



SHRI SHANKARLAL SUNDARBAI  
**SHASUN**  
JAIN COLLEGE FOR WOMEN

A Unit of Sri S. S. Jain Educational Society | Reaccredited with A++ by NAAC  
Affiliated to University of Madras | An ISO 9001:2015 Certified Institution

**Department of Visual Communication (Shift I & II)**

**In Collaboration with**

**Malaysian Indian Youth Council (MIYC), Majlis Belia India  
Malaysia**

**Organise**

**SECOND INTERNATIONAL CONFERENCE**

**ON**

**STORYTELLING FUTURES: REIMAGINING NARRATIVES ACROSS  
MEDIA AND CULTURES**

**25 SEPTEMBER 2025**

## **ABOUT THE INSTITUTION**

Greetings from Shri Shankarlal Sundarbai Shasun Jain College for Women! It is an institution established by the Minority Jain Community in 2005, with a long tradition of creativity, charisma and charm. Excellence and exuberance remain the core values of Shri Shankarlal Sundarbai Shasun Jain College for Women where the faculty and students strive to give their best to the curricular, co- curricular and extra-curricular activities year after year. One finds a balanced and healthy mix of cultural tradition and modernity in the ethos of Shasun.

## **ABOUT THE CONFERENCE**

The 2<sup>nd</sup> International Conference on "*Storytelling Futures: Reimagining Narratives Across Media and Cultures*", organized by the Department of Visual Communication – Shift I & II of Shri Shankarlal Sundarbai Shasun Jain College for Women, aims to provide a dynamic interdisciplinary platform to explore the evolving landscape of storytelling in the 21st century. As narratives transcend traditional boundaries and embrace digital, cultural, and visual dimensions, the conference invites scholars, practitioners, artists, and educators to examine how stories are constructed, disseminated, and reinterpreted across media platforms and socio-cultural contexts. With a focus on innovation, identity, representation, and transformation, the conference seeks to deepen the understanding of narrative as a powerful tool for communication, cultural preservation, and societal change.

## **CONFERENCE OUTCOMES**

- Enhanced understanding of storytelling as a transformative tool across disciplines.
- Publication of selected papers contributing to academic and creative discourse.
- Establishment of collaborative networks for future research and creative initiatives.

## MESSAGE FROM THE HON. SECRETARY GENERAL



**Sri Abhaya Srisrimal Jain**

**Hon. Secretary General**

It gives me immense pleasure to extend my warm greetings to all participants of the 2nd International Conference on *Storytelling Futures: Reimagining Narratives Across Media and Cultures*. The conference reflects our institution's commitment to fostering critical inquiry and global dialogue.

Storytelling, in its many forms, is not only an art but also a bridge that connects communities, cultures, and generations. This academic platform will inspire thought-provoking discussions and open new avenues for collaborative research.

I congratulate the Department of Visual Communication for organising this international gathering and wish the conference great success in achieving its objectives.

## MESSAGE FROM THE SECRETARY



**Smt. Usha Abhaya Srisimal**

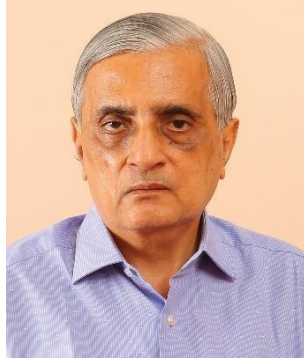
**Secretary**

I am delighted to welcome you all to the 2<sup>nd</sup> International Conference on *Storytelling Futures*. This conference provides a significant opportunity to engage with the evolving dynamics of narratives in an era shaped by media innovation and cultural transformation.

The theme resonates with our shared vision of encouraging creativity, research, and cross-cultural understanding. I am confident that the discussions and knowledge exchange will contribute immensely to the enrichment of participants and to the larger academic community.

I extend my best wishes to the organising team, the distinguished speakers, and all participants for a fruitful and memorable conference.

## MESSAGE FROM THE ASSOCIATE SECRETARY



**Dr. Harish L. Metha**

**Associate Secretary**

It is with great pride that I greet all the participants of the 2<sup>nd</sup> International Conference on *Storytelling Futures*. This gathering stands as a testament to the dedication and academic excellence of the Department of Visual Communication.

In today's interconnected world, storytelling is not merely a cultural practice but also a powerful tool for education, communication, and social change. This conference will undoubtedly provide valuable insights into how narratives continue to evolve across media and cultures.

I wish the organisers and participants every success in this meaningful academic endeavour.

## MESSAGE FROM THE PRINCIPAL



**Dr. S Padmavathi**

**Principal**

I am pleased to extend my warm wishes to the 2<sup>nd</sup> International Conference on *Storytelling Futures*. It is heartening to see our Department of Visual Communication taking a lead in creating a global platform for dialogue and research.

The conference theme highlights the importance of adapting storytelling to contemporary challenges while preserving its timeless essence. I hope this initiative will encourage our students, faculty, and scholars worldwide to explore innovative approaches and contribute to shaping the future of media and communication.

May this conference serve as an inspiring milestone in the academic journey of all participants.

## MESSAGE FROM THE VICE PRINCIPAL



**Dr. S Rukmani**

**Vice Principal**

It is a privilege to be part of the 2nd International Conference on *Storytelling Futures*. The Department of Visual Communication deserves appreciation for bringing together such a diverse gathering of intellectuals, researchers, and practitioners.

Storytelling continues to be a vital mode of knowledge-sharing and cultural expression. In an era of technological transformation, this conference offers the perfect space to reimagine narratives and to learn from one another's experiences.

I extend my heartfelt wishes for the success of this conference and for the meaningful exchange of ideas it promises to deliver.

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**A CRITICAL ANALYSIS OF GENDER INEQUALITY OF DRAG KINGS IN THE  
FILM VICTOR / VICTORIA**

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**Abstract**

This research Paper employs content analysis to investigate underrepresentation of drag kings in Western media through the lens of media representation theory (Hall). While drag queens dominate mainstream visibility, drag kings who performatively critique masculinity, remain largely absent from popular narratives. The study analyzes the film Victor/Victoria (1982) to examine how media systematically frames gender transgression, prioritizing performances of exaggerated femininity over subversions of masculine norms. By interrogating these representational patterns, the research aims to uncover the ideological mechanisms that shape queer visibility and perpetuate hierarchies of gender performance in media culture.

***Keywords:*** *Media representation theory, Masculinity, Gender performance*

## **A MULTIMODAL ANALYSIS OF THE AI PODCAST “BOT CANON”**

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*Assistant Professor, Journalism and Communication,  
University of Madras*

### **Abstract**

Podcasting has rapidly become a preferred medium for digital influencers to establish deeper, more personal connections with their audiences. Tim Paige, an audiobook narrator and voice artist once said “A podcast is a great way to develop relationships with hard-to-reach people”. Additionally, AI technology is increasingly used in podcast production to enhance audio quality, streamline editing, and even generate content, making the medium more dynamic and easier for the creators. This study conducts a multimodal analysis of ten episodes from the AI Podcast Bot Canon, examining how narrative style, episode structure, sound effects, context, and choice of words work together to shape meaning. By looking beyond language alone, the research highlights how these elements contribute to storytelling about artificial intelligence. In an interview Stephen Hawking said “A development of full artificial intelligence could spell the end of the human race” (BBC, 2014). The findings will provide critical insights into whether AI storytelling in podcasts is sufficiently advanced to replicate human nuances or still evolving as a technology. Additionally, the study will evaluate the prospects of AI potentially replacing human roles in podcasting, highlighting both its current capabilities and limitations.

***Keywords:*** *Artificial Intelligence, Podcast, Multimodal Analysis, Storytelling, Content*

## A QUALITATIVE CONTENT ANALYSIS OF INDIAN POSTAGE STAMPS TRACING THE EVOLUTION OF RADIO IN INDIA

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### **Abstract**

Postage stamps function as powerful visual records of nations that trace national developments, historical milestones, and cultural evolution. Postage stamps are the instruments of a country's postal authority that are intentionally utilized to construct national narratives to project a nation's self-perception for both domestic and international audiences (Raento & Brunn, 2008). This paper focuses on the theme of radio broadcasting in India, a medium with a history of centuries of advancements, up-gradation, and milestones of achievement, serving a crucial and effective role as a public broadcaster (Lakhendra, 2024). This research employs a qualitative content analysis approach to examine the postage stamps released by the Department of Posts, Government of India, from 1947 to the present. The study's methodology is grounded in analysis of both the visual and symbolic messages embedded within these stamps. The central aim of this analysis is to trace the evolution and commemoration of radio broadcasting in India as represented through philatelic representation. The primary objective is to reveal how the visual imagery of radio broadcasting has changed over time. The analysis seeks to interpret the ideological and cultural meanings contained within these designs, such as the portrayal of radio as a vital instrument of national integration, a tool for public education, and a mechanism for rural upliftment. By interpreting these visual artifacts, this research offers understanding of India's broadcasting history and the state's deliberate employment of philately as a tool for shaping public opinion and constructing national memory. The findings are expected to contribute significantly to the fields of media studies, visual communication, and cultural history, illustrating the potential of seemingly ordinary objects as rich, layered sources for scholarly inquiry into national identity and state-controlled communication.

***Keywords:*** *Radio Broadcasting, Postage Stamps, Content Analysis, Cultural History, Media Studies.*

## **A STRATEGIC REVIEW OF MYNTRA'S AI FRAMEWORK: FROM CASE STUDY TO COMPETITIVE IMPERATIVE**

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### **Abstract**

AI in marketing boosts efficiency, decision-making, and customer satisfaction. It enables real-time campaign adjustments, analyzes vast data quickly, and offers insights through sentiment analysis. Teams optimize ROI by refining ad placements and media strategy. AI simplifies KPI tracking with smart dashboards and automates tasks like data handling and personalization. It predicts customer behavior, identifies churn risks, and enhances CRM. Generative AI streamlines content creation and translation. Advanced segmentation improves targeting and engagement. Trends include content optimization, personalization, automation, and journey mapping. AI's impact spans social media monitoring, predictive analytics, and digital ads, transforming how marketers strategize, engage, and grow.

Myntra, a leading fashion e-commerce platform in India, has strategically embraced AI to solidify its market position and drive innovation. Its journey illustrates how AI can be integrated not just as a tool, but as a fundamental pillar of business strategy, enabling a highly customer-centric and responsive approach in a competitive landscape.

The researchers aim to study the Myntra's strategic use of AI, particularly in personalization and virtual try-ons, that provides a distinct competitive advantage over rivals like Ajio, contributing to its larger market share and perceived edge in digital experience. This demonstrates how AI transforms mass marketing events into hyper-targeted, high-impact experiences. The strategic deployment of AI allows Myntra to segment users effectively, identifying precisely who to target with early access, what specific offers to present, and when to deliver notifications, thereby maximizing the psychological triggers of scarcity and urgency, leading to higher conversion rates. Furthermore, AI enhances the effectiveness of influencer marketing by enabling more precise influencer selection and content optimization. This allows for the personalized delivery of influencer-generated content, thereby maximizing engagement and conversion rates from these highly influential channels. The researchers, with the help of systematic review of literature and Content Textual analysis have compared the strategies of Myntra with Ajio, Flipkart, Amazon etc. and to explore the effectiveness of AI in marketing and branding.

Myntra, a leading fashion e-commerce platform in India, has strategically embedded Artificial Intelligence (AI) as a cornerstone of its business model. This paper synthesizes a foundational case study on Myntra's AI initiatives with recent academic research to provide a comprehensive, updated, and critical analysis. The findings indicate that Myntra's early focus on personalization and virtual try-ons (VTOs) is validated by cutting-edge academic trends, particularly in the realm of multi-behavioral sequential recommendation and immersive technologies.

The paper identifies that Myntra's AI-driven differentiation is not merely about enhancing efficiency but about creating a unique customer experience that provides a distinct advantage over competitors like Ajio, and a strategic moat against generalist e-commerce giants such as Amazon and Flipkart. However, this advanced use of AI introduces significant ethical and regulatory challenges. The paper critically examines risks related to data privacy, algorithmic bias, and a lack of transparency, which are central to recent scholarly discussions on AI in marketing. The analysis concludes that Myntra's long-term success will hinge on its ability to proactively manage these ethical dimensions, transforming its commitment to responsible AI into a new source of competitive advantage and consumer trust. The paper offers a series of strategic recommendations to achieve this objective.

**Keywords:** *AI in marketing and branding, e-commerce platforms, Myntra's AI strategies, Myntra's Virtual try-ons, Personalisation.*

## **A STUDY ON BOLLYWOOD FILMS THROUGH THE LENS OF CHARVAKA**

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### **Abstract**

Of late, films have been witnessing an upsurge in motivational content. The number of story lines that impart wisdom about life and its essence is increasing rapidly. Considering the tremendous response from the audience, more content is created on these lines. Predominantly, motivational content revolves around living life in the moment and to the fullest. Films portray how the present is the most important phase of life and how focusing on the future sometimes ruins the present moments. The ancient Indian philosophy of Charvaka runs through similar strings. It believes that there is only one life and should thus be lived to the fullest. There is no concept of Karma or Moksha in the Charvaka system, as belief holds that humans are simply unaware of what happens after death. The objective of this paper is to understand and analyze a few Bollywood films with the concept of “living the moment to the fullest” through the philosophy of Charvaka. This paper will be studied through the qualitative method of analyses.

**Keywords:** *Charvaka, Philosophy, Films, Motivational content, Bollywood*

## **A STUDY ON EXPLORING AUDIENCE ENGAGEMENT IN NETFLIX INDIA'S OFFICIAL INSTAGRAM PAGE**

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### **Abstract**

In today's evolving digital landscape, social media has become a powerful tool for content promotion and audience engagement, especially for Over-the-Top (OTT) streaming services. Platforms like Instagram have taken center stage as dynamic spaces for visual storytelling, brand communication, and user interaction. This research explores how Instagram is utilized by OTT platforms, with a specific focus on Netflix India. It examines how the platform shapes user engagement strategies through the case study of two original series: Squid Game Season 2 and Mismatched Season 3. As Netflix continues to strengthen its presence in the Indian market, Instagram serves as a critical promotional channel where visual content plays a major role in capturing audience attention. This study investigates the effectiveness of different Instagram content formats, namely static posts and reels, in driving user engagement. Key metrics such as likes, comments, shares, and saves are used to assess how audiences respond to various types of content. Anchored in Social Media Engagement Theory and employing principles of visual rhetoric analysis, the study adopts a qualitative research methodology. It combines content analysis with thematic review and a comparative framework to analyze Instagram posts related to Squid Game Season 2 and Mismatched Season 3. The timeframe selected for analysis spans from December 2024 to January 2025, a period during which significant promotional activity was observed for both series. Through this analysis, the research aims to identify patterns in visual design, narrative themes, and content format choices that contribute to higher engagement levels. Particular attention is paid to how reels (short-form videos) contrast with static image posts in terms of their ability to encourage interaction and sustain viewer interest. The study also considers how genre, tone, and audience expectations influence engagement outcomes.

***Keywords:*** *Instagram marketing, OTT platforms, Netflix India, audience engagement, visual rhetoric, social media content strategy.*

**A STUDY ON THE USE OF NON-LINEAR STORYTELLING IN TAMIL CRIME  
WEB SERIES - NARRATIVE STRUCTURES, AUDIENCE ENGAGEMENT,  
AND CULTURAL CONTEXT**

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**Abstract**

Non-linear storytelling has become a distinguishing narrative method in Tamil crime web series, engaging audiences with its complex structure and layered storytelling. This study examines the utilization of non-linear storytelling to improve tension, enrich character development, and expand subject research in popular Tamil series such as November Story and Suzhal: The Vortex. These series put viewers in complicated realms where the past and present connect and where truth and lies are frequently hard to tell apart by breaking up timelines and weaving together different points of view. The study uses qualitative analysis of these depictions to show how non-linear storytelling can build suspense by slowly revealing important plot points and heading against what the audience expects. It shows how broken timelines allow us to learn more about characters' pasts, goals, and moral grey areas, making both protagonists and antagonists interesting. This research also talks about problems that can come up with non-linear storytelling, such as the possibility of confusing the audience and making the plot excessively complex to be clear. This research analyses the use of non-linear storytelling in Tamil crime web series to improve their storylines, specifically focusing on November Story and Suzhal: The Vortex. This study enhances comprehension of the transforming narrative techniques in Tamil digital entertainment and how they interact with cultural and audience characteristics. It offers insights for creators looking to innovate in the OTT market and serves as a foundation for future research on regional storytelling in the global digital age.

***Keywords:*** *Non-linear storytelling, Tamil web series, Crime thriller, OTT platforms, Episodic structure, Audience Engagement.*

## AESTHETICS AND THEMATICS OF PARIYERUM PERUMAL

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### **Abstract**

Pariyerum Perumal (2018), a Tamil film directed by Mari Selvaraj, is one of the significant films dealing with social change and resiliency in contemporary Indian cinema. The film explores the complexities of institutionalization, caste-based discrimination, and the relentless pursuit of justice and equality in rural Tamil Nadu.

The narrative follows the journey of Pariyan, a bright and determined young man from a marginalized community, as he embarks on the quest for education and self-realization. However, his aspirations are met with insurmountable obstacles in the form of deep-rooted caste prejudices that permeate throughout the society. Through Pariyan's eyes, the audience is confronted with the harsh realities of caste discrimination, depicted with unflinching honesty and raw emotion. "Pariyerum Perumal" is also an effective inspiration for social change, highlighting the pervasive impact of caste-based prejudice and its detrimental effects on both individuals and societies. The film confronts viewers with their culpability in systemic injustice by questioning the underpinnings of caste hierarchy through its scathing analysis of cultural norms and customs. This paper will delve into the theme of the film Pariyerum Perumal and the issues it raises regarding the marginalized community. This paper will explore the specific aesthetics evolved to represent the hard realities of a caste-based society. The paper will apply semiotic analysis to decipher the aesthetic elements in the film.

***Keywords:*** *Discrimination, Caste, Marginalized, Violence, Education, Dalits*

## AN ANALYSIS OF WOMEN CHARACTERS IN INFIDELITY THEMED HINDI SOAPS

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### **Abstract**

The role of media is to entertain as well as educate. Often, the former is stressed upon more than the latter. Television, being a mass medium, reaches out to all age groups of the society. Hindi soaps somehow seem to have a strong attraction to infidelity as a recurring theme in their story lines. And women characters are the center of such plots. Through the method of qualitative analysis, this paper seeks to analyze the above mentioned theme by studying certain Hindi serials. The serials picked for the study are currently being telecasted or have been telecasted on the Star Plus and Zee channels.

The following are the three types of women that serial plots portray with respect to infidelity-

1. The innocent housewife -One who blindly trusts her husband and is naïve enough to ignore all the visible testimonies.
2. The educated wife – She is portrayed as strong and educated. She looks at things in black and white and is confident enough to confront them.
3. The pretty lady – This character is wanted by everybody. She is often the combination of “beauty with brain”.

The paper will also be analyzed based on the TRP ratings of the serials and the fan pages on YouTube and Instagram. The analysis seeks to understand the extent of involvement of the north Indian audience and the percentage of women who are thus affected due to the same.

**Keywords:** *Infidelity, Daily Soaps, Women’s portrayal, TRP ratings, Fan Pages.*

## **AN INTERPRETIVE ANALYSIS OF VISUAL MOTIFS, COLOUR PALETTE AND NARRATIVE STYLE IN WES ANDERSON'S MODERN FILMOGRAPHY**

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### **Abstract**

This interpretive analysis examines the intricate relationship between visual aesthetics and thematic depth in the modern filmography of Wes Anderson notably his recent five films; *The Phoenician Scheme* (2025), *The Wonderful Life of Henry Sugar* (2023), *Asteroid City*(2023), *The French Dispatch* (2021) and *Isle of Dogs* (2018). The study focuses on three key stylistic elements: visual motifs, colour palette and narrative style. This analysis emphasizes that recurring visual motifs and mise-en-scene such as symmetrical compositions , paraphernalia (objects as emotional anchors), costumes and meticulously arranged set designs are not just Wes Anderson's mere signature style. Instead they serve to externalize the internal state of his characters, reflecting their yearning for order and control in a chaotic and unpredictable world. Furthermore, the paper explores how Anderson's deliberate and often highly saturated colour palettes function as a form of non-verbal storytelling. These colour schemes create an idealized, almost theatrical reality, underscoring themes of nostalgia, memory, and the artificiality of the human experience. This study also deconstructs Anderson's unique narrative style, which often employs voice-over narration, episodic structures and blank dialogues. This approach creates a sense of detachment, allowing the audience to observe the characters from a carefully curated distance. This narrative distance, however deepens our understanding of the films' emotional core, highlighting moving themes of family dysfunction, lost innocence, and the search for belonging. In conclusion this paper argues that Wes Anderson's films are more than just stylish. They use visual motifs, colour palettes, and narrative techniques in a deeply intentional way. Every aesthetic choice like a symmetrical shot or a specific colour is a key part of telling the story and revealing the characters' inner lives. Essentially, his style isn't just for show; it's a crucial part of the storytelling itself, creating an integrated and meaningful cinematic world.

***Keywords:*** *Colour Palette and Storytelling, Narrative Style in Film, Voice-over Narration, Episodic Structures*

**BEYOND ROMANCE AND COMEDY: SUPERSTITION VERSUS  
RATIONALITY IN PELLICHOOPULU**

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**Abstract**

#Pellichoopulu (2016), which is officially titled with a hashtag, is widely praised as a welcome romantic comedy in Telugu cinema for its humorous portrayal on love, ambition, and enterprise. The movie is about Chitra, a driven and ambitious woman, and Prashanth, a carefree aspiring chef, who meet through an arranged marriage and end up working together to run a food truck. This essay argues that Pellichoopulu contains a nuanced yet significant critique of superstition and generational belief systems. The movie's older characters, who believe that fate is the primary source of direction for important decisions, represent Indian society's emphasis on astrology, fate, and ritual, particularly its marriage practices. Ironically the scenes unfold in such a way that rationality ultimately prevails.

This study shows how Pellichoopulu contrasts generational worldviews without ever becoming didactic by closely examining five pivotal scenes. The film's deeper exploration of cultural tensions between faith in fate and confidence in rational action underscores how everyday life becomes a negotiation between tradition and modernity. By reframing Pellichoopulu beyond its rom-com surface, this study highlights how cinema can subtly critique superstition while reflecting generational change in Indian society.

**Keywords:** *Pellichoopulu; superstition; Indian cinema; rationality; film analysis*

**BEYOND THE STEREOTYPE: DECONSTRUCTING THE  
"MEN WILL BE MEN" ADS**

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**Abstract**

This research analyzes the "Men Will Be Men" advertising campaign by Seagram's Imperial Blue, examining its long-running success through a narrative lens. The Research explores how the campaign uses humorous, slice-of-life narratives to build a brand identity centered on relatable male behavior, often with a cheeky or awkward twist. The study investigates how these ads function as a form of corporate storytelling, creating a consistent and memorable identity for the brand.

Through a critical analysis, we argue that the campaign's success lies in its ability to present a form of counter-narrative that normalizes and finds humor in male imperfections, rather than portraying an aspirational, flawless masculinity. However, the research also discusses the ethical dimensions of this practice, questioning whether the campaign, while humorous, might unintentionally reinforce certain gender stereotypes by simplifying male identity. The findings highlight the complex role of humor in advertising and how a brand can build a lasting connection with its audience by using simple, consistent narratives that resonate with cultural norms.

**Keywords:** *Advertising, Narrative Analysis, Brand Identity, Corporate Storytelling, Masculinity, Gender Stereotypes, Humor in Advertising*

**CINEMA AS CULTURAL NARRATIVE: JUSTICE, IDENTITY, AND RESISTANCE  
IN THE FILM JAI BHIM (2021)**

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**Abstract**

*Jai Bhim* (2021), directed by T. J. Gnanavel, transcends the boundaries of conventional courtroom dramas to emerge as a compelling socio-political commentary deeply embedded in the cultural fabric of Tamil Nadu. Based on a real-life incident involving the custodial death of a tribal man and the legal battle that followed, the film deftly interweaves themes of **caste-based discrimination, tribal marginalisation, and structural injustice**, all of which remain pressing issues within Indian society. Set against the backdrop of the **Irular tribe's lived realities**, *Jai Bhim* offers a rare cinematic portrayal of a community that exists on the peripheries of both state recognition and cultural representation. Through its powerful storytelling, character development, and visual composition, the film not only humanises the experiences of the oppressed but also exposes the deep-rooted social hierarchies and institutional violence that perpetuate their suffering. This paper aims to analyse *Jai Bhim* through a cultural studies framework, drawing on narrative analysis, visual semiotics, and socio-historical referencing. It explores how the film acts as both a cultural document that preserves and presents the voices of the marginalized, and a political artefact that challenges hegemonic structures. In doing so, the study also highlights the film's role in furthering Dalit-Bahujan discourse, critiquing the dominant narratives in Tamil cinema, and reclaiming space for indigenous and lower-caste representation. Ultimately, *Jai Bhim* is not merely a cinematic experience—it is a call to consciousness, urging audiences to confront the uncomfortable truths of caste, state violence, and systemic exclusion. It reaffirms the potential of cinema as a tool for **social transformation**, cultural assertion, and political resistance.

**Keywords:** *Tamil cinema, Jai Bhim, caste oppression, Irular tribe, tribal identity, social justice, cultural resistance, legal activism, visual semiotics, systemic injustice, Tamil Nadu culture, Ambedkarite ideology, representation in film, marginalised communities*

**CINEMATIC STORYTELLING AS SOCIAL ACTIVISM: A STUDY OF TAMIL  
FILMS FROM K. BALACHANDER TO MARI SELVARAJ**

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**Abstract**

This study explores the evolution of socially conscious storytelling in Tamil cinema by analyzing the works of two eminent filmmakers Mr. K. Balachander and Mr. Mari Selvaraj. Through a comparative content analysis of selected films, the research traces the shift from subtle social critique in Balachander's urban, middle-class narratives to politically assertive caste-centred storytelling in Selvaraj's rural, grassroots cinema. This transformation reflects the changing socio-political context of Tamil Nadu and the growing need for cinema as a medium of resistance and voice for the marginalized. The research draws upon theories of film studies, subaltern studies, and cultural representation, aiming to contribute to ongoing discussions around cinematic activism and representational politics in Indian cinema.

**Keywords:** *Tamil cinema, K. Balachander, Mari Selvaraj, social change, caste, gender, storytelling, content analysis, cinematic representation, subaltern studies.*

## **CITIZEN JOURNALISM AND THE PORTRAYAL OF CYBERCRIME VICTIMS: A NARRATIVE AND FRAMING ANALYSIS**

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### **Abstract**

The rise of citizen journalism in digital spaces has transformed the discourse on cybercrime, shifting the focus from traditional media narratives to stories created and shared by ordinary citizens. While mainstream journalism often frames cybercrime through institutional and legal perspectives, citizen journalism emphasizes personal voices, lived experiences, and grassroots interpretations of victimhood. This study investigates how cybercrime victims are represented in citizen-generated narratives and the implications of these portrayals for public perceptions of digital safety, justice, and empathy. Grounded in framing theory and narrative analysis, the research adopts a qualitative approach, combining thematic content analysis of citizen journalism blogs, vlogs, and social media reports with in-depth interviews of individuals who reported cybercrime incidents through citizen-led platforms. Findings indicate that citizen journalists tend to highlight emotional, moral, and community-centered dimensions, contrasting with the more objective tone of mainstream media. While these narratives amplify victims' voices, they also risk sensationalism, raising concerns around authenticity, ethical responsibility, and the power of selective framing. This paper argues that citizen journalism plays a dual role: democratizing storytelling by foregrounding marginalized cybercrime victims while simultaneously exposing them to potential distortion through algorithmic amplification and subjective framing. The study contributes to broader debates on media ethics, participatory journalism, and digital justice, underscoring the need for frameworks that balance authenticity, empathy, and truthfulness in the portrayal of cybercrime victims.

***Keywords:*** *Citizen Journalism, Cybercrime Victims, Framing Theory, Narrative Analysis, Digital Storytelling*

**COLOR NARRATIVES IN TAMIL CINEMA: A MISEK FRAMEWORK  
STUDY OF MOVIE PETTA**

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**Abstract**

Color in Tamil cinema goes beyond being an element of visual spectacle; it is also a powerful medium of symbolic communication shaping narrative and audience perspective. This research paper examines the use of color in Karthik Subbaraj's *Petta* (2019) through Richard Misek's framework on chromatic cinema, which highlights the historical evolution of color grading and the conscious decisions filmmakers make regarding its application (Misek, 2010). The study analyzes how *Petta* employs color to differentiate temporalities—contrasting flashbacks with the present—to construct distinct visual atmospheres, external settings, and emotions such as anger, nostalgia, and mystery. By analysing these visual strategies, the paper argues that color operates as an agent of narrative clarity and thematic depth, deepening character development while enhancing viewer experience. Furthermore, situating *Petta* within the larger context of Tamil cinema's innovations, this research demonstrates how commercial films integrate nuanced visual theory into mainstream storytelling.

***Keywords:*** *Color theory, Visual aesthetics, Narrative, Tamil cinema, Petta.*

## **COSPLAY, CULTURE, AND COMMERCE: THE EXPANDING ANIME AND MANGA MARKET IN CHENNAI**

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### **Abstract**

Anime and manga have taken the world by storm, becoming major players in both culture and the economy. This study dives into the fascinating connection between cosplay, culture, and commerce within Chennai's growing anime and manga scene. We gathered insights from 250 young adults through questionnaires and focus groups, analyzing their consumption patterns, cultural adaptations, and shopping habits using statistical methods. The results reveal that anime and manga are more than just entertainment; they act as markers of cultural identity, shaping lifestyles, fashion choices, and consumer behavior. Cosplay emerges as a unique blend of cultural expression and commercial opportunity, linking fans to merchandise, events, and brand collaborations. The youth in Chennai are creatively adapting Japanese media to fit their local context, which is fueling a vibrant market for collectibles, clothing, conventions, and digital content. This study sheds light on how global media influences the consumer behavior of young people in emerging markets, providing valuable insights for marketers, event planners, and those in the creative industries. Future research could expand to other Indian cities to better understand the wider commercial effects of anime and manga.

***Keywords:*** *Anime and Manga Consumption; Cosplay and Identity Formation; Youth Consumer Behavior; Transnational Media and Local Culture; Fandom and Creative Industries; Cultural Marketing in Emerging Markets*

## **CREATIVITY AND GENDER ROLES IN TAMIL TELEVISION ADVERTISING: AN EXPLORATORY STUDY OF CONSUMER PERCEPTIONS IN CHENNAI**

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### **Abstract**

"First impression is the best impression"—a principle central to advertising—frames the way television commercials seek to capture audience attention and build strong brand recall. Television advertising continues to play a powerful role in shaping consumer culture and reinforcing or challenging social norms. Regional television ads often rely on creativity to capture audience attention and build brand recall. At the same time, these ads frequently embed implicit or explicit messages about gender roles. While earlier portrayals largely reinforced traditional stereotypes, recent trends suggest a gradual shift towards more progressive and balanced representations. The present study investigates the intersection of creativity and gender representation in Tamil television advertising, with a focus on consumer perceptions and societal impact in Chennai.

The research aims to analyze how creative strategies—humor, emotional storytelling, cultural references, and visual innovation—are used to either reinforce or subvert gender stereotypes. The study adopts an exploratory design and employs a mixed-method approach. Content analysis of a sample of Tamil television advertisements was conducted to identify creative strategies and gender portrayals. The research identifies how creativity significantly influences audience engagement and brand perception.

The study highlights creativity's dual role: it can act as a progressive tool that promotes gender equality and it is used as an existing norm of commercial role. One of the typical examples is that the educated and employed section of people in cities have started realising the fact that the concept of cooking and cleaning is part of life skills and not mere gender roles. This is broadly pervading in the society, in effect. Current time ad campaigns reflect this philosophy more.

***Keywords:*** *Consumer perception, Creativity, Cultural representation, Gender roles, Influence, Tamil television ads*

## **CRIME AS ASPIRATION: JUSTIFICATION OF ILLEGALITY & WHITE COLLAR CRIME IN LUCKY BHASKAR**

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### **Abstract**

This paper explores the glorification and justification of illegality and white-collar crimes in *Lucky Bhaskar* (2024). In order to comprehend how the protagonist's transition from an Unlucky middle-class worker to a white-collar criminal is presented as both aspirational and justified. It makes the case that the way Bhaskar is portrayed in the movie softens the audience's impression of his misdeeds by making him a likeable character whose hardships they can relate to. The film blurs the line between risk-taking and criminality by using exaggerated images of fraud, gambling, and money laundering to present illegality as an appealing shortcut to a better life. Bhaskar's actions are never fully criticized because of the film's use of moral ambiguity, which makes unethical behavior seem normal and even increases the attraction of white-collar crime.. Using narrative and thematic analysis, this paper explores how cinematic techniques - character construction, stylized violence, and moral ambiguity - contribute to normalization of unethical behaviour.

***Keywords:*** *Illegality, white-collar crime, cinematic techniques.*

## **CULTURAL CONFORMITY VS. AGENCY: REPRESENTATIONS OF THE MODERN WOMAN IN BOLLYWOOD CINEMA**

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### **Abstract**

Cinema being the most powerful tool in shaping and reinforcing the values of society, also creates space for change and new identities. In India, Hindi cinema, the so called Bollywood, having a wide range of audience plays an influential role in the cultural industry especially in the representation of the society particularly on how women are seen — both within families and in wider social life. The study is grounded on how film portrays the conflict between inherited tradition and contemporary assertions of individuality, especially for women who are caught between cultural expectations and their own sense of freedom.

The research explores how Bollywood continues to build the image of the “ideal bahu/beti” while also presenting women as independent figures, and what contradictions or compromises appear in these portrayals.

The research focuses on women’s struggles for dignity and autonomy in cinematic spaces, and considers how their independence is often framed within traditional boundaries. Analysing through qualitative methodology by purposefully sampling across the post-feminist period. The study adopts Multimodal Discourse Analysis (MDA) to interpret visuals and dialogues to understand the underlying patterns.

The study aims to trace how women’s agency is portrayed in layered ways — whether it leans toward cultural conformity or gestures toward resistance. The Bollywood narratives, while often tying empowerment to tradition, also open up moments of challenge that allow us to rethink what it means to be a “modern woman” today.

***Keywords:*** *Indian Cinema, Bollywood, Gender Representation, Multimodal Discourse Analysis*

## DECODING THE DIGITAL LIVES OF DRAVIDIAN POLITICAL SYMBOLS IN TAMIL NADU

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### **Abstract**

The digital transformation of Tamil Nadu's political landscape has brought the iconic symbols of Dravidian parties into new online arenas, yet academic attention to this shift remains limited. This study investigates how Dravidian party symbols—framed as collective symbols through Lasswell's theory—are adapted, disseminated, and reinterpreted in the digital space, specifically on Twitter. Focusing exclusively on the official Twitter handles of DMK and ADMK, the research aims to identify these collective symbols, analyze the dynamics of their digital propagation, and uncover their role in constructing political identities online. Combining Lasswell's theoretical lens with visual rhetoric analysis, the study systematically examines both tweets and images to decode the strategic use and transformation of symbols in digital political communication. This research offers a deeper understanding of how Dravidian parties leverage symbolic communication on social media to influence digital identity-building and sustain political engagement in contemporary Tamil Nadu.

***Keywords:*** *Dravidian parties, Collective symbols, Lasswell, Visual rhetoric, Political communication, Social media, Digital identity, Tamil Nadu politics*

## DIGITAL MUSIC'S IMPACT ON YOUTH CULTURE IN CHENNAI

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### **Abstract**

This study looks at how digital music affects the youth culture in Chennai. The main aim is to understand how online music platforms and social media change the way young people listen to music, spend their time, and interact with each other. The objectives are to (i) find out how digital music influences young people's identity and lifestyle, (ii) study their music listening habits, and (iii) see how it affects their social life and behaviour. The research used both surveys and interviews. A total of 300 young people aged 16–25 from colleges and music groups in Chennai were surveyed to know what kind of music they listen to and how they use online music apps. In addition, 20 participants were interviewed to get a deeper understanding of their personal experiences, friendships, and how music affects their daily life. The study also looked at some popular music apps and local online music communities to understand trends like playlist sharing, exploring new music, and creating music online. The findings show that digital music has a strong effect on young people in Chennai. It influences their choices in fashion, language, and hobbies. It also helps them connect with friends, discover new cultures, and express themselves in new ways. Digital music is clearly shaping how young people live and interact today, showing its growing importance in youth culture.

***Keywords:*** *Digitization of music, Listening habits, preferences, community engagements, balanced consumption.*

**DIGITAL STORYTELLING IN VERNACULAR JOURNALISM:  
RURAL YOUTH RESPONSES TO COVERAGE OF VIOLENCE IN  
EXTRAMARITAL RELATIONSHIPS**

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**Abstract**

Media framing research demonstrates that the portrayal of relationships and violence can significantly influence public perceptions of morality, ethics, and gender (Entman, 1993). In vernacular digital journalism, reporting on extramarital relationships frequently adopts sensationalized or moralizing narratives, which may shape audience attitudes in subtle yet powerful ways. Despite extensive study of media influence in broader contexts, the responses of rural youth to such narratives remain underexplored.

This study investigates how young adults in rural Sivaganga District, Tamil Nadu, interpret digital news coverage of violence associated with extramarital relationships. Using a structured survey, data were collected from young adults aged 18–30 to examine their emotional, ethical, and cognitive reactions to vernacular media narratives. The study explores how exposure to these stories affects their opinions on the justification of violence, moral perceptions of infidelity, and broader social attitudes.

Findings suggest that rural youth negotiate media messages through a blend of cultural norms and digital media influences, simultaneously reflecting acceptance, critical assessment, and moral reasoning. By situating these responses within frameworks of media framing, audience studies, and digital storytelling, this research provides insights into rural engagement with sensitive social issues, the ethical responsibilities of journalists, and the importance of enhancing media literacy in underrepresented communities.

**Keywords:** *Digital Storytelling, Vernacular Journalism, Rural Youth, Extramarital Relationships, Violence, Media Framing, Ethics, Media Literacy.*

**ECO-FEMINISM AND ADVERTISING IN THE 21ST CENTURY: GLOBAL  
VISIONS, LOCAL CHALLENGES, CULTURAL CONTRADICTIONS,  
AND THE PORTRAYAL OF WOMEN**

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**Abstract**

Women, often regarded as the primary caretakers within families and communities, remain at the frontline of both ecological and societal crises. As nurturers, workers, and nation-builders, their roles are deeply intertwined with the sustainability of everyday life. Yet, throughout history, women have been subjected to media portrayals that undermine their agency and reduce their identities to narrowly defined stereotypes. Among these, advertising stands out as a powerful cultural force that commodifies the female body, transforming it into a commercial object and positioning women predominantly as symbols of glamour, desire, and consumption. This paper explores how modern advertising constructs women within consumer culture, examining the dual impact of such portrayals. On one hand, advertisements elevate women as aspirational figures, central to lifestyle branding and the promotion of consumer ideals. On the other, they simultaneously perpetuate reductive stereotypes that objectify women and disconnect them from their real-world roles as decision-makers, nurturers, and ecological stewards. By adopting an **eco-feminist** lens, the study critically investigates the intersection of gender, ecology, and media representation. Advertising not only reshapes cultural perceptions of femininity but also normalizes unsustainable patterns of consumption. It highlights the broader implications for social values, consumer behaviour, and environmental consciousness in a globalized context. Ultimately, the paper argues that challenging the stereotypes of women in advertising is not only a gendered concern but also a pressing ecological necessity, with significant consequences for achieving sustainable futures.

***Keywords:*** *Eco-feminism, Gender representation, Advertising stereotypes, Objectification of women, Consumer culture, Environmental consciousness.*

**EMOTIONAL RESONANCE AND HUMOR IN POLITICAL MEMES OF TAMIL  
NADU: IMPACT ON LEADER POPULARITY AND CRITIQUE**

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**Abstract**

This research explores the use of emotional resonance and satire in political memes circulating within Tamil Nadu. It examines how memes function as a medium of both endorsement and critique, shaping the popularity of political leaders while simultaneously enabling sharp political commentary. By analysing meme content across diverse social media platforms, the study highlights the dual role of comedy in emotionally engaging audiences and influencing public perception as well as political discourse. The findings underscore the significance of satirical memes in the contemporary digital political landscape of Tamil Nadu, demonstrating their impact on political narratives, leader image construction, and the formation of public opinion.

***Keywords:*** *Political memes, satire, emotional resonance, Tamil Nadu, social media, political discourse, leader popularity, public opinion.*

## **EMPIRICALLY INVESTIGATING GEN Z CHILDHOOD TRAUMATIC MEMORIES THROUGH AI GENERATIVE 3D ANIMATIONS.**

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### **Abstract**

This empirical investigation focuses on Gen Z's negative traumatic childhood memories, which are essentially transformed into a re-imagined generative AI animated video focusing on positive memory reconstruction. Integrating the principles of Cognitive Behavioural Therapy (CBT) with AI-generated video-based interventions as a modern technique in therapeutic areas. In a clinical setting, Post-Traumatic Growth (PTG) based advanced AI therapy and animated CBT instruments focused on measurable therapeutic outcomes were overlooked, particularly in rebuilding Gen Z's resilience. To address this, a mixed-method approach from purposive sampling of participants, n=25, focusing on 5 major aspects: (1) Participants' mental health status, (2) Childhood trauma history, (3) PTG elements, (4) CBT readiness and (5) AI animation technological acceptance. The research inclined more towards qualitative evidence gained through Multimodal Discourse Analysis (MDA) and to evaluate the Gen Z therapeutic acceptance of AI 3D animation tool interventions through quantitative measurements using the Technology Acceptance Model (TAM). The original transcripts acknowledge pain, which is then reframed into a brighter Generative AI animated visual tool, uplifting confidence, strength and self-awareness, showcasing a positive transition for PTG. The TAM analysis provides practical evidence with therapeutic usefulness,  $M=4.08$ ,  $SD=0.62$ , indicating Gen Z's potential therapeutic acceptance for AI-generated memory reframing willingness, as it can create an effective scope of narrative foundations in the advancement of digital innovations in CBT therapeutic evaluations. This study demonstrates the importance of childhood perception and willingness to channel traumas through the generative AI animated visuals. This can help build resilience to cope with traumatic childhood memories for Gen Z.

***Keywords:*** *AI Animated video, Generation Z Mental Health, Post-traumatic Growth, Cognitive Behavioural Therapy, Traumatic Childhood Memory, 3D Animation.*

## **FROM PLATE TO POST: THE IMPACT OF INSTAGRAM'S ALGORITHM ON THE PERFORMANCE OF AUTHENTICITY IN FOOD NARRATIVES**

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### **Abstract**

In the age of digital media, the representation of food has transcended beyond the boundaries of traditional cookbooks, entering the visual and highly curated realm of social media platforms. Instagram, with its highly visual interface, has become a significant arena for food narratives, where culinary experiences are not just shared but also meticulously crafted to fit within the aesthetic norms of the platform. The way food is portrayed on Instagram has a direct impact on how audiences perceive the authenticity of these representations and the overall narrative being shared.

Instagram has emerged as a dominant platform for food narratives, shaping how culinary stories are created, shared, and consumed. Its algorithm prioritizes visual quality, engagement, and curation, which directly influences the visibility and performance of food-related content. As a result, authenticity — traditionally associated with unfiltered, genuine experiences — is increasingly challenged by the pressure to optimize content for algorithmic favourability.

This study investigates the impact of Instagram's algorithm on the performance of authenticity in food narratives and examines how creators and audiences navigate the tension between visual curation and genuine storytelling.

***Keywords:*** *Audience Perception, Algorithmic Visibility, Authenticity, Food Narratives, Instagram, Digital Storytelling.*

## **GAMING LITERACY AND DEPENDENCY: A REVIEW OF VIDEO GAME ADDICTION AND ITS IMPACTS**

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### **Abstract**

The concept of gaming literacy, understood as the skills, knowledge, and cultural practices associated with engaging in digital games, has gained prominence in recent years as video games have become an integral part of global entertainment and social life. While gaming literacy enables players to navigate virtual worlds, build communities, and enhance problem-solving skills, it also intersects with the darker dimension of dependency. Excessive engagement can lead to video game addiction, a condition defined as repetitive and compulsive gaming behavior that interferes with multiple aspects of daily functioning.

With technological advancements making gaming accessible across devices, the prevalence of gaming-related dependency has risen, positioning it as a significant public health concern. Research highlights neurobiological parallels between video game addiction, substance abuse, and gambling, alongside associations with depression, anxiety, and social difficulties. This review examines the mechanisms underlying video game addiction, interrogates whether it constitutes a clinically recognized addiction, and identifies the key signs and symptoms of dependency. Furthermore, it explores the consequences of excessive gaming and considers available treatment approaches. Drawing on peer-reviewed studies and reliable sources such as PubMed and ScienceDirect, this article situates video game addiction within the broader discourse on gaming literacy, emphasizing the dual role of digital play as both a cultural skillset and a potential source of behavioral risk.

***Keywords:*** *Video game, Health, Addiction, Gaming Literacy, Media Literacy*

**ILLUMINATING CONTRASTS: A COMPARATIVE STUDY OF P.C. SREERAM'S  
CINEMATOGRAPHIC VISUAL STYLE ACROSS DRAMA AND  
SCIENCE FICTION GENRES**

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**Abstract**

This study presents a comparative analysis of the visual style of the eminent Indian cinematographer P.C. Sreeram, focusing on his work within two distinct film genres: drama and science fiction. The research investigates how Sreeram's signature cinematographic techniques, including lighting design, framing composition, camera movement, and color orchestration, are adapted to fulfill the unique aesthetic and narrative needs of each genre. Employing qualitative film analysis and semiotic methods, selected films from both genres were examined to identify recurring stylistic motifs and deviations tailored to genre conventions. The findings reveal that while Sreeram maintains a consistent artistic vision through his use of naturalistic lighting and dynamic camera work, he effectively modulates these elements to enhance the emotional depth in dramas and the futuristic atmosphere in science fiction films. This duality underscores Sreeram's versatility and his contribution to expanding the visual language of Indian cinema. Furthermore, the study situates his work within the broader discourse of contemporary cinematographic practice, illustrating how a filmmaker's visual style can simultaneously embody personal signature and genre-specific demands. The implications of this research advocate for greater scholarly attention to cinematographers' role in shaping film genres and offer a nuanced understanding of the interplay between artistry and genre mechanics in cinematic storytelling.

***Keywords:*** *P.C. Sreeram, cinematography, visual style, film genres, Indian cinema, lighting design, camera movement.*

**IMPACT AND CRITICAL ANALYSIS OF A RECENT PONDS TV  
ADVERTISEMENT: GENDER EQUALITY PERSPECTIVES AMONG  
COLLEGE GIRLS IN CHENNAI**

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**Abstract**

Advertising is the best way to change society. It has a powerful capability to register everything in the minds of the audience. Nowadays, ad agencies are keen to highlight the new trends by showing these novel content and images that will automatically reach the target audiences' mind. In addition to that, they are trying to break the stereotypical society but without affecting the traditional culture and the sentimental values.

Yes, of course, gender equality plays a major role in shaping society. The yesteryear generations do the stereotypical roles as defined to them. But whereas contemporary society expects few changes in the given roles that are allotted to them. "Gender equality" thus plays a key role in sculpting these young generations. The media takes few steps to change the youth by showing the expected role changes among the society.

When compared to olden days, this current generation of youngsters understand the practical difficulties of the females and they pave or give way for their empowerment.

Due to the technological advancements and practical difficulties both genders are necessitated to work in order to take their family to the next level. Keeping it in mind, males are also accepting and gradually facilitating the females to study and excel in their lives, thus enabling them to become financially independent. Since this study focuses on Tamil audience and the recent Tamil TV Advertisement. Through content analysis and audience surveys, the research explores how the advertisement either reinforces or challenges traditional gender norms and what it communicates about women's roles in society. The study also assesses the potential impact of such advertisements on the attitudes of Tamil viewers toward gender equality in professional spheres.

***Keywords:*** *Critical analysis, College girls, Gender equality, Impact, Perspectives, Ponds TV ad.*

**IMPACT OF DIGITAL MEDIA: A PSYCHOLOGICAL COLLAPSE THROUGH  
HYPERREALITY IN *FOOL ME ONCE*.**

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**Abstract**

Every medium in life carries a binary lens which is their strength and limitations. The media is no exception. Digital Media is a reflection of reality and a source for transparency. On the other hand, it also fabricates the truth which ends up creating an everlasting trauma in people's lives. Through the Web Series, *Fool Me Once*, adapted by Danny Brocklehurst from Harlan Coven's (2016) novel of the same name, which shows how a former military pilot suffers with PTSD (Post-Traumatic Stress Disorder) and the contribution of media adding up, turned her life upside down. This paper explores how digital media plays a crucial role in revealing the reality to the society and highlights how the very same ends up creating a Hyperreality which develops the mental imbalance in the human minds. This research aims to analyse how the falsification of digital media has a deeper impact in the human psyche. Using psychoanalysis, this study traces the in-depth scare created in the human minds because of digital corruption.

***Keywords:*** *Digital Media, Reality, Corruption, Human psyche, Psychoanalysis, PTSD*

## **INDEPENDENT CINEMA FOR SOCIAL CHANGE AND ACTIVISM: A CASE STUDY OF ANAND PATWARDHAN'S JAI BHIM COMRADE**

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### **Abstract**

Anand Patwardhan is one of the prominent faces of Indian independent documentary makers. He has been a voice of the underprivileged and the forgotten. (Singh, B., & Bhargava, A. 2002). He is known for his documentary films like *In the Name of God* (1992), *A Narmada Diary* (1995), and *Reason* (2018), and many more. Being an independent filmmaker, Anandhan Anandhan's story has always been about fighting for social change and being active. This study uses *Jai Bhim Comrade* (2011), directed and produced by Anand Patwardhan, as a case, which deals with the Indian caste system and oppression of the Dalit community. Through the discourse analysis, this study examines the documentary as a representation of independent cinema, which advocates for the rights of suppressed people and supports the Dalit. Though this film was released in 2011, the problem that is addressed through the movie still remains relevant to the current situation in India, and there were limited scholars who discussed this movie. By situating Patwardhan within the discourse of independent Indian documentary practice, the paper argues that his film, *Jai Bheem Comrade*, not only documents dissent but also intervenes in the public sphere as an act of resistance.

***Keywords:*** *Anand Patwardhan, documentary film, activism, Dalit movement, independent cinema*

**INFLUENCER CULTURE IN THE DIGITAL ERA: A STUDY ON THE ROLE OF  
VIRTUAL AND HUMAN INFLUENCERS IN SHAPING CONSUMER TRUST AND  
PURCHASE INTENT.**

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**Abstract**

The advent of virtual influencers (computer-generated characters with carefully chosen personalities) has brought about a paradigm shift in the way brands interact with consumers in the quickly changing world of digital marketing. The comparative effects of virtual and human influencers on the three main facets of consumer behaviour such as trust, engagement, and purchase intent are examined in this theoretical study. This study investigates the differences in perceived authenticity, emotional resonance, and persuasive effectiveness between these influencer types, drawing on well-established theories in parasocial interaction, source credibility, and consumer psychology. The study also looks into how consumer response is moderated by demographic and psychographic factors. The paper attempts to shed light on the changing dynamics of influencer marketing and its consequences for brand strategy in the digital age by conducting a thorough review of the body of existing literature and conceptual modelling. For upcoming empirical research and strategic decision-making in influencer marketing, this study provides a solid foundation.

***Keywords:*** *Virtual Influencers, Human Influencers, Trust, Engagement, Purchase Intent.*

## **LOOKING BEYOND THE LABEL: A SEMIOTIC EXPLORATION OF BABY FOREST PRODUCT PACKAGING**

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### **Abstract**

Consumers are increasingly becoming eco-conscious with exponentially growing awareness and concerns pertaining to the environmental impact of their purchase decisions especially when it comes to kith and kin. There is an evident transition towards conscious, value-driven decisions with ethical, ecological and sustainable choices playing a crucial role. The current research delves into in-depth analysis of the product package design of *Baby Forest* - a personal care brand meant for babies. It examines the visual elements, symbolic cues, cultural motifs and how it resonates with the brand appeal. These pictorial aspects construct meaning, establish identity and stand as an attractive feature for the eco-conscious consumer generation. The research draws the theoretical framework of semiotics to decode the interplay of these visual elements by closely analyzing the intricate design narratives in the natural wellness consumer market. The research shall highlight the core message pertaining to cultural codes, maternal love and natural goodness and offer deep insights on the role of persuasive design in communicating values in the organic personal care sector.

***Keywords:*** *Semiotics, Baby Forest, Packaging, Consumer Perception, Sign, Signified*

## **MEDIA ECOLOGY AND ENTREPRENEURSHIP AN ANALYSIS OF SUSTAINABLE LIVELIHOODS IN TAMIL CINEMA**

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### **Abstract**

Eco-entrepreneurship, which plays vital role with innovative livelihood practices has involved in critical methods to sustainable developments, especially Tamil cinema with in strong socio cultural influence, aid as strong medium for developing ecological awareness and persuade sustainable business models, this study examine about depiction of Eco-entrepreneurship in two films such as Kadaisi Vivasayi (2022) and Boomi (2021),focused eco system and sustainability issues in mass media representation. Using qualitative content analysis methods to identify the key themes like organic farming, water conservation, community-based enterprise, and environmental activism. To complement the textual analysis, Audience perception data is collected through the short survey to assess the film's influence on eco-conscious thinking and entrepreneurial intent. Research findings show that while both films address ecological issues and advocate sustainable practices, they also integrate environmental values into compelling narrations and nurturing awareness and inspire audiences to adopt sustainable values. This study contributes to the developing idea on environmental communication by highlighting the role of cinema in shaping Eco entrepreneurial attitudes

***Keywords:*** *Eco-entrepreneurship, Tamil cinema, sustainable livelihoods, environmental narratives, audience perception.*

**MEDIA, MIND, AND CULTURE: ANALYZING PSYCHOLOGICAL  
STORYTELLING IN CONTEMPORARY TAMIL CINEMA**

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**Abstract**

Tamil cinema plays a significant role in the Indian film industry and has long served as a powerful medium for storytelling and cultural expression. Recent trends indicate a marked proliferation of psychological dramas, now constituting approximately one-fourth of Tamil cinematic productions. These narratives not only reflect societal values but also shape them, influencing public perception and fostering strong emotional connections with audiences. This study employs qualitative research design to interrogate the ramifications of Tamil film narratives, with a particular focus on those entrenched in psychological motifs. The qualitative methods including content analysis and semiotic analysis are employed to identify recurring themes, character constructions, and narrative structures.

***Keywords:*** *Cinema, Culture, Psychology, Semiotics, Audience, Qualitative Research*

## **MOTION AS NARRATIVE: STORYTELLING THROUGH INTERFACE DESIGN**

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### **Abstract**

In this digital age, Interface has evolved from static to dynamic spaces where motion or Animation guides us, informs, engages and connects users emotionally and psychologically. This paper explores the role of Narrative motion in interface design, positioning animation and motion not only as decorative features but as storytelling tools that leverage the user experience. Motion becomes a medium to establish clarity, continuity and make smooth interaction to convey meaning. This study examines how motion in on-boarding, feedback, navigation and brand identity contributes to user-centered story telling. Case studies and Analysis of websites and mobile applications are implemented to understand the benefits and challenges of narrative motion, including accessibility problems and risks of adequate use. This Paper concludes by finding out future directions for AI-Driven personalization and immersive motion experience in Virtual Reality (VR) and Artificial Reality (AR) environments. Eventually, narrative motion provides designers a dominant method to craft more engaging, meaningful and intuitive interfaces.

**Keywords:** *Interface Design, Motion, Narrative, Animation, AR, VR*

## NEWS CONSUMPTION BY YOUNG ADULTS IN THE DIGITAL AGE

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### **Abstract**

News is storytelling and information dissemination. News formats have gone through significant changes because of technological innovations and digitisation. Adaptations in news dispersal has led to global reach and has moved it far away from traditional format and consumption. Media displacement and media advancement has revolutionized information access and engagement activities of young adults. According to Google-Kantar report (2025), 91% of the Gen Z use social media for news consumption and 88% use video platforms which embraces the technological shift. This revolution presents both robust and challenges for journalists to upscale their skills on content creation. This paper analyses the elements in digital news consumption among young adults, quantifying the micro drivers in digital news narratives and consumption.

**Keywords:** *Storytelling, Information Dissemination, Media Displacement, UGT, Young Adults, Digital Narratives*

**PROMOTING AND AWARDING BIASED AND NEGATIVE FRAMING  
NARRATION - A CASE STUDY ON THE AWARD WINNING  
“THE KERALA STORY”**

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**Abstract**

This study critically examines *The Kerala Story*, a film that has attracted both popular attention and national awards for its direction and cinematography despite persistent allegations of factual distortion and cultural stereotyping with negative framing of a particular community (Islam) that thrives in a multicultural environment (Kerala). The movie, *The Kerala Story*, positioned as a political and psychological thriller, employs emotionally charged narrative strategies, selective framing, and aesthetic amplification to reinforce a polarizing interpretation of Kerala's socio-cultural identity. Using a qualitative case study approach, this research draws from media framing theory, narrative persuasion models, and cultural studies perspectives to explore how national recognition can legitimize biased storytelling. In this study (case study), content analysis and textual interpretation are employed to evaluate the film's narrative construction, cinematographic techniques, and ideological subtext. The findings aim to contribute to the discourse on media ethics, cinematic responsibility, and the role of awards in perpetuating misrepresentation. By interrogating the intersection of artistic merit and ideological bias, this study questions whether national awards risk endorsing narratives that undermine cultural pluralism.

**Keywords:** *Cinematography, Storytelling and Cultural Stereotyping*

## **PSYCHOLOGICAL HEALING THROUGH ANIMATED NARRATIVES: STORYTELLING AS THERAPY**

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### **Abstract**

In the contemporary digital age, animation has transcended its traditional role as a medium of entertainment to become a powerful tool for emotional expression and psychological healing. This paper explores how animated storytelling can serve as a therapeutic practice, enabling individuals to process trauma, anxiety, and personal struggles in ways that verbal communication alone often cannot. By analyzing color symbolism, character design, and narrative arcs, the study highlights how animated narratives create safe, imaginative spaces for self-reflection and catharsis. Drawing from psychological theories of narrative therapy and art therapy, the paper investigates how the structure of stories—beginning with conflict, followed by transformation and resolution—mirrors the human process of coping and healing. Case studies of short films and digital animation projects that address themes of grief, mental health, and resilience are examined to illustrate how audiences not only consume these narratives but also emotionally engage with them as participants in the healing process. Furthermore, the paper considers the potential application of animated storytelling in counseling, education, and mental health awareness campaigns. By merging the visual and the psychological, animation becomes more than an art form; it emerges as a bridge between inner experiences and shared cultural narratives. The study argues that animated storytelling, with its unique ability to visualize the invisible, has the transformative capacity to foster empathy, resilience, and psychological well-being in diverse audiences.

**Keywords:** *Animation, Storytelling, Therapy, Psychological Narratives, Healing*

**PSYCHOLOGICAL NARRATIVES IN MEDIA: A CASE STUDY OF  
PROTAGONIST'S TRAUMA IN THE MOVIE - KATRATHU TAMIZH**

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**Abstract**

The media plays a major role in depicting the behavior of each person not only with their attitudes but also with their psychological behavior. Generally, films showcase the psychological behavior of some persons who are affected by mental health discourse such as trauma, resilience, etc., A Person's Character evolves around the atmosphere based upon their family, friends, society and so on. In Tamil Cinema, some of the film analyses the psychological behavior of protagonist as well as antagonist. It shows how the abnormal imbalances of their attitude affect their personal and social life. These psychological imbalances not only reflect the abnormal people but also a person who has been facing emotional breakdown, mental trauma, societal status, relationship problems, inferiority complex. Mostly, these kinds of films have a specific place in Tamil Cinema where people are able to connect these characters with their real life. Some of the iconic characters have created an impact among the audience. Here, this study will be evolving around the film called *Katrathu Tamizh* (2007) directed by Ram where the film evolves around the character named Prabhakaran who is very intellectual and Post graduate in M.A Tamil where he decides to become a Tamil Teacher inspired by his mentor but faces the financial crisis and goes into the depression due to poverty and unemployment. The film beautifully portrays the unsung pain of every youth who faces unemployment issues and facing backlash among the society due to this unexpected event around his life he becomes a psychopath. This Study is based on Case Study method and involves qualitative research.

***Keywords:*** *Psychological behavior, Attitude, Protagonist, Emotional Imbalance, Society Inequality.*

## **RAVANA BETWEEN MYTH AND MOVIE: A CULTURAL AND CINEMATIC ANALYSIS OF THE STEREOTYPICAL LENS IN DEPICTING THE KING**

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### **Abstract**

Film holds a central place in shaping cultural narratives because it is one of the most powerful mediums of mass communication. Ravana, the ten-headed king of Lanka from the Indian epic *Ramayana*, continues to be a dominant mythological figure whose representation in cinema often oscillates between cultural reverence and stereotypical villainy. While the epic offers a multidimensional view of Ravana as a learned scholar, skilled ruler, ardent devotee of Lord Shiva, and tragic hero cinematic portrayals have largely reduced him to a one-dimensional figure embodying arrogance, lust, and cruelty. The study highlights how mainstream cinema employs visual and narrative codes - such as exaggerated physical features, booming laughter, dark costumes, and larger-than-life presence to present Ravana as the ultimate adversary to Rama's virtue. It constructs a moral binary of good versus evil, often privileging Rama's righteousness while flattening Ravana's complex character into a symbol of male dominance and moral corruption. The repetition of these stereotypes across decades cultivates a fixed, negative perception of Ravana that overshadows alternative readings of his character. Nevertheless, some regional and contemporary films attempt to subvert this narrative by reimagining Ravana as a misunderstood king or a tragic hero, opening critical space for more nuanced interpretations. By situating Ravana between myth and movie, this paper argues that film plays a decisive role in both preserving and distorting mythological identities. It demonstrates how cinematic portrayals not only reflect but also actively shape cultural memory, ensuring Ravana's enduring presence as a symbolic yet stereotyped figure within Indian imagination.

**Keywords:** *Ravana, Ramayana, mythological cinema, Myth and Semiotics, Representation Theory, stereotypes, cultural memory, villain representation, Indian films, cinematic analysis*

## READING THE BOUNDARIES OF SAVARNA WOMEN'S AGENCY THROUGH INDIAN COUNTER-NARRATIVE FILMS

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### **Abstract**

Counter-narrative films in India interrogate the intersections of caste privilege, patriarchy, and women's agency, exposing how savarna (upper-caste) women experience oppression despite their social status. This paper examines two films—Satyajit Ray's "Devi" (1960) and Anubhav Sinha's "Thappad" (2020)—to illustrate the paradoxical burdens of caste privilege. "Devi" portrays a young woman entrapped within religious and patriarchal authority, where deification becomes a tool of subjugation. In contrast, "Thappad" highlights the limited space available for savarna women to protest against violence, as Amrita's attempt to leave her marriage after a single act of abuse subjects her to shame and resistance from family and society. Her struggles are juxtaposed with her maid, who, despite belonging to a marginalized caste and class, resists abuse more freely and without comparable scrutiny. These films demonstrate how counter-narratives unsettle cultural memory and reveal the uneven possibilities of resistance shaped by caste, class, and gender.

**Keywords:** *Counter-narrative films, patriarchy, caste privilege, women's agency, Indian cinema.*

## REALMS OF OMORI: A LUDONARRATIVE STUDY OF MEMORY THROUGH FOOD

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### **Abstract**

Layered in the narratives of memory and psychosocial responses, *OMORI*, a psychological horror video game created by indie studio OMOCAT, explores the symbolic and procedural use of food across its three primary realms (Headspace, Real World, and Black Space). Within these shifting realms, food exists not merely as a restorative function but as a complex system of signs that is tied to the emotional states, character relationship and memory spaces. Each space has its own idealisation in accordance with the protagonist, Sunny's, story.

This paper attempts to examine how the game's use of food engages players in a constant interactive loop that reinforces the protagonist's psychological arc. In Headspace, food's whimsical designs and rewarding mechanics reinforce a narrative of idealised memory and psychological escapism. In the Real World, the absence of this ludic comfort and the presence of mundane food reflect themes of loneliness and depression. Finally, in Black Space, the game subverts learned procedural habits, transforming food into a source of psychological horror and trauma.

By foregrounding food as a narrative and ludic device, this study attempts to contribute to the broader conversations on semiotics, procedural rhetoric and the expressive potential of video games in representing complex psychological themes. Through the case of *OMORI*, it demonstrates how the interplay of sign and system can function as a powerful tool for narratology, memory-making, and emotional immersion.

***Keywords:*** *food, memory, realms, narratives, symbolism, procedural rhetoric, psychology, ludic*

## RECONSTRUCTION AND REINTERPRETATION OF INDIAN MYTHOLOGICAL NARRATIVES IN THE CONTEMPORARY CONTEXT

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### **Abstract**

This study analyses how animation in India serves as a powerful narrative tool for communication, cultural preservation, and societal change. It specifically examines how Indian mythology has been reconstructed, disseminated, and reinterpreted for a contemporary audience. Through a thorough analysis of selected Indian animated series, this paper explores the development of animation in India and the narrative tools used to make mythological stories relevant today. The study focuses on the distinctive fusion of tradition and innovation, highlighting how key themes and subjects from ancient Indian mythologies and tales are adapted to resonate with modern viewers. The study hypothesises that this adaptation is crucial for the ongoing vitality of these mythologies, as it bridges the gap between traditional storytelling and modern entertainment expectations. By dissecting the narratives of four key examples- Chhota Bheem, Roll No. 21 and Adventures of Tenali Raman, this research sheds light on the dynamic interplay between tradition and innovation in Indian animation. Due to the broad scope of the subject, this analysis is confined to these specific titles, providing a focused platform for future research.

**Keywords** - *Indian Animation, Mythology in Animation, Narrative Tools, Cultural Preservation*

## REFRAMING MYTH AS POLITICAL ALLEGORY: CASTE AND CLASS IN CONTEMPORARY INDIAN CINEMA

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### **Abstract**

Myths have historically functioned as cultural narratives that legitimize social order and moral values. In the Indian context, epics such as the *Ramayana* and the *Mahabharata* have provided enduring archetypes that continue to shape contemporary discourse. This paper examines how Indian cinema reframes myth as political allegory to interrogate issues of caste and class, focusing on Mani Ratnam's *Thalapathi* (1991) and *Raavan* (2010), and Pa. Ranjith's *Kaala* (2018). Drawing on Roland Barthes' theory of myth as ideological signification and Dalit studies on counter-myths, the analysis highlights how these films subvert traditional narratives by elevating marginalized figures such as Karna and Ravana into heroes of resistance. Through visual symbolism, characterisation, and narrative inversion, the films destabilize hegemonic interpretations of "good" and "evil," foregrounding caste-based exclusion, land struggles, and state violence. By reading these cinematic texts as modern allegories, the study argues that Indian cinema does not simply retell mythology but actively reinterprets it as a tool for social critique. In doing so, it transforms myth from a static cultural repository into a dynamic medium of resistance, allowing suppressed voices to contest dominant ideologies. The paper positions cinema as a contemporary myth-making practice that reimagines epics in the service of social justice.

**Keywords:** *Myth; Political Allegory; Indian Cinema; Caste; Class; Subaltern Studies; Counter-Myths*

**REFRAMING THE SCREEN: PA. RANJITH VISUAL POLITICS AGAINST  
DOMINANT NARRATIVES IN TAMIL CINEMA**

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**Abstract**

Tamil cinema has long been shaped by dominant narratives that privilege upper-caste values, hero-centric storytelling, and homogenized cultural identities. Pa. Ranjith's cinema emerges as a radical departure from these traditions, employing visual politics to foreground marginalized voices and alternative worldviews. This paper, titled *Reframing the Screen: Pa. Ranjith's Visual Politics Against Dominant Narratives in Tamil Cinema*, examines how Ranjith deploys space, music, costume, and symbolism to articulate counter-narratives that challenge mainstream aesthetics. Films such as *Madras* (2014), *Kabali* (2016), *Kaala* (2018), and *Sarpatta Parambarai* (2021) are analysed to trace how Dalit life worlds and subaltern histories are visually represented and reclaimed. By situating marginalized communities at the center of cinematic storytelling, Ranjith disrupts the caste invisibility of Tamil cinema and redefines screen politics. His emphasis on working-class neighbourhoods, Ambedkarite iconography, Gaana music, and alternative masculinities signals a conscious effort to create a cinema rooted in social justice and cultural pride. This paper argues that Ranjith's visual politics not only resists dominant narratives but also reimagines the ideological and aesthetic possibilities of Tamil cinema, positioning his work as a critical intervention in South Asian visual culture.

***Keywords:*** *Dalit Cinema, Counter Narratives, Pa. Ranjith*

## REIMAGINING SUBALTERN NARRATIVES IN JAI BHIM TAMIL FILM

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### **Abstract**

This study explores the Jai Bhim Tamil cinema through a social realist lens, emphasizing how storytelling can be reimagined to amplify the voices of underrepresented and marginalized subaltern communities. Focusing on the Tamil film *Jai Bhim*, it highlights how the narrative centers on the struggles of oppressed tribal groups, bringing their societal issues to the forefront. By adopting a socially conscious storytelling approach, the director transforms traditional narratives to challenge dominant cultural perspectives and expose ongoing social injustices. This reimagining of narrative forms contributes to broader discussions on storytelling futures by demonstrating how media can foster social awareness and promote more inclusive, egalitarian cultural narratives across diverse societies.

***Keywords:*** *Tamil Cinema, Social Realism, Subaltern Studies, Marginalized Communities*

## **THE ROLE OF MEDIA IN CREATING AWARENESS ON RTI ACT AMONG PEOPLE IN CHENNAI**

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### **Abstract**

Media is a key channel in the diffusion of innovation process; Indian citizens often face challenges because they don't have enough political influence or confidence in their understanding (GOI, 2009) of the legal system. This creates a gap between the people and those in power. Right to Information (RTI) Act, 2005 is a powerful tool that enables Indian citizens to access government records and demand transparency. RTI is useful not only for big government policies [macro issues] but also for everyday concerns that directly affect people's lives [micro issues] Deepak Sati (2015). Despite its potential, awareness and utilization of the Act still it remains uneven across different regions and demographic groups. However, for the RTI Act to be effective, people must be aware of their rights and how to exercise them. This study aims to examine the role of the media in creating awareness on the RTI Act and its influence. The Quantitative approach is used in the study adopting a purposive sampling method. The data was collected by a structured questionnaire distributed among a selected sample of Chennai residents. The survey assesses respondents' level of awareness about RTI, their media consumption habits, and the extent to which media content across television, newspapers, social media, and online platforms has influenced their understanding and perception and how the intersection of media influence and public awareness in an urban Indian setting. The findings contribute to the indulgence of how media functions not only as a source of information that also serve as a powerful driver for civic engagement and public empowerment. The study also recommends the practical insights for media professionals, educators, and policymakers seeking to enhance public awareness and utilization of the RTI Act through strategic communication efforts.

***Keywords - Right to Information Act (RTI), Media and Civic Engagement, Public Awareness, Transparency and Accountability***

## **SPEAKING IN FRAMES: IMAGES SHAPE NARRATIVES IN CINEMA**

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### **Abstract**

This paper explores the concept of film language and its role in constructing image-based narratives. Filmmakers craft stories to articulate narratives, the study explores Film language and how film functions as a multi-sensory medium by inter relating visual elements along with sound to construct compelling image narratives. The study analyzes the aspects of cinematic techniques such as Mise en scene, Cinematography, Editing and Sound design that shape viewers perception and emotional response. This powerful use of story telling encompasses wide array of elements including the strategic use of shots, focus and depth of field, type of colour palette used in the film, variety of camera angles applied, aesthetic orientation of lighting techniques, rhythmic structuring through editing, cuts and transitions guiding the narrative flow and pace of the film.

**Keywords:** *Image based narratives, Visual metaphor, Colour Palette, Cinematic framing*

## STAGING STORIES IN STYLE: FASHION SHOWS AS CULTURAL PERFORMANCES AND DIGITAL NARRATIVES

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### **Abstract**

Fashion shows have increasingly transformed into powerful systems of storytelling that expand some distance past their business origins. As choreographed spectacles that merge design, tune, lighting, and movement, they are characterized as appearing arts and narrative vessels, staging memories of subculture, identification, and social exchange. This paper explores the evolving position of style suggests as cultural performances that articulate ancient memory, cope with social recognition, and combine digital innovation to reimagine narrative possibilities. The study draws on case research from International and Indian contexts. Across the world, designers consisting of Alexander McQueen, Dior, Gucci, and Rihanna's Savage & Fenty exhibit how the runway can dramatize issues of environmental problems, feminism, inclusivity, and surreal creativity. In India, designers including Sabyasachi and Gaurav Gupta, in conjunction with projects like Lakmé Fashion Week's Sustainable Fashion Day, spotlight how the runway narrates traditions, revives crafts, and engages with sustainability discourses. Those examples display how fashion suggests embody both heritage renovation and social remark. The paper similarly examines the post-COVID shift to digital and hybrid fashion, suggesting especially FDCI & Lakme's online versions, which increase the runway into digital and participatory spaces. Those digital narratives reconfigure audience engagement, permitting style storytelling to go beyond geographical obstacles and reach worldwide audiences in real time. By situating fashion shows on the intersection of performance theory, cultural studies, and media innovation, the paper argues that they are now not confined to garment shows but have become a platform for narratives that form identification, hold background, and spark communication on urgent social problems. In the long run, style shows stand as dynamic narrative vessels that bridge overall performance and technology, tradition and modernity, thereby contributing to the destiny of storytelling throughout cultures and media.

***Keywords:*** *Fashion Shows, Performing Arts, Storytelling, Cultural Performance, Digital Narratives, Sustainability, and Inclusivity.*

## ANIMATION & MOTION DESIGN AS NARRATIVE TOOLS

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### **Abstract**

Motion design and animation have developed as essential, interdisciplinary fields that extensively contribute to the evolution of visual storytelling. These disciplines blend artistic creativity with advanced technological tools, enabling the effective communication of compelling narratives. Their value lies in their capacity to establish meaningful and expressive connections between creators and audiences, overcoming the limitations of traditional communication methods. In this context, motion design and animation fulfill a wide range of roles, including but not limited to entertainment, education, cultural preservation, and the expression of complex emotional states. Across film, video games, and digital platforms, these fields leverage essential elements such as timing, color, movement, sound, and composition to improve storytelling clarity, foster emotional connection, and craft unforgettable experiences for audiences. Despite these advancements, there is still a research gap in determining how best to use hybrid media forms, including stop motion, motion graphics, 2D/3D animation, virtual reality, and augmented reality, to layer narrative content and visually communicate interwoven storylines, particularly when speaking to diverse audiences from various platforms and cultures. When using these media in educational, cross-cultural, and experiential contexts where traditional narrative structures may not be able to fully utilise technology possibilities, the lack of holistic frameworks has resulted in inconsistent narrative clarity and emotional resonance. Therefore, defining and identifying best practices for using animation and motion design to improve the storytelling process—improving narrative coherence, boosting emotional impact, and reaching broader, multicultural audiences with immersive, adaptive techniques—has been the primary goal of recent research.

This entails examining highly regarded movies, animation snippets, and motion graphics scenes as case studies; Pixar's "Toy Story" is an example of character-driven story arcs, Laika's "Coraline" is an example of the tactile resonance of stop motion, and Spider-Man: Into the Spider-Verse is an innovative blend of 2D and 3D aesthetics. In order to quantify audience response through experimental studies and qualitative surveys, research employs a methodological combination of background investigation, expert interviews, and conceptual modelling, which includes storyboarding, pre-visualisation, and scripting. Research findings highlight several essential principles for the effective implementation of animation, including the use of color and texture to convey emotional implication, the creation of a clear visual hierarchy to guide audience attention, the integration of character design with immersive world-building, and the application of animation principles to control timing and movement. These techniques work together to transform complex subjects into visually coherent metaphors and universally relatable narratives, ensuring that animation not only entertains but also educates, preserves cultural traditions, and inspires audiences. Furthermore, motion

graphics and animated sequences, as powerful narrative tools, have been demonstrated through research to improve attention, retention, and understanding, even in cross-cultural settings.

The implications are significant. Motion design and animation will transform not only entertainment but also marketing, education, and cultural preservation as they develop further, propelled by developments in AI, real-time rendering, and immersive media. These disciplines will provide more opportunities for experience sharing, empathy development, and societal division bridging by embracing multidisciplinary collaboration and creative narrative frameworks. Persuasive, flexible, and globally relevant tales based on the convergence of animation, design, and technology are therefore very promising for the future.

**Keywords:** *Visual storytelling, Motion design, Animation techniques, Interdisciplinary media, Narrative structure, Cultural preservation, 2D animation, 3D animation, Stop motion, Virtual Reality (VR), Augmented Reality (AR), Storyboarding, Character design, Visual, Immersive Experiences, Hybrid media, Technological innovation, Educational media, Artistic expression, Interactive storytelling, and Digital platforms.*

## **STORYTELLING THROUGH DIGITAL MEDIA: A STUDY OF FORMULA ONE TEAMS' USE OF NARRATIVE MARKETING TO BUILD FAN LOYALTY**

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### **Abstract**

Storytelling has long been recognized as a powerful branding tool, with conceptual models highlighting coherence across identity, meaning, and transmedia planning as central to effective narrative building. The aim of this study is to examine the role of digital storytelling in Formula One teams' communications, with a focus on how narrative strategies on Instagram and official websites foster fan loyalty and engagement.

The present study employs a qualitative research design to analyze Instagram posts and official website content from five Formula One teams (McLaren, Mercedes, Ferrari, Red Bull, and Williams) during the 2024 season. This paper attempts to conduct a content analysis to identify recurring narrative themes of fan loyalty, rivalry, heroism, and perseverance. To support this research, open-ended responses from a Google Forms survey of fifty fans across India were examined to explore perceptions of these narratives and their influence on emotional connection and loyalty.

The analysis reveals that carefully framed narratives significantly enhance fan engagement, positioning teams as relatable, aspirational, and representative of specific values. These findings contribute to the academic literature on sports marketing by demonstrating how digital storytelling in Formula One not only communicates brand identity but also strengthens brand–audience relationships. The study further offers actionable insights for teams seeking to deepen fan attachment and sustain engagement through narrative-driven strategies.

***Keywords:*** *Digital storytelling, fan loyalty, formula one, emotional engagement, sports marketing, brand, social media*

## STORYTELLING WITH TECHNOLOGY: IMPROVING INDIAN HIGHER EDUCATION

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### **Abstract**

The changing place of educational storytelling as a pedagogical tool becomes more and more significant with the integration of multimedia and immersive technologies in the context of higher education. This study attempts to explore the prospects of educational storytelling in helping to improve teaching learning practices in Indian Higher Education through analysis of how Immersive Technologies., virtual reality (VR) and augmented reality (AR), can help create experiential, interactive, narrative driven learning environments.

By blending traditional storytelling with multimedia frameworks, the research critically examines how these approaches can foster deeper student engagement leading to better retention and analytical understanding. Based on case studies and pedagogical experiments conducted in universities in India, a narrative based immersive platform is identified as one that effectively helps bridge the gap between theoretical understanding and real life practical application.

The findings further establish the fact that such an inclusive and culturally grounded mode of education through immersive storytelling would hasten the process of creating a modernized Indian higher education system by way of aligning itself with global trends toward digital learning. This paper proposes that multimedia storytelling combined with immersive technology can pave the way for uplifting Indian Higher Education to become learner centered, technologically adaptive, and internationally competitive.

**Keywords:** *Educational Storytelling, Augmented Reality (AR), Virtual Reality (VR), Technology Shift, Interactive Learning*

**THE CINEMATIC CANVAS: A COMPREHENSIVE EXPLORATION OF CINEMA  
AS A THERAPY, EFFECT OF FILM ON EMOTIONAL INSIGHT, HEALING, AND  
PERSONAL WELLBEING.**

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**Abstract**

Cinematherapy, also known as film therapy or movie therapy, was formally coined by Berg-Cross, Jennings and Baruch (1990) is a therapeutic approach that utilizes the power of cinema to promote emotional healing and personal growth. This innovative approach draws upon various psychological theories, including psychoanalysis, cognitive-behavioral theory, and humanistic theory, to help individuals explore their emotions, gain new perspectives, and develop coping skills. This study provides a comprehensive review of the theoretical foundations, historical roots, and practical applications of cinema as a therapeutic tool. Through a critical analysis of existing literature and empirical studies, this study aims to contribute to the growing body of research on cinematherapy and its effectiveness in promoting mental health and well-being. The findings suggest that cinematherapy can be a valuable adjunct to traditional psychotherapy, offering clients a unique and engaging way to explore their thoughts, feelings, and experiences. Further research is needed to fully understand the potential of cinematherapy and its role in enhancing therapeutic outcomes.

***Keywords:*** *Cinema therapy, Film Therapy, Movie Therapy, Psychological Theories*

**THE CONUNDRUM OF REALITY AND REPRESENTATION: THE  
AESTHETICIZATION OF VIOLENCE AND MYTHIFICATION OF CHARACTER  
IN LOKESH KANAGARAJ'S LEO (2023)**

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**Abstract**

Leo (2023) by Lokesh Kanagaraj is a dramatic action thriller that examines the challenges of violence, identity, and reaction. The film, which combines intense physical challenges with compelling storytelling, follows its protagonist as he makes his way through a dangerous world full of conflict and ethical choices. In addition to providing entertainment, Leo, which is renowned for its outstanding cinematography and compelling story, asks audiences to think critically about violence and how it is portrayed in movies. In order to highlight Leo's unique approach to aesthetics and mythification in storytelling in contemporary Indian cinema, this study aims to examine how the film connects violence with its cinematic portrayal. This paper examines how violent action sequences in Lokesh Kanagaraj's Leo (2023) function as narrative elements that go beyond the story, exposing character, emotion, and subject. The study focuses on the protagonist, Parthi/Leo, and examines how his identity is unravelled and confused by crucial violent scenes. The study examines Kanagaraj's use of the cinematic language for capturing violence, including framing, editing rhythm, sound design, and color palettes, to blur the line between stylized spectacle and emotional realism. Overall, the study will apply mise-en-scene analysis to understand how these episodes fit into the greater Lokesh Cinematic Universe (LCU), transforming the protagonist into a mythical character.

**Keywords:** *Lokesh Kanagaraj, Tamil Film, Violence, Aesthetics, Mythification*

## THE RISE OF DIGITAL AND INTERACTIVE NARRATIVES

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### **Abstract**

This paper looks at how digital and interactive stories have changed over time and what effect they have had. It talks about a way of telling stories that is different from the usual straight line format, where the audience has more control. The paper goes through history, starting from early forms like hypertext stories up to today's experiences in virtual and augmented reality. It also looks at the ideas behind these stories, especially how game design and storytelling connect. The paper explores the tools and methods used, such as branching storylines and game-making software, that help create these interactive worlds. By looking at how these stories affect different areas like entertainment, news, learning, and advertising, the paper suggests that digital and interactive storytelling is changing how we make, experience, and take part in stories. This change leads to more involvement, personal touch, and deep engagement. Lastly, the paper discusses the difficulties that come with this new form of storytelling and what might happen next in this quickly growing area.

**Keywords:** *Digital Storytelling, Interactive Storytelling, Nonlinear Narratives, Hypertext Stories*

## THE ROLE OF SOCIAL MEDIA MARKETING IN MODERN FILM PROMOTION: AN AIDA AND TWO-STEP FLOW APPROACH

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### Abstract

Media is one of the major economic incomes and one of the largest consumption categories. While the media is still flourishing, the need for innovation in films increases. This lack creates a disinterest and hence, films need to be marketed after being produced. Unlike the older times where social media platforms were incompetent and film promotions were handled through radio and television, the new era brings in effective social media for promotion. Public Relations uses social media wisely and hence attracts a larger audience to promote the feature films. Without social media's role, opinion leaders or influencers are scarce which leads to a smaller number of advertisements. The optimistic side of social media is that anyone has access to become an opinion leader hence, the existence of a legion of influencer's makes promotions easily possible through their social networks. AIDA Model theory in marketing recognizes how a specific production gets attention, then gains interest which gives a desire to be put in action to consume a production. Through the AIDA Model theory developed by E. St. Elmo Lewis, the engagement and attention of the audience towards cinema through various marketing techniques of social media are deconstructed. The Two-Step Flow theory of communication reiterates that information cannot be passed on to someone at ease without opinion leaders and that it needs opinion leaders as influencers to reach the audience. Through the Two-Step Flow theory of communication by Paul Lazarsfeld and Elihu Katz, the significant opinion leaders for Public Relations and promotions are analysed. The several ways used in marketing and promoting a film are analysed in this research. The viewpoint of the audience which determines the future of the cinema industry and its marketing is evaluated through the research. This study is also able to find out how much more social media can be used efficiently in the future.

**Keywords:** *Social Media Marketing, Film Promotion, AIDA Model, Two-Step Flow Theory*

## **UNDERSTANDING OF SOUND METAPHORS AS NARRATIVE TOOL IN OSCAR-WINNING FILMS USING MULTIMODAL METAPHOR THEORY (2023 - 2025)**

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### **Abstract**

Sound design can significantly enhance a film's emotional depth, it is far more than a simple film accessory functioning as a powerful narrative tool. This article examines sound as a metaphoric storytelling tool, understanding these sound metaphors reveals the technical brilliance of modern film sound design. The use of sound metaphors in films that won Academy Awards for sound design between 2023 and 2025 are examined using "Multimodal Metaphor" theory which provides a lens for understanding how sound operates metaphorically in cinema. The article introduces the concept of "Sound Metaphors". The Multimodal Metaphor theory states that meaning is created when a "source domain" maps onto a "target domain." The films decoded are "Top Gun: Maverick," "The Zone of Interest," and "Dune: Part Two"; these films employ sound to convey complex themes. "The Zone of Interest" uses sound to represent the Trauma, Helplessness, Brutality and Moral Blindness. "Top Gun: Maverick" uses powerful sonic elements to communicate resilience, responsibility, power, trust and connection while "Dune: Part Two" utilizes its soundscape to emphasize the weight of destiny, power, transformation and manipulation and cruelty. These sonic choices are not mere background noise rather are deliberate narrative strategies. This reveals how sound shapes narrative comprehension and the art of auditory storytelling.

**KEYWORDS:** *Sound metaphors, film sound, multimodal metaphor, metaphor identification, narrative storytelling*

## **UNHEARD STORIES: EXPLORING THE NARRATIVE IDENTITIES OF TRANSGENDER INDIVIDUALS**

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### **Abstract**

Identity is not a fixed state, rather a dynamic narrative which individuals' continually construct. This study explores the narrative identity of transgender individuals, a process often marked by unique challenges compared to cisgender individuals. Identity is a fundamental aspect of human development, serving as an anchor for understanding and exploring oneself in other domains of life. The research uses a narrative approach to understand the lived experiences, challenges and identity formation of three transgender participants. Through semi-structured interviews, their stories were collected and analyzed using thematic analysis. The findings reveal several key themes, which will be discussed in detail, shedding light on the complex trajectory of transgender identity development.

**Keywords:** *Narrative Identity, Transgender*

## UNPACKING THE INFERIORITY COMPLEX: A CRITICAL ANALYSIS OF HOW ADVERTISEMENTS PERPETUATE AND PROFIT FROM SOCIETAL INSECURITIES

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### **Abstract**

The contemporary advertising landscape in Tamil Nadu illustrates how beauty and personal care brands strategically capitalize on latent insecurities, particularly among young women. This study titled *Unpacking the Inferiurity Complex: A Critical Analysis of How Advertisements Perpetuate and Profit from Societal Insecurities* critically examines Tamil advertisements of 2024–2025 from brands such as Dove, Pears, Ponds, White Tone, Close Up, and Fogg, which dominate the regional market for beauty, dental hygiene, and body care. Grounded in Alfred Adler’s theory of inferiority complex and objectification theory proposed by Fredrickson and Roberts (1997), the research positions advertisements as cultural texts that reinforce normative ideals of fairness, flawless skin, slimness, freshness, and attractiveness, thereby embedding self-surveillance and body dissatisfaction within the female psyche.

The study employs focus group discussions and semi-structured interviews with fifty female college students aged 18 to 25 in Trichy, a demographic highly exposed to digital and television advertising. The analysis reveals that repeated exposure to these advertisements cultivates internalized beauty standards and fosters comparative self-evaluation, leading to heightened anxiety about physical appearance. Findings indicate that advertisements not only reflect but also reproduce hegemonic discourses of desirability, wherein female worth is subtly linked to external validation and consumer choices. The paper argues that such advertising strategies function as socio-psychological tools that convert insecurity into profitable consumer behavior.

Theoretically, the study contributes to the expanding discourse on media effects and consumer psychology by linking inferiority complexes with cultural production and marketing practices in a South Indian context. Practically, it highlights the urgent need for media literacy interventions and critical pedagogical approaches to equip young women to resist manipulative advertising narratives.

**Keywords:** *inferiurity complex, objectification theory, Tamil advertisements, beauty products, consumer psychology, body image, gendered marketing, Trichy*

**VIRTUAL MIRRORS: CONTENT ANALYSIS OF BODY IMAGE PERCEPTION  
AMONG YOUTH IN THE AGE OF SOCIAL MEDIA**

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**Abstract**

This study examines body image perception among youth through the lens of social media, with a focus on how digital platforms shape ideals of beauty and self-presentation. Using content analysis as the research method, the study analyzed a sample of posts from popular platforms such as Instagram, YouTube and Facebook. The analysis explored recurring themes including body ideals, use of filters, self-comparison, and representations of beauty norms. Findings suggest that youth are frequently exposed to curated and idealized images that reinforce narrow standards of attractiveness, often leading to body dissatisfaction and self-objectification. However, the presence of body-positivity and diversity-oriented content provides counter-narratives that promote self-acceptance and inclusive ideals. The study underscores the dual influence of social media—both as a risk factor for negative self-perception and as a space for resistance and empowerment. Implications highlight the importance of media literacy and responsible content creation.

**Keywords:** *Body Image, Social Media, Youth, Content Analysis, Self-Perception, Body Positivity*

## **VISUAL SEMIOTIC ANALYSIS OF PATRIOTIC AI GENERATED MULTIMEDIA CONTENT ON THE OPERATION SINDOOR FOUND ON INDIAN SOCIAL MEDIA**

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### **Abstract**

The paper reviews the patriotic multimedia content (images and videos) created using Generative AI., based on 'Operation Sindoor' by individual creators, as YouTube Shorts and Instagram Reels, which depicted the brutal terror attack against civilians and tourists based on religious faith in Pahalgam, Jammu And Kashmir, and followed by the air military operation conducted by India through Operation Sindoor. So the paper adopts visual semiotic analysis by adopting Charles Sanders Peirce's Triadic Theory to analyse the patriotic multimedia content created using Generative AI. chatbots, found on Indian social media. In addition, the researcher will also generate images based on Operation Sindoor using ChatGPT's multimedia generation model-Sora. Thus it was concluded that AI chatbots, with the correct prompts, have the ability to analyse present situations and create figurative and to some extent specific multimedia content on the same and provide accurate messages to the interpreter, despite the content looking unrealistic.

***Keywords:*** *The Operation Sindoor, Patriotic Content, Generative AI, Indian Social Media, India, Pakistan*

## **ANALYSIS ON THE ROLE OF PODCASTS IN PROMOTING SOCIAL AND POLITICAL AWARENESS**

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### **Abstract**

The rapid rise of podcasts over the last decade has transformed media consumption, offering a dynamic alternative to traditional forms of media. Initially serving as platforms for entertainment and personal interests, podcasts have increasingly emerged as powerful tools for communication, particularly in shaping social and political discourse. Their accessibility, intimacy, and interactivity enable listeners to engage with content in a more personal and less mediated manner compared to conventional news outlets. The widespread availability of portable devices, ease of content creation, and low barriers to entry have contributed to the medium's rapid expansion, allowing podcasts to flourish as alternative sources of news, analysis, and commentary on complex social and political issues. Podcasts are particularly effective in reaching niche audiences and amplifying underrepresented voices, providing in-depth discussions that may be constrained by the time limits and editorial biases of mainstream media. This unique format fosters a sense of community and reflection, supporting diverse perspectives on issues such as social justice, human rights, and political engagement. Furthermore, podcasts play a significant role in democratizing information, offering platforms for marginalized groups and grassroots movements to gain visibility and influence.

Despite their growing influence, questions remain about the credibility and objectivity of podcast content. The decentralized nature of the medium presents challenges related to the accuracy of information, as well as the potential for echo chambers and confirmation bias. This study seeks to explore the role of podcasts in promoting social and political awareness, critically examining their potential and limitations in shaping public discourse. Through an analysis of podcast content, audience reception, and broader socio-political contexts, the research aims to understand how podcasts contribute to public opinion formation, social movement mobilization, and the evolution of political engagement in the digital era.

**Keywords:** *Podcasts, Digital Media, Social Awareness, Political Discourse, Media Consumption, Alternative Media, Public Opinion, User Engagement, Communication Technology.*



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