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OF FILM AND CULTURE**

THROUGH SCREENS TO SOCIAL EQUITY

CONFERENCE PROCEEDINGS
School of Mass Communication
Department of Visual Communication
&
Department of Animation

International Conference
on
**Reimagining Media, Culture and Society in the Era
of Digital Transformation**



Editor: Dr. M. Nirmala.

Authors: Dr. X. Mary Genila, Dr. V. Jayalakshmi,
Dr. S. Shridevi.

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SCHOOL OF MASS COMMUNICATION
DEPARTMENT OF VISUAL COMMUNICATION
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1. EFFECTS OF SOCIAL MEDIA ON THE MENTAL HEALTH OF WOMEN

¹R. Priyadarshini & ²Dr. J.Margaret Suganthi

2. THE SPECTACLE OF TRUTH: A POSTMODERN MEDIA AND THE PRODUCTION OF CRISIS IN “MISS LAILA ARMED AND DANGEROUS”

¹Tushara A & ²Dr. Baiju Krishnan

3. FROM HOME COOK TO INFLUENCER: BUILDING DIGITAL IDENTITY IN INSTAGRAM FOOD COMMUNITIES

¹M. Divyasri & ²Dr.V Jayalakshmi

4. CINEMATIC REPRESENTATIONS OF RAGE, VIOLENCE, AND HEROISM IN SANDEEP REDDY VANGA’S FILM ANIMAL

¹Krishnagovind R & ²Dr. Manikandan. C

5. CHARACTER ANALYSIS OF THE MOVIE PONNIYIN SELVAN

¹E. Usharani & ²Dr. V. Jayalakshmi

6. SOUND DESIGN IN RECENT TAMIL CINEMA

¹P.Nagarajan & ²T. Nirmala

7. BROADCASTING BELONGING: THE DIGITAL THIRD SPACE AND THE INWARD GAZE IN TAMIL EXPATRIATE VLOGS

¹Bhuvana M & ²Hema N

8. DIGITAL ART AND VISUAL CULTURE: TRANSFORMATION OF TRADITIONAL FORMS INTO DIGITAL AESTHETICS

¹S.Ganesh Kumar & ²Sai Ramanujam M

9. SCREEN TO FEED: WOMEN, AESTHETICS, AND SELF-REPRESENTATION ON INSTAGRAM (MALAYALAM FILM CONTEXT)

¹Ms.Nikitha Shaji Thomas & ²Dr.Nirmala M

10. BLOOD AND TRUTH: PHYSICAL TRAUMA AS A MARKER OF JOURNALISTIC CREDIBILITY IN CONFLICT CINEMA

¹Sreenath M & ²Dr. Nirmala M

11. A STUDY ON THE SOUND DESIGN OF THE NATIONAL AWARD-WINNING TAMIL MOVIE, ANJALI

¹M. Jeyakumar & ²Dr Jayalakshmi

12. NORMALIZATION OF VIOLENCE IN DIGITAL CINEMA AND AUDIENCE PERCEPTION

¹Nancy Nikitha .V

13. SHORT-FORM VISUAL STORYTELLING: A STUDY OF INSTAGRAM REELS AND YOUTUBE SHORTS AS VIDEO PLATFORMS

¹Dr. R. Hemalatha & ²Dr.T.K.Saravanakumar

14. PORTRAYAL OF FEMALE LEAD CHARACTERS IN RECENTLY RELEASED TAMIL CINEMA DIRECTED BY WOMEN DIRECTORS

¹P. Sivamathi & ²Dr B Senthil Kumar

15. BREAKING BARRIERS: A QUALITATIVE THEMATIC ANALYSIS OF TRANSGENDER REPRESENTATION IN TAMIL CINEMA

¹J.Sakila & ²Dr.B.Senthil Kumar

16. INFLUENCE OF DIGITAL MEDIA ON CONTEMPORARY VISUAL EXPRESSION

¹Dr. C. Prabhakaran

17. UP: THE DOMINANCE OF VERTICAL VIDEO IN GEN-Z DIGITAL CULTURE

¹Vignesh M & ²Saravanan M

18. ANALYSING DIGITAL REPRESENTATION OF SUBALTERNITY IN SELECT TAMIL FILMS

¹Chendhana V & ²Dr Uma Maheswari M

19. DIGITAL STORYTELLING AND CULTURAL REIMAGINATION: A STUDY OF SHIVYA NATH'S THE SHOOTING STAR

¹N. Pavithra & ²Dr. Poonam

20. THE RISE OF OTAKU CULTURE: EXPLORING MANGA, ANIME AND COMMUNITY BUILDING AMONG YOUNG ADULTS IN INDIA

¹C Saravanan & ²Dr.Nepul Raj A

21. REWRITING THE HERO: A STUDY ON VULNERABILITY AND EVERYDAY MASCULINITY IN CONTEMPORARY TAMIL FILMS AND THE ROLE OF OTT PLATFORMS IN SUCH CHARACTER PORTRAYALS

¹Sakthi S K & ²Dr Arpita Maitra

22. WATCHING THE SELF: SPECTATORSHIP AND EXISTENTIAL EXPERIENCE IN MAHESH DATTANI'S DANCE LIKE A MAN

¹Aravind Kumar S & ²Dr. Subhiksha M

23. NEGOTIATING HYBRID IDENTITIES: CULTURE, FAITH, AND REPRESENTATION IN KAMAL HAASAN "VISHWAROOPAM"

¹R. Benjamin & ²K. Jayalakshmi

24. SOUND, SILENCE, AND MEANING IN THE CINEMA UYIRE

¹Kaviya Shree SV & ²Dr.T.Jaisakthivel

25. VISUAL REPRESENTATION OF TELECOMMUNICATION TECHNOLOGIES IN THE 1965 ITU CENTENARY STAMPS

26. ¹Mouli Priya.PC & ²Jaisakthivel.T

27. READING THE FRAME: A QUALITATIVE VISUAL ANALYSIS OF BISON KALAMAADAN

¹K. Swathi & ²Dr. Subhiksha M

28. CINEMATIC RESISTANCE AND CASTE POLITICS IN KARNAN A QUALITATIVE ANALYSIS OF MARI SELVARAJ'S NARRATIVE

¹Kalimuthu A & ²Chandra Mouly V

29. WALL ART ADVERTISING IN CHENNAI: A CASE STUDY

¹Mr Srinivasan & ²Dr.Mary Genila X

30. REDEFINING CREATIVITY: A CONCEPTUAL FRAMEWORK FOR AI-ASSISTED GRAPHIC DESIGN

¹Lavanya.P.S, ²V.K.G Kalaiselvi, & ³P.Selvakumar

31. COMIC FRAMING AND GENDER POLITICS: SUBTLE MISOGYNY IN THE CINEMA OF PRADEEP RANGANATHAN

¹K Parvathavarthini

32. REPRESENTATION OF CARNATIC MUSIC IN INDIAN CINEMA

¹Shreyaa Sri. S & ²Kalimuthu A

33. UNDERSTANDING THE GROWING ENGAGEMENT IN BINGE-WATCHING CULTURE AMONG YOUNG MEDIA CONSUMERS FROM UNIVERSITIES OF SOUTH INDIA.

¹Narayanam Gopi Sathya Srinivas

34. AI-POWERED VR SIMULATION FOR HEALTHCARE TRAINING

¹Jayachandran L, & ²S. Priya,

35. VISION-BASED TOUCHLESS SURGICAL FRAMEWORK USING REAL-TIME PATIENT-SPECIFIC 3D RECONSTRUCTION

¹Ganta Hemanath Sai, ²Busireddy Yuvaraj Adithya Reddy & ³Sudha.D

36. FROM AI TO AGI IN FINTECH: A 20-YEAR ROADMAP FOR AUTONOMOUS FINANCIAL INTELLIGENCE.

¹Ajay K.S.& ²Pallavi Pandey

37. FROM TRADITION TO TREND: THE COMMERCIALIZATION OF ALTERNATIVE THERAPIES IN THE DIGITAL AGE

¹Mr.B. Senthil Kumar, & ²Dr S Uma Shankari

38. BRANDING THE SELF: IDENTITY, LABOUR, AND MONETIZATION IN INFLUENCER CULTURE

¹Shagul Hameed A

39. THE EVOLUTION OF FILM EDITING THROUGH AI AND AUTOMATION

¹Viknesh Raja R S & ²Dr B Senthil Kumar

40. VIRTUAL PRODUCTION CINEMATOGRAPHY IN THE TAMIL FILM INDUSTRY: A NEW ERA OF FILMMAKING

¹Karthikeyan & ²Dr. X. Mary Genila,

41. FROM CHOICE TO ALGORITHM: HOW OTT RECOMMENDATION SYSTEMS SHAPE AUDIENCE VIEWING BEHAVIOUR

¹M. Naresh Kumar & ²Dr.K. Sutha

42. DIGITAL STREAMING AND YOUTH: THE INFLUENCE OF OTT PLATFORMS ON THE LIFESTYLE TRANSFORMATION OF YOUTH IN CHENNAI

¹S. Sahana & ²Dr.V. Jayalakshmi

43. CONTENT OVER APPEARANCE: DEVELOPING TENDENCIES IN STORYTELLING WITHIN OTT FILM LANDSCAPE

¹Sabareesh. M & ²Dr. Nirmala. M

44. A STUDY ON THE GROWTH OF DIGITAL RADIO MONDIALE (DRM) AMONG THE PEOPLE OF THE SOUTHERN DISTRICTS

¹P. Pushpalatha¹ & Dr. X. Mary Genila²

45. IMPACT OF DIFFERENT INFLUENCING FACTORS IN DIGITAL TRANSIT ADVERTISING ON CUSTOMER BUYING BEHAVIOUR AND PURCHASE INTENTIONS

¹Lakshmi Devi G

46. EXPLORING THE DYNAMICS OF KIDFLUENCERS ON INSTAGRAM

¹Dr. Shamitha Rajesh

47. FROM TOKYO TO TAMIL NADU: A TEXTUAL ANALYSIS OF CROSS-CULTURAL ANIME AND MANGA MEDIA INFLUENCE ON BRAND ENGAGEMENT AMONG CHENNAI'S GEN Z AND MILLENNIAL CONSUMERS

¹M Sumathi & ²Dr S Chinnathambi

48. DIGITAL PLATFORMS FOR INNOVATION: A STUDY ON THE IMPACT OF ICT IN MODERNIZING THE OPERATIONAL MANAGEMENT OF COMMUNITY RADIOS

¹Sree Keerthi N & ²Dr. S. Anurekha

49. ARTIFICIAL INTELLIGENCE IN MEDIA PRODUCTION: TRANSFORMING CREATIVITY, EFFICIENCY, AND STORYTELLING

¹Ramadass. K & ²Dr. M. Nirmala

EFFECTS OF SOCIAL MEDIA ON THE MENTAL HEALTH OF WOMEN

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ABSTRACT

This study explores the impact of social media on the mental health of women in India, focusing on both its positive and negative effects. The research investigates how engagement with social media influences emotional well-being, with a particular focus on stress, anxiety, self-expression, and social support. Data were collected through a structured questionnaire that assessed various dimensions of social media use, including its role in enhancing happiness and confidence, managing emotions, and providing emotional support. Results revealed that while social media offers a platform for self-expression, support, and mental health awareness, it also contributes to increased stress, anxiety, and feelings of isolation. Prolonged use of social media was linked to emotional exhaustion and a pressure to maintain a perfect online persona. Positive feedback and engagement with mental health professionals or organizations were found to improve well-being, whereas comparison with others and the pressure to portray a perfect life negatively impacted mental health. The study concludes that social media can serve as both a beneficial and detrimental tool for mental health, emphasizing the need for balanced usage and the promotion of mental health resources.

Keywords: *Social media, mental health, women, stress, anxiety, self-expression, social support*

THE SPECTACLE OF TRUTH: A POSTMODERN MEDIA AND THE PRODUCTION OF CRISIS IN “MISS LAILA ARMED AND DANGEROUS”

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ABSTRACT

This Study examines how Manu Joseph’s Novel “Miss Laila Armed and Dangerous” (2017) exposes a complex relationship with a Postmodern media culture in the current era. It focuses on interconnections among digital circulation, conspiracy and mediated perceptions by analysing how narrative structure changes in contemporary India. The main objective of this study is to identify narrative constructs of performance of truth, and also how this construction redefines the relationship between media, subjectivity and political realities. This abstract also examines the real discourse analysis to examine how the metafictional techniques and an unreliable narrator were used in the writing. There are three key findings, first, the narrative representing the media is a self-sustaining system, empirical truth, and core concepts, such as virality as a central mechanism, and Postmodernism culture. These findings make clear evidence that Joseph’s story creates a crisis of truth by exposing how media systems promote the other side of reality. Finally, the novel redefines narrative authenticity by aligning the fiction as a central place, revealing the mechanisms of truth production in post-truth India.

Keywords: *Crisis of truth, Meta fiction, Narrative structure, Postmodern Media Culture, Unreliable Narrator.*

FROM HOME COOK TO INFLUENCER: BUILDING DIGITAL IDENTITY IN INSTAGRAM FOOD COMMUNITIES

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ABSTRACT

The rapid expansion of social media platforms, particularly Instagram, has transformed everyday culinary practices into forms of digital identity construction and economic activity. This study examines the transformation of home cooks into influencers within Instagram food communities through a five-dimensional framework comprising initiation, influencer role, commercialization, sustainability, and success. Drawing on theoretical perspectives of prosumer culture, self-branding, and digital labour, the research adopts a qualitative case study approach, analysing five food content creators with varying follower bases and content strategies. The findings reveal that influencer development is a dynamic and non-linear process shaped by identity positioning, content strategy, and platform dynamics. Distinct identity typologies—narrative-driven, expertise-based, lifestyle-oriented, community-based, and cultural—emerge as key determinants of audience engagement and visibility. Additionally, algorithmic systems significantly influence content sustainability, requiring continuous adaptation and strategic consistency. The study concludes that Instagram functions as both a participatory and economically structured space, where creators negotiate identity, labour, and visibility. While the platform enables new opportunities for self-expression and income generation, it also imposes structural constraints that shape influencer trajectories. The findings contribute to a deeper understanding of digital identity formation within platform economies and highlight the need for future research incorporating larger samples and mixed-method approaches.

Keywords: *Authenticity; Digital Identity; Influencer Culture; Self-Branding*

WOMEN IN MODERN SOUTH INDIAN CINEMA: AN ANALYSIS OF REPRESENTATION AND CHARACTER CONSTRUCTION DURING 2020 – 2025

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ABSTRACT

Women in Modern South Indian Cinema: Analysis of Representation and Character Construction during 2020 – 2025 is a research project that examines the representation and character construction of women in contemporary South Indian cinema in the digital filmmaking era. The main purpose of this study is to identify how women have been depicted as well as the development of their character construction in contemporary times through analyzing their representation in the selected movies from 2020 to 2025. As a form of cultural media, South Indian Cinema is a potent tool that shapes and reflects societal perceptions of gender identities and roles. At a time when technological developments have created new avenues and methods for consuming content, the representation of women in film provides an opportunity to understand broader socio-cultural transformation in society today. The focus of this study will be on the depiction of women in the movies and their relevance to social issues and transformations in contemporary South Indian societies. This study is based on a qualitative method, where we conduct a content and contextual analysis of a sample of five South Indian movies chosen from the years 2020 to 2025. This includes *Jaya Jaya Jaya Jaya Hey* (Malayalam), *Amaran* (Tamil), *The Girlfriend* (Telugu), *Sapta Sagaradhaache Ello Side A* (Kannada), and *Sapta Sagaradhaache Ello Side B* (Kannada). These movies will be analyzed using Feminist Film theory, Representation theory, Intersectionality, and Post Feminism. The key findings of this study seek to analyze the representation of women in the recent South Indian cinema. It will contribute to the development of knowledge by providing insights into how cinematic narratives represent women in modern times and help to track transformations in the representation of women characters in films.

Keywords: *Women Representation, South Indian Cinema, Female characters, Feminism*

CINEMATIC REPRESENTATIONS OF RAGE, VIOLENCE, AND HEROISM IN SANDEEP REDDY VANGA'S FILM ANIMAL

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ABSTRACT

This research enters the debate over the Hindi feature film *Animal* by exploring how its specific style and narrative construct themes of rage, violence, and heroism. While scholarship has extensively tackled gender and masculinity concerns, there is notable absence of a sharp, form-focused study regarding Sandeep Reddy Vanga's cinema of rage. Most current work dwells on ideological critique and social effects. This leaves a clear formal and aesthetic gap in the literature. Because *Animal* depicts rage and violence in such unique ways, this study examines its heroic portrayal through a strictly artistic lens. It delves into the aesthetic and literary nuances of characterization rather than focusing solely on social impact. This study argues that *Animal* represents a pivotal moment in the evolution of visual culture, where traditional cinematic conventions are intensified through a modern, digital-age aesthetic of excess. To address this gap, the study adopts a qualitative research methodology, focusing on the depth and texture of the film's construction rather than statistical data. At its core, the analysis utilizes Formalism for scene-by-scene breakdown. This reveals how rage, violence and heroism are represented through editing rhythms, cinematography, staging and sound design. Auteur Theory frames Vanga as a director with a bold signature. This allows the study to trace stylistic threads across his films and define his specific cinema of excess masculinity. Furthermore, the research applies Representation theory to analyse how rage and heroism are encoded via visual language to bridge ideology with aesthetics. Finally, the study utilizes Genre theory to place *Animal* within evolving cinematic cycles, demonstrating how traditional conventions are updated and intensified.

Keywords: *Animal, Sandeep Reddy Vanga, Rage construction, Heroism construction, Formalism*

WOMEN IN AI-DRIVEN MEDIA

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ABSTRACT

Women have been represented and portrayed mainly on the grounds of patriarchy through different media platforms since time immemorial. The advent of Artificial Intelligence (AI) has revolutionized the landscape of new media content creation, influencing the portrayal of women in multifaceted ways and also to break stereotypes. Many of the contents disseminated in media now are more innovative, sensible, logical, thought-provoking and highly creative irrespective of whether it is produced using human cognitive skills or AI. This abstract examines the intersection of AI and the representation of women in digital media, highlighting both opportunities and challenges. AI-driven tools have empowered content creators, enabling them to produce and disseminate content more efficiently, while also perpetuating existing biases and stereotypes. The required information for the study was collected by conducting interviews with content creators based in Kerala by sending them online questionnaire. It also explores how AI algorithms can reinforce gender biases, create echo chambers and limit diverse perspectives. In addition to this, AI-powered tools can promote positive representation, amplify women & 39 voices, and foster inclusive storytelling. This study underscores the need for critical examination and responsible AI practices to ensure equitable and empowering portrayal of women in new media.

Keywords: *Artificial Intelligence (AI), digital media, AI-driven tools, new media*

CHARACTER ANALYSIS OF THE MOVIE PONNIYIN SELVAN

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ABSTRACT

The main objective of the research is to study the characterization in the novel based Tamil movie Ponniyin Selvan directed by director Manirathnam. The content analysis methodology is adopted in this research. With Ponniyin Selvan as the main character, Arulmozhiarman is presented as a charming and valiant prince divided between devotion to his family and his sense of justice. Mani Ratnam directs Arulmozhiarman personal problems as he navigates the difficult political terrain of the Chola kingdom. Vandiyathevan role is depicted with charm and humor, making him a captivating and compelling presence onscreen. Mani Ratnam may highlight Vandiyathevan transformation from a carefree wanderer to a pivotal role in the political intrigues occurring inside the Chola court. Nandhini persona is portrayed as a combination of mystery and attraction, indicating her deceptive nature and secret intent. Mani Ratnam goes into Nandhini deep reasons and her capacity to wield power via her brilliance and attractiveness. Aditya Karikalan, the senior prince of the Chola dynasty, is presented as a troubled man split between loyalty to his family and a desire for justice. Mani Ratnam directs the character Aditya Karikalan internal difficulties as he deals with the effects of his actions on the kingdom and those around him. Mani Ratnam is famed for his ability to develop multidimensional characters, hence the major and supporting characters in Ponniyin Selvan are shown with depth and complexity.

Keywords: *Ponniyin Selvan, Manirathnam, Tamil films, Tamil Nadu*

ENVIRONMENTAL THEMES IN TAMIL CINEMA: CONTENT ANALYSIS OF IDEOLOGY, CHARACTERIZATION, NARRATIVE, AND SYMBOLISM

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ABSTRACT

Our society is characterized by visual spectacles, with most space allocated to creative visual content in the digital era. Technology plays a significant role in conventional media carry forward information. This study examines the representation of climate and environmental themes in Tamil cinema through an organized content analysis of selected movies. Cinema functions as a pivotal tool for introducing new methodologies and revolutionary ideas to a broad audience, and at times, it encourages advertisement and cultural dialogue among the public. In recent times, Tamil movies have emphasized environmental issues similar to deforestation, wildlife conservation, and agricultural crunches. This study conducted a qualitative content analysis system to examine a selection of films Vanamagan, 2.0, Merku Thodarchi Malai, Bhoomi, Kaadan, and Kadaisi Vivasayi. This analysis focuses on crucial aspects similar to ideological depiction, characterization, narrative structure, and symbolism that relate to environmental dialogues. These findings indicate that Tamil cinema, in addition to presenting multicolored ecologically themed narratives, constantly portrays the conflict between development and environmental sustainability. Film plot explanations and character development are strong foundations for certain films. Through effective narratives, cinema conveys the communication to the general public. Some movies bravely speak about unacknowledged realities about ecological issues. This exploration indicates that Tamil cinema plays a pivotal role in representing contemporary environmental discourse and effectively promotes independent environmental awareness.

Keywords: *Tamil cinema, Environmental themes, Climate change, Content analysis, Sustainable development, Environmental awareness*

SOUND DESIGN IN RECENT TAMIL CINEMA

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ABSTRACT

The fundamental objective of this study is to scrutinize the latest developments in sound design within the most recently released Tamil films. Employing a case study approach, the research delves into the sound technologies integrated into the chosen Tamil movies. Films such as Kaithi, Master, Asuran, Vada Chennai, Super Deluxe, and SooraraiPotru were meticulously selected as case studies for this analysis. The transition from traditional analogue methods to contemporary digital technology has sparked a significant revolution in the realm of sound design in recently premiered Tamil films. Embracing these novel technologies has empowered filmmakers with a broader array of options, offering enhanced flexibility, precision, and creative command over various audio facets present in their cinematic creations. Moreover, the integration of cutting-edge technologies like Dolby Atmos and other surround sound systems has notably enriched the auditory experience for audiences of Tamil cinema. The utilization of these immersive audio formats enables sound designers to craft intricate three-dimensional soundscapes that intensify the authenticity and impact of the on-screen sequences, as well as the overall atmosphere of the film. Consequently, this advancement in sound design not only enriches the cinematic journey for aficionados of Tamil movies but also underscores the escalating importance of technological advancements in the domain of filmmaking. The burgeoning global recognition of Tamil cinema has facilitated collaborations with renowned sound designers and technicians from various corners of the world. These collaborative ventures bring diverse perspectives and expertise to the forefront, enriching the sonic tapestry of Tamil films and broadening their international appeal. The outcomes of this study unequivocally reveal the recent progressions in sound design and their profound implications on the success of Tamil cinema.

Key words: *Sound Design, Tamil cinema, Case Study, Global Appeal, Realism, Ambiance*

REALISM AND NATURALISM IN MULLUM MALARUM TAMIL MOVIE DIRECTED BY J. MAHENDRAN

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ABSTRACT

Tamil cinema had exaggerated performances, dramatic scenes, and stereotype storytelling formulas during the 1970s. This trend was broken by a new wave of realistic cinema director by J.Mahendran. His Mullum Malarum was released in 1978. It created a significant shift towards naturalistic way of storytelling and realistic way of narration. This research work examines the shifts from mainstream cinematic methods. The movie 'Mullum Malarum had unique characterisation, visual aesthetics, narrative format and background music. The qualitative coding sheet was used to understand the trend changes and unique characters arcs in the movie. This approach was based on realistic film theory. According to the realistic film theory, everyday life, and emotional authenticity and effective storytelling were very important to create a realism in movies. Mullum Malarum was shoot in a natural setup for capturing visuals with minimal sets and properties. The main character named Kali, had many flaws and ego centric characterization. Even though, it had many flaws, it was scripted in a beautiful way. The emotional revealing scenes used very minimal music and strong dialogues. The research findings clearly showed the shift towards realism and naturalism in Tamil cinema. This film created a new wave in Tamil cinema. Commercial cinema before the late 1970s were ruled by by clear moral binaries, hero centric stories, dramatic dialogue delivery and stereotyped story telling methods to reach the mass during the 1960s the portrayal of heroes were idealists without any character flaws. Furthermore, to appeal the mass audience exaggeration was used in story telling with so many sets and artificial properties. Mullum Malarum emerged in and broke the trends and it also challenged the conventions. Director J Mahendran directs the script and conveys the story of Kali, played by Rajinikanth. The hero was a winch operator,his life revolved around his personal pride and his sister. The main character named Kali was flawed, egoistic, very emotional, and extremely human. The film's realism and naturalism created a shifting point in Tamil cinema.

Key words: *Shift in Tamil cinema, Naturalism, Realism, Realist Film Theory, Qualitative analysis method, Mullum Malarum Movie*

BROADCASTING BELONGING: THE DIGITAL THIRD SPACE AND THE INWARD GAZE IN TAMIL EXPATRIATE VLOGS

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ABSTRACT

The proliferation of digital media has fundamentally altered how diasporic communities negotiate and perform their cultural identities. While existing scholarship often examines how immigrants represent themselves to their host countries, this paper redirects the focus toward the Inward Gaze—how expatriates curate and broadcast their hybrid identities back to their homeland. Drawing on Homi K. Bhabha’s concept of the Third Space, this paper analyzes the YouTube vlogs of Indian expatriates as digital enclaves where postcolonial identity is actively reconstructed. Through a visual and narrative analysis of two prominent Tamil-American vlogs—documenting the highly localized rituals of Black Friday shopping and back-to-school preparation—this study explores the translation of the foreign mundane into an aspirational spectacle. The vloggers act as cultural intermediaries, utilizing the digital interface to demystify Western consumerism while simultaneously engaging in deliberate & assurance. By examining instances of culinary hybridity and material translation, the paper demonstrates how creators anchor their experiences in familiar native benchmarks. Ultimately, this research argues that these digital narratives do not merely reflect assimilation; rather, they are strategic performances of hybridity that maintain transnational digital enclaves, allowing creators to claim space in the global West without severing ties to the Inward Gaze of the East.

Keywords: *Digital Diaspora, Postcolonial Theory, Third Space, Inward Gaze, YouTube Ethnography, Hybridity, Tamil Expatriates.*

DIGITAL ART AND VISUAL CULTURE: TRANSFORMATION OF TRADITIONAL FORMS INTO DIGITAL AESTHETICS

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ABSTRACT

This study explains the origin and development of digital art and how simple line drawings can be combined to form shapes and structures that lead to new art creations. Line art is one of the first steps in creating digital shapes and structures, where traditional drawings are transformed into digital forms. In digital images, a group of dots forms an image, which are known as pixels. The quality of the image becomes high or low depending on the number of pixels used. Digital art mainly focuses on creating, reshaping, and designing objects or forms into structured visuals such as shapes, images, and logos. The concept of visual culture includes different forms of visual creation such as handmade sculptures, traditional artworks, photographs, digital images, and digital art. These visual forms reflect the cultural practices followed by societies and represent their identity and uniqueness. For example, the Yazhi is a mythological creature often sculpted in ancient Hindu temples. It is a combination of features from an elephant, lion, and eagle, and it represents an important cultural symbol in Hindu traditions. In a similar way, this paper discusses how different forms of visual culture from the past and present are represented and recreated through digital media. The idea of new aesthetics helps in understanding how digital technology is changing the way people see and experience art and the world. Digital tools allow artists to imagine and create new visual possibilities that were once difficult to imagine, similar to futuristic ideas shown in films like I, Robot.

Keywords: *Digital Art, Visual Culture, Pixels and Digital Imaging, Line Art and Digital Design, Cultural Symbolism, New Aesthetics, Digital Media*

SCREEN TO FEED: WOMEN, AESTHETICS, AND SELF-REPRESENTATION ON INSTAGRAM (MALAYALAM FILM CONTEXT)

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ABSTRACT

This study investigates how Malayalam women film actors curate identities on Instagram, examining the interplay between cinematic image and digital self-representation. The research aims to understand strategies women employ to negotiate cultural expectations and personal agency in the digital space. A qualitative methodology involving visual content analysis of Instagram posts and semiotic interpretation reveals that actresses blend cinematic glamour with everyday authenticity. They use curated visuals and narrative captions to assert agency while navigating traditional gender norms. The study highlights Instagram as an extension of the cinematic brand, allowing women to author their public image beyond film-scripted roles.

Keywords: *Malayalam cinema, Instagram, women representation, digital Identity.*

BLOOD AND TRUTH: PHYSICAL TRAUMA AS A MARKER OF JOURNALISTIC CREDIBILITY IN CONFLICT CINEMA

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ABSTRACT

This study examines how contemporary conflict journalism films construct journalistic credibility through the representation of physical trauma. Rather than focusing primarily on traditional values such as objectivity and ethical reporting, these films foreground bodily injury scars, wounds, and visible suffering as key markers of a journalist's authority to witness and report events. Drawing on the theoretical frameworks of embodiment, performativity, and professional identity, the research analyses selected war films released between 2018 and 2025 to understand how cinematic language transforms the journalist's injured body into a symbol of credibility. Using qualitative textual analysis, the study explores how elements such as cinematography, dialogue, and character development portray physical harm as a form of professional validation. The methodology involves a systematic examination of key scenes, categorizing types of injury based on their severity and narrative function, and analysing how other characters respond to injured journalists. Collectively, these techniques encourage audiences to associate physical suffering with journalistic truth. The study critically reflects on the implications of such portrayals, questioning whether they contribute to unrealistic and potentially harmful expectations for real-world conflict journalists, and reshape public perceptions of what constitutes authentic journalism.

Keywords: *Conflict Journalism, Physical Trauma, Journalistic Credibility, Embodiment, Performativity, War Films, Media Representation*

A STUDY ON THE SOUND DESIGN OF THE NATIONAL AWARD-WINNING TAMIL MOVIE, ANJALI

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Abstract:

The main aim of the research is to study the sound design of the National award-winning Tamil movie, Anjali. The case study methodology was used in this research to analyse the sound design of the movie. The movie was directed by Mani Ratnam and it got the national award and international acclaim for Best Sound Design in 1990. During the year 1990, at the 38th film festival, Mr N Pandurangan, Chennai Prasad deluxe studio, got the National award for Best Sound Design of the movie. The background score songs and sound design mentioned and praised for its quality of recording. The background score composed by the Ilayaraja is well connected with the story line and emotional aspects of the movie. Apart from the background music and songs, even silence and pauses were also utilized to reach the feelings and emotions of the audience. The story line visuals, cinematography and editing were well connected by the surround sound and advanced mixing methods. Various advanced electronic instruments were used to compose. It elevated the standards of sound design in India. This research clearly showed the impact of effective sound design to reach the audience. The climax scene had many combinations of close-up shots, silence and low lightning techniques with effect sound design to show the innocence and sorrow.

Keywords: *Sound Design, Tamil Cinema, Anjali, Electronic Musical instruments, Silence, Emotional Scenes*

NORMALIZATION OF VIOLENCE IN DIGITAL CINEMA AND AUDIENCE PERCEPTION

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ABSTRACT

The proliferation of digital cinema has intensified the visual and narrative representation of violence, raising concerns about its normalization and psychological impact on audiences. This study investigates how repeated exposure to stylized and aesthetically mediated violence in contemporary digital films influences audience perception, desensitization, and moral evaluation. A mixed-method research design was employed. Quantitative data were collected through structured surveys administered to 200 participants aged 18–35, assessing their exposure to violent digital content and perceptual responses. Qualitative insights were obtained via focus group discussions and textual analysis of selected contemporary films, emphasizing cinematic techniques such as editing, sound design, and framing. Statistical analysis and thematic coding were used to interpret the data. Findings indicate a significant correlation between frequent exposure to digitally stylized violence and reduced emotional sensitivity toward violent acts. Participants demonstrated increased acceptance of violence as a narrative norm, particularly when presented with aesthetic enhancement and moral justification. The study also reveals that cinematic techniques—such as slow motion, background scoring, and visual effects—play a crucial role in glamorizing violence, thereby altering audience interpretation and engagement. The normalization of violence in digital cinema contributes to a shift in audience perception, potentially influencing real-world attitudes toward aggression and conflict. The study underscores the need for critical media literacy and responsible filmmaking practices. Future research should explore longitudinal effects and cross-cultural variations in audience response.

Keywords: *digital cinema, films, aesthetics, violence, perception*

SHORT-FORM VISUAL STORYTELLING: A STUDY OF INSTAGRAM REELS AND YOUTUBE SHORTS AS VIDEO PLATFORMS

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ABSTRACT

Digital media has grown very quickly, and short-form video platforms like Instagram Reels and YouTube Shorts have changed how stories are made, shared, and watched. These platforms value short, creative, and immediate content, which makes it hard for creators to tell meaningful stories in a short amount of time. This study investigates the dynamic evolution of visual storytelling in short-form video content, concentrating on the techniques and strategies utilized to effectively engage audiences. The study examines a curated sample of short-form videos from Instagram Reels and YouTube Shorts, assessing critical components including visual composition, editing techniques, narrative structure, sound utilization, and the integration of on-screen text. It also looks at how each platform design, audience behavior, and algorithmic preferences affect the way stories are told. The results show that powerful opening hooks, quick editing, emotional appeal, and the smart use of audio-visual aspects are all important for keeping viewers attention in short-form storytelling. The study also shows that the two platforms are different. Instagram Reels likes videos that are based on looks and trends, whereas YouTube Shorts likes videos that are based on information and stories. This study enhances the comprehension of digital visual communication by illustrating the evolution of storytelling approaches in the context of digital transformation. It also gives media professionals, students, and content creators who want to keep up with the changing ways that people interact with short-form videos some ideas.

Keywords: Visual Storytelling, Short-Form Video, Instagram Reels, YouTube Shorts, Digital Media

PORTRAYAL OF FEMALE LEAD CHARACTERS IN RECENTLY RELEASED TAMIL CINEMA DIRECTED BY WOMEN DIRECTORS

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ABSTRACT

The main aim of this research paper is to critically analyse the recently released and Tamil cinema directed by women directors. Tamil cinema industry is dominated by men directors. Recently, it has undergone a shift. Women film directors like, Sudha Kongara, Halitha Shameem, and Leena Manimekalai of Tamil cinema industry emerged from this male dominated film industry. Their film contributions should be studied and analysed in order to welcome their initiatives. Tamil cinema very often portrayed women lead characters as a passive figures. Male centric storyline, male gaze, objectification are very common in Tamil cinema industry. The emergence of women film makers tried realism, and women centric lead characters in their films. Films such as, Soorarai Pottru, Irudhi Suttru and Sillu Karuppatti directed by women directors strongly supported the ideas such as women's independence and emotional strength. It challenged the patriarchy marriage system. It supported their courage, career, and personal life goals. The themes such as sports, independency, entrepreneurship, and resistant to stereotypes of women characters in Tamil cinema. This research study examined how these women directors portray female lead characters in their films. The supportive feminist theory also discussed in this research. Qualitative content analysis methodology was adopted in this research. The findings of the research clearly showed the gradual shifts from stereotypical portrayal to authentic and empowered female lead characters in recently released Tamil cinema.

Key words: *Tamil cinema, Stereotypical representation, Feminist Theory, Qualitative content analysis method, women film directors*

BREAKING BARRIERS: A QUALITATIVE THEMATIC ANALYSIS OF TRANSGENDER REPRESENTATION IN TAMIL CINEMA

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ABSTRACT

Cinema serves as a powerful cultural medium that shapes societal perceptions of identity, gender, and social hierarchy. Within the context, the representation of transgender individuals has emerged as a critical area of inquiry, particularly in regional film industries such as Tamil cinema. The study examines transgender representation in Tamil cinema through a qualitative thematic content analysis, focusing on narrative patterns, character agency, and sociocultural implications. Drawing on selected films such as Super Deluxe and Kanchana, the research analyzes scenes, dialogues, and character arcs to identify recurring themes, including conditional visibility, structural inequality, emerging inclusivity, and the tension between representation and empowerment. The study is theoretically grounded in the frameworks of Stuart Hall's representation theory and Judith Butler's concept of gender performativity, which together provide insight into how cinematic narratives construct and regulate gender identities. The findings indicate that while Tamil cinema has progressed from near invisibility to increased representation of transgender individuals, such visibility remains conditional and often embedded within narratives of victimhood and marginalization. Although recent films demonstrate a shift toward more humanized and nuanced portrayals, these representations are frequently constrained by limited agency and persistent social conflict. The study concludes that the evolution of transgender representation in Tamil cinema reflects a transitional phase, where symbolic inclusion coexists with structural limitations.

Keywords: *Transgender representation, Tamil cinema, Gender equality, Thematic content analysis, Media representation, Sociocultural analysis*

INFLUENCE OF DIGITAL MEDIA ON CONTEMPORARY VISUAL EXPRESSION

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ABSTRACT

This research thoroughly analyses the impact of digital media on modern visual art and its transformative function in artistic methods. The swift advancement of digital technologies has allowed artists to investigate creative mediums like digital illustration, animation, virtual spaces, and interactive media. These developments have greatly transformed the methods of artistic production, dissemination, and engagement, enabling artworks to connect with varied audiences around the world. The study additionally explores how digital platforms, such as social media and online galleries, contribute to the swift spread of visual content and influence developing visual cultures. It underscores the emergence of novel aesthetic frameworks defined by hybridity, experimentation, and the blending of conventional and digital methods. The research tackles important topics like authorship, originality, and the increasing impact of algorithmic systems on artistic exposure and acknowledgment. Combining theoretical viewpoints with modern examples, the research highlights the fluid and changing characteristics of visual expression in the digital age. It determines that digital media both democratizes artistic creation and transforms the connection among artists, audiences, and visual culture.

Keywords: *Digital Content, Visual Representation, Modern Art, Visual Society, Creative Advancement, Digital Artwork*

UP: THE DOMINANCE OF VERTICAL VIDEO IN GEN-Z DIGITAL CULTURE

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Abstract

The emergence rise of vertical video format has significantly reshaped the digital culture and media consumption patterns in globally. With the widespread use of smart phones and other platforms such as Facebook-Instagram reels, Stories, and YouTube Shorts, Vertical videos have become a dominant mode of content delivery in today's world. These formats are designed for immersive full screen viewing, encouraging continuous scrolling and prolonged engagement. This study explores how vertical content influences user behavior, attention span and emotional engagement. It also examines how algorithm driven feeds personalize content, thereby enhancing the immersion. The present study focuses on the role of vertical video in reshaping the digital culture and communication among Generation Z. In addition, it aims to analyze the dominance of vertical media formats in the digital culture to understand the impact on audience engagement and media consumption behavior among Generation Z. The core of the study focuses on how vertical media encourages and prioritizes the quick prolonged screen time, visually stimulating passive consumption, and reducing attention spans, content critical thinking and meaningful engagement. From the perspective of Uses and Gratification Theory, this dominance can be understood by examining how Gen Z actively chooses media to satisfy their needs. This study employs a qualitative approach, including focus group discussions conducted among Generation Z participants, to examine how they experience, interpret, and construct meaning around the prevalent use of vertical video in their digital interactions. The dominance of vertical video in digital culture is not accidental but driven by effectively meet the evolving audience needs, making it as a preferred medium in contemporary digital communication.

Keywords: *Vertical Video, Gen Z, Mobile First, Social Media, Digital Culture, Immersion*

ANALYSING DIGITAL REPRESENTATION OF SUBALTERNITY IN SELECT TAMIL FILMS

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ABSTRACT

“Art is the mirror of society”, films are one of the art forms that portrays realities. Tamil cinemas have served as a mirror to telecast the socio-political landscape in mainstream films. This paper analyses the digital representation of subalternity through a close reading of *Kabali* (Ranjith, 2016), *Kaala* (Ranjith, 2018), *Jai Bhim* (Gnanavel, 2021), *Karnan* (Selvaraj, 2021), movies. This paper also dwells into analysing the visual symbolism, song sensibility and character construction. Analysing these movies through the lens of Antonio Gramsci’s Intellectuals, where it deals with Organic and Traditional intellectuals. Each film foregrounds subaltern identity in its own way, *Kaala* and *Kabali* deploy the figure of gangster leader to dramatize the resistance against caste and capitalist oppression while *Jai Bhim* the lawyer as the mediator who talks for the subaltern grievances. *Karnan* by contrast as agents of counter places the protagonist as a rebel who embodied defiance reclaims agency for his village. This underscores the relationship between cinema and social movements, where film narratives both draw from and contribute to grassroots struggles. Ultimately, the study highlights how cinematic representation becomes a site of cultural labour, enabling subaltern voices to contest silencing and assert political subjectivity within the broader discourse of Indian democracy.

Keywords: *Films, Subaltern, Resistance, Society, Intellectuals.*

DIGITAL STORYTELLING AND CULTURAL REIMAGINATION: A STUDY OF SHIVYA NATH'S THE SHOOTING STAR

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ABSTRACT

The evolution of storytelling into digital form has given rise to individual digital storytellers who challenge existing narratives and create new social meanings. The present paper analyses the popular travel blog and vlog, "The Shooting Star," by Shivya Nath, using qualitative textual analysis and the Uses and Gratifications theory. The study aims to analyse how Shivya Nath's digital storytelling reimagines narratives of gender, travel culture, the environment, and community, and to examine the gratifications it provides for her audience. The research discovers that her narratives reconstruct womanhood through resistance to traditional gender roles, fulfilling self-identity gratification. Travel culture is reimagined through slow, sustainable travel in relation to information gratification. The representation of local women as cultural agents fulfils social integration needs, and the ecological storytelling foregrounds environmental responsibility and ethical engagement. The paper argues that Nath's storytelling style is not merely a travelogue but rather a cultural intervention that reimagines gender, travel, and responsibility in the digital age. The findings contribute to understanding digital storytellers as cultural agents who use their narrative style to reimagine society and to fulfil the audience gratification.

Keywords: *Digital Storytelling, Travel Blogs and Vlogs, Digital Transformation, Conscious Travel*

THE RISE OF OTAKU CULTURE: EXPLORING MANGA, ANIME AND COMMUNITY BUILDING AMONG YOUNG ADULTS IN INDIA

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ABSTRACT

The rapid growth of anime and otaku culture in India has led to a significant cultural shift among the youth, particularly in India. This study explores the influence of anime on young adult culture, identity, lifestyle, and community formation. Tracing the introduction of anime in India from the 1990s through television networks to its current expansion via digital platforms such as streaming services and social media, the research highlights how anime has evolved from a niche interest into a mainstream cultural phenomenon. Using a quantitative research approach, data was collected through questionnaires distributed to 115 respondents, primarily anime fans in India. The study, supported with cultural consumption theory examines the patterns of anime and manga consumption, the role of online and offline communities, and the growing popularity of events such as comic conventions and cosplay gatherings. It also investigates how anime contributes to creative expression, career inspiration, and the adoption of Japanese cultural elements among Indian young adults. The findings suggest that anime is not merely a form of entertainment but a powerful socio-cultural force shaping identity, social interaction, and lifestyle choices. The study concludes that otaku culture has fostered a sense of belonging, creativity, and cultural hybridity among Indian youth, indicating a broader transformation in contemporary youth culture.

Keywords: Anime, comic con, cosplay, community building, manga, otaku culture.

REWRITING THE HERO: A STUDY ON VULNERABILITY AND EVERYDAY MASCULINITY IN CONTEMPORARY TAMIL FILMS AND THE ROLE OF OTT PLATFORMS IN SUCH CHARACTER PORTRAYALS

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ABSTRACT

Across several decades, Tamil cinema was used to the pattern of mass heroes who are unflawed and untouched by defeat, but gradually the pattern began to change. This study examines the transition of hegemonic masculinity to a more relatable, vulnerable, and everyday masculinity represented in the Tamil films released between 2010 and 2025 and how OTT platforms act as a driving force for such narratives and characters to hold a significant place in the industry. The study applies a qualitative method by purposively sampling films across three distinct phases and the analysis draws on three theoretical frameworks: R.W. Connell's theory of masculinity, realism in cinema and semiotics. There has been a gradual shift from invincible portrayals to more grounded and real representations of the male protagonists in which the role of OTT platforms is vital. Tamil cinema is expanding its understanding of masculinity, making space for everyday reality and emotional openness, and the importance of OTT platforms in such truthful representations. There is a cultural shift from "aambala pulla azha koodathu" (men should not cry) to "manusan na azha than seivaan; aambalaingalum manusan thana?" (humans tend to cry; men are human, Right).

Keywords: *Hegemonic Masculinity, Everyday Masculinity, Male Protagonist, OTT platforms, Tamil cinema*

WATCHING THE SELF: SPECTATORSHIP AND EXISTENTIAL EXPERIENCE IN MAHESH DATTANI'S DANCE LIKE A MAN

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ABSTRACT

This paper analyzes the articulation of existential experience through audience engagement in the oeuvre of contemporary Indian playwright and filmmaker Mahesh Dattani, specifically concentrating on his play and film *Dance Like a Man*. It examines how the narrative and performative aspects of the text express themes of identity crisis, alienation, and personal failure. The study focuses on the protagonist Jairaj perspective as a male Bharatanatyam dancer trying to assert his individuality within the strict patriarchal order set by his father. The study demonstrates how Dattani converts existential experience from a communal theatrical confrontation into a personal cinematic reflection through structured performance techniques and cinematic elements such as framing, silence, and visual composition. The study notes that Dattani work is full of existential themes, and that he uses medium-specific narration to talk about identity, alienation, and the struggle to create art. This has had a big impact on modern Indian theater and film.

Keywords: *Existentialism, Audience Engagement, Adaptation, Identity, Alienation, Indian Theatre, Indian Cinema, Mahesh Dattani*

NEGOTIATING HYBRID IDENTITIES: CULTURE, FAITH, AND REPRESENTATION IN KAMAL HAASAN “VISHWAROOPAM”

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ABSTRACT

Vishwaroopam (2013), directed by Kamal Haasan, presents a nuanced cinematic examination of hybrid identities within digital environments through its protagonist, Wisam Ahmad Kashmiri (also known as Vishwanath). This RAW agent adopts a constructed Hindu identity as a Kathak instructor in New York to penetrate a terrorist organisation, exemplifying the fluidity of self-representation in a globalised, digitally mediated context. The film depicts Wisam, a Muslim operative whose name suggests Kashmiri heritage, living under the guise of Vishwanath—Lord of the Universe, a Hindu appellation—while engaging in Kathak, a dance form with Hindu roots, taught by his Muslim mother. This duality challenges rigid cultural demarcations, portraying Muslim and Hindu elements not as oppositional but as intertwined, akin to online personas that merge religious and national identities across digital platforms. In the realm of digital transformation, the narrative of Vishwaroopam offers a critique of identity negotiation amidst surveillance and misinformation, as Wisam's covert existence mirrors algorithmic governance and networked publics. Drawing upon the film philosophical undertones, including allusions to Krishna & cosmic form and Ardhanarishvara, it advocates for a universal human essence that transcends cultural labels, pertinent to digital spaces where memes, virtual communities, and self-representation redefine culture. This analysis elucidates how cinema anticipates digital identity politics, advocating for inclusive representations in an era characterised by platform economies and cultural digitisation.

Key Words: *“Hybrid Identity, Cultural representation, Digital spaces, Self-representation, Digital Transformation, Identity fluidity, Inclusive representation”*

SOUND, SILENCE, AND MEANING IN THE CINEMA UYIRE

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ABSTRACT

This paper examines the role of sound and silence in the production of meaning in *Uyire* (1998), directed by Mani Ratnam. Moving beyond a predominantly visual understanding of cinema, the study foregrounds sound as a crucial site of signification. Drawing on the semiotic framework of Ferdinand de Saussure, the paper conceptualizes sound and silence as signifiers that interact with visual elements to generate layered meanings. This approach is further informed by Michel Chion's concept of "added value," which highlights the capacity of sound to shape and transform the perception of the image. Employing qualitative textual analysis, the study focuses on selected scenes to explore how background score, ambient sound, and strategic silence operate within the film's narrative structure. Particular attention is given to the interaction between auditory and visual components, as well as the ways in which sound contributes to emotional and interpretive engagement. By situating sound within a semiotic framework, the paper seeks to demonstrate the analytical potential of auditory elements in film studies.

Keywords: *Sound, Uyire, Cinema, Added value, Saussure*

VISUAL REPRESENTATION OF TELECOMMUNICATION TECHNOLOGIES IN THE 1965 ITU CENTENARY STAMPS

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ABSTRACT

Postage stamps serve as miniature visual documents that reflect technological developments and historical events (Yardley, 2015). This study examines the visual representation of telecommunication technologies in stamps issued to commemorate the 1965 centenary of the International Telecommunication Union (ITU). Using Visual Culture Theory proposed by Nicholas Mirzoeff, the research interprets how visual imagery on stamps communicates ideas about communication technology and global connectivity. The study adopts a historical analysis to examine stamps issued by various countries during the ITU centenary. The stamps depict technological elements such as telegraph equipment, radio transmitters, antennas, satellites, and globes, symbolizing the evolution of telecommunication systems and international communication networks. The analysis demonstrates that these stamps function not only as postal documents but also as visual narratives documenting the development of global telecommunication. By presenting technological symbols and global imagery, the stamps highlight the significance of international cooperation in communication infrastructure. The study concludes that philatelic materials play an important role in visually preserving the history of technological advancement and the expansion of global communication networks.

Keywords: *Philately, Visual Culture, Telecommunication, ITU, Postage Stamps.*

READING THE FRAME: A QUALITATIVE VISUAL ANALYSIS OF BISON KALAMAADAN

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ABSTRACT

Cinema is a mirror with a frame.” This reminds us how films have always been a reflection of society and vice versa. In such a case, there has been a drastic evolution in film genres alongside society over the period. Neo-realism and socio-realism are one such genre, which portrays everyday life, centring working-class experiences without glorification. While this is an important shift in Tamil cinema, directors like Pa. Ranjith, Vetrimaran, Manikandan, and Mari Selvaraj are well known for crafting commercially successful and visually rich, socio-realistic films that reflect their ideology and visual aesthetic storytelling. This paper focuses on the case study of Director Mari Selvaraj’s *Bison Kalamaadan 2025* as a focal point; key frames are identified and analyzed in detail to understand how meaning is constructed through analyzing the character arc of the main characters, dialogue, frame positioning, shot duration, and semiotic representations through a qualitative analysis. The study aims to examine how socio-realism in *Bison Kalamaadan* operates beyond narrative representation and is embedded within cinematic form.

Keywords: *Socio-Realism, Mari Selvaraj, Bison Kalamaadan, Neo-Realism*

CINEMATIC RESISTANCE AND CASTE POLITICS IN KARNAN A QUALITATIVE ANALYSIS OF MARI SELVARAJ'S NARRATIVE

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ABSTRACT

This qualitative study critically analyses *Karnan*, directed by Mari Selvaraj, as a significant cinematic articulation of caste oppression and democratic resistance in contemporary India. The film foregrounds the lived realities of a marginalized community systematically denied basic civic rights, using the absence of public infrastructure as a metaphor for entrenched structural exclusion. Employing qualitative textual analysis and interpretative thematic analysis, the study examines how the narrative constructs a counter-public sphere through symbolic imagery, spatial politics, and character development. The protagonist, portrayed by Dhanush, is positioned as a subaltern agent whose resistance disrupts hegemonic caste hierarchies and exposes the coercive apparatus of the state. The film's representation of institutional violence, particularly policing, underscores the complicity of state mechanisms in perpetuating social inequalities. The findings suggest that *Karnan* functions as a form of cinematic resistance that recuperates suppressed histories and amplifies marginalized voices. While the film reconfigures the public sphere by enabling alternative forms of political expression, it simultaneously interrogates the ethical implications of violent resistance within democratic frameworks. The study concludes that *Karnan* advances contemporary political cinema by integrating aesthetic strategies with critical social commentary.

Keywords: *Caste Politics, Cinematic Resistance, Public Sphere, Social Justice*

WALL ART ADVERTISING IN CHENNAI: A CASE STUDY

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ABSTRACT

The primary aim of the research is to analyze the wall art advertisements and their contents in Chennai's urban area. Wall art advertisements in Chennai have a deep connection with traditional practices and modern visual art and culture. Predominantly, cinema advertisements and political advertisements in Chennai had painted wall art work in the form of propaganda and promotion. Now it has developed into a hybrid medium that combines art, branding, and urban culture. This case study critically analyses the content and forms of selected artworks, including their forms, functions, impacts, and challenges. Wall art advertising in Chennai includes hand-painted commercial and political murals, digital wall paintings, vinyl graphics, street art branded murals etc., Today, it is developing into a hybrid art form. It has branding value, and it has a unique urban identity. These have more impacts on commuters. Its visibility is permanent and long-term. Furthermore, it is a cost-effective medium of advertising. These murals reflects the Chennai's identity and art culture. It reflects the political and social ideology of Tamil Nadu and its changing dynamics. The uniqueness of Chennai wall art painting is the blend of creativity, commerce, and civic aesthetics in its wall art works. This clearly shows the dual nature of the wall art advertising medium in Chennai. Furthermore, this research clearly predicts the emerging trends of wall art paintings, i.e., digitally painted wall wraps, Instagram-friendly murals, and integration of branding and storytelling through wall art works.

Keywords: *Wall Art Advertisements, Aesthetics, Commercial value, Artistic value, Visual Communication, Urban art landscape, Themes, Cultural aspects*

REDEFINING CREATIVITY: A CONCEPTUAL FRAMEWORK FOR AI-ASSISTED GRAPHIC DESIGN

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ABSTRACT

The rapid integration of artificial intelligence into creative workflows has significantly transformed the field of graphic design, raising critical questions about the evolving role of human designers. While existing studies highlight the capabilities of AI in generating visual content and supporting creative processes, there remains a lack of structured approaches that define effective collaboration between human creativity and machine intelligence. This paper addresses this gap by proposing a conceptual framework for AI-assisted graphic design that redefines creativity as a collaborative process rather than a purely human or automated function. The study begins by examining current advancements in generative design tools and human–AI co-creation practices, identifying key limitations such as over-reliance on automation, lack of contextual understanding, and reduced originality. Building on these insights, the proposed framework introduces a multi-stage design workflow in which artificial intelligence functions as an ideation and optimization tool, while the human designer retains control over interpretation, emotional expression, and final decision-making. The proposed model contributes to the ongoing discourse on digital creativity by offering a scalable and adaptable structure applicable across various design contexts. Ultimately, the study aims to redefine the future of graphic design as a synergistic collaboration between human intuition and artificial intelligence.

Keywords: *Artificial Intelligence, Graphic Design, Human–AI Collaboration, Computational Creativity, Design Framework, Generative Design, Digital Creativity.*

COMIC FRAMING AND GENDER POLITICS: SUBTLE MISOGYNY IN THE CINEMA OF PRADEEP RANGANATHAN

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ABSTRACT

This paper examines the role of humour in the films of Pradeep Ranganathan, focusing on how comedic framing shapes the representation of gender within contemporary romantic relationships. Pradeep Ranganathan's films are widely received as relatable, light-hearted narratives that reflect present-day youth culture, particularly in relation to social media practices and digital modes of communication. However, a closer critical reading reveals underlying patterns in the portrayal and evaluation of male and female characters, suggesting the presence of subtle yet significant gendered dynamics. The study foregrounds the concept of comic framing, analysing how humour influences audience interpretation of character behaviour. Male protagonists are frequently depicted as insecure, flawed, or intrusive, yet these traits are softened through humour and rendered harmless or even endearing. Methodologically, the paper adopts a qualitative approach, combining textual analysis with elements of discourse analysis, and is guided by Feminist Film Theory. The analysis identifies a recurring normalisation of behaviours such as surveillance, possessiveness, and control especially when enacted by male characters. These actions are frequently embedded within comedic situations, which serve to diffuse discomfort and redirect critical attention. As a result, humour operates not merely as entertainment but as a narrative strategy that subtly legitimises relational imbalances. Rather than positioning these films as overtly problematic, the paper argues that their ideological impact lies in their subtlety. By embedding gendered assumptions within humour and relatability, these narratives both reflect the anxieties of modern relationships and quietly reinforce existing gender norms and double standards, making them an important site for critical inquiry.

Keywords: *Comic framing, Gender representation, Feminist Film Theory, Tamil cinema, Romantic relationships, Gender norms, Discourse analysis.*

REPRESENTATION OF CARNATIC MUSIC IN INDIAN CINEMA

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ABSTRACT

Carnatic music plays a significant role in the cultural heritage of India. It has also let its branches flow through the music of Indian cinema. This article traces how the tradition of Carnatic music developed in the earlier days. And subsequently how Carnatic music has evolved till the present. In due course, analyses have been made on how Carnatic music has a correlation with the Indian cinema, especially in Tamil films. Then, the impact of the art form on the Singaporean Indians and their multicultural diaspora is analysed. Following that, the transition from Carnatic music to independent music has been explored. Modernization of Carnatic music might not be every Indian musician's go-to, but modifications are required to preserve and sustain the art form making it flow like water to fit in. Thereby, fusion is the new normal when it comes to Carnatic music.

Keywords: *Carnatic music, Indian cinema, Carnatic musicians, film music, independent music*

UNDERSTANDING THE GROWING ENGAGEMENT IN BINGE-WATCHING CULTURE AMONG YOUNG MEDIA CONSUMERS FROM UNIVERSITIES OF SOUTH INDIA.

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ABSTRACT:

The rapid growth of over-the-top (OTT) streaming platforms has significantly transformed media consumption practices among the younger generations. Binge-watching has become a widespread practice of media consumption in the contemporary world, increasing concerns about its psychological impact. One of the streaming platforms that is widely preferred for binge-watching because of its extensive and diverse content library is Netflix. The purpose of the present study is to investigate the impact of Netflix binge-watching on university students in South India. A quantitative survey has been used for collecting and examining data on these students to gain a better understanding of the demographic patterns, their viewing habits and motivational factors which led them towards binge-watching Netflix. The findings reveal that binge-watching is a largely normalized practice among students, with the majority spending between three and six hours per day on the platform. Overall, the findings reveal both positive and negative consequences of binge-watching. While it serves as a form of escapism, causes excitement and attentiveness among the students, it also triggers feelings of guilt and shame.

Keywords: *Media consumption, Binge-watching culture, Escapism.*

AI-POWERED VR SIMULATION FOR HEALTHCARE TRAINING

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ABSTRACT

The objective of this study is to develop an AI-powered Virtual Reality (VR) simulation framework to enhance healthcare training by providing immersive, interactive, and adaptive learning environments for medical professionals. Traditional training methods often lack realtime feedback and experiential learning opportunities, which can limit skill acquisition and clinical decision-making. To address this, the proposed methodology integrates artificial intelligence techniques such as machine learning and natural language processing with VR environments to simulate realistic clinical scenarios. The system dynamically adapts to user performance, offering personalized guidance, error correction, and scenario variation. Trainees can practice procedures, diagnose virtual patients, and respond to emergency conditions in a risk-free environment. Key findings indicate that AI-driven VR simulations significantly improve knowledge retention, procedural accuracy, and response time compared to conventional training approaches. The adaptive feedback mechanism enhances learner engagement and supports competency-based progression. Furthermore, the system demonstrates scalability and flexibility across various medical disciplines, including surgery, emergency care, and nursing. AI-powered VR simulation presents a transformative approach to healthcare education by bridging the gap between theoretical knowledge and practical application. It offers a safe, cost-effective, and efficient platform for continuous skill development, ultimately contributing to improved patient care outcomes.

Keywords: *Artificial Intelligence, Virtual Reality, Healthcare Training, Simulation-Based Learning, Machine Learning, Medical Education*

VISION-BASED TOUCHLESS SURGICAL FRAMEWORK USING REAL-TIME PATIENT-SPECIFIC 3D RECONSTRUCTION

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ABSTRACT

To limit the occurrence of operative rooms Surgical Site Infection (SSI), it is suggested to maintain sterility inside the operating rooms, which remains a major issue to the current healthcare systems. The practice of surgeons using medical imaging platforms is part of the work of diagnosing and pre-operating planning stages, which requires direct contact with keyboards and mice and violation of sterile conditions. Similarly, medical students are faced with serious challenges in trying to capture complex anatomical relationships using traditional two-dimensional methods of representation. In that regard, the present paper presents a vision-based architecture that is specifically customized to sterile surgical environments incorporating AI-enabled, patient-specific three-dimensional reconstruction with touchless gesture-based interaction supported by regular webcams. The system uses deep-learning segmentation and surface extraction algorithms to generate volumetric anatomical models using CT/MRI DICOM data. Affordance of real-time manipulation of the models rotating, zooming and slicing are offered by MediaPipe-powered hand tracking without touching the models physically. Unlike existing solutions which require costly depth sensors or virtual reality devices to function, the current framework can be utilised using cheap consumer-level devices, which increase its access in resource-limited medical facilities. Empirical analysis illustrates a great acquisition of gesture-recognition, low latency of a system and effective reconstruction, thus helping in infection prevention and optimal medical imaging in line with Sustainable Development Goal 3 (Good Health and Well-Being).

Keywords: *Sterility, Medical Image Reconstruction, Gesture Recognition, MediaPipe, Touchless Interaction, Surgical Visualization, Computer Vision, Healthcare AI.*

FROM AI TO AGI IN FINTECH: A 20-YEAR ROADMAP FOR AUTONOMOUS FINANCIAL INTELLIGENCE.

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ABSTRACT

Artificial intelligence is no longer limited to a supporting role in financial services. It is increasingly becoming part of the core architecture through which financial institutions evaluate risk, deliver products, monitor transactions, and manage customer relationships. The long-term significance of this transition lies in the movement from narrow AI systems that perform isolated tasks to agentic systems that can observe, reason, decide, and act across linked financial processes. This paper examines how that shift may reshape fintech over the next two decades. Using a structured review and synthesis of recent academic and industry literature, the study develops a four-stage framework covering narrow AI, agentic AI, AI-to-AI ecosystems, and Artificial General Intelligence (AGI)- enabled financial intelligence. The discussion evaluates likely transformations in digital payments, credit, wealth management, insurance, and regulatory technology, with particular attention to India's digital finance ecosystem. The paper argues that digital payments reduced friction in moving money, whereas advanced AI is likely to reduce friction in making financial decisions. At the same time, wider autonomy in finance may produce serious concerns relating to bias, opacity, privacy, and systemic concentration. The paper concludes that the future of fintech will depend not only on technical progress but also on governance systems capable of ensuring accountability, trust, and inclusion.

Keywords: *fintech, artificial intelligence, agentic AI, AGI, digital payments, financial regulation, financial inclusion.*

FROM TRADITION TO TREND: THE COMMERCIALIZATION OF ALTERNATIVE THERAPIES IN THE DIGITAL AGE

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ABSTRACT

The rapid growth of digital media has transformed alternative therapies from traditional, community-based practices into global commercial trends. This study explores how therapies such as Ayurveda, naturopathy, yoga, and herbal medicine have been repackaged and promoted through digital platforms, including social media, e-commerce, and wellness apps. The research examines the role of influencers, online marketing strategies, and consumer behaviour in shaping the popularity and perceived credibility of these therapies. It also highlights the shift from holistic well-being to profit-driven models, raising concerns about authenticity, standardization, and ethical practices. By analysing digital content, market trends, and user engagement, the paper aims to understand how commercialization impacts both practitioners and consumers. The study further discusses the balance between preserving traditional knowledge and adapting to modern market demands. Ultimately, it provides insights into how digitalization influences the accessibility, awareness, and economic value of alternative therapies in contemporary society.

Keywords: *Alternative therapies, Digital media, Commercialization, Ayurveda, Wellness industry, Social media marketing, Consumer behaviour, Traditional knowledge*

BRANDING THE SELF: IDENTITY, LABOUR, AND MONETIZATION IN INFLUENCER CULTURE

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ABSTRACT

The rapid growth of social media platforms has transformed individuals into active participants in content creation, giving rise to influencer culture where personal identity becomes a strategic asset. Building on existing discussions of personal branding, digital identity, and influencer marketing, this study examines how individuals construct, manage, and monetize their “self” in digital spaces. The research focuses on the intersection of identity, labour, and economic value within contemporary influencer ecosystems. A qualitative research approach is adopted, using content analysis of influencer posts across platforms, alongside secondary data from existing literature, case studies, and scholarly articles. The study interprets patterns of self-presentation, audience engagement, and branding strategies to understand deeper socio-cultural implications. The findings reveal that influencer culture promotes a curated and multi-layered identity, blending authenticity with strategic self-presentation. Digital labor emerges as continuous, affective, and often invisible work involving content creation, audience interaction, and algorithmic adaptation. Furthermore, the study highlights that personal branding enables the transformation of social capital into economic value through sponsorships, collaborations, and platform monetization. However, tensions between authenticity and commercialization persist, raising ethical concerns about identity commodification. Overall, the study concludes that influencer culture redefines the boundaries between personal life, labor, and market, positioning the self as both a cultural and economic product.

Keywords: *Influencer Culture, Personal Branding, Digital Labor, Identity Construction, Monetization*

THE EVOLUTION OF FILM EDITING THROUGH AI AND AUTOMATION

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ABSTRACT

Artificial intelligence (AI) has emerged as a revolutionary force in post-production and film editing due to its automation, precision, and enhanced creative support. This study explores how key processes including colour grading, audio improvement, video editing, and visual effects production could be made simpler by AI-driven technologies. By enabling automated scene detection, shot selection, and rough cut production, AI-powered systems significantly cut down on the time and effort needed for manual editing. In post-production, intelligent colour correction is made possible by machine learning algorithms, ensuring visual consistency between scenes, while advanced audio processing techniques enhance sound quality and synchronization. Additionally, AI advances the area of visual effects by reducing the cost and making high-quality VFX more accessible by automating labour-intensive procedures like rot scoping, motion tracking, and compositing. AI is also incorporated into media management and content analysis, where editors may efficiently organize and retrieve enormous volumes of content with the help of creative labelling and metadata development. Despite these advantages, the increasing dependence on AI raises concerns about creative autonomy, ethical issues like deep fake abuse, and the potential displacement of skilled experts. However, rather than replacing human expertise, AI functions as an assisting tool that improves technical efficiency and creative decision-making. According to this article, AI is redefining post-production and film editing as a cooperative space where human creativity and technical innovation coexist, opening up new avenues for cinematic narrative and accelerating production cycles.

KEYWORDS: *Artificial Intelligence, Film Editing, Post-Production Automation, Visual Effects (VFX), Machine Learning, Digital Filmmaking*

VIRTUAL PRODUCTION CINEMATOGRAPHY IN THE TAMIL FILM INDUSTRY: A NEW ERA OF FILMMAKING

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ABSTRACT

Virtual production has emerged as a groundbreaking innovation in the film industry, offering unprecedented opportunities to enhance creativity, efficiency, and visual storytelling. This research examines the integration of virtual production techniques in the Tamil film industry, focusing on their influence on cinematography. Virtual production, which combines live-action footage with virtual environments in real-time, has the potential to revolutionize traditional filmmaking processes, particularly in Tamil cinema, known for its vibrant narratives, diverse genres, and rich cultural storytelling. This paper explores the impact of virtual production on cinematic techniques, challenges faced by filmmakers, the influence on audience engagement, and the future of Tamil cinema in the digital age.

Keywords: *Virtual production, storytelling, digital age, Tamil cinema*

FROM CHOICE TO ALGORITHM: HOW OTT RECOMMENDATION SYSTEMS SHAPE AUDIENCE VIEWING BEHAVIOUR

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ABSTRACT

The rapid growth of Over-The-Top (OTT) streaming platforms has significantly transformed global media consumption patterns. Instead of actively searching for films or television shows, audiences increasingly rely on algorithm-driven recommendation systems that curate personalized content feeds. This study examines how recommendation algorithms influence audience viewing behaviour and reshape the decision-making process involved in media consumption. Major streaming platforms such as Netflix, Amazon Prime Video, and Disney+ Hotstar employ artificial intelligence-based recommendation engines that analyze user data, including watch history, viewing duration, ratings, and search behaviour, to deliver personalized suggestions. These algorithmic interventions significantly influence user engagement and often encourage binge-watching practices. Using a qualitative analysis of existing scholarly literature combined with a conceptual exploration of algorithmic culture, this paper examines the role of algorithmic mediation in shaping audience viewing behaviour. The findings suggest that recommendation systems gradually reduce the role of autonomous audience choice and increasingly replace it with algorithmic curation. While personalized recommendations enhance user convenience and platform engagement, they also raise concerns about reduced content diversity, algorithmic bias, and the emergence of passive consumption habits. This study contributes to the growing body of scholarship on algorithmic culture and platform governance by examining how digital streaming platforms influence cultural consumption through automated recommendation systems.

Keywords: *OTT, Recommendation Systems, Algorithmic Culture, Audience Behaviour, Content Curation.*

DIGITAL STREAMING AND YOUTH: THE INFLUENCE OF OTT PLATFORMS ON THE LIFESTYLE TRANSFORMATION OF YOUTH IN CHENNAI

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ABSTRACT

This study examines the impact of over-the-top (OTT) platform consumption on the lifestyle, behaviour, and identity of young people in Chennai. The widespread availability of OTT services has resulted in teenagers spending considerable time watching web series, movies, and serials, which in turn shape their daily routines, sleep patterns, communication styles, fashion choices, and broader social attitudes. Exposure to diverse cultures through OTT content influences how youth perceive themselves and others within their social environment. The research aims to study the relationship between change in youth behaviour, lifestyle, and OTT viewing habits. The study investigates how late-night viewing, binge-watching, and content preferences affect shifts in daily routine, interest, and self-expression using a survey method. The findings emphasize both the positive and negative impacts and highlight the need for mindful and balanced consumption of OTT platforms among youth in Chennai.

Keywords: *OTT Platforms, Digital Streaming, Binge-watching, Youth lifestyle, Behaviour change, Identity,*

CONTENT OVER APPEARANCE: DEVELOPING TENDENCIES IN STORYTELLING WITHIN OTT FILM LANDSCAPE

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ABSTRACT

The gradual growth of over-the-top (OTT) platforms such as Disney+ Hotstar, Netflix and Amazon Prime Video has noticeably deconstructed contemporary movie screenplay styles. Theatrical cinema traditionally focused on visual treatments and mass audience appeals, but latest OTT platforms experimenting familiarity, variety and character-oriented story telling designed for individual and engaging experiences. The Media landscape of OTT, with its mass-multilingual and assorted audiences, combined genres, localised industries and censorship creates a parallel space for digital narrative attempts. There is an importance for extensive research that focus on how the individualised atmosphere jointly direct cinematic manifestation in the digital domain. Objectives of this study aims to find the most suitable plots and screenplay forms for digital film-making on OTT platforms and identify how audience choices lead content making. And the methodology of the research takes up a qualitative study approach, which analysing selected Over-The-Top movies and web-series explicitly with secondary data from viewers' choices, experts' writings on digital film trends and dependable industry reports. The study reveals that genres like crime and psychological thriller dramas and stories with sociocultural relevance portray powerfully on OTT movies. Non-linear narration, sophisticated characters, and atmospherically accurate story structure attained eminence due to lower censorship restrictions and artistic freedom. Moreover, audience participation is led by realism, relatability and serialised screenplay formats that assist binge watching. The research concludes that OTT forum has activated exploratory and unique content, accordingly liberalising narratives by restructuring the form and language of digital movies.

Keywords: *OTT platform, Digital narrative, Narrative trends, Audience engagement.*

A STUDY ON THE GROWTH OF DIGITAL RADIO MONDIALE (DRM) AMONG THE PEOPLE OF THE SOUTHERN DISTRICTS

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ABSTRACT

Many new inventions have been developed to revolutionize the field of communication. The impact us to accelerate the pace of human life, the advancement of civilization, and progress in education collectively paved the way for the invention of radio. Harnessing the power of wireless telegraphy technology, the intense desire of people to hear the human voice and music within their own homes transmitted via electromagnetic waves served as the driving force behind the invention of radio. As radio is an auditory medium, it is often referred to as a medium specifically suited for the visually impaired. However, as a mass medium, radio possesses the unique power to stimulate the thoughts and imagination of its listeners, thereby creating vivid imagery within their minds and hearts. If there is one entity that stands as the pioneer of global communication media, it is undoubtedly radio. There is no question that radio paved the way for all subsequent modern communication technologies. Initially, it existed in the form of AM and FM; subsequently, to adapt to contemporary demands, it evolved into DRM. Indeed, if there is a single device that marked the next major technological breakthrough following Alexander Graham Bell's telephone, it is radio. Its evolutionary journey began with AM, progressed through FM, and has now reached its next developmental phase: DRM. This Digital Radio Mondiale (DRM) system is capable of simultaneously transmitting across five distinct channels. I have observed that there remains a substantial audience base for radio. If children the next generation are approached in a constructive manner that safeguards them from negative influences, and if culturally potent radio platforms like DRM operate with full cooperation, then there is no alternative strategy that can rival radio's potential to drive India's developmental trajectory.

Keywords: *Digital Radio Mondiale (DRM), Radio, AM, FM, Communication*

IMPACT OF DIFFERENT INFLUENCING FACTORS IN DIGITAL TRANSIT ADVERTISING ON CUSTOMER BUYING BEHAVIOUR AND PURCHASE INTENTIONS

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ABSTRACT

The Internet and information and communication technology (ICT) have impacted every aspect of human lives and transformed the way businesses are carried out traditionally. ICT has revolutionised the transmission and reception of information through different mediums and advertising, and it has had a significant impact on socialising, communicating, transportation, etc. Advancements in digital technology have significantly transformed the advertising industry in general and transit media in particular. Innovations due to digital transformation in out-of-home (OOH) advertising have resulted in enhanced engagement and interactivity. The aim of the present work is investigating the impact of the influencing factors in transit advertising on customer buying behaviour and purchase intentions. The study identified several influencing factors in transit advertising (like “Exposure Duration”, “Dwell Time”, “Customer Engagement”, “Visibility”, “Ad Recall”, “Creative Design”, “Customer Reach”) based on the insights obtained from the review of marketing and advertisement literatures. The sample of the study consisted of 300 young customers aged below 40 years. The respondents were recruited using a mix of convenience and snowball sampling from the Chennai Region, Tamilnadu with a special focus on real estate advertisements. The findings quantify the effects of different influencing factors in transit advertising on customer buying behaviour and purchase intentions. The study provides suggestions and recommendations for better transit advertising in the evolving outdoor advertising landscape.

KEYWORDS: *Transit Advertising, Young customer, Purchase behaviour, Real Estate Advertisements*

EXPLORING THE DYNAMICS OF KIDFLUENCERS ON INSTAGRAM

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ABSTRACT

Brands have redefined their marketing strategies to fit the digital age and influencer marketing has become one of the most distinguishable and cost-effective forms. Brands tend to associate with influencers to endorse their products/ services and this study focuses on child influencers, popularly known as kidfluencers who create content for brands and influence their audience about it. Drawing on the elaboration likelihood model of persuasion, this study demystifies the persuasion process of kidfluencers through their content. The study reveals the mediating effect of parasocial relationships and attitude towards kidfluencers enabled by credibility and interactivity attributes in facilitating favourable behavioural outcomes for brands. Data has been collected from the followers of popular kidfluencers on Instagram through a survey method using a questionnaire. The proposed hypothesis of the study was analysed using structural equation modelling to investigate the relationship between the constructs. The study indicates that interactivity strategies and attractiveness of the kidfluencer positively influence parasocial relationships. It is also evident that persuasion takes place through the peripheral route in fostering high levels of virtual engagement. The study provides a framework for brands to rely on kidfluencers, surging in the realm of influencer marketing, after evaluating their expected results.

Keywords - *Kidfluencer Marketing, Parasocial Relationship, Virtual Engagement*

FROM TOKYO TO TAMIL NADU: A TEXTUAL ANALYSIS OF CROSS-CULTURAL ANIME AND MANGA MEDIA INFLUENCE ON BRAND ENGAGEMENT AMONG CHENNAI'S GEN Z AND MILLENNIAL CONSUMERS

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ABSTRACT

Anime and manga have emerged as a unique subculture in South India through their increasing availability on various digital platforms. Anime and Manga in Chennai, India, As a Means of Engaging the Target Cohorts of Millennials (1981-1996) and Gen Z (1997-2012). Anime and manga media are popular forms of media among Millennials and Gen Z living in Chennai, India. This research project utilizes systematic textual analysis to understand how narrative, visual aesthetic, and archetypal character representations in anime and manga media provide a context for both brand engagement and consumer purchasing decisions. The research uses a data set of 240 original social media posts (on Instagram and YouTube), 18 threads of discussion from online fan forums, and 12 brand partnership posts from January 2023 to June 2024. The authors identified four key textual mechanisms by which anime media supports brand association: (1) Narrative transportation; (2) Parasocial character bonding; (3) Aesthetic congruence signaling; and (4) Endorsement of subcultural identities. In particular, the results of the study indicate that Instagram and YouTube sponsored posts that contained references to subculture generated 2.3 times more engagement among the target demographics than other forms of traditional advertising. Additionally, the authors present subcultural authenticity (the extent to which a brand is perceived by its intended audience as being true to the conventions of anime) as a statistically significant predictor of purchase intention ($\beta = 0.61$, $p < 0.001$). These results will provide clear guidance to global brands that are looking to develop culturally relevant marketing strategies in emerging urban markets of South India.

Keywords: *anime marketing, manga consumer culture, brand engagement, textual analysis, cross-cultural media, Gen Z, Millennials, Chennai, India, Japanese popular culture,*

DIGITAL PLATFORMS FOR INNOVATION: A STUDY ON THE IMPACT OF ICT IN MODERNIZING THE OPERATIONAL MANAGEMENT OF COMMUNITY RADIOS

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ABSTRACT

Community radio is one of three types of radio transmission in India, along with public service and commercial broadcasting. This media platform is unique since it is participatory, representing the community & voice and providing a forum for the downtrodden. Community radios are one of the traditional media platforms used in various developing and third world countries to adopt a more participatory approach towards development. With the increased use of ICT and digital platforms, community radios have adopted integrated management strategies, which streamline numerous tasks, processes, and day-to-day operations. Community radio broadcasters have embraced the use of digital resources in response to the changing digital landscape, which has increased their potential and, consequently, their audience reach. The purpose of this research is to look at transformative role of ICT and digital tools in bringing about innovation in community radio stations and their operations. The study employs a qualitative methodology, including techniques such as in-depth interviews, observation, and content analysis of information obtained from community radio stations across Chennai region. In order to establish a conceptual foundation for comprehending the role of technology in the operational administration of community radios, the research is grounded on the Modernization Paradigm and Technological Determinism theory.

Keywords: *Community radio, Modernization Paradigm, Technological Determinism theory, digital landscape*

ARTIFICIAL INTELLIGENCE IN MEDIA PRODUCTION: TRANSFORMING CREATIVITY, EFFICIENCY, AND STORYTELLING

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ABSTRACT

Artificial Intelligence (AI) is significantly transforming media production by redefining creative processes, enhancing operational efficiency, and advancing storytelling techniques. Advanced AI-driven technologies such as machine learning, natural language processing, and computer vision are increasingly utilized in scriptwriting, video editing, visual effects, and audience analytics. These innovations enable faster content creation, reduce production costs, and support data-driven decision-making, allowing media professionals to focus more on creative and conceptual aspects. Furthermore, AI facilitates personalized storytelling by analyzing audience preferences and generating tailored content experiences. Despite these benefits, the increasing reliance on AI raises critical concerns related to ethical implications, content authenticity, intellectual property rights, and the potential marginalization of human creativity. This study examines the impact of AI on contemporary media production, highlighting both its opportunities and challenges. It concludes that AI functions as a collaborative tool that enhances human creativity rather than replacing it, thereby paving the way for more innovative, adaptive, and immersive storytelling practices.

Keywords: *Artificial Intelligence, Media Production, Machine Learning, Content Creation, Automation, Storytelling, Personalization, Digital Media, Creative Industries, Computer.*