita Dubey, examined the relationship of cultural, ritual, art, customs, manners, attitudes, festivals etc with advertisement as an important part of media in the era of globalisation.

Dr. Puja Khatri, talked about the celebrity endorsement and analyzed advertising strategies if correctly blended in terms of marrying the strengths of brands with the celebrity's quality indeed justify the high cost associated with this form of advertising. Prof. Uma Joshi, Dr. Anjali Pahad and Ms Avani Maniar examined the opportunities evolution and role of women in the field of print media.

Prof. Pradeep Mathur, examined the media organization and technology in the present scenario. He analyzed how media influences social change in a developing society.

Prof. Sandeep Bhatt, Julius Mogaka Geonde and solanki Ashvin Kumar Hamirbhai, examined, policies of development in the telecom sector and its impact in the economic development.

Dr. Manoj Dayal discussed the role of information technology in the rural development of a country and opined that the IT is very important element of development like philosophical need for person.

Dr. J. S. GiriRao and Dr. S. N. Pattnaik, examined the accessibility of tele-communication across the country, the real life of rural people of the country would definitely undergo a tremendous transformation, providing the impetus for development.

Dr. Harish Kumar, focused on the importance of communication in mobilizing people and their participation in the development of a country.

Dr. Pradeep Nair, analyzed the impact of internet addiction on the behavior of the youth with respect to psychological and physical changes.

Mr. Bishen Kumar, debated on channel war of different television channels and programmes attracting the attention of the viewers.

Dr. C. M. Nautiyal, talked about the scientific application of our traditional cultural/Social values and beliefs, in building scientific temperament of a person.

Dr. Mrinal Chatterjee, examined the role of a Journalist in awakening rural communities and societies about their rights & duties and governance of the state in the interest of the country.

I am grateful to the researchers, academicians and media personals who have contributed their valuable research papers/articles for the first issue of the journal.

I would also like to acknowledge all those who have helped directly and indirectly me by their valuable suggestions and critical comments for improvement of the journal, these includes: Prof.Sisir Basu, BHU, Varanasi, Prof.S.R.Chari, IIMC, New Delhi, Prof.Virbala Agrawal, Shimla University, Shimla, Prof.R.M.Pathak, MG Kashi Vidyapeeth, Varanasi, Prof.Manoj Dayal, GJ University, Hisar, Prof.Sunil K.Behra,Berahmpur University, Berahmpur, Dr.Anil K. Upadhyay, MG Kashi Vidyapeeth, Varanasi, Dr.H.S.Walia, Patiyala University, Patiyala, Dr.M.S.Parmar,

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Prof. K P Singh, Vice Chancellor of the VBS Purvanchal University, Jaunpur has been the guiding spirit behind this journal. He has taken Keen interest in this academic endeavour. I express my profound gratitude to him.

Dr. Anil K. Rai 'Ankit'