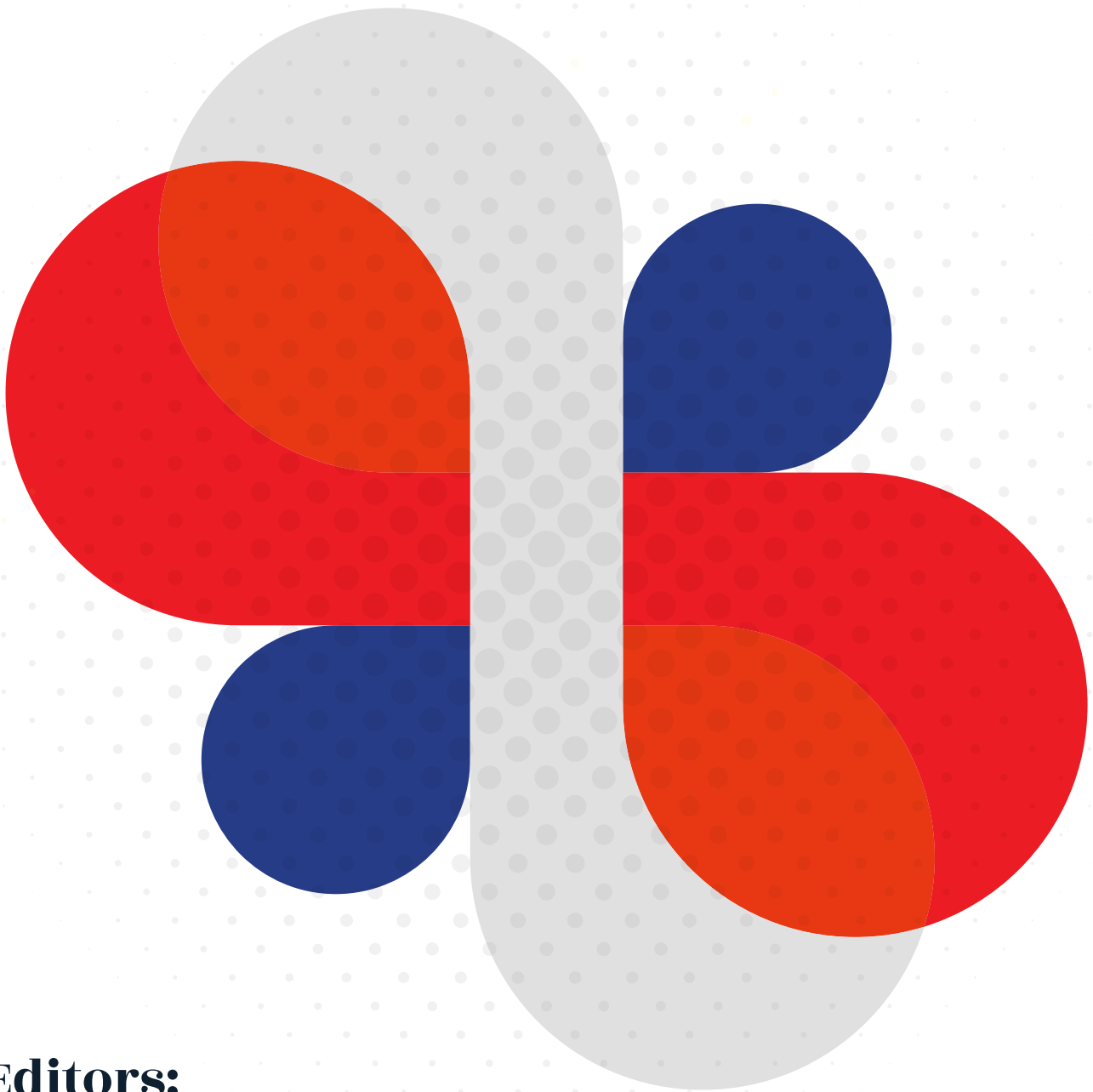# Multidisciplinary Aspects of Media and Art

Thoughts & Practices

Editors:

- Dr. Shikha Verma Kashyap
- Dr. Shweta Bajaj
- Dr. Shraddha Vaishnav
- Dr. Ashok Bairagi

Multidisciplinary Aspects of Media and Art- Thoughts & Practices

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"This book is dedicated to
Dr. Sandeep Marwah
Honorable Chancellor
AAFT University of Media and Arts, Raipur"

INDEX

Preliminary Study of Factors Affecting the Enrollment Decision of Students in Private University: Scenario in Chhattisgarh

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Abstract –Chhattisgarh is the fastest growing states in the nation in many areas like infrastructure, industrial developments, mineral extraction and trade, exports and education. There was a time when it was believed that quality education is a challenge at CG, but in present time, the scenario has changed. Today out of 430 private University in India 16 are in CG, along with AIMS, IIT, IIM, NIT, NLU, IIIT and state university. Despite of this growth the gross enrollment ratio (GER) of the state (19%) is far behind the gross enrollment ratio (GER) of the nation that is (21%), that makes it a concern when the nation is planning to enhance the gross GER if the nation to 60%. This work presents the preliminary analysis of the factors that contribute towards the enrolment decision of students in Private University in CG. The (Influencer Category) factors identified with reference to the available published reports, research articles, interaction with seasoned academicians who are superannuated and student interaction as economic, personal,demographic, facility and social. The prioritization of these factors is done using AHP technique, to perform the pairwise comparison the students of one of the private university of Media and Arts contributed. The outcome of the analysis is, students while making the decision to enroll in the private university at CG consider the infrastructure like labs and equipment, placement opportunities and faculty as the most important aspect. It is important to understand the influencer factors in detail, so that the recent interest that is developed among the local youth in CG to get enrolled in the state itself for higher education is retained ultimately strengthening the state and also will develop a scenario where the youth of other states also come and enroll in CG, uplifting the exchange of the intellectual resources towards socio economic development of states involved in this exchange. This tool going forward will help to analyze the reasoning towards dropouts or non-conversions from the point of view of enrollments and make overall statistics robust.

Keywords-Enrolments, HEI, Private University, Chhattisgarh, AHP, Pairwise comparison, GER

INTRODUCTION

HEI serves the backbone to the intellectual prosperity and economic growth of any nation. India is no exception to this. The growth since 2014 to 2021 in HEI settings is witnessed so far. Total number of Universities by 2021 is 1113, during 2020 to 2021 it increased by 70 in count. Similarly, the enrolments in 2020-2021 increased to 4.14 crores from 3.85 crores in 2019-2020. Total number of faculty in India associated with HEI is 1551070 [*AISHE, 2020-2021*]. India being seventh largest country by area and second most populous country in the globe holds remarkable potential of growth in the area of Higher Education in terms of number of institutions, enrolments, facilities and quality of education. Narrowing the scope of this chapter, total number of private University in India as per the *[UGC, 2021-2022]* records is 430 out of which in Chhattisgarh there are 15 University. The GER of the nation is 21%, GER of CG is 19 %, and overall aim in coming time to be achieved by the nation on the front of GER is 60% by 2035. The targets are high and at present scenario in the state in the front of GER needs improvement. There is long way to go. It is well published in many of the

researches that the major contributors towards GER is the enrollment status in private university. The rationale towards the analysis of the focus area in present work lies with the reasoning shared above.

Present work focuses upon the identification of the factors that influence the decision of enrolments of students in private universities in Chhattisgarh. UGC data covers the count of private University till year 2022, at present in CG there are 16 University *[CGPURC, 2020-2022]* and it is the state that is located in the heart of the country demographically in central part of India. This state so far has an history of limited interest in students going for higher education intra state, due to many reasons as this is one of the tribal states in the country, the access to quality education has been limited to distant areas/districts, paying capacity and issues and concerns related to gender disparity in thinking to give leverage to girls to peruse their education.

Thinking in coming time has altered, the approach of the local beings in the state. Now the education with increase in the awareness and exposure has started getting importance, as result CG today has all the premier government Universities like IIM, IIT, IIIT, NIT, AIMS, NLU, state government Universities and Private University. Chhattisgarh is one among the rare states that has the Chhattisgarh Private University Regulatory Commission (CGPURC) that monitors the overall working of private university and also ensures the regulation of quality education and excellence. This state has tremendous scope in the area of quality education, having epic bodies and involvement in terms of support of government offices like governor's office in HEI specifically private university functioning. This transformation must be studied comprehensively so that the temperamental changes and the mind shift in the local being can be retained to get the most favorable outcome in perspective of the growth of the state and ultimately to contribute significantly in the growth of the nation. Towards the continuation, the influencer category factors are identified with reference to the study conducted in the past, interactions with domain experts, students. Then the factors are categorized and with application of the AHP technique the factors are prioritized. The factors that must fetch the prime importance is identified for further detailed analysis. Conceptual framework is shown in the figure 1 below.

Study of the factors influencing the enrolment decisions of students in private university countrywide.

Identification of the factors influencing the enrolment decisions of students in private university in Chhattisgarh.

Analysis of the identified factors using Analytical Hierarchy Process (AHP).

Prioritization of the factors in accordance to the priority/weight of importance

Figure 1-Conceptual Framework

METHODOLOGY

With reference to the framework explained above the identification of the factors is performed. For the identification of the factors, the research articles, published reports enrolments statistics by University Grant Commission, All India Survey on Higher Education, Chhattisgarh Private Regulatory Commission, and periodicals are referred along with interaction with some of the super annulated seasoned academicians, professionals, and students. As a result, the most redundant factors were considered for the further study. With reference to the present statistics of the enrolments at the Chhattisgarh the factors identified. The identification results are shown in the Figure- 2.
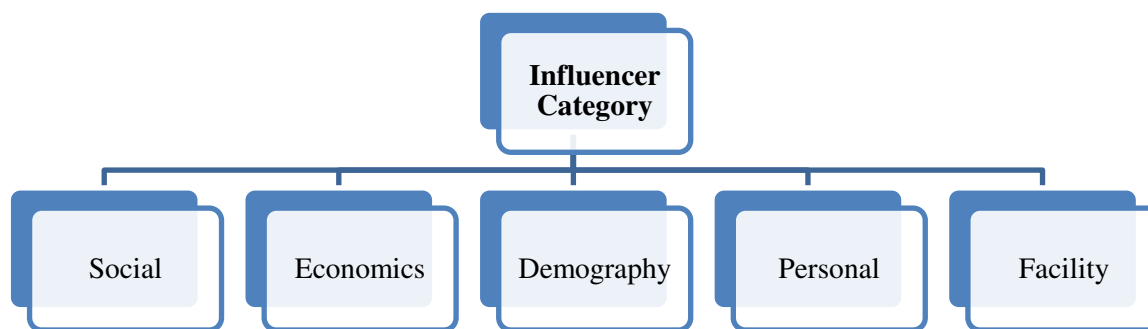
Fig.2- Factors influencing the enrolment decisions of students in private university in Chhattisgarh.

Source: Author's Original

AHP ANALYSIS FOR FACTOR PRIORITIZATION OF INFLUENCER CATEGORIES

With reference to the *Goepel, K.D. (2018)*and AHP analysis framework, the priority weight calculations for the influencer categories are performed with the involvement of the students of one of the Private University of Media and Arts and ranking is identified. Complete analysis is shown in the figure 3 below.
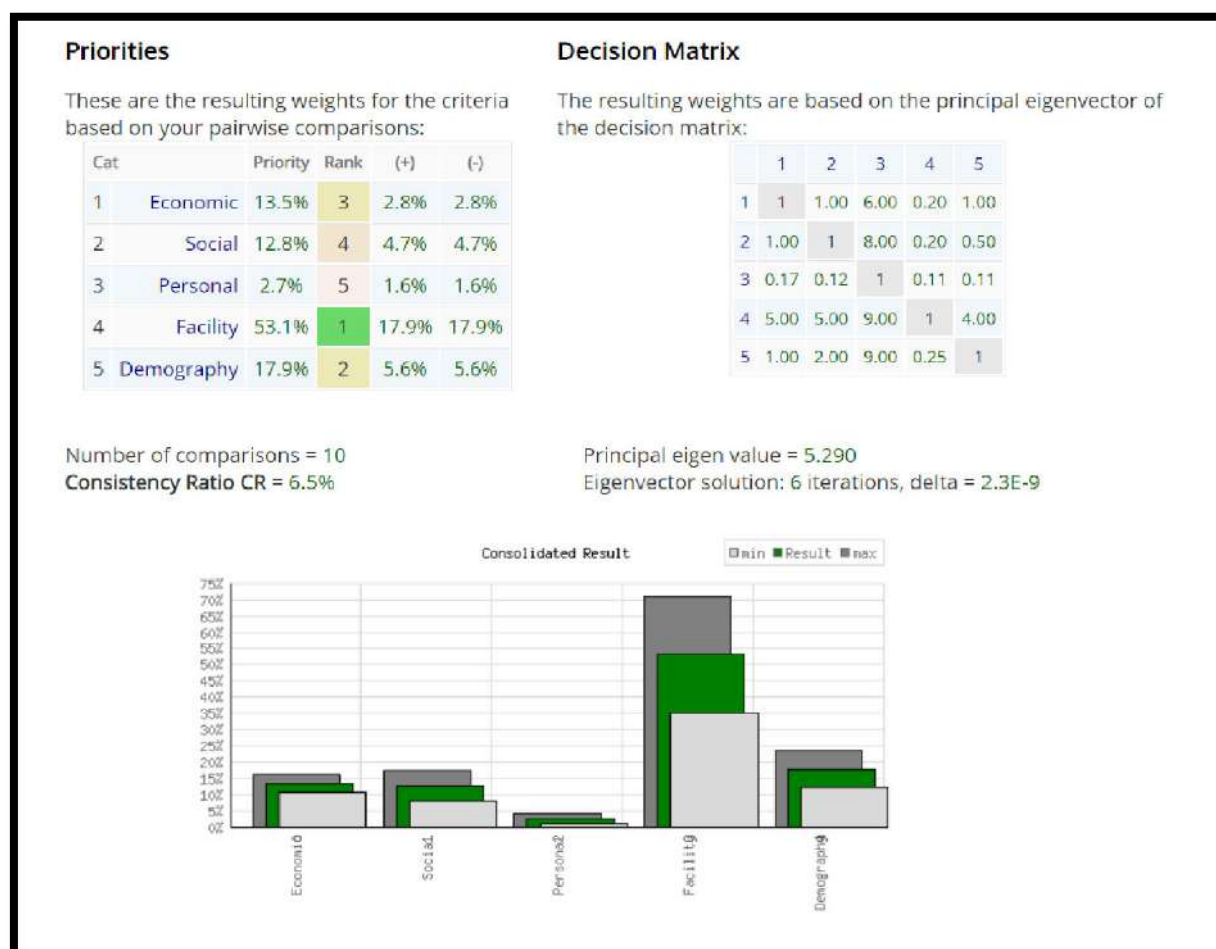
Fig. 3- AHP Priority Weight Calculations

RESULTS AND DISCUSSIONS

The identification of the influencer category is performed in order to understand what impacts the most to the decision-making ability towards the enrolments to the students for Private University. It is realized as an outcome to the AHP analysis performed that, facility with priority weight of 0.53 as defined above in terms of infrastructure, faculty and placements impacts the most. In the contrary the factor that has minimal driving capacity is the personal factors with priority weight of 0.027, like age, gender, or caste category. The finding of the study is of preliminary level that motivates to study the high priority impacting factors comprehensively to understand the student mobility point of view and develop the enrollment scenario for private Universities at Chhattisgarh.

CONCLUSIONS AND FUTURE SCOPE

Primary influencer factors that trigger the decision making of the students seeking to enroll in private university in Chhattisgarh is identified and studied at preliminary level. The Identification shown in Fig 1 reflects the detailed identification of the factors and their prioritization. The developed model can help in prediction whether the aspirant looking for admissions will get converted into admissions or not and if not, the underlying reason will be easy to be analyzed and work further to get conversions better day by day.

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OTT Platforms the Game Changer in Entertainment Industry

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***Abstract** –In recent years, over-the-top (OTT) platforms have emerged as a major game changer in the entertainment industry. These platforms, which deliver video content directly to viewers over the internet, have disrupted traditional television and movie distribution models, and are reshaping the way people consume media.OTT platforms have revolutionized the way we consume entertainment content. The rise of OTT platforms has transformed the entertainment industry, disrupting, traditional models and reshaping the way we watch movies and television shows. This article will explore the impact of OTT platforms on the entertainment industry, discussing their advantages and disadvantages, and examining the trends and statistics driving their growth.*

Keywords: OTT Platforms, Entertainment Industry, Video Content, traditional television.

INTRODUCTION

OTT platforms have changed the game of the entertainment industry with its growing demand and customer attention.

Over the top platforms are the one who share content over internet and available with some subscription fees to the consumers. With the smart phones and internet revolution across the globe, this technology has also stretched its wings. The global OTT market has witnessed explosive growth in recent years. According to a report by Grand View Research, the OTT market was valued at $121.61 billion in 2020 and is expected to grow at a CAGR of 14.4% from 2021 to 2028, reaching a value of $1.039 trillion by 2028. This growth can be attributed to several factors, including the increasing availability of high-speed internet, the rise of mobile devices, and changing consumer preferences for on-demand content.The report also highlights that the subscription-based model is the most popular revenue model for OTT platforms, accounting for 61.1% of the market in 2020. This is followed by the advertising-based model, which accounted for 20.5% of the market in 2020.According to a report by Statista, the global OTT market is expected to reach $332.52 billion by 2025, growing at a compound annual growth rate (CAGR) of 16.7% from 2020 to 2025. This tremendous growth can be attributed to several factors, including the increasing availability of high-speed internet, the rise of mobile devices, and changing consumer preferences for on-demand content.

The Indian market for OTT platforms has grown rapidly in recent years, driven by factors such as the increasing availability of high-speed internet and the growing demand for on-demand content.According to a report by KPMG [1], the Indian OTT market is projected to reach $5 billion by 2023, growing at a CAGR of 28.6% from 2018 to 2023. This growth is being driven by factors such as the increasing popularity of streaming video content among younger consumers, the growth of smartphone usage, and the increasing availability of affordable data plans.In terms of market share, the report notes that Netflix and Amazon Prime Video currently dominate the Indian OTT market, with a combined market share of over 60%. Other major players in the Indian market include Disney+ Hotstar, ZEE5, and SonyLiv.

In terms of comparison to cinema and other mediums, the COVID-19 pandemic has had a significant impact on the Indian entertainment industry, with cinema halls being closed for long periods of time due to restrictions on public gatherings. This has led to a surge in demand for OTT platforms, as consumers turn to streaming platforms to watch movies and TV shows at home [2].However, cinema remains an important part of the Indian entertainment industry, with a strong fan base and a long history of producing blockbuster movies. It is likely that both cinema and OTT platforms will coexist in the Indian market, with each medium offering its own unique advantages and benefits to consumers [3].

ADVANCEMENT AND TRENDS IN OTT PLATFORMS

Over-the-top (OTT) platforms have been rapidly evolving over the past few years, and the pace of change shows no signs of slowing down. the evolution of OTT platforms has been driven by a combination of technological advancements, changing consumer preferences, and increased competition [4]. As the market continues to evolve, we can expect to see continued innovation and disruption in this space. Here are some of the key developments and trends that have shaped the evolution of OTT platforms:

Expansion of services: OTT platforms have expanded beyond just streaming video content to include a range of services such as live TV, sports, and music streaming. This has helped to attract a wider audience and keep users engaged.

Increased competition: The number of OTT platforms has grown significantly in recent years, leading to increased competition among providers. This has driven innovation and improvements in features and content.

Original content: OTT platforms have invested heavily in creating original content, with some platforms such as Netflix and Amazon Prime Video producing critically acclaimed shows and movies that have gained a huge following.

Personalization: OTT platforms are increasingly using artificial intelligence (AI) and machine learning to personalize content recommendations to individual users. This helps to improve user engagement and retention.

International expansion: Many OTT platforms have expanded internationally, either by launching in new markets or by acquiring local players. This has helped to increase their user base and diversify their content offerings.

Ad-supported models: While subscription-based models remain the primary revenue stream for most OTT platforms, some have started to experiment with ad-supported models to generate additional revenue.

Integration with other services: OTT platforms are increasingly integrating with other services such as social media and e-commerce platforms to provide a more seamless user experience and drive engagement.

KEY OTT PLATFORM PLAYERS

Since the demand of the consumers is increasing there are many companies which are launching their OTT platforms and trying to munch the opportunity. Here are some of the prominent OTT platforms with their estimated market share as of 2021:

Netflix - With over 209 million subscribers worldwide, Netflix is the clear leader in the OTT market, commanding an estimated 31% share of the global market.

Amazon Prime Video - With over 175 million subscribers worldwide, Amazon Prime Video is the second-largest OTT platform, with an estimated 26% share of the global market.

Disney+ - Launched in 2019, Disney+ has quickly become a major player in the OTT market, with over 118 million subscribers worldwide and an estimated 18% share of the global market.

HBO Max - Launched in 2020, HBO Max has quickly gained traction, with over 70 million subscribers worldwide and an estimated 10% share of the global market.

Hulu - With over 41 million subscribers in the United States, Hulu is one of the leading OTT platforms in the country, with an estimated 6% share of the global market.

Apple TV+ - Launched in 2019, Apple TV+ has quickly gained a foothold in the OTT market, with over 40 million subscribers worldwide and an estimated 6% share of the global market.

Other notable OTT platforms include YouTube TV, Sling TV, Peacock, and Paramount+. However, these platforms have smaller market shares compared to the top players listed above.

FACTORSLEVERAGING THEGROWTH OF OTT PLATFORMS

OTT (over-the-top) platforms have been a game changer in the entertainment industry in several ways. The main factors which contribute to the growth of these platforms are, Disrupting Traditional Distribution system, Increasing competition, personalization, creative freedom, accessibility. The same is represented through figure -1 below:

Fig- 1: Growth factors of OTT Platforms

Source: Author's Original

1. **Disrupting traditional distribution models:**OTT platforms have disrupted traditional distribution models by providing users with on-demand access to a wide range of content, without the need for cable or satellite TV subscriptions. This has allowed viewers to access content on their own terms, at a time and place that is convenient for them.OTT (over-the-top) platforms have disrupted traditional distribution models in several ways:

   On-demand access: OTT platforms provide viewers with on-demand access to a wide variety of content, including movies, TV shows, and other video content, which can be accessed from anywhere, at any time, using a range of devices such as smartphones, tablets, laptops, and smart TVs. This has disrupted the traditional model of appointment viewing on broadcast television.

   Customization: OTT platforms offer users the ability to customize their viewing experience by providing personalized recommendations based on their viewing history and preferences. This has disrupted the traditional model of scheduling and programming on broadcast television.

   Cost-effectiveness: OTT platforms offer a wide range of content at a lower cost than traditional cable or satellite TV packages. This has disrupted the traditional model of bundled channels that consumers may not be interested in paying for.

   Original content: OTT platforms are investing heavily in producing original content, such as TV shows and movies, which are exclusive to their platform. This has disrupted the traditional model of relying on network or studio-produced content.

   Global accessibility: OTT platforms are accessible from anywhere in the world, regardless of geographic location, which has disrupted the traditional model of localized distribution rights and licensing agreements.

Overall, the disruptive nature of OTT platforms has led to a shift in the way that viewers consume and engage with entertainment content. As the market for OTT platforms continues to grow, we can expect to see further disruption and innovation in the entertainment industry.

2. **Increasing competition:**The emergence of OTT platforms has increased competition in the entertainment industry, with traditional media companies having to compete with new players in the market. This has led to greater innovation and investment in original content, which has resulted in higher-quality programming for viewers [5].OTT (over-the-top) platforms have increased competition in the entertainment industry in several ways:

*New entrants***:** The emergence of OTT platforms has opened up the market to new entrants, including technology companies such as Netflix, Amazon, and Apple, as well as traditional media companies such as Disney and NBCUniversal. This has increased competition in the industry and led to greater innovation and investment in original content.

Quality of content: The increased competition among OTT platforms has led to a focus on producing high-quality, exclusive content that can attract and retain viewers. This has led to an increase in the production budgets for original content, resulting in higher-quality programming for viewers.

Pricing: The pricing of OTT platforms has become increasingly competitive, with many providers offering lower prices than traditional cable or satellite TV packages. This has led to a shift in consumer behavior, with many viewers opting for OTT platforms over traditional TV packages.

Personalization: OTT platforms use data analytics and algorithms to personalize content recommendations for users. This has led to increased engagement and retention, as viewers are more likely to continue using a platform that offers content that is tailored to their preferences.

Global reach: OTT platforms have a global reach, which means that they can compete with traditional media companies on a global scale. This has led to an increase in the number of international productions and a shift towards more diverse content offerings.

Overall, the increased competition among OTT platforms has led to greater innovation and investment in original content, resulting in higher-quality programming for viewers. As the market for OTT platforms continues to grow, we can expect to see further competition and disruption in the entertainment industry.

3. **Personalization:**OTT platforms use data analytics and algorithms to personalize content recommendations for users, which has led to increased engagement and retention. This has helped to build loyal audiences for OTT platforms, which in turn has allowed them to generate revenue from subscriptions and advertising.

OTT (over-the-top) platforms provide personalized recommendations to users based on their viewing history and preferences. This personalization is achieved through data analytics and algorithms, which track user behavior and suggest content that is likely to be of interest to them[6].

Personalization is a key feature of OTT platforms for several reasons:

Increased engagement: By providing personalized recommendations, OTT platforms are more likely to keep users engaged with their platform. Users are more likely to continue using a platform that offers content that is tailored to their interests.

Retention: Personalization can also increase user retention, as users are more likely to stay subscribed to a platform that consistently provides content that they enjoy.

Discoverability: Personalization can help users discover new content that they might not have found otherwise. This can be especially valuable for users who are looking for something new to watch.

Marketing: Personalization can also be used for marketing purposes, as OTT platforms can target users with specific content promotions or advertisements based on their viewing history and preferences.

Customer satisfaction: Personalization can lead to higher levels of customer satisfaction, as users are more likely to feel that their needs and preferences are being met by the platform.

Overall, personalization is a key feature of OTT platforms that helps to increase user engagement, retention, and satisfaction. As OTT platforms continue to invest in data analytics and algorithms, we can expect to see further improvements in personalized recommendations and content discovery [7].

4. **Accessibility**OTT platforms have made entertainment more accessible to viewers around the world, regardless of their location or device. This has helped to expand the audience for entertainment content and has allowed producers and distributors to reach new markets and demographics.

OTT (over-the-top) platforms have increased accessibility to entertainment content in several ways:

*Device flexibility:*OTT platforms can be accessed from a wide range of devices, including smartphones, tablets, laptops, smart TVs, and gaming consoles. This flexibility allows users to watch their favorite content on the device of their choice, regardless of where they are.

Location independence: OTT platforms can be accessed from anywhere with an internet connection, making them accessible to users in remote or rural areas where traditional TV may not be available [8].

Time independence: OTT platforms offer on-demand access to content, which means that users can watch their favorite shows or movies at any time that is convenient for them.

Language accessibility: Many OTT platforms offer content in multiple languages, making them accessible to viewers who may not be fluent in the language of the content's origin.

Pricing: The pricing of OTT platforms is often more affordable than traditional TV packages, making entertainment content more accessible to a wider range of viewers.

Overall, the increased accessibility provided by OTT platforms has made entertainment content more convenient and affordable for users. As the market for OTT platforms continues to grow, we can expect to see further innovation in accessibility features, such as new devices and languages.

5. **Creative freedom:** OTT platforms have provided a platform for creators and filmmakers to experiment with new formats and styles of storytelling, without the traditional constraints of broadcast television or cinema. This has led to the production of ground-breaking and innovative content that has captured the attention of viewers around the world.OTT (over-the-top) platforms have provided creators with a greater degree of creative freedom in several ways:

Fewer content restrictions: Unlike traditional broadcast and cable TV networks, which are often subject to strict content regulations, OTT platforms have fewer content restrictions. This means that creators can push the boundaries of what is considered acceptable or mainstream, allowing for more diverse and innovative content.

More investment in original content: OTT platforms have invested heavily in producing original content, which gives creators more opportunities to showcase their work and experiment with new ideas [9].

Longer episode run times: Unlike traditional TV networks, which often have strict episode run times, OTT platforms have more flexibility in this area. This allows creators to tell their stories in a way that best suits the content, without having to compromise on important elements or pacing [10].

Global reach: OTT platforms have a global reach, which means that creators can reach audiences all over the world. This allows for more diverse storytelling and the potential to connect with viewers who may not have access to traditional broadcast or cable TV networks.

Direct feedback from viewers: OTT platforms allow creators to receive direct feedback from viewers through user reviews and ratings. This can provide valuable insights into what works and what doesn't, helping creators to refine their craft and improve their content.

Overall, the increased creative freedom provided by OTT platforms has led to a greater diversity of content and storytelling. As the market for OTT platforms continues to grow, we can expect to see further investment in original content and innovation in storytelling techniques, allowing creators to push the boundaries.

SUMMARY

Overall, the future of OTT platforms is expected to be shaped by a combination of increased competition, consolidation, personalization, emerging technologies, and global expansion, as these platforms continue to evolve to address the shifting needs and inclinations of users.One of the major challenges facing the OTT industry is the fragmentation of the market. With numerous platforms vying for viewer attention and subscription dollars, it can be difficult for viewers to access their favorite shows and movies without subscribing to multiple platforms.Another challenge is the issue of piracy, which remains a significant problem in the industry[11]. While OTT platforms offer legal and convenient access to content, many viewers still turn to illegal streaming sites to access the same content for free. This can hurt the revenue streams of content creators and distributors and is a major concern for the industry as a whole[12].Despite these challenges, OTT platforms are here to stay and will continue to shape the entertainment industry for years to come. As

more viewers shift away from traditional television and movie distribution models, and as more content creators and distributors embrace the flexibility and reach of OTT platforms, it is expected that furtherimprovement and development in this industry.

In conclusion, the rise of OTT platforms has transformed the entertainment industry, providing viewers with personalized, convenient access to their favorite shows and movies, and opening new opportunities for content creators and distributors. While there are certainly challenges to be addressed, the growth and success of the OTT market in recent years is a testament to the enduring appeal of on-demand content and the power of technology to reshape traditional industries.

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A Review of the Potential Health Benefits of Tulsi

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Abstract: *In this review, an effort has been made to talk about tulsi's therapeutic benefits. Plants are thought to provide safe, inexpensive, and effective medical advantages that are widely available. Ocimum plants are the source of tulsi, the queen of herbs. Holy basil, or tulsi, is another name for Ocimum sanctum. It is a medicinal plant that provides herbal medicine throughout much of India and other parts of the world. Many medicinal uses exist for tulsi. It may have a number of health advantages, including anti-inflammatory, anti-diabetic, anti-cancer, anti-emetic, anti-bacterial, anti-viral, anti-fungal, anti-fertility, anti-helminthic, and anti-arthritis properties. Among the chemical elements extracted from various parts of the plant are eugenol, cardinene, cubenol, borneol, linoleic acid, linolenic acid, oleic acid, palmitic acid, steric acid, vallinin, vitexin, vilinin acid, orientin, circineol, gallic acid, vitamin A, vitamin C, phosphrous, and iron. Ocimum sanctum provides a wide spectrum of medicinal benefits, which have been shown. The activation of neuroprotection and memory enhancement is another crucial function of tulsi. Tulsi is therefore a medicinal plant in and of itself, but it is also used as an extract, in its roots, and in its leaves. Tulsi is employed in ayurvedic medicine, and its extracts are applied to the treatment of colds, headaches, stomachaches, malaria, and various poisonings. Current information on the tulsi's medicinal potential is provided in the current work. Ocimum sanctum's chemical components have been listed.*

Keywords- Ocimum Sanctum, Tulsi, medicinal, therapeutic activity, pharmacological properties.

INTRODUCTION:

Tulsi has been used as a dietary remedy since ancient times. Ocimum tenuiflorum, also called holy basil, tulsi, or tulasi, or Ocimum sanctum. The Lamiaceae family includes the scented perennial plant Tulasi. In the Hindu religion, the tulsi herb is adored all over India. Tulsi is a Sanskrit word that translates as "unmatchable" or "incomparable" (**Jain, 2015**). Tulsi is a highly regarded culinary and therapeutic fragrant herb in Ayurvedic medicine. The ayurvedic medical system usually refers to tulsi as an "elixir of life" due to its healing qualities and track record of treating a number of common health problems. Tulasi extract consumption may benefit conditions including pyrexia, rheumatism, and bronchitis. Other therapeutic applications for tulsi include treating haematological disorders, cough, dermatitis, epilepsy, hiccups, dyspnea, or asthma, parasite infections, neuralgia, headache, wound inflammation, and oral infections (**Hebbar et al., 2004**). The tea infusion has been used to cure hepatic and stomach ulcer problems. while the leaf juice has been used as an earache medicine (**Dadysett, 1899**); (**Chopra & Chopra, 1992**). The roots and stems were traditionally used to treat malaria as well as snake and insect bites (**Chopra & Chopra, 1992**). A drop made from tulsi leaf juice is also used to alleviate earaches (**Dadysett, 1899**). The roots and stems were previously used to treat malaria as well as snake and insect bites, and the tea infusion has been used to treat hepatic and stomach conditions (**Chopra & Chopra, 1992**). According to **Charles & Simon (1990)**, tulsi contains two key ingredients: essential oils and fragrance compounds (**Bhateja et al., 2012**). As previously discussed, tulsi may have health benefits for the common cold, respiratory infections, healing power, coughs, fevers, kidney stones, traditional medical practitioners, anticancer, anti-inflammatories, antifertility, antiemetic, antidiabetic, hypotensive, hepatoprotactive hypolipidemic, and anti-stress agents (**Gupta et al.,**

2002; **Kashyap et al., 2011**), among others (**Prakash & Gupta, 2005**). Many photochemical investigations have been carried out to identify the bioactive substances from different medicinal plants, including Tulsi, which are used to cure a variety of human ailments and are also essential for healing. However, more research needs to be done on the genomic foundation of their medical potential.

MEDICINAL & PHARMACOLOGICAL PROPERTIES OF TULSI

Antiviral & Antibacterial activity:

Tulsi is found in many different places and contains antiviral and antibacterial properties. It contains a substantial amount of essential oil, which is important for its antimicrobial activity against a variety of bacteria, including Shigella flexneri, Pseudomonas aeruginosa, Escherichia coli, and Staphylococcus aureus (**Saharkhiz et al., 2015**). Several studies show that cool leaf extract is effective in preventing periodontal pathogens in human dental plaque (**Eswar et al., 2016**). During the screening activity, the methanolic extracts of O. sanctum or Tulsi exhibited very little inhibitory effect on viro E6 cells infected with DENV-1 (**Tang et al., 2012**). Eugenol, which is abundant in sanctum or tulsi, inhibits the growth of the herpes and goatpox viruses (**Vijayalakshmi et al., 2007**).

Anticancer Activity:

Tulsi leaf extract could be used to make cancer drugs, and O. sanctum or tulsi has properties that stop cancer cells from spreading, dying, and making more of themselves. Human fibroblast and pancreatic cancer cell proliferation is significantly slowed by the ethanolic and essential oil from O. sanctum leaves (**Shimizu et al., 2013**). Studies have revealed that the essential oil is far more effective than resveratrol at driving human breast cancer cells to undergo apoptosis, which prevents them from multiplying (**Prakash & Gupta, 2000**). Moreover, the ethanol extract operates in lung cancers as a possible inhibitor and chemopreventive.

Antioxidant activity:

Tulsi is essential for scavenging highly active free radicals. The stems of O. sanctum and the extraction of fresh leaves contain significant amounts of eugenol as well as a variety of antioxidant chemicals such as cirsimaritin, cirsilineol, isothymusin, isothymonin, apigenin, and rosmarinic acid. The main antioxidant activity of O. sanctum is provided by eugenol (**Kelm et al., 2000**).

Anti-inflammatory activity:

Getting enough essential oils in your diet can help you avoid inflammatory diseases and cancers that are caused by your immune system. The extracted eugenol and paracetamol showed substantial ($p \leq 0.05\%$) anti-inflammatory efficacy as compared to the carrageenan control (**Manaharan et al., 2014**).

Antidiabetic activity:

Tulsi leaves have long been used as a treatment for diabetes mellitus. Tulsi leaves play a crucial role by lowering glutathione and peroxide levels, which cause the hypoglycemic impact, and also by raising superoxide dismutase levelshe hypoglycemic impact, and also by raising superoxide dismutase levels. O. sanctum and glibenclamide work better together to lower type 2 DM patients' postprandial blood glucose levels (**Halim & Mukhopadhyay, 2006**).

Antiemetic activity:

Tulsi leaves reduce the vomiting and also used for antiemetic action (Kuma et al., 2011).

Antifungal activity:

Methyl chavicol and linalool from Ocimum sanctum essential oil showed strong antifungal effects against Candida, even against azole-resistant strains.Balakumar et al. (2011) found that their fungicidal effect was caused by serious damage to the plasma membrane and a big drop in ergosterol levels.Ocimum sanctum leaves were tested for antifungal efficacy against clinically isolated dermatophytes. Various extracts and fractions of tulsi leaves, such as the minimal inhibitory concentration (MIC) and minimum fungicidal concentration (MFC), were also derived against deramatophytic fungi (**Khan et al., 2010**).

Antiarthritic Activity:

To prevent arthritic, fixed oil of O.Sanctum seeds plays an important role means it has antiarthritic activity.

Anti-helminthic Activity:

When tested in a Caenorhabditis elegans model, the essential oils eugenol and ocimum sanctum were both very effective at killing worms (Asha et al., 2001).

Antihyperlipidemic and Cardioprotective Activity:

Tulsi protects the heart and lowers hyperlipidemia. The elevated serum lipid profile was reduced by Tulsi or O. sanctum fixed oil. It is a critical cardio protector against hyperlipidemia and an antiatherogenic. The anti-hyperlipidemic activity of fixed oil of Tulsi is primarily employed to inhibit lipid production. Linolenic acid and linoleic acid, the other two key components of O. sanctum, are included in fixed oil and are responsible for both decreasing cholesterol and providing heart protection against hyperlipidemia (Suanarunsawat et al., 2010).

Anti-fertility activity:

Albino rats can be treated with a benzene extract of Ocimum sanctum leaves, and this extract also lowers sperm motility and sperm count overall. O. sanctum leaves can cause androgen deprivation because of their anti-androgenic properties. In contrast to the decline in sperm count and increase in FSH and LH, the level of sperm testosterone increased in rabbits **(Kadian, 2012)**.

Anticoagulant Activity:

According to numerous research, Ocimum sanctum fixed oil (3ml/kg, ip) has anticoagulant properties. The lengthened blood clotting time was shown to have an impact similar to what aspirin (100 mg/kg) would have had. Oil's anti-aggregatory properties on platelets are thought to be the cause of the effect **(Singh et al.,2001)**.

Hepatoprotective activity:

Ocimum Sanctum alcoholic leaf extract has hepatoprotective action, which acts against paracetamol induced liver damage in albino rats. This extract also acts in synergy with silymarin and shows vital hepatoprotective activity **(Lahon & Das, 2011)**.

Immunomodulatory activity:

Approximately 100–200 mg/kg/day of an oral aqueous extract of Ocimum sanctum enhanced the production of RBC, WBC, and hemoglobin and also enhanced the production of antibodies in rats without affecting the biochemical parameters (Jeba et al., 2011).

Anti-plasmodial activity:

The many species of Ocimum have excellent anti-plasmodial action when exposed to root, leaf, flower, and stem extracts from Ocimum sanctum. Alkaloids, glycosides, flavonoids, phenols, saponins, triterpenoids, proteins, resins, steroids, and tannins may be present in the ethanolic extracts of the examined plants, which may be the cause of the in-vitro anti-plasmodial action **(Inbaneson et al., 2012)**.

Antipyretic activity:

Testing against typhoid paratyphoid A/B vaccine-induced pyrexia in rats revealed that *Ocimum sanctum* fixed oil has antipyretic properties. The oil's antipyretic effectiveness was demonstrated when it was administered intravenously, which considerably reduced the febrile response. A dose of 3 ml/kg of the oil has antipyretic effectiveness comparable to that of aspirin. The antipyretic efficacy of the fixed oil may also be due to its prostaglandin inhibitory action **(Pandey & Madhuri, 2010)**.

Table1: Some Extract and the Tulsi plant's pharmacologically Active Component

Sr. No	Therapeutic activity	Extract used	Part used
1.	Anti-stress	Ethanolic	Whole plant (dried)
2.	Anti-inflammatory	Methanolic/aqueous	Leaves
3.	Anti-fungal	Methanolic/Ethanolic	Leaves
4.	Anti-fertility	Benzene	Leaves
5.	Hepatoprotective	Ethanolic/aqueous	Whole plant (aerial)
6.	Anti-diabetic	Ethanolic/aqueous	Leaves
7.	Anti-ulcer	Ethanolic/aqueous	Leaves
8.	Anti-microbial	Ethanolic	Leaves
9.	Anti-psychotic	Methanolic/leaves paste	Leaves
10.	Anti-cancer	Ethanolic	Root

CONCLUSION

Tulsi is a popular herb grown in many homes that offers a wide range of therapeutic benefits. Plants have been utilized to heal ailments all across the world since the dawn of civilization. Tulsi is one of the most important herbs in Hinduism and one of the most revered plants in India. Tulsi is referred to as the queen of herbs because of its unparalleled qualities. Tulsi is recommended in Ayurveda and used as a home treatment to cure a variety of illnesses. With its anti-inflammatory, anti-fertility, anti-diabetic, anti-emetic, hepatoprotective, and other medicinal characteristics, this plant is used to treat a variety of ailments. According to published research, Ocimum sanctum has a broad spectrum of pharmacological effects. With a variety of biological potentials, it is highly respected among herbs, and there is still plenty of possibility for new research fields. Future research on sacred basil should concentrate on its capacity to manage a range of illnesses, notably cognitive problems, for the good of humanity. Tulsi is a safe herbal treatment that may help normalize blood sugar, blood pressure, and lipoprotein profiles, as well as relieve psychological and immunological stress, according to the findings of 24 published human research.

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The Craft of Acting: Techniques and Methods for Developing a Character

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Abstract: *The craft of acting involves various techniques and methods for developing a character, creating emotional depth, and engaging with a scene. In order to bring a character to life, an actor must utilize various tools such as physicality, vocal expression, and emotional intelligence. This study explores the various techniques and methods that actors use to create compelling and authentic performances. The Study covered include acting Techniques, craft of acting, script analysis, character development, emotional recall, improvisation, and working with a scene partner. By mastering these techniques, actors can create nuanced and powerful performances that captivate audiences and bring characters to life. acting is a multifaceted art that requires a combination of technical skill, creativity, and emotional intelligence. To create a believable and compelling performance, actors must develop a deep understanding of their characters, connect with their emotions, and engage with the scene in a meaningful way. This chapter provides an overview of the acting techniques and methods that actors can use to develop acting skills.*

Keywords: Acting, Craft, Techniques, Methods, Character development, Emotional depth, scene engagement

INTRODUCTION

Acting is a demanding and challenging profession that requires dedication, and hard work. Actors must be able to convey a wide range of emotions and characters convincingly and authentically, bringing their roles to life on stage or screen. The craft of acting involves developing and honing a wide range of skills, including vocal and physical technique, emotional range, and improvisational ability. One of the most critical aspects of the craft of acting is the development of a character. Actors must learn to inhabit their roles fully, understanding their characters' motivations, emotions, and behaviour. They must be able to convey these elements to the audience, creating a believable and engaging performance that draws viewers into the story. To do this, actors must learn to use a variety of tools and techniques to create their characters. These can include methods like sense memory, where the actor recalls a specific sensory experience to evoke a particular emotion, or Meisner technique, where the actor focuses on the emotional reality of the scene and their partner's reactions to create a genuine response.

Acting is an art form that requires not only talent, but also a deep understanding of the craft. In this chapter, we will explore the techniques and methods used by actors to develop complex characters, create emotional depth, and engage with a scene. We will begin by examining the foundational skills of acting, such as voice, movement, and improvisation, and then move on to more advanced techniques like script analysis and character development. We will also explore the role of emotions in acting, and provide exercises and strategies for accessing and expressing a wide range of feelings on stage or on camera. acting is a complex and challenging art form that requires a deep understanding of the craft. It

involves developing a character, creating emotional depth, and engaging with a scene in a way that feels authentic and compelling to the audience.

ACTING TECHNIQUE

Meisner Technique: This technique emphasizes truthful acting through a series of exercises that focus on listening, responding, and being present in the moment.

Stanislavski Method: Developed by Konstantin Stanislavski, this method encourages actors to use emotional memory and imagination to create a character's inner life and motivations.

Chekhov Technique: This technique, developed by Michael Chekhov, focuses on using the imagination to create a character's physicality, voice, and emotional life.

Method Acting: This approach involves using personal experiences and emotions to bring authenticity to a character's performance.

Classical Acting: This technique involves studying and performing works from the classical canon, such as Natyshatra.

Physical Theatre: This form of theatre focuses on the physicality of the performer and emphasizes movement, dance, and acrobatics.

Improvisation: This technique involves creating spontaneous performances based on a given set of circumstances or rules.

Practical Aesthetics: This technique, developed by David Mamet and William H. Macy, focuses on breaking down a script into its essential components and using a series of exercises to create truthful performances.

Alexander Technique: This technique involves retraining the body to move with ease and grace, reducing tension and improving posture and breath control.

CRAFT OF ACTING

The craft of acting is an art form that requires skill, practice, and dedication. At its core, acting is about bringing a character to life and engaging with an audience through emotion, nuance, and authenticity. To achieve this, actors must develop a range of techniques and methods that help them create a character, develop emotional depth, and engage with a scene. One of the most important aspects of acting is the development of a character. Actors must be able to fully immerse themselves in a role and bring the character to life through their performance. This requires a deep understanding of the character's motivations, desires, and backstory, as well as an ability to convey these elements to the audience. Techniques such as character analysis, improvisation, and method acting can be useful in developing a character and bringing them to life on stage or screen. Another key element of acting is the creation of emotional depth. Actors must be able to tap into a range of emotions and convey them authentically to the audience. This can be a challenging aspect of acting, as it requires actors to connect with their own emotions and use them to convey the emotions of the character they are playing. Techniques such as emotional recall, sense memory, and relaxation exercises can be helpful in developing emotional depth and authenticity in a performance.

Script Analysis: This involves breaking down a script to understand the story, characters, and their motivations. Actors need to be able to identify the given circumstances of a scene, the character's objective, the obstacles they face, and the tactics they use to achieve their goals.

Vocal Technique: Good vocal technique involves using proper breathing, resonance, and articulation to effectively communicate emotions and ideas. Actors need to be able to project their voice, vary their tone and pitch, and use different accents and dialects as required by the script.

Physicality: Physicality involves using the body to convey emotion, mood, and character. Actors need to be aware of their posture, gesture, movement, and physical habits in order to create a believable and authentic performance.

Characterization: Characterization involves developing a character's backstory, personality, and motivations based on the script and the actor's own imagination. Actors need to be able to make specific choices about their character's behavior, mannerisms, and emotional life.

Emotional Preparation: Acting often involves accessing strong emotions in order to create a believable and authentic performance. Actors need to be able to emotionally prepare themselves for a scene, using techniques such as sense memory, emotional recall, or improvisation.

Scene Work: Scene work involves rehearsing and performing scenes with other actors. Actors need to be able to collaborate with their fellow performers, listen and respond truthfully, and make adjustments to their performance based on the director's feedback.

Performance Technique: Performance technique involves using a range of skills and techniques to create a memorable and effective performance. This can include elements such as timing, pacing, rhythm, energy, and stage presence.

VOICE AND BODY

Vocal and physical technique are also crucial elements of the craft of acting. Actors must learn to use their voices and bodies effectively to convey emotion and meaning. This can involve working with a vocal teacher to develop proper breathing and projection techniques, as well as working with a movement teacher to develop physical control and expressive ability. Emotional range is another critical aspect of the craft of acting. Actors must be able to convey a wide range of emotions convincingly, from joy and happiness to anger, fear, and despair. They must learn to access these emotions authentically, tapping into their own experiences and emotions while remaining fully present in the moment of the performance.

IMPROVISATION OF A SITUATION

Improvisation is another valuable tool in the actor's toolkit, allowing them to respond to unexpected situations and create dynamic, spontaneous performances. Actors must learn to listen and respond genuinely to their scene partners, staying open and present to the moment while still serving the story and their character. Overall, the craft of acting is a complex and multifaceted discipline that requires years of study and practice to master fully. From developing a character to mastering vocal and physical technique, emotional range, and improvisational ability, actors must be willing to put in the time and effort required to achieve excellence in their craft. With dedication and perseverance, however, the rewards of a successful acting career can be significant, allowing performers to bring their unique talents and skills to audiences around the world.

One of the most challenging aspects of acting is creating emotional depth and engaging with a scene in a way that feels authentic and compelling. To truly understand the craft of acting, it is important to start with the basics. At its core, acting involves creating a character, developing emotional depth, and engaging with a scene in a way that feels authentic and believable. This requires a range of skills, including vocal and physical control, the ability to analyse a script and understand character motivation, and the capacity to connect with the emotions of a scene. Developing these skills takes time and practice. Many actors begin their training in acting classes, where they learn the foundational techniques of acting and gain experience in a supportive environment. These classes may cover a range of topics, from improvisation to script analysis to character development. As actors progress in their training, they may begin to focus on specific aspects of the craft. For example, some actors may specialize in a particular type of acting, such as voiceover work or stage performance. Others may focus on developing their emotional range or mastering a particular technique, such as method acting or Meisner technique.

In addition to these technical skills, actors must also have a deep understanding of the creative process. They must be able to collaborate effectively with directors, producers, and other actors, and they must be able to adapt to changing circumstances on set or on stage. This requires a combination of creativity, flexibility, and professionalism. Understanding the craft of acting is essential for anyone who wants to pursue a career in the entertainment industry. It requires a combination of talent, dedication, and hard work, but the rewards can be significant. A well-crafted performance can entertain, educate, and inspire audiences, and the opportunity to be part of that creative process is one that many actors find deeply fulfilling.

Another important aspect of developing your acting skills is to build your repertoire. This means expanding your range of abilities and exploring new genres or styles of performance. For example, if you have primarily worked in theatre, try branching out into film or television. Or if you typically play comedic roles, challenge yourself to tackle more serious or dramatic material. In addition to building your repertoire, it is important to work on specific skills and techniques. This might include vocal exercises to improve your projection and diction, physical training to develop your stage presence, or script analysis to deepen your understanding of character motivation and story structure. Make a list of areas you want to improve on and seek out resources that can help you achieve those goals.

One of the most effective ways to develop your acting skills is to work with others. Collaborate with other actors, directors, and writers to gain new perspectives and insights. Attend networking events, join theatre groups or improv troupes, or take part in online communities where you can connect with other creative people. Finally, don't be afraid to take risks and try new things. Pushing yourself out of your comfort zone can be a powerful way to develop your skills and discover new aspects of your abilities as an actor. Be open to feedback and constructive criticism, and always strive to learn and grow as a performer. In conclusion, developing your acting skills is an ongoing process that requires dedication and hard work. By practicing regularly, expanding your repertoire, working on specific skills and techniques, collaborating with others, and taking risks, you can become a more versatile and dynamic performer.

In acting, character development is the process of creating a three-dimensional character that feels authentic and engaging to the audience. It involves exploring the character's backstory, motivations, and personality traits to create a fully-realized individual. Character development is important in acting for several reasons. First and foremost, a well-developed character makes a performance more compelling and believable. When the audience can connect with the character on an emotional level, they become invested in the story and are more likely to be engaged throughout the performance. A poorly developed character, on the other hand, can feel flat or stereotypical, and may not resonate with the audience.

Secondly, character development helps actors bring nuance and depth to their performances. When an actor understands their character's motivations and personality, they can make more informed choices about how to portray them. This can result in a more nuanced and complex performance that captures the intricacies of the character. Additionally, character development can help actors create a sense of consistency throughout a performance. When a character is well-developed, their actions and decisions are rooted in their personality and backstory, rather than being arbitrary or inconsistent. This can help create a sense of coherence and continuity throughout the performance.

Finally, character development can be a valuable tool for actors in their own personal growth and development. By exploring a character's motivations and backstory, actors may gain insights into their own experiences and emotions. This can help them develop empathy and emotional intelligence, and may even help them better understand themselves. In conclusion, character development is a vital component of acting. It helps actors create compelling and believable performances, bring nuance and depth to their work, create consistency throughout a performance, and even gain insights into their own personal growth and development. Whether you are a seasoned actor or just starting out, taking the time to develop your characters can have a profound impact on your performances and your craft as a whole.

Engaging with a scene is another crucial element of acting. Actors must be able to work collaboratively with their fellow performers and use their skills and techniques to create a dynamic and engaging performance. This can involve techniques such as active listening, improvisation, and physical movement, all of which help actors connect with the other performers and the audience. Overall, the craft of acting is a complex and multifaceted art form that requires a great deal of skill and dedication. Through the use of various techniques and methods, actors can develop their ability to create a character, convey emotional depth, and engage with a scene, ultimately creating performances that are compelling, authentic, and memorable.

CONCLUSION

The chapter draws insights and experiences of professional actors, directors, teachers, and provides practical advice and guidance for the actors at all levels. Whether you're just starting out in the industry or looking to refine your craft, this study will provide the tools and techniques required to become a more skilled and nuanced performer. By the end of this book chapter, readers will have a comprehensive understanding of the craft of acting and the tools necessary to create captivating and emotionally resonant performances. In the craft of acting is a complex and multi-faceted art form that

requires dedication, skill, and practice. Actors must be able to develop a character, create emotional depth, and engage with a scene in order to effectively communicate a story to an audience. There are a variety of techniques and methods available to actors, including physical and vocal training, character analysis, and improvisation. Ultimately, the key to success in acting is a combination of talent, hard work, and a willingness to continually learn and grow as an artist. By honing their craft and striving for excellence, actors can bring their characters to life on stage or screen and create truly memorable performances.

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Adieu to Melody-An Analysis on Trend of Excluding Songs in Indian Cinema

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Abstract: *Since the introduction of sound in cinema by Ardeshir Irani in the film Aalam Ara in the year 1931, music has become an integral part of Indian cinema. In this article, we look at a new trend in the Indian cinema industry: the minimisation of songs from Bollywood films and what it implies for viewers who have grown up listening to these songs. As a result, songs and music were written to fit the needs of the movie and were used in many of its scenarios. The majority of the time, these songs are only tangentially related to the story and are just included to fascinate audiences, increase record sales and music downloads, and increase the success of the movie. While taking into account the needs of the events in the movie, the tastes of persons who desire the songs, and prevalent trends, their composers and lyricists must remain real to them. In contrast to the past, songs are no longer written to suit the situation, and music directors no longer follow the story in order to effectively compose music. As a result, directors have had to reduce the number of songs in their films. A new century and the ups and downs of Indian cinematic music as a whole began in 2000. Music and dance define the soul of Indian film. Comparing the box office profits of two well-known movies, one with songs and the other without, is another recommendation for extra aspects to include in a future study.*

Keywords: Music, Songs, Indian Films, Downward Trend.

INTRODUCTION

Since the introduction of sound in cinema by Ardeshir Irani in the film *Aalam Ara* in the year 1931, music has become an integral part of Indian cinema. Soulful music and foot-tapping beats have always caught our hearts and transported us to another world. One thinks of the sultry Shankar-Jaikishan scores for Raj Kapoor movies. And so do the superb tunes created by numerous legends and other exceptionally creative music directors, from those anchored in the Indian classical legacy to those influenced by the West. While music producers created well-known epics, very skilled singers with diverse skill sets gave the songs their unique individuality. Our tale has always included melodic tunes and dancing sequences, which have attracted extra attention and work from the beginning. Furthermore, the well liked songs and dance sequences in a number of our blockbusters are the only reasons why they were so successful. In addition, they improved the repeat value of the film and could create an amazing ambiance during their screening; distributors developed a great demand for them. However, something appears to be awry these days, as we notice a steady shift in Bollywood's musical environment. With each new film release, we see a growing number of songs cut from films, leaving us with mixed sentiments.

In this article, we look at a new trend in the Indian cinema industry: the Minimisation of songs from Bollywood films and what it implies for viewers who have grown up listening to these songs. Let us look at why some filmmakers are avoiding using melodies in their films and how this may affect both creators and listeners.

Prepare to bid "Adieu to Melody" as we go deeper into this fascinating topic!

ADIEU TO MELODY - PRESENT SCENARIO IN INDIAN CINEMA

Music legends such as S.D. Burman, O.P. Nayyar, Bappi Lahiri, Pritam, A.R. Rehman, and the Malik brothers have contributed soulful music from its inception to the present day. Their music has rejected and churned out songs that have made the film resonate with audiences. Their presence in the title sequences alone gives viewers a hint that they are about to hear some moving music. The soundtrack featured tunes from three different musical genres: Indian classical music, local folk music, and Western classical and popular music. The majority of music directors rearranged and altered music from many sources to produce a musical legacy that was approachable to the average person.

Sometimes, music is not seen as a separate entity in Indian movies; instead, it must be closely tied to the plot. As a result, songs and music were written to fit the needs of the movie and were used in many of its scenarios. Much melodious music was produced. Songs have been produced to honour numerous faiths and to mark key Indian festivals such as Holi, Janmashtami, Eid, and Christmas. Even more, especially in periods of social or personal crisis, they have taught the values of patriotism, community harmony, and national togetherness while motivating the human spirit. We have also heard music about childbirth, lullabies, birthday and other celebration songs, and wedding songs (in all aspects from pre-wedding to the ceremony of bidaai, where the bride departs her motherhouse.

Western musical styles are also covered, ranging from disco, rock, hip-hop, reggae, blues, fusion, and world music in the present to jazz, scatting, pop, waltz, and cabaret in the past. The "Item Song" genre, which is often a beautifully filmed dance routine that does not always involve a prominent artist, emerged in the 1960s. Often, a celebrity only shows up for the song and plays no part in the movie. The majority of the time, these songs are only tangentially related to the story and are just included to fascinate audiences, increase record sales, music downloads, and increase the success of the movie.

While taking into account the needs of the events in the movie, the tastes of persons who desire the songs, and prevalent trends, their composers and lyricists must remain real to them. Composing such songs is thus a demanding task. While every lyricist and composer is requested to create songs of many genres, a Muslim poet or composer may be needed to write a Bhajan, while their Hindu counterparts may be forced to produce a Qawwali. Yet, what we hear in movies is a simplified, generally appealing, toned-down version of hardcore classical music, despite the fact that many of the above-mentioned genres, particularly classical and traditional, are pure forms of music.

However, a new trend of removing the melody from films began slowly and gradually in the industry. Although some did succeed, only a few films are successful in the absence of strong music, and even fewer feature no songs or dances. In the worst-case scenario, if a producer is unable to obtain the cash, the project is canceled and the investment is completely lost. Failing producers will occasionally sell recorded tracks to successful ones. Despite the fact that many unfinished projects are abandoned each year, over 1500 films are produced. A movie usually has five songs. Every year, this corresponds to around 7,500 brand new movie tunes.

DOWNWARD TREND AND POSSIBLE REASONS TOWARDS SONGS IN INDIAN CINEMA

Several causes contribute to the general deterioration in Indian film quality. This pattern can be attributed to a number of factors. First, directors and producers have been more concerned with creating realistic pictures that appeal to a larger audience. In contrast to the past, songs are no longer written to suit the situation, and music directors no longer follow the story in order to effectively compose music. The majority of music directors currently have a "bank of pre-composed songs" with a large collection of previously recorded tunes. As a result, they frequently advise producers and directors to choose songs from their repertoire, which ultimately do not fit with the story or film. This prevents them from writing new songs to meet the film's requirements. The director's vision is obviously hampered by the fact that there are currently

multiple music directors working on a movie with just one or two songs. As a result, the quantity of musical numbers in films has decreased.

Second, the expense of creating a song sequence has grown prohibitively expensive for many directors. The use of lip-syncing has made it simpler to cast popular singers in films without worrying about their acting abilities. Audiences have gotten more demanding and are no longer happy with simple song-and-dance routines. Further, people want more action and drama in their movies. As a result, directors have had to reduce the number of songs in their films. For example, a thrilling story may be unfolding when suddenly music begins to play, and the same actor or actress who was portraying a riveting performance related to the story begins dancing! Most of the worthless item numbers are arranged in this manner in movies. The filmmakers believe it adds flavour to the script, but the intelligent audience believes it is the worst part of the film. You have either lost interest in the story or your perseverance by the song's end.

Thirdly, the fact that most Indian movies feature music is a well-known truth. Despite being its defining trait, it actually lengthens movies beyond what they already are. Also, since Hollywood movies are significantly shorter than Indian movies, overseas audiences find it quite annoying when songs start playing out of nowhere. In general, only Indian and NRI viewers would find it fascinating. One must stop unnecessary song and dance performances if they want to expand globally.

Fourth, due to a marketing culture that prioritises film stars, the Indian film business has started to disapprove of songs in most other cinema cultures. Now, instead of paying Rs 2–3 crore for a film's music rights, music firms provide promotional time on television. The failure of Roy, which earned a pitiful 44 crore at the box office, has been cited by filmmaker Mahesh Nair as evidence that songs are no longer necessary for a movie's box office appeal, contrary to a few years ago. He feels that it depends on the type of film, and that songs are now considered part of the film's worth. Mishra contends that the success of films such as Aashiqui 2, Bajirao Mastani, and Pathaan might be attributed to their broad content and worldwide media appeal. He sees them as a step towards a future in which mainstream cinema will be more accommodating to genres and production approaches. Another factor could be the growing popularity of overseas music.

Fifth, we can attest that people in today's globalised world are exposed to a wide range of music from other cultures. As a result, people are less inclined to appreciate Indian cinema songs, which can seem monotonous and predictable.

Sixth, the rise of new media platforms such as YouTube and OTT is a recent and possibly major reason for the Minimisation of songs from Indian films. With these platforms, people can watch whatever they want, whenever they want. As a result, there is less need for people to go to the movies to watch songs because they can just watch them online. The OTT revolution has contributed to the demise of musical numbers in Indian films. Given the popularity of crime dramas and the fact that the user controls the play-slider, no content creator or production firm wants the audience to utilise the fast-forward tool while viewing their work. As a result, they do not consider music or dances when creating their film or web series.

Lastly, the growing expense of production is another cause for the fall in the usage of music in Indian films. Producing elaborate song-and-dance routines has gotten increasingly expensive due to inflation and other causes. As a result, several directors have been obliged to reduce or eliminate such passages.

THE OTHER SIDE OF THE STORY - A PERSPECTIVE

On the other side of the discussion, many moviegoers believe that Indians are obsessed with songs. Songs are sung during weddings, births, and when people worship the gods. When someone dies, unique songs are written. As a result, songs are a natural component of an Indian film. Because it had been around for so long, one of the viewers assumed it was more of a tradition. It is an important part of Indian film. It sets us apart from everyone else. Even if it seems ludicrous at times, the fact that the Indian audience eventually enjoys it matters.

A filmmaker has put a different perspective on the matter: According to him, Indian movies are more than just commercial products. Local Indian culture states that movies and how people appear in them are part of daily life. Everyone has beautiful dreams that they are unable to realise in reality, so they send the dream to their unconscious mind, where they either learn to live with it or hide it. From a cinematic perspective, it is easier to think of a song in separate parts rather than putting together a movie.

On a positive note, one can always believe that, despite the irony and sarcasm that can be found in Indian film songs, it is impossible to understate their significance in daily life. Everyone who has seen Indian films will recognise the loud rocking at weddings, the deep melodies while driving in the rain, the blasting music in cars, and the pain of life and romance while crying alone. The songs are not only personal to the listeners; they also correctly portray their culture. True, because Bollywood songs, while inherently fiction, nonetheless have a significant amount of realism, even when they involve imagination, and this is what gives them their unique charm.

CONCLUSION

In Indian films, the use of captivating music and dancing scenes has always drawn attention and effort, but some of the blockbusters were only successful due to popular songs and dance routines. The article looked at a new trend in the Indian film industry: the minimisation of film songs, as well as the ramifications for viewers who grew up listening to them. Filmmakers and producers have been more concerned with making realistic films that appeal to a wider audience, and music directors no longer follow the drama in order to write music successfully. Many moviegoers hold the opinion that Indians are song-obsessed. However, a filmmaker has presented another viewpoint on the subject: he believes that Indian films are more than merely for sale, as they send the dream to their unconscious mind, where they may either learn to live with it or bury it.

This study examines the importance of songs in Indian film throughout its history as the recent song "Natu Natu" and "Jai Ho" from the 2009 movie "Slum Dog Millionaire" had won the Oscar in the same category. It is also found that Indian movies are popular all over the world, as seen by the popularity of these two songs. Further investigation is needed to enhance this research and analyse the numerous arguments in favour of or against the idea of reduction of music from films. Comparing the box office profits of two well-known movies, one with songs and the other without, is also recommended.

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Advance Virtual Cinematography

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Abstract - *Advanced virtual cinematography is an innovative technology that combines computer graphics, real-time rendering, and motion capture to create immersive virtual environments. It allows for the creation of interactive, realistic, and engaging content, enabling users to experience virtual worlds in a way that was previously impossible. With advanced virtual cinematography, filmmakers, game developers, and educators have greater control over camera movements and angles, and can easily manipulate virtual sets and environments in real-time. This technology also allows for the integration of live-action footage and computer-generated imagery, enabling the creation of seamless and realistic visual effects. The applications of advanced virtual cinematography are diverse, ranging from entertainment and education to scientific research and engineering. This technology has the potential to transform the way we create and interact with digital content, offering new possibilities for storytelling, immersive experiences, and simulations of complex systems and phenomena. Overall, advanced virtual cinematography is an exciting and rapidly developing field that has the potential to revolutionize various industries, providing users with new and engaging ways to experience virtual worlds.*

Keywords- Virtual production, motion capture, Compositing, Visual effects, Virtual sets and Environment.

INTRODUCTION

Virtual advance cinematography refers to the use of advanced virtual reality technology and computer graphics to create cinematic experiences that are more immersive and visually stunning than traditional film techniques. This approach allows filmmakers to create entire virtual worlds, characters, and scenes that can be manipulated and animated in real-time. It also enables them to create complex camera movements and perspectives that would be difficult or impossible to achieve with traditional filmmaking methods. Virtual advance cinematography is being used increasingly in the film and entertainment industry, as well as in fields such as advertising, video games, and architecture. It offers filmmakers and creative the ability to push the boundaries of what is possible in visual storytelling, and to create truly immersive and interactive experiences for their audiences. Advanced virtual cinematography is an innovative technology that combines computer graphics, real-time rendering, and motion capture to create immersive and interactive virtual environments. It offers filmmakers, game developers, educators, and researchers a powerful tool for creating engaging and realistic digital content, with greater control over camera movements, virtual sets and environments, and visual effects. The technology behind advanced virtual cinematography involves the use of specialized software and hardware to create virtual worlds that are realistic, responsive, and interactive. This can include 3D modelling software to create virtual sets and environments, real-time rendering engines to display graphics and effects, and motion capture systems to track and record movements of actors or objects in real-time. One of the primary benefits of advanced virtual cinematography is the ability to create realistic and immersive virtual environments that can be used in a wide range of applications. For example, in the entertainment industry, virtual sets can be used to create realistic backdrops for film and television productions, while game developers can use the technology to create interactive environments for video games. Advanced virtual cinematography also has applications in education, where it can be used to create interactive simulations that allow

students to learn in a safe and controlled environment. In scientific research, the technology can be used to create simulations that model complex systems and phenomena, enabling researchers to study and analyse data in a more interactive and immersive way.

STAGES IN ADVANCE CINEMATOGRAPHY PROCESS

The process of virtual advance cinematography typically involves a combination of technical knowledge, creative vision, and collaboration between various departments in the film or TV production process. Here are some key steps that might be involved in the methodology of virtual advance cinematography, as Mentioned above in **Figure (1& 3) (2 & 4).**

Fig. (1) - Production of virtual setup.

Fig. (3) - Post Production view.)

Fig. - (2) Production Virtual Setup view.
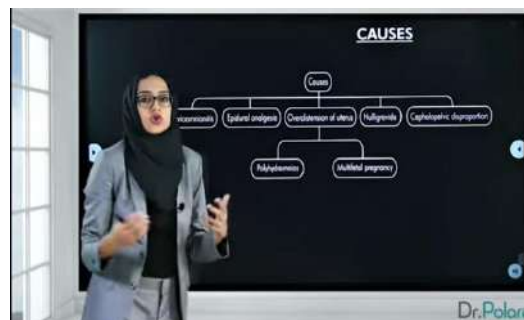
Fig.-(4) After Post Production view.

(Source - Author's Self Click)

Stage1 - Planning

First step- in virtual advance cinematography is planning the shots and scenes using virtual tools such as revisualization (previse) software. This involves creating a virtual set and positioning virtual cameras to capture the action. Understand the story and world: Before you begin planning any shots or movements, you need to have a deep understanding of the story and world you are working in. This will help you make informed decisions about camera placement, movement, and lighting.

Second step-Develop a shot list: Create a list of the shots you want to capture in the virtual environment. This can include close-ups, wide shots, and tracking shots. Think about how each shot will contribute to the story and what emotions or reactions you want to elicit from the audience.

Third step-Use pre-visualization tools: Pre-visualization tools such as storyboards, animatic, and 3D mock-ups can help you plan and visualize your shots before you start filming. This can save time and help you make better decisions about camera placement and movement.

Fourth Step-Plan camera movements: Virtual cinematography allows you to create complex camera movements that would be difficult or impossible to achieve in the real world. Think about how you can use camera movement to enhance the story and create a sense of immersion for the audience.

Fifth step-Use lighting to set the mood: Lighting is an important tool in virtual cinematography. Use it to set the mood and create a sense of atmosphere in the virtual environment. Think about how different lighting setups can evoke different emotions or reactions from the audience.

Sixth step-Test and refine: Virtual cinematography is a collaborative process that requires constant testing and refinement. Don't be afraid to experiment and try new things. Use feedback from your team and test audiences to make improvements and create the best possible experience for your audience.

Stage2-Virtual camera operation:

The virtual camera operator is responsible for framing and capturing the shots using the virtual camera. They work closely with the director and other creative departments to ensure that the shots align with the overall vision of the production.

First step-Use a game controller or specialized input device: Most virtual cinematography software s the use of game controllers or specialized input devices for camera operation. These devices offer greater precision and control than a keyboard and mouse.

Second step-Understand camera movements: Just like in real-life cinematography, virtual camera movements can have a big impact on the story and the audience's experience. Some common camera movements include panning, tilting, tracking, and zooming.

Third step-Use camera movements to tell the story: Camera movements can be used to highlight important details, create a sense of drama or tension, or convey the emotions of the characters. Think about how you can use camera movements to enhance the story and create a more immersive experience for the audience.

Fourth step-Experiment with different camera angles and perspectives: Virtual cinematography allows you to create camera angles and perspectives that would be impossible in the real world. Don't be afraid to experiment with different angles and perspectives to create unique and compelling shots.

Fifth step-Pay attention to composition: Composition is just as important in virtual cinematography as it is in real-life cinematography. Think about how you can use framing, depth of field, and other compositional techniques to create visually interesting shots.

Sixth step-Use post-processing effects: Many virtual cinematography software packages offer post-processing effects such as colour grading, motion blur, and lens flares. These effects can add a professional polish to your shots and enhance the overall look and feel of your project.

Stage3-Virtual lighting

Virtual lighting is a crucial aspect of virtual advance cinematography. The lighting department uses virtual lighting tools to create and adjust the lighting in the virtual environment, ensuring that it complements the mood and tone of each scene. Virtual lighting is an essential component of advanced virtual cinematography, as it can significantly impact the mood and tone of a scene. Here are some tips for using virtual lighting to enhance your virtual cinematography:

First step-Use different types of lights: Virtual lighting software typically provides a variety of light types, including spotlights, point lights, and area lights. Experiment with different light types to create the desired mood and tone for each scene.

Second step-Create a lighting plan: Before you start lighting a scene, create a lighting plan that includes the placement and intensity of each light. This will help you avoid errors and create a consistent look and feel across your project.

Third step-Use shadows to create depth: Shadows can add depth and dimension to a scene. Experiment with shadow intensity and softness to create the desired effect.

Fourth step-Consider the time of day: Just like in real life, the time of day can impact the lighting in a scene. Think about how the position of the sun or moon would impact the lighting and create a sense of realism.

Fifth step-Use color to set the mood: Lighting color can greatly impact the mood and tone of a scene. Use warm colors like red and orange to create a sense of warmth and intimacy, while cool colors like blue and green can create a sense of distance and tension.

Sixth step-Create highlights and reflections: Highlights and reflections can add a sense of realism and detail to a scene. Use highlights to accentuate important details, and reflections to create a sense of depth and complexity

Stage4-Virtual set design

Virtual set design is an important aspect of advanced virtual cinematography, as it can help to create immersive and engaging virtual worlds. Here are some tips for designing virtual sets that enhance your virtual cinematography:

First step-Understand the story and world: Before designing a virtual set, it's important to have a deep understanding of the story and world you're working in. This will help you make informed decisions about set design and create a more immersive experience for the audience.
Second step-Use reference materials: Use reference materials such as concept art, photos, and real-life locations to inspire your virtual set design. This will help you create a more detailed and realistic environment.
Third step-Consider the camera angles: Virtual sets need to be designed with camera angles in mind. Think about the camera movements and angles you plan to use and design the set accordingly to create interesting and visually engaging shots.
Fourth step-Use lighting to enhance the set: Lighting is an important tool in virtual set design. Use it to highlight important details, create a sense of atmosphere, and guide the audience's attention to specific areas of the set.
Fifth step-Think about scale and proportion: Pay attention to scale and proportion when designing virtual sets. Make sure that objects and environments are the correct size and that they are visually balanced within the set.
Sixth step-Use textures and materials: Virtual sets can benefit from the use of textures and materials to create a more tactile and detailed environment. Use different textures and materials to create contrast and visual interest.

Stage5-Motion capture

Motion capture is a powerful tool in advanced virtual cinematography, as it can help to create more realistic and natural character animations. Here are some tips for using motion capture in your virtual cinematography projects:

First step-Understand the technology: Before using motion capture, it's important to have a good understanding of the technology and the process involved. This will help you make informed decisions about how to use motion capture and how to work with the resulting data.

Second step-Plan the capture session: Plan the motion capture session in advance to ensure that you capture the data you need. Think about the movements and actions you want to capture and make sure that the actors and equipment are set up appropriately.
Third step-Use multiple cameras: Motion capture typically requires multiple cameras to capture the movement of the actors from different angles. Make sure that the cameras are calibrated correctly and that they are positioned to capture the necessary data.
Fourth step-Clean up the data: Motion capture data can be noisy and require cleanup to ensure that it is usable. Use motion capture software to clean up the data, remove any noise or errors, and refine the animation.
Fifth step-Customize the animation: Motion capture data can be customized to fit the specific needs of your project. Use animation software to refine the animation, adjust timing, and add additional details as needed.
Sixth step-Use motion capture for facial animation: Motion capture can also be used to capture facial movements and expressions. This can help to create more realistic and emotive character animations.
Stage6-Post-production

After the virtual filming is complete,. Post-production is a crucial stage in advanced virtual cinematography, as it is where the final look and feel of the project is created. Here are some tips for effective post-production in virtual cinematography:

First step-Organize your footage: Proper organization of your footage is essential in post-production. This includes labeling and categorizing footage by shot type, camera angle, and other relevant metadata. This will help you work more efficiently and effectively during the editing process.

Second step-Edit with the final product in mind: Keep the final product in mind while editing. Think about how each shot fits into the overall story and how it will be viewed by the audience.

Third step-Use color grading to enhance the look: Color grading can have a significant impact on the look and feel of your virtual cinematography project. Use color grading to enhance the mood and tone of each shot, and to create a consistent look and feel across the entire project.

Fourth step-Use visual effects to enhance the visuals: Visual effects can be used to add depth, realism, and visual interest to your virtual cinematography project. Use them judiciously to enhance the visuals without detracting from the overall story.

Fifth step-Add sound design and music: Sound design and music can have a powerful impact on the emotional impact of your project. Use sound and music to enhance the mood and tone of each shot, and to create a more immersive experience for the audience.

Sixth step-Test your project on different devices: Make sure to test your virtual cinematography project on different devices to ensure that it looks and sounds good on a variety of platforms. This will help you identify and correct any issues before releasing the final product.

CONCLUSION

In conclusion, advanced virtual cinematography is a rapidly evolving field that offers filmmakers and television producers an exciting new way to bring their creative visions to life. By utilizing virtual tools and techniques, filmmakers can create immersive, realistic, and visually stunning worlds that would be impossible or prohibitively expensive to build and film using traditional methods. Advanced virtual cinematography allows for greater flexibility and control in the filmmaking process, enabling filmmakers to experiment with different camera angles, lighting, and visual effects in a virtual environment before committing to costly and time-consuming live-action filming. While advanced virtual cinematography requires specialized technical knowledge and equipment, the benefits it offers in terms of creative freedom and cost-effectiveness are increasingly making it an attractive option for productions of all sizes. As the technology continues to advance and evolve, we can expect to see even more exciting developments in the field of advanced virtual cinematography, allowing filmmakers and television producers to push the boundaries of what is possible in visual storytelling

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Today's Women on Screen: The Current Hindi Cinema Scenario

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Abstract: *Today cinema is the most popular art form, not only in India but worldwide as well. Film industry is one of the largest film industries in the world. However, we can't overlook the fact that the representation of women in Indian cinema has been one roller coaster ride and continues to be so. More than 100 years old Hindi cinema has portrayed women in various ways. In all these years, we have hardly seen the women characters as strong, resilient and successful, and unfortunately, the majority of the time they have been shown as a weaker and submissive gender. The early Hindi cinema especially has always shown women as unassertive, sacrificing, and flawless human beings. The image created by these films helped in sustaining a false notion about women, which created the image of " a good woman ". For a long time, the Hindi cinema focused on emphasizing that if you are a woman with ambition, desire, non-adjusting and outspoken nature, you will be replaced, outcasted, or thrown out of society just like any defective machine parts from a factory. However, recent Hindi cinema has started showing realistic women characters with voice, mind, and heart. There's still a long way to go, but at least there's a start. Thus, the portrayal of women characters in cinema is very crucial as cinema is not a mere medium to entertain people, but it also plays a key role in shaping young minds, molding opinions, constructing images, and reinforcing certain beliefs and norms in society. We all must have heard a thousand times that films are a reflection of society but are we really reflecting what exists in and around us?*

Keywords: Hindi cinema, Women characters, Female protagonist, Indian society, Women-centric films,

INTRODUCTION

Hindi Cinema is one of the most popular art forms that is followed and cherished across the country, India. Over the years, it has been successful in connecting with a variety of audiences across the nation, because of the depiction of Indian culture. Not only that, it has successfully influenced Indian culture and continues to do so. Hindi cinema has depicted the changing nature of our society, people, culture, and politics over time like no other art form has. However, when we speak of the depiction of people and society, it is hard to miss out on the depiction of women characters in Hindi Cinema. Women had been one of the strong pillars of society for so long, but sadly, their portrayal in Hindi cinema had not been the same. Today, women have imprinted their names in every field globally, but still, it seems a long journey ahead for them to be portrayed in a strong, successful, and realistic manner in cinema.

The objectification of women's bodies and using them as items to lure men sadly continues. The number of item songs has not reduced in the majority of commercially hit films in recent years. The item songs like Sheila ki Jawani, Baby doll, Kamariya, Jalebi Bai, Munni badnaam hui, and many more songs have used women as an object to lure the audience into watching the film and thus make the film popular. Even the characterization of women in Hindi cinema is still often a second-class citizen as men have always been the dominant force in Hindi cinema. While there are still many positive and inspiring female roles being played, there has also been an increase in the objectification of women's bodies and using women characters in stories as mere props to decorate the film.

However, in recent years, we have seen a shift towards more empowered and independent female characters. This is reflective of the changing times, with women now taking on greater roles in society. We are also seeing more strong female protagonists who are driving the narrative forward. In earlier films, women were often given secondary roles and were not given agency to shape their own stories. However, this is no longer the case, with women now playing central roles in many popular films. This is a positive development as it allows women to be represented as strong and capable individuals on screen.

A few films like Piku, Tumhari Sulu, Queen, English Vinglish, Kahani, No one killed Jessica, Pink, and Raazi, in recent years have shown women with a voice, sexual desires, ambition and resilience. These films are definitely a fresh start and mirror the stories of many such women who exist around us. The shift in how women are portrayed on screen has been positive.

In this article, we will observe the changing graph of women characters in Hindi cinema. Let us look at some of the filmmakers and writers who are changing the depiction of women characters on screen.

TODAY'S WOMEN ON SCREEN: THE CURRENT HINDI CINEMA SCENARIO

The representation of women in early Hindi cinema was largely dominated by age-old stereotypes and gender biases. Hindi or Bollywood films often depicted women in an overly romanticised manner, lacking any kind of agency or strength. This was especially true in the case of some of the most popular and representative Hindi films from an early era. For example, films like Radhe, which was released in 1989, showed women as objects of desire or love interests for the lead male character. However, changes are being made to improve the representation of women in the Indian cinematic industry and to write female characters with agency. Writing and filmmaking have become key off-screen processes that can help create positive representations that challenge problematic gender stereotypes in Bollywood films. In recent years, filmmakers have become more conscious about breaking away from the traditional representation of women on screen and providing them with a more empowering role.

WOMEN ON SCREEN; NOW AND THEN

Women characters in early Hindi cinema were mainly portrayed as mothers, often seen sacrificing themselves for their children. 1957 classic 'Mother India' starring Nargis is remembered as one of the first movies to feature a strong female lead role. It was also the first Indian movie to be nominated for an Academy Award. This iconic movie poster captures one standout movie that championed women's roles in the newly independent India. The 1980s saw many female-led movies being made and released, such as 'Khandaan' and 'Silsila'. Actresses like Rekha and Sridevi became popular for their performances in these movies and helped establish more positive portrayals of women in Hindi cinema. Later geniuses like Mira Nair ('Salaam Bombay!'), Meghna Gulzar ('Chalk n Duster, Raazi), and Shoojit Sircar ('Piku'), have all made super hit films featuring strong female characters, who are not defined by their relationships with men or family members but instead by their own unique personalities and independent goals. More recently, Kangana Ranaut has featured in several successful female-led movies such as 'Queen' and Anushka Sharma in 'NH10', which both focus on the journey of a woman finding her own voice while battling with patriarchal systems of oppression imposed on her by society. Queen captures one standout movie that highlights how a young woman discovers her true potential despite all odds stacked against her. This film, along with several other popular films, has been a good example of how Hindi cinema has topped the Indian film industry in recent years. The portrayal of female characters in these films is breaking the stereotypical representation of women in Hindi cinema. In recent years female characters have been given more prominence and their roles are no longer limited to stereotype roles.

POSITIVE CHANGE IN THE PORTRAYAL OF WOMEN CHARACTERS

Early Hindi Cinema was not particularly known for producing strong female characters or actresses, but that has begun to change in recent years with the emergence of Hindi films with realistic and strong women characters. Many women

screenplay writers, directors, and producers such as Mira Nair, Meghna Gulzar, Zoya Akhtar, Guneet Monga, Juhi Chaturvedi, Reema Kagti, and many more such women are leading the charge of creating more opportunities for women to take on leading roles in films. This indicates a shift towards a more equal representation of women behind the camera as well as on screen.

In recent years, there has been a growing demand to emancipate women and break away from the constraining stereotypical molds that have been present in mainstream cinema for years. Hindi films have responded to this social climate by changing the construction of powerful roles for women, making them more realistic and informed. For example, in recent years we have seen strong female leads being portrayed as independent and successful, which has been a welcome development for those who have longed for such representation.

In Hindi films, the way women are portrayed has shifted from being merely a side character or prop to actually being the focus of the film. We have seen female characters break through gender stereotypes and inequality, and become bold and strong individuals. This is a great step in the right direction for the Indian film industry as there is more representation of real women characters in Hindi films now than ever before. Women-oriented films are becoming increasingly popular in the new age of Indian cinema. Many of these movies have women lead roles and actresses that act as powerful characters, who are strong and realistic. This has been seen in many films since 2012, with Kahaani being a very prominent example of a movie that featured a strong female protagonist. This movie changed the narrative for the representation of women in Hindi cinema. Later geniuses like Mira Nair and Meghna Gulzar also made movies such as Salam Bombay, and Raazi respectively where the lead role was played by a woman. These movies were incredibly successful and showed that the Indian audience is ready to accept strong female characters in movies.

Representation of strong and realistic women characters in current Hindi cinema is quite inspiring. Women-centric films like 'Neerja', 'English Vinglish' and 'Queen' are having stellar female casts and are some of the most successful movies in recent years. Even today, movies like Tumahari Sulu, show a character like, Sulu played by Vidya Balan as a housewife who later finds her calling for a radio jockey for a late-night relationship advice show. Tumhari Sulu stands out from the crowd, as it shows the changing dynamics between husband and wife in today's time. How the husband supports her ultimately in her decision even when the family and society oppose it.

SUMMARY

In the past few decades, the portrayal of female characters in Hindi films has undergone remarkable changes. From the early 60s to the present time, the representation of women in Hindi films has moved away from traditional portrayals of female characters towards more progressive and dynamic depictions. With time, the impact of Hindi films on society is getting immense and thus scripts play an important role in how female characters are represented. To create a balanced portrayal of women characters on screen, the stories and scripts play a major role. The scripts are now giving equal importance to the female counterparts with stories and plots being developed around them. This has opened up a whole new landscape of movies that give female leads more than just being props in the films. It has also allowed for more complex storylines which allow the female characters to be something that is not seen before in Indian films.

Films like 'Dum Laga Ke Haisha', 'Toilet Ek Prem Katha', 'Shubh Mangal Savdhaan' and most recently, 'Bala' shows women characters with meaning and purpose. We can say, women's representation has changed significantly since then; films such as 'Neerja', 'English Vinglish', 'Queen' etc., have all highlighted strong female characters that have made an impact on society. It is clear that times are changing for female characters in Hindi Cinema today – they are being given more meaningful roles which challenge traditional stereotypes of women in Indian culture. Not only this, but audiences are also now demanding more from their female characters and they expect to see dynamism, strength, and intelligence on the screen which has led to obvious changes in movies being produced today.

Indian representation of women characters is changing for the better, with more independent female leads showing up in movies as these characters are no longer just props for the hero to look good, but instead are getting their own screen time and recognition. We are seeing more nuanced and realistic portrayals of women that reflect the changing times we

live in. This kind of portrayal of women in Hindi cinema will hopefully inspire more independent female roles in all kinds of Hindi films.

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The Paradigm Swing in Mobile Photography – Road to Damascus in Digital Photography

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Abstract*: Mobile photography has revolutionized the way we capture and share our images. With the widespread availability of high-quality camera phones, it's now easier than ever for anyone to take beautiful photos and share them instantly with a global audience.The road to Damascus moment in digital photography refers to the transformational shift that occurred with the advent of mobile photography. Prior to the rise of camera phones, digital photography was largely associated with expensive and bulky digital cameras that required technical expertise to use effectively. This made it difficult for amateur photographers to take high-quality photos and share them with a wider audience. This chapter discusses how mobile photography has shifted dramatically, evolution of mobile photography, factors responsible for the shift, and along with the impact of mobile photography on digital photography.*

Keywords: Mobile photography, Artistic Style, digital photography.

INTRODUCTION

Mobile photography has certainly brought about a paradigm shift in the world of digital photography. With the increasing quality of smartphone cameras and the convenience of being able to capture and share photos instantly, more and more people are turning to mobile photography as a primary means of capturing memories and creating art.

With the rise of mobile photography, however, this paradigm shifted dramatically. Suddenly, anyone with a smartphone had access to a high-quality camera that could take stunning photos with minimal effort. This democratization of photography has had a profound impact on the way we view and share images and has opened up new possibilities for creativity and self-expression.

In addition to the technical advances in mobile camera technology, the rise of social media platforms like Instagram and Snapchat has also played a significant role in the popularity of mobile photography. These platforms have made it easier than ever to share and discover new images and have created a new generation of visual storytellers who use mobile photography as a means of creative expression.

Overall, the road to Damascus moment in digital photography has been a transformative one, ushering in a new era of accessibility, creativity, and innovation in the world of photography. As mobile camera technology continues to evolve and new platforms for sharing and discovering images emerge, it's likely that we'll see even more exciting developments in the years to come.

THE IMPACT ON TRADITIONAL PHOTOGRAPHY

The paradigm swing in mobile photography has had a significant impact on traditional photography. Professional photographers who once relied on expensive equipment and sophisticated techniques to create stunning images are now facing competition from amateur photographers armed with nothing more than their smartphones. The rise of mobile photography has also led to a decline in the demand for traditional cameras and lenses.

Of course, mobile photography has its limitations. Smartphone cameras can struggle in low light conditions and may not produce the same level of detail and quality as professional cameras. However, with each new generation of smartphones, camera technology continues to improve, and many professional photographers are now embracing mobile photography as a viable alternative to traditional cameras.

THE PROGRESSION OF MOBILE PHOTOGRAPHY

The advent of mobile photography has brought about a paradigm shift in the world of digital photography. Mobile photography has democratized photography, making it accessible to people of all ages and backgrounds. With the rise of social media, mobile photography has become an essential part of our daily lives. In this section, we will explore the road to Damascus in digital photography and how it has led to the current paradigm shift in mobile photography.

The road to Damascus in digital photography began in the late 1990s, with the introduction of digital cameras. Digital cameras were a game-changer in the world of photography, offering photographers instant gratification by eliminating the need for film processing. With digital cameras, photographers could immediately review their shots and delete the ones they didn't like, saving them time and money.

In the early 2000s, camera manufacturers began to incorporate more features into their digital cameras, including higher resolution sensors, faster autofocus, and image stabilization. These features allowed photographers to capture more detail, focus more accurately, and reduce the effects of camera shake.

The rise of social media in the mid-2000s also played a significant role in the road to Damascus in digital photography. Social media platforms such as Facebook, Instagram, and Twitter created a need for more visual content. As more people began to share their photos on social media, the demand for high-quality, visually appealing photos increased.

INFLUENCES ADVOCATING THE GROWTH OF MOBILE PHOTOGRAPHY

Mobile photography has undergone a significant shift in paradigm in recent years. With the advent of smartphones and their increasingly sophisticated cameras, the way people capture and share images has changed dramatically. Below mentioned are the factors that have a significant role to play in this shift.

The Emergence of Mobile Photography:

The concept of mobile photography dates to the early days of camera phones. However, it was only in 2007 when the first iPhone was released that mobile photography began to take off. The iPhone's camera was not the best in terms of image quality, but it was simple to use and had a range of filters that allowed users to apply different effects to their photos. The iPhone quickly became a popular tool for photographers, and the mobile photography industry was born.

The Rise of Instagram:

One of the factors that fueled the paradigm swing in mobile photography was the rise of Instagram. Instagram was launched in 2010 as a mobile app that allowed users to share photos and videos. Instagram's filters and editing tools were simple to use and gave users the ability to create stunning images with their smartphones. Instagram became hugely popular, and its success helped to establish mobile photography as a legitimate form of photography.

The Power of social media:

The growth of social media has also played a significant role in the paradigm swing in mobile photography. Social media platforms like Facebook, Twitter, and Instagram have become the primary means by which people share their photos. The ease with which people can upload and share photos on social media has led to an explosion in the number of photos being taken every day. Social media has also created a new generation of photographers who are using their smartphones to capture and share their experiences with the world.

The democratization of photography:

Mobile photography has democratized photography by making it more accessible to people from all walks of life. You no longer need expensive cameras or equipment to capture great photos - all you need is a smartphone and an eye for composition.

The evolution of mobile cameras:

Mobile cameras have come a long way in a short period of time. Today's smartphones feature high-quality cameras that can rival some of the best DSLRs on the market. They also come with advanced features like image stabilization, portrait mode, and night mode.

The changing landscape of photography:

The rise of mobile photography has changed the landscape of photography, challenging traditional notions of what constitutes "good" photography. It has also opened new opportunities for photographers, creating new markets and revenue streams.

MOBILE PHOTOGRAPHY A PACKAGE DEAL

Mobile photography not only gives access to cameras but as a computer to edit photographs and provide internet access to hundreds of photo libraries. Yes, mobile photography has certainly revolutionized the way we take and edit photographs. With the advancements in smartphone technology, mobile cameras have become more powerful and sophisticated, allowing people to capture high-quality images with just a few clicks.

Furthermore, smartphones come equipped with powerful processors and software that enable users to edit their photos on the go, with access to a variety of filters, effects, and tools. Mobile photo editing apps like Adobe Lightroom, VSCO, and Snapseed have made it possible for amateur photographers to achieve professional-grade results.

In addition to the camera and editing capabilities, smartphones also provide internet connectivity, which allows users to easily share their photos on social media platforms and access a vast collection of online photo libraries. This has enabled people to become more creative and experimental with their photography and has also made it easier to collaborate with other photographers and share their work with a wider audience.

Overall, mobile photography has democratized the art of photography, making it more accessible and inclusive to people of all skill levels and backgrounds.

ADVANTAGES OF MOBILE PHOTOGRAPHY

The advent of smartphones with high-quality cameras has led to a significant shift in the world of photography. This shift has resulted in a paradigm swing in mobile photography, which has been referred to as the "road to Damascus" in digital photography. Here are some advantages of mobile photography that are leading to its growth.

1. One of the key advantages of mobile photography is its accessibility. While professional DSLR cameras can be expensive and difficult to use, virtually everyone has a smartphone with a camera these days. This means that anyone can try their hand at photography, experiment with different techniques, and capture beautiful images without investing in expensive equipment.
2. Another advantage of mobile photography is its convenience. With a smartphone, you can capture a photo at any time and from any location. You don't have to worry about carrying around a heavy camera bag or setting up elaborate equipment. This makes mobile photography ideal for capturing candid moments, street photography, and travel photography.

3. Mobile photography has also given rise to a new style of photography, characterized by its spontaneity and authenticity. Many mobile photographers embrace the imperfections of smartphone cameras, using them to create unique and interesting images. They also experiment with editing apps and filters to create their own signature styles.

THE RISE OF NEW ARTISTIC STYLES

Mobile photography has also given rise to new artistic styles that are uniquely suited to the medium. One of the most notable of these is the "snapshot aesthetic," characterized by spontaneous, off-the-cuff images that capture the moment in a way that more formal photography cannot.

This snapshot aesthetic is well-suited to the mobile photography medium, which allows photographers to capture moments in real-time and share them instantly. It also lends itself well to social media platforms like Instagram, where users can share their photos and receive immediate feedback from a wider audience.

Another artistic style that has emerged in the mobile photography era is the use of filters and editing apps to create unique and interesting images. With apps like VSCO and Snapseed, photographers can manipulate their images to create unique visual styles and experiment with new artistic approaches.

These new styles are not limited to amateur photographers, either. Professional photographers have also embraced mobile photography as a way to create new and interesting images. For example, street photographers have found that mobile cameras allow them to capture candid moments that might be missed with a larger, more conspicuous camera.

Photography is not about the camera or mobile, it's about the artist, the photographer holding that mobile or camera.

Photography is an art form that has undergone a significant evolution in the past few decades, thanks to technological advancements that have made cameras and mobile devices ubiquitous. However, it is important to note that photography is not solely about the technology used to capture images but also about the person behind the lens.

While technology has made it easier to capture images, it is the photographer's vision, skill, and creativity that make a photograph truly exceptional. A skilled photographer can use any camera or mobile device to produce stunning images that capture the essence of their subject.

Photography is about more than just pointing a camera at something and pressing a button. It involves understanding lighting, composition, and subject matter. A good photographer is always thinking about how to create the best possible image, whether they are using a high-end DSLR or a smartphone.

Additionally, photography is an expression of the artist's unique perspective and creativity. A skilled photographer can take an ordinary scene and turn it into a work of art by using their creativity and imagination. They can use lighting, angles, and perspective to create images that are both aesthetically pleasing and emotionally evocative.

Moreover, a photographer's ability to connect with their subject is essential to the success of a photograph. Whether photographing people, animals, or landscapes, a photographer must be able to capture the essence of their subject and convey it through their images. A photographer who is able to establish a connection with their subject can produce images that are not only visually stunning but also deeply meaningful.

Finally, a photographer's skill and creativity extend beyond the moment of image capture. The post-processing stage of photography is an essential part of the artistic process. Through editing, a photographer can enhance their images, bringing out the colors, textures, and emotions that they captured during the shoot.

In conclusion, while technology has made photography more accessible than ever before, it is the photographer behind the camera who makes the art. A good photographer can use any camera or mobile device to produce stunning images that capture the essence of their subject. It is the photographer's vision, skill, creativity, and ability to connect with their subject that make a photograph truly exceptional.

Sephi Bergerson shoot wedding photography using iphone

Yes, it is true that Sephi Bergerson, a professional wedding photographer, shot an entire wedding using only an iPhone. This was a unique experiment that he undertook to prove that the camera is just a tool and it's the skill and vision of the photographer that matter the most. In 2018, Bergerson was hired to photograph a traditional Indian wedding in Udaipur, India. Instead of using his usual professional equipment, he decided to use his iPhone 6s Plus to capture the entire event. He had no assistants, no additional lenses, and no backup equipment. He only used the camera on his phone and edited the images using the Lightroom app.

Bergerson's experiment proved that it is possible to capture stunning wedding photographs using just a smartphone. His images were featured in various publications, and the project gained widespread attention in the photography community. However, it is important to note that this experiment does not mean that professional photographers should only use smartphones for weddings or other events. Professional equipment is still necessary in many situations, and a photographer's skill and experience are crucial in capturing the best possible images. Bergerson's experiment does show that with the right skillset and approach, a photographer can produce stunning images with just a smartphone. It also highlights the importance of being open to new ideas and experimenting with different techniques to create unique and compelling images.

The rise of mobile photography has also opened up new opportunities for photographers and creatives to explore new forms of visual storytelling. Mobile devices offer unique perspectives and capabilities that traditional cameras cannot match, such as the ability to shoot in portrait mode, capture images in low light, and use advanced computational photography techniques.

In conclusion, Bergerson's experiment in shooting a wedding entirely on an iPhone is an example of the significant paradigm shift in mobile photography. The rise of mobile technology has democratized photography, making it more accessible and affordable for everyone. While mobile photography has its limitations, advancements in camera technology and computational photography have made it possible for mobile devices to produce high-quality images that rival those captured with professional equipment. This shift has opened up new opportunities for creatives to explore new forms of visual storytelling, pushing the boundaries of traditional photography.

It's time to break industry norms. Some Photographers use their smartphones to question conventional creativity. Covering portraits, architecture, surrealism, and vintage photography. Photographers showcase that there really is no limit to your visual style, no matter where you are, or what you shoot with. Using smartphones for photography allows for a more spontaneous and unobtrusive approach to shooting, allowing photographers to capture candid moments and natural expressions. It also enables them to experiment with different angles, lighting, and techniques, leading to more innovative and creative results. Mobile photography has also opened up new possibilities for photographers to share their work on social media platforms, allowing them to reach a wider audience and connect with other creatives around the world. Moreover, the accessibility and affordability of smartphones have democratized photography, allowing anyone with a phone and a creative vision to capture and share their unique perspective. This has led to a diversification of styles and aesthetics in photography, breaking away from traditional norms and leading to a more inclusive and diverse visual culture.

CONCLUSION

Mobile photography has undergone a paradigm swing that has transformed the world of digital photography. The emergence of smartphones with increasingly sophisticated cameras, the rise of Instagram, the power of social media, and the impact on traditional photography are all factors that have contributed to this transformation. The road to Damascus in digital photography is one that has been paved with innovation, creativity, and a willingness to embrace new technologies. Mobile photography has proven that great photography is not about the equipment you use but about the images you create. But at the time mobile photography has its own limitations and it is the skill of the artist capturing the image.

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The Art of Retouching in Photography

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Abstract –*Photography has come a long way since its inception. The advent of digital photography has revolutionized the way we take, process, and share images. The introduction of image editing software like Adobe Photoshop has also opened up new possibilities in image manipulation. Retouching has become an integral part of modern photography. In this chapter, we will explore the art of retouching in photography. Retouching refers to the process of altering or improving an image. It involves removing unwanted objects, enhancing contrast and saturation, and much more. Retouching can be used to correct mistakes made during the shoot or to enhance the final image. It can also be used for artistic purposes to create a specific mood or style.*

Keywords- Retouching, Process, Image, Purpose, Editing.

INTRODUCTION

Photography is the art of capturing moments in time, but the process doesn't end there. Once a photograph has been taken, it often needs to be retouched to bring out its full potential. An essential component of post-processing in photography is the art of retouching. No one desires to display their images without any enhancements. Before publication, even experienced photographers tweak their raw pictures. Approximately 90% of users rely on Photoshop for editing photographs owing to its efficiency and innovative retouching techniques. Photography today is more than just a hobby; it's a means of livelihood for professional photographers and post-production companies. As a result, there is a growing demand for photography and photo editing. In this regard, the primary and most important function of Photoshop is photo retouching. Many of us start our Photoshop training with retouching tools. Although it may seem daunting at first, with the right practice, one can eventually master all the photo retouching techniques. Retouching is a crucial part of the photographic process, and it can take a good photo and turn it into a great one. Retouching is a subtle and delicate process. Help people look to very best in any photo by enhancing their natural beauty and by removing distractions. In this chapter, you will see everything you need to know to make your subjects look great and with realistic results. We will explore the art of retouching in photography, discussing its history, its purpose, and the techniques used to achieve it. Photography has come a long way since its inception. The advent of digital photography has revolutionized the way we take, process, and share images. The introduction of image editing software like Adobe Photoshop has also opened up new possibilities in image manipulation. Retouching plays an important role in today's photography market with improvements in technology and the use of fast and more technical cameras the range of details and color also got increased in the process of creating a photograph. Retouching has become an integral part of modern photography. In this chapter, we will explore the art of retouching in photography.

THE HISTORY OF RETOUCHING

Retouching has a long history in photography. Before the advent of digital technology, retouching was done by hand, using a range of techniques, from airbrushing to painting. Early photographers would often use retouching to correct exposure errors, remove dust or scratches, or enhance the image's overall appearance. One of the earliest examples of retouching is

the work of the French photographer Gustave Le Gray. In the mid-19th century, Le Gray pioneered the technique of combination printing, which involved combining two or more negatives to create a single image. To achieve this, he would retouch each negative to remove unwanted elements and then print them together to create a seamless image. In the early 20th century, retouching became even more prevalent, particularly in the realm of fashion and beauty photography. Photographers such as George Hurrell and Edward Steichen became famous for their glamorous portraits of Hollywood stars, which often involved extensive retouching to create a flawless appearance.

Retouching in photography has a long and fascinating history, dating back to the early days of photography when images were still captured on glass plates. In those days, retouching was done using a variety of tools, including brushes, pencils, and chemicals. As photography evolved, so did the art of retouching. In the early 20th century, photographers began using airbrushes to retouch their images, allowing them to create more precise and subtle adjustments. This technique was widely used in fashion and advertising photography, where the images needed to be perfect. In the 1960s and 1970s, retouching moved to the darkroom, where photographers used dodging and burning techniques to adjust the exposure and contrast of their images. This was a time-consuming process, and it required a high level of skill and experience. With the advent of digital photography and image editing software in the 1990s, retouching moved from the darkroom to the computer. This opened up new possibilities for photographers, allowing them to create more complex and intricate adjustments with ease. With the advent of digital technology, retouching has become even more sophisticated, enabling photographers to achieve effects that were once impossible. Today, retouching is an essential component of many types of photography, from fashion and beauty to product and advertising photography.

Photo editing is a quick and straightforward process that usually takes a few minutes, depending on the client's requirements and image quality. It is commonly used to improve product photos on e-commerce sites. In contrast, photo retouching is a complex process that demands advanced expertise. It involves deep strokes and can take up to an hour to reconstruct images perfectly, even from a basic 15-minute touch-up. It is typically used for industrial purposes, weddings, travel photography, events, and more. While editing requires simple manipulation, high-level photo manipulation techniques are needed for retouching. The demand for these services can vary depending on the photo shoot. If you want to enhance image quality, editing is the way to go. However, if you seek an artistic style, retouching is the preferred method.

UNDERSTANDING THE PURPOSE OF RETOUCHING

Retouching refers to the process of altering or improving an image. It involves removing blemishes, adjusting skin tones, removing unwanted objects, enhancing contrast and saturation, and much more. Retouching can be used to correct mistakes made during the shoot or to enhance the final image. It can also be used for artistic purposes to create a specific mood or style. The purpose of retouching photographs is to enhance their aesthetic appeal. This can be done in several ways, such as removing blemishes, adjusting lighting and color, and manipulating the composition. Retouching can also be used to alter the mood or tone of a photograph or to create a specific look or style. Photo editing is a quick and straightforward process that usually takes a few minutes, depending on the client's requirements and image quality. It is commonly used to improve product photos on e-commerce sites. In contrast, photo retouching is a complex process that demands advanced expertise. It involves deep strokes and can take up to an hour to reconstruct images perfectly, even from a basic 15-minute touch-up. It is typically used for industrial purposes, weddings, travel photography, events, and more. While editing requires simple manipulation, high-level photo manipulation techniques are needed for retouching. The demand for these services can vary depending on the photo shoot. If you want to enhance image quality, editing is the way to go. However, if you seek an artistic style, retouching is the preferred method.

TYPES & TOOLS OF RETOUCHING

Retouching can be divided into several categories. Some of the most common types of retouching include:
Portrait Retouching: This type of retouching is used to enhance the appearance of a person's face. It involves smoothing out skin, removing blemishes, and enhancing features like eyes and lips.
Product Retouching: This type of retouching is used to enhance the appearance of products. It involves adjusting the color, contrast, and other properties of the product to make it look more appealing.

Landscape Retouching: This type of retouching is used to enhance the appearance of landscapes. It involves adjusting the color, contrast, and other properties of the image to create a specific mood or style.

There are many tools available for retouching images. Some of the most commonly used tools include:

Clone Stamp Tool: This tool allows you to clone a specific area of an image and apply it to another area.

Healing Brush Tool: This tool is used to remove blemishes and other imperfections in an image.

Dodge and Burn Tools: These tools are used to selectively lighten or darken specific areas of an image.

Adjustment Layers: These layers allow you to adjust the color, contrast, and other properties of an image without affecting the original image.
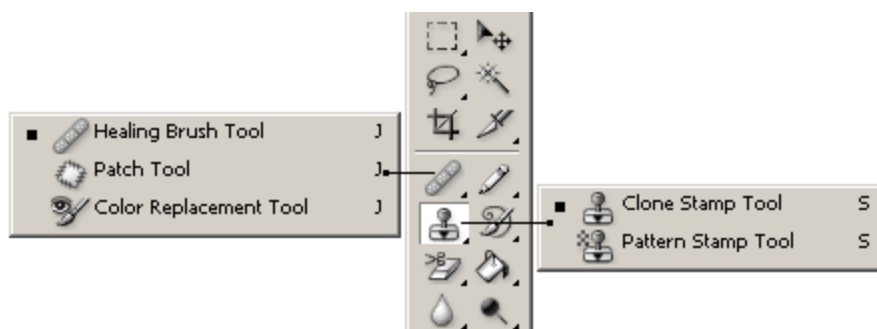

Fig.No.1 – Tools of Photoshop for retouching.

Image Source - https://akvis.com/en/photoshop-tips/retouch-tools.php

RETOUCHING TECHNIQUES

There are many different techniques used in the art of retouching. Some of the most common include:

Color correction:

Color correction is a fundamental aspect of photo retouching that involves adjusting the colors of an image to ensure that they appear accurate, balanced, and visually appealing. This technique is used to correct issues like color casts, incorrect white balance, or inconsistent color throughout an image. It can also be used to enhance or modify the colors of an image to achieve a specific look or mood. There are several tools and techniques used in color correction, depending on the specific needs of the image. One of the most common techniques is adjusting the levels of individual colors using a color balance or selective color tool. This allows the photo editor to tweak the colors of an image by changing the amount of red, green, or blue in the shadows, mid-tones, or highlights. Another popular tool used in color correction is curve adjustment. This tool allows the editor to adjust the brightness and contrast of individual color channels in an image, providing a more precise level of control over the overall color balance. This technique is often used to enhance specific colors, like the blue of a sky or the red of a sunset while leaving the other colors in the image relatively unchanged. In addition to these tools, there are also more advanced techniques used in color correction, such as using a color reference chart to ensure that the colors in the image are accurately represented. This is particularly important in commercial photography, where accurate color representation can be critical for showcasing products in their true colors.

One of the challenges of color correction is ensuring that the adjustments made to an image do not appear unnatural or over-processed. This is where the art of color correction comes in, as a skilled photo editor will be able to adjust the colors of an image in a way that appears natural and balanced, even if the adjustments made are significant. This requires a keen eye for color and an understanding of how different colors interact with each other in an image.

Ultimately, the goal of color correction is to create an image that accurately represents the colors of the original scene, while also enhancing its visual impact. Whether it is used to correct color issues or to enhance specific colors for a more dramatic effect, color correction is an essential technique in the world of photo retouching. By using a combination of tools, techniques, and artistic vision, photo editors can create stunning, high-quality images that capture the attention of the viewer and tell a compelling visual story.
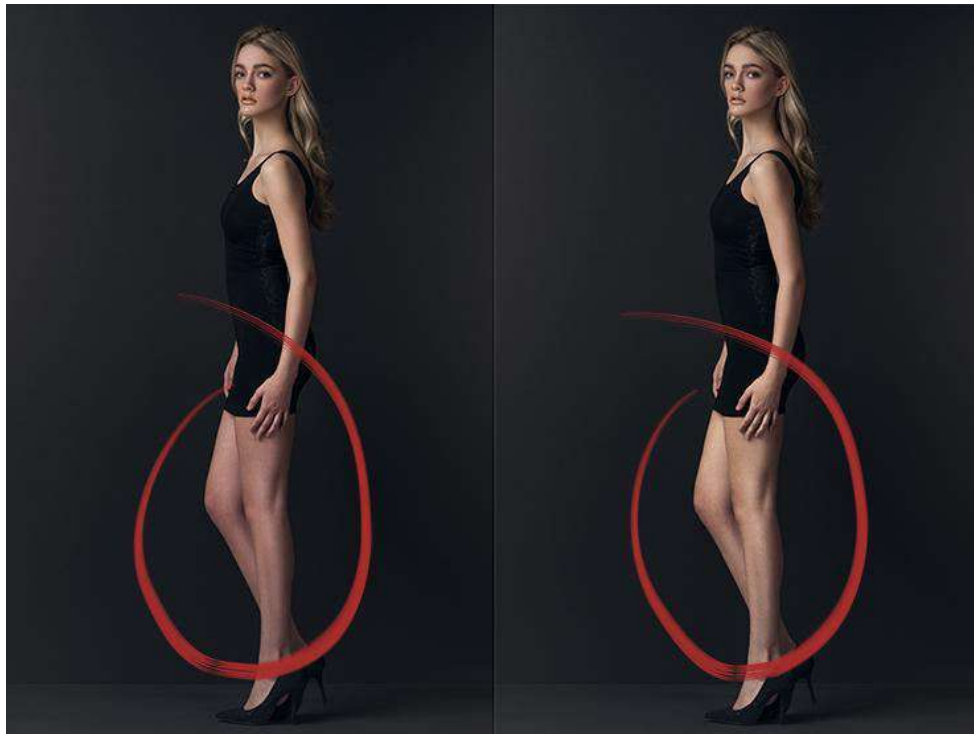
Fig.No.2 – Comparison of images showing color correction.

Image Source - http://www.vibrantshot.com/how-to-easily-correct-colors-and-match-tones-in-photoshop/

Skin retouching:

Skin retouching is one of the most commonly used techniques in the art of retouching. This technique is used to remove blemishes or imperfections from the skin, creating a smoother, more even look. Skin retouching can range from subtle adjustments to more dramatic changes, depending on the desired outcome. Some of the most common blemishes that are removed through skin retouching include acne, scars, wrinkles, and dark circles. There are many different methods for skin retouching, each with its own strengths and weaknesses. One of the most popular methods is the use of frequency separation, which involves separating the texture and color of the skin into separate layers. This allows retouches to selectively adjust the texture of the skin without affecting the color, or vice versa. Another popular technique is the use of dodge and burn, which involves selectively lightening or darkening specific areas of the skin to create a more even look. Regardless of the method used, there are some important considerations to keep in mind when performing skin retouching. One of the most important is to avoid over-retouching, which can create an unnatural, plastic-looking appearance. It is important to strike a balance between smoothing out imperfections and preserving the natural texture and character of the skin.

Another consideration is to ensure that the skin remains consistent with the rest of the photograph. This involves taking into account factors such as lighting, color balance, and contrast, and adjusting the skin accordingly to ensure that it blends seamlessly with the rest of the image. Finally, it is important to consider the ethical implications of skin retouching. While it can be tempting to create an idealized, flawless image, it is important to remember that real people have imperfections and that these imperfections can be part of what makes them unique and beautiful. As such, it is important to exercise discretion when retouching skin, and to avoid creating unrealistic expectations of beauty. In conclusion, skin retouching is a powerful technique that can help create a more polished, professional-looking photograph. However, it is important to approach skin retouching with care, taking into account

Fig.No.3 – Comparison of images showing Skin smoothening.

Image Source - https://www.slickpic.com/blog/photoshop-tips-frequency-separation-retouching/

Dodging and burning:

Dodging and burning are techniques used in photo retouching to enhance the contrast and tonal range of an image. The terms originated in traditional darkroom printing, where dodging referred to selectively reducing exposure to lighten an area of a print, while burning referred to selectively increasing exposure to darken an area. In digital retouching, these techniques are accomplished by manipulating the brightness and darkness of specific areas of an image. Dodging involves brightening up areas of an image that are underexposed or lack detail. This can be done by using a brush tool to paint over the desired area, and then increasing the brightness or exposure of that area. This technique can be used to highlight certain features of a portrait, such as the eyes or hair, or to bring out detail in a landscape or architectural photograph.

Burning, on the other hand, involves darkening areas of an image that are overexposed or too bright. This can be done by painting over the desired area and decreasing the brightness or exposure. Burning can be used to create a more dramatic effect in a photograph, such as adding depth and dimension to a portrait or landscape. Both dodging and burning are used to adjust the overall tonal range of an image, giving it a more dynamic and compelling look. When used effectively, these techniques can help to bring out the best in a photograph, enhancing the contrast and depth of the image. However, it's important to use these techniques in moderation, as overuse can result in an artificial, unrealistic appearance. It's also important to be mindful of the subject of the photograph and the desired outcome, as some images may benefit more from subtle adjustments, while others may require more dramatic changes. In addition to traditional dodging and burning techniques, modern retouching software also offers a range of tools and features to enhance and adjust images. These include gradient and radial filters, which allow for more precise adjustments to specific areas of an image, and layer masks, which allow for more control over the intensity of the effect.

Ultimately, the key to successful dodging and burning in retouching is to have a clear understanding of the desired outcome and to use these techniques in a way that enhances the natural beauty and character of the image. With the right approach, these techniques can help to create stunning and impactful photographs that capture the essence of a moment or subject.
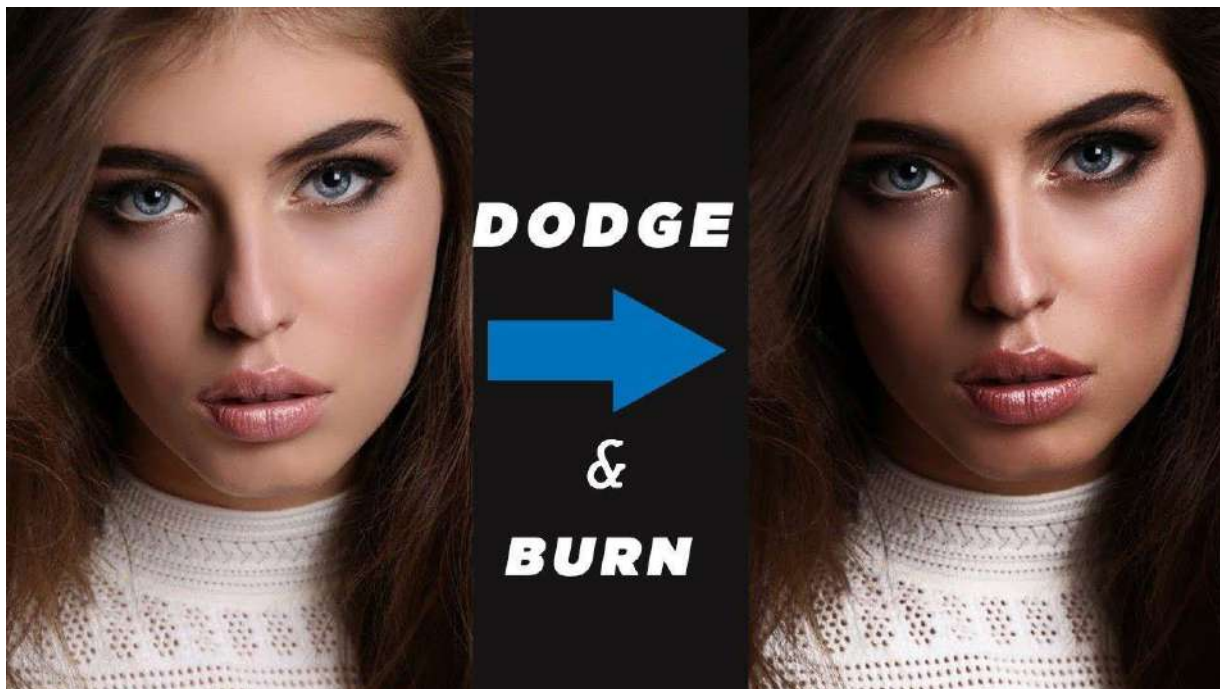
Fig.No.4 –Images showing before and after using Dodge and Burn effect.

Image Source - https://in.pinterest.com/pin/61572719894290526/

Background removal:

Background removal is an essential technique in the world of photo retouching. It is the process of isolating a subject from its background so that it can be placed onto a different background or simply made to stand out more in the image. The background is often removed when it is distracting or does not contribute to the overall message or story of the image. This technique is commonly used in advertising, product photography, and e-commerce to create clean, professional-looking images that attract attention and enhance the product. Background removal can be accomplished using a variety of tools and techniques. In some cases, it may be as simple as using a basic selection tool like the lasso or magic wand to outline the subject and then deleting the background. However, this method can often leave rough edges or areas that were not properly selected, which make the image look unprofessional. To achieve a more polished result, photo editors often use more advanced tools like the pen tool or magnetic lasso, which allow for more precise selections and finer control over the edges of the subject. Another popular technique for background removal is the use of masking. Masking involves creating a layer mask that covers the background of the image, effectively hiding it from view. This method is often preferred because it allows for non-destructive editing, meaning that the original image is left intact and can be easily modified or adjusted later on. Masking also allows for more precise control over the edges of the subject, as adjustments can be made to the mask to ensure that no parts of the background bleed through. In addition to using tools and techniques for background removal, it is also important to pay attention to the details of the image itself. This includes things like lighting, color balance, and contrast, all of which can affect how well the subject stands out from the background. In some cases, it may be necessary to adjust these elements in order to create a more cohesive and visually appealing image. Overall, background removal is a critical component of photo retouching that allows for greater control over the final image. Whether it is used to enhance a product photo, create a professional-looking portrait, or simply remove distracting elements from an image, this technique can be a powerful tool in the hands of a skilled photo editor. By using a combination of tools, techniques, and attention to detail, it is possible to create stunning, high-quality images that grab attention and tell a compelling visual story.

Fig.No.5 –Images showing before and after the background removal process.

Image Source - https://www.pinterest.com/pin/800796377470740995/

Sharpening:

Sharpening is a critical step in the photo retouching process that involves enhancing the clarity and detail of an image. It is used to improve the overall sharpness and crispness of an image, making it appear more vibrant and lifelike. The process of sharpening involves making small adjustments to the edges of objects in the image, which can help to bring out details that might otherwise be lost in the softness of the original image. There are several tools and techniques used in sharpening, depending on the specific needs of the image. One of the most common techniques is using a sharpening filter or plugin, which applies a series of mathematical algorithms to the image to enhance the edges and details. This can be done using a variety of software programs, including Adobe Photoshop, Lightroom, and GIMP. Another popular tool used in sharpening is the use of a high-pass filter. This technique involves duplicating the original image and applying a high-pass filter to the duplicate. This filter removes the low-frequency information in the image, leaving only the high-frequency details. The duplicate image is then blended with the original image, effectively enhancing the sharpness and detail of the image. In addition to these tools, there are also more advanced techniques used in sharpening, such as the use of selective sharpening. This technique involves applying sharpening adjustments to specific areas of the image, rather than the entire image. This can be useful in situations where only certain parts of the image need to be sharpened, such as the eyes in a portrait or the details of a product in a commercial photograph. One of the challenges of sharpening is ensuring that the adjustments made to an image do not appear over-sharpened or unnatural. This can be especially challenging when working with images that are already highly detailed, as sharpening can easily push the image into the realm of hyper-realism. To avoid this, it is important to approach sharpening with a subtle touch and to make adjustments gradually, checking the results frequently to ensure that the image remains natural-looking.

Fig.No.6 –Images showing the process of Image sharpening.

Image Source - https://i0.wp.com/digital-photography-school.com/wp-content/uploads/2019/12/PSSharpening_HighPassBlendModes.jpg?w=1500&ssl=1

TIPS FOR RETOUCHING

Retouching can be a challenging task. Here are some tips that can help you achieve the best results:

- Start with a high-quality image: The quality of the original image is crucial for good retouching. Make sure the image is properly exposed and in focus.
- Work non-destructively: Use adjustment layers and masks to make non-destructive changes to your image. This will allow you to undo or modify your changes later on.
- Keep it subtle: Over-retouching can make an image look fake or unnatural. Try to keep your retouching subtle and realistic.
- Take breaks: Retouching can be a time-consuming process. Taking breaks can help you avoid eye strain and fatigue.

THE ETHICS OF RETOUCHING

While retouching can enhance the aesthetic appeal of a photograph, it can also be controversial. Some argue that retouching creates unrealistic expectations of beauty and perpetuates harmful societal standards. Others argue that retouching is simply a tool, and that its use is up to the photographer's discretion. In recent years, there has been a growing movement towards more natural, un-retouched photography. Many photographers are embracing the imperfections and unique characteristics of their subjects, rather than trying to conform them to traditional standards of beauty.

CONCLUSION

Retouching is a powerful tool in the world of photography that photographers can use to enhance the beauty and impact of their work. However, as with any tool, it is important to use retouching ethically and responsibly. Whether you choose to use retouching or eschew it in favor of more natural photography, it's clear that it will continue to play an important role in photography for years to come. Retouching is an important part of photo editing. It is used to make an image look more attractive and presentable. With the help of retouching, photographers can improve the quality of their photos by removing imperfections, adjusting colors and brightness, and adding special effects. The importance of retouching has increased over the years as digital cameras have become more accessible and advanced. Today, it is used in a variety of fields such as fashion photography, portrait photography, product photography, and advertising. With the rapid increase in its use, retouching has become an essential part of any photo editing process.

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       content/uploads/2019/12/PSSharpening_HighPassBlendModes.jpg?w=1500&ssl=1

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Censorship in OTT Platforms in India

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Abstract – In this rapidly evolving environment, OTT has emerged as the broadcasting medium with the quickest growth. The percentage of people who choose to consume digital material over TV shows these days is significantly larger than the number of people who watch TV programs. As a result, the method of providing material underwent a transition to digital platforms, which had an impact on the variety of the content. The content variability is reported to be one of the unique selling propositions of the OTT platforms. The digital platform has numerous benefits, such as being technologically handy, portable, accessible, open material, etc., but one significant disadvantage is the lack of censorship.The content offered by OTT platforms includes portrayal of nudity and violence, which is not accepted by many groups of the society. However, according to the Indian constitution, there are no specific rules governing the material displayed on OTT; instead, Section 19(1)(a) of the constitution guarantees freedom of speech and expression under the free exercise of the press. The chapter will explore the various sub points related to the censorship in OTT platforms.

Keywords- Digital Media, OTT Platform, Censorship, Nudity, Obscenity, Violence,.

INTRODUCTION

Various media developed over time. Methods like smoke signals, signs and symbols, and storytelling were used in prehistoric times. The hand-written, more standardized manuscripts followed. Written or, more appropriately, printed communication spread to the masses with the invention of the printing press. Document replication became less time-consuming and more cumbersome, resulting in the decentralization of knowledge, social and economic revolutions worldwide, and a reorganization of the social order. There was no shortage of new technologies and discoveries once there was a lot of science and knowledge. Newspapers, letters, the telephone, and some more cutting-edge mass media like radio, television, and most recently the Internet were all made possible by technological advancements.

The digital era has been hyped to a new level with the technological boom, content, and information can be called the new gold or any precious item. These days data accomplish every information requirement which is there in the world. In this era where technology and digital medium is the center point or thread which unites the masses through various tools like social media, online streaming, OTT platforms, web content, etc.

OTT has emerged to be the fastest-booming broadcasting platform in this fast-upgrading scenario. People nowadays prefer to watch digital content over TV shows and the rate is much higher than the viewership of TV shows. Although it can be said that everything requires a changeover over time hence viewers got shifted to the new paradigm i.e. OTT platform, but there needs to be a certain need for the shiftover in which the major constraint is the time frame. People are getting busier day by day in their daily life that the TV sets have become an ornament hanging in homes for beauty enhancement. These days people have less time as compared to earlier. People earlier prefer to watch TV shows on their TV sets. In the Indian diaspora, TV shows are the soul behind the development of society. It was said that during the telecast 'Ramayana' people used to get 1-hour downtime for the show. The cast who played the character of 'Ram', people used to worship and the cast who portrayed the character of 'Ravana' is getting hated by the masses, not getting work as people don't like the face

due to the portrayal of; Ravana'. People used to put the footwear outside the house once the show started. Earlier the During the COVID-19 outbreak when the whole world is fighting with COVID and a global lockdown is imposed. The population is staying back home; it is when the sudden boom in the mode of entertainment can be seen in OTT platforms.

The diversification of the content is the main reason behind the popularity of OTT platforms. And as the era is modernizing in both technological and psychological aspects, viewers are more indulging in binge-watching and consuming content of all the genres and there is one factor that is omnipresent in every genre and is popularizing and getting promoted in a very fast pace, i.e., nudity and violence. In the world of the entertainment business depiction of boldness and explicit content were always the talk of the town be it in early movies where actresses sang and dance semi-nude in a waterfall, the movie was Satyam-Shivam Sundaram and also the depiction of too-appealing clothing, posing nude or semi-nude in front of the camera, depiction of the female body as such which encompasses some absurd meaning and connotation.

CENSORSHIP IN THE ENTERTAINMENT INDUSTRY

Censorship refers to the monitoring and regulating of how ideas and information are shared among people in a community. Modern censorship refers to the process of reviewing publications such as books, magazines, plays, films, television and radio shows, news broadcasts, and other forms of communication in order to remove or change content that is deemed disagreeable or offensive.

The Ministry of Information and Broadcasting in India is in charge of the entertainment sector. Each film is censored and verified by the relevant authorities before it is released to the public. However, there is no such body or organization that can regulate the material that is made available online. And it has been the main problem in recent years. It is also hotly contested. People have frequently criticized Web shows for their explicit and graphic material. In online shows, violence, sex, and nudity have grown so prevalent. People are now debating whether or not all of this is necessary.

A portion of society thinks that having such strong material is acceptable. Violence with graphic sexual content is sometimes necessary for the plot. The removal of such sequences can leave viewers perplexed. The narrative will not be presented exactly as it is written. The opposing social group contends that violence, sex, and nudity in web shows are detrimental to Indian values.

Indians are less receptive to personal moments and the brutality they depict in online programs than people in western nations are. This makes watching these programs with the family unpleasant.

THE CONTENT PROPORTION IN OTT

Video OTT content is overflowing with graphic scenes and adult themes in order to satisfy consumers' need for an adrenaline rush, particularly young people. R-rated content makes up a lot of online streaming media. However, it is not a big deal to make accessibility available to teenagers. Uncensored scenes and obscenity make it simple to watch all of this. In addition, there are platforms like Ullu, Hotshots Digital Entertainment, and Feliz. are aimed at audiences over the age of These platforms primarily target men who are interested in pornographic stories and pornographic content. Therefore, they find profane, easy-going soft porn on these platforms.

In an Interview, Vibhu Agarwal, CEO, and Founder, of ULLU App said, "The pandemic has given a huge boom to all the OTT platforms. Much like other OTT platforms, we have also seen a significant surge in our footfall. More people are aware of ULLU and the content it offers. Normally, if 100 people download the app, 40 subscribe to it. The conversation has always been at the range of 40-45 percent. However, during the lockdown, it went up to 75 per cent. So, we started seeing 75 subscriptions per 100 downloads."

The first Indian original on Netflix was "Sacred Games" where Nudity, gore, and violence were is at its peak. On Amazon Prime, "Mirzapur" continued in the same vein, when Guddu fired multiple shots at a man's stomach to which Bablu Pandit vomited over the and the man's intestines came out in a horrifying and raw scene. Similar circumstances occurred when Been Tripathi was forced to have sex with her father-in-law after chopping off the genitals of his housekeeper. The same legacy has been carried forward by the most recent "Paatal Lok" following gratuitous bloodshed from an open head,

Hathoda Tyagi was hammering his victim's heads open. In defiance of all artistic ethics and morality, they even visualized on screen the triggering rape of little Cheeni by Shaakal, a pedophile rickshaw puller. These couple of models are only a negligible detail. On these shows, sexual violence, objectification of women, character brutality, rape, and the male gaze also take up a lot of screen time. OTTs heavily rely on brutality, bloodshed, and violence.

NEED FOR THE CENSORSHIP IN INDIA

It's no secret that young people in India crave adult content and are fed up with the over-censorship of mainstream TV and movies. And content creators are happy to meet the demand that the OTT revolution continues.

Uncertainty surrounding cinema operations has increased in post-lockdown India. The government has given the green light to full-scale operations, but fears of crowded environments are poised to undermine the financial performance of cinemas. This social shift will further accelerate his transition from mainstream cinema to OTT, disrupting another age-old post-TV media industry. Even mainstream Bollywood movies want to be released on OTT platforms first. Even Bollywood movies could see more adult films in the near future as directors and actors experiment with unorthodox themes in his OTT releases.

In recent times the extremely hardened usage of digital platforms especially during the lockdown and the scenario after has resulted in a sudden boom in the viewership pattern among the masses. Hence the content-delivering medium faced a shiftover to digital platforms affecting the diversity of the content. There are many advantages of the digital platform including being technologically convenient, portable, accessible, open content, etc. but one major drawback of digital platforms or OTT platforms is the no-censorship. As per the Indian constitution, there are no laws as such for the regulation of content shown in the OTT; it is only incorporated under Section 19 (1) (a) of the Indian constitution to freedom of speech and expression under freedom of the press. And the content that is streamed on OTT platforms is not broadcast, meaning that it is not intended for public display but rather for private viewing. As a result, it is not subject to the Cinematographic Act of 1952 and cannot be treated in the same way as television or movies. And hence there is no censorship over the content of the digital platform, it has become haywire. Sensuality and violence have become the top genre among the viewership, as they say, 'Sex and blood sell the most, resulting in an abundance of web shows, films which are released on digital platforms & OTT Platform which has exhibited partial or complete nudity and brutality, bloodshed, drugs, crime, etc. And due to this online content containing sheer explicit and disturbing has become a sensation as these are the taboos and hidden sets of information that are accessed by the fewest set of masses, hence the commons in society are eager to see the darker side of the society resulting increase in the content which are not suitable for every section of society.

GOVERNMENT INITIATIVES ON CENSORSHIP OF OTT

The Ministry of Information and Broadcasting, Law and Justice, Electronics, Information, and Technology, Telecommunications, and CBFC does not exercise any kind of jurisdiction over these platforms. The government considers these platforms as intermediaries over which they cannot exercise jurisdiction.

Although, under Rule 3(2)(b), (c), (e) of the 2011 Information Technology (Intermediary Guidelines) Rules, intermediaries must comply with due diligence when displaying, storing and store or publish any obscene, pornographic or illegal content and must not cause harm to minors. Under Rule 3(3), a middleman may not knowingly store, initiate or transmit such content.

In 2016, Justice for Rights, an NGO filed a petition [W.P. (C)11164/2018] in Delhi High Court alleging that Hotstar displayed lighthearted, unethical, and religiously inappropriate pornography, encouraging disrespect towards the country, objective women, involving children in criminal activities and somehow encouraging terrorism. They called for platforms to be regulated and censored or licensed, and to remove vulgar and legally restricted content. However, the petition was dismissed and is currently pending before the Supreme Court [SLP(C) 10937/2018].

Previously, the need for legislation was not felt. But in the current situation, there is a need for an authority to manage the content provided by OTT platforms. However, in a recent report, MEITY declined to introduce a censorship mechanism but plans to create a self-regulatory body. Last year, the Digital Curated Content Complaints Council (DCCCC), an

adjudication body, was formed by Hotstar, Sony Liv, Jio, and Eros, to deal with content provided by these platforms. and avoid imposing its own government rules on them.

But surprisingly, most OTT platforms like Netflix, Amazon Prime, Alt Balaji, Mx Player, Zee, etc. do not support this decision as it is similar to the Broadcast Content Complaints Council (BCCC), an independent body. non-news entertainment channels management agency. They believe that the thin difference between a broadcast channel and an OTT platform will come to zero and their right to freedom of expression under Article 19(1)(a) (freedom of speech and expression) will be violated.

INTERNATIONAL PERSPECTIVE

There are regulatory organizations in places like Singapore and the UK that keep an eye on OTT services. In Singapore, service providers are required to include explicit content that includes aspects like violence, drugs, sex, and other explicit material.

However, OTT services in the UK are subject to the same regulations as public-sector broadcasters. The main law governing Australia's OTT industry is the BSA, 1992. In Turkey, there is a licensing system in place that grants OTT platforms a 10-year license. There are stringent laws in nations like Saudi Arabia, Turkey, and Indonesia. They want the government to have unlimited authority. Netflix is among the OTT services that have been banned.

CONCLUSION

It is a debatable topic to finalize a concrete statement on whether censorship is required in the Indian entertainment diaspora for digital content or depiction of nudity, violence, and rawness in the name of artistic liberty. In terms of censorship, it is found evident in the studies that the requirement of censorship in digital content differs for different age groups, which shows the social and psychographic change among the different sections of society. As mostly the age group varies from 18yrs – 40yrs which also includes the young generation of society that is not willing to opt for censorship & contrary to this inclination. Age group from 41yrs- 70yrs which is considered the senior section of society are in strict opposition to content depiction over the digital medium.

According to a YouGov study of 1005 people, 57% of respondents support some form of internet streaming restriction. They believe that these sites post a lot of objectionable stuff that is inappropriate for public consumption. Adults over 40 make up the vast bulk of censorship supporters. The fact that the material on OTT platforms is available via subscription on demand, where viewers may choose to pay and choose what to watch, is the clearest justification against such restrictions. In addition to this, movie piracy is another reason why producers choose the OTT approach. OTT is a significant advancement for the many artists who lack the financial resources to film their imaginative ideas.

It may provide writers with a solid foundation upon which to develop such explicit plots. And it is for this reason that the majority of viewers are drawn to the material that these platforms offer. They publish daring storylines and plots because they don't care about the participation of political parties. They depict a range of sociopolitical themes that, for a variety of reasons, are not featured in mainstream film.

And even after the censorship of films, there have been significant arguments about a number of films, like Padmavat, PK, My Name is Khan, etc. Therefore, there is no reason to believe that the content would not encounter any pushback following censorship on OTT platforms. Additionally, the information accessible on such platforms is reasonably priced, speaks the user's local language, covers regional topics, offers free trials to users, and—most importantly—is easy to access.

While on the other hand, OTT platforms have to put in place a self-regulatory code with age-appropriate certification that encompasses international best practices. Users won't feel offended and upset in this way, and the freedom of expression and creative expression must continue to be protected. Not contrived indignation, but innovation, is given wings by this.

OTT players ought to be conscious of the broader realities of the socio-political context in which they work and produce content that blurs the lines between "safe" and "edgy." It is proposed that superior content should be sacrificed in the name

of self-regulation. In order to give customers a wide variety of content across genres, the industry should adopt a balanced approach to content creation and look for innovative ways to tell tales. Strong limits are significantly better than specific sections that emphasize self-regulation since the latter would restrict the creative freedom of OTT video providers.

OTT platforms will become the preferred content platform for the majority of Indians—not only specialized urban viewers—if they self-regulate and take the necessary safeguards to ensure that minors are not exposed to inappropriate content and that content descriptors are shown, among other protections.

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Modern Technique of Drawing Different Nose Angles & Types

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Abstract: *Since drawing the nose is an essential part of a portrait, many techniques for drawing a nose have been introduced. In this chapter, we offer a new method for drawing different nose types and angles, referring to Andrew Loomis' technique for drawing a basic head. This method was developed because it was difficult to draw various demographic noses other than Caucasian. You will find that this method is useful for drawing different angles and types because of the middle segmentation of the upper half of the bridge of the nose and the use of the nose ball for different anatomical aspects from different continents. In this chapter, you will find that this drawing technique is resourceful to use in many variations of noses of all skull types and ethnicities. This technique is based on the understanding that all noses consist of three segments. The upper segment is called the bridge of the nose, the middle segment is called the nasal bone, and the lower segment is called the nose ball and nostrils. You can use this drawing method as a reference when drawing any nose, whether it is Caucasian, African or Asian.*

Keywords- *Nose Drawing, Constructing Nose, Drawing Nostrils, , Drawing Face.*

INTRODUCTION

The study of the symmetrical aspects of the human face has always fascinated me and led me to study various books and techniques. This chapter is the result of my search for useful information that has helped me solve current problems in practice session. I was fortunate to receive excellent guidance in head drawing heads from my college professors. Facial symmetry is an important element of art in almost every culture. The face has two main symmetries: frontal and profile. In frontal view, the facial features are symmetrically arranged on opposite sides of the vertical midline (A-A vertical axis). Profile symmetry is basically divided into two views (frontal, lateral), and again the facial features are symmetrically arranged on opposite sides of the vertical midline. Nose subsumes all two facial symmetry's for one reason or another, summarizes all two facial symmetries. It is based on the midline of the face and its variations, which make it one of the most complex structures to draw with or without proper tools or scientific knowledge, which I am talking about here. Most people do not know how the nose figures in facial symmetry, and they find it difficult to create frontal/profile symmetry without reading instructions, resulting in a caricature rather than accurate work. An artist should study various symmetrical aspects of drawing the nose, such as angles and anatomical proportions of different variations, to create proper portraits or head rotations for animation. The nose is a three-dimensional structure made of solid blocks and has weight. To draw it convincingly, you must have a basic understanding of solid drawing on a two-dimensional sheet once you understand the anatomical structure of the nose. This method will then be spontaneously reflected in your work. This chapter will explain all the necessary procedures for drawing the nose from all angles and variations as well. I will start with the basic structure of the nose and then move on to more complex shapes. I will also show you how to draw different variations of noses, such as straight, crooked, wide or narrow. This will help you understand how to draw a variety of noses later.

METHOD TO DRAW NOSE

While the appearance of a nose is affected by the point of view, it is also affected by its position in relation to other features. The real problem is that noses vary greatly in shape and size; however, they do not change greatly from basic construction.

Basic shapes in order to easily draw the nose, we need to take the structure and simplify it to its basic shapes. Here we can see how that complex structure turns into a much simpler and easy-to-remember shape that we can use to draw the nose from any angle.
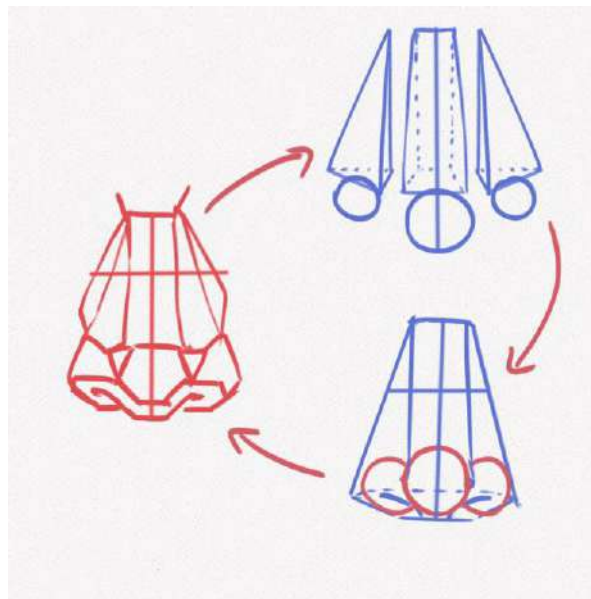
Fig. 1- fig shows the drawing

Source: Author's own drawing

STEP-1

We are going to draw the basic shapes for the front of our nose. It is s simple angled rectangle. Draw it according to the size you want to give your nose.

Fig. 2- fig shows the drawing (Step-1)

Source: Author's own drawing

STEP-2

Then draw a vertical line dividing the angled rectangle this line denotes the curvature and angle of the nose. This line indicates the line dividing left and right side of nose.

Fig. 3- fig shows the drawing (Step-2)

Source: Author's own drawing

STEP-3

Add two triangles for each side. Understand that will define the width of your nose. Try to make them proportionate to the nose bridge with a line dividing nose bone. This line will indicate the placement of nasal bone in the drawing
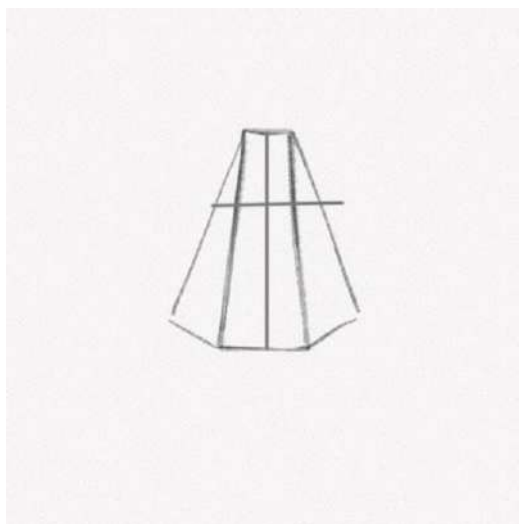
Fig. 4- fig shows the drawing (Step-3)

Source: Author's own drawing

STEP-4

Add the circles that will determine the size of the nose tip and Alae. To change the nose, you can move the circle's position in order to make it a high nose and to make wide nose make the circle on the bottom side of the triangle
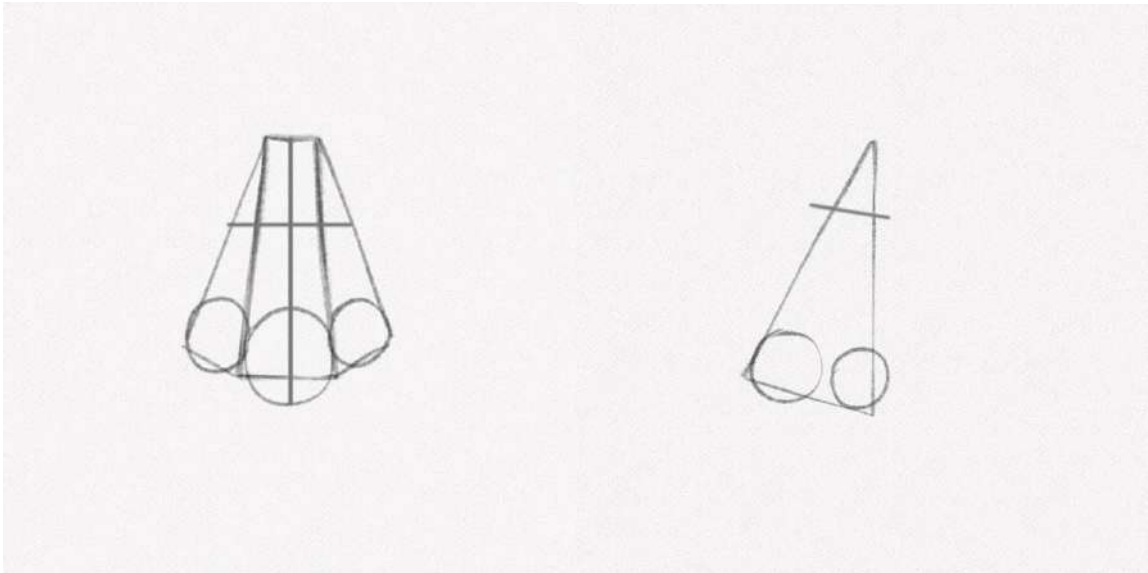
Fig. 5- fig shows the drawing (Step-4)

Source: Author's own drawing

STEP-5

The darkest area is the base of the nose. We are going to shade this area with our 4B pencil, with soft and small circular movements, without applying too much pressure but with layers to add depth.
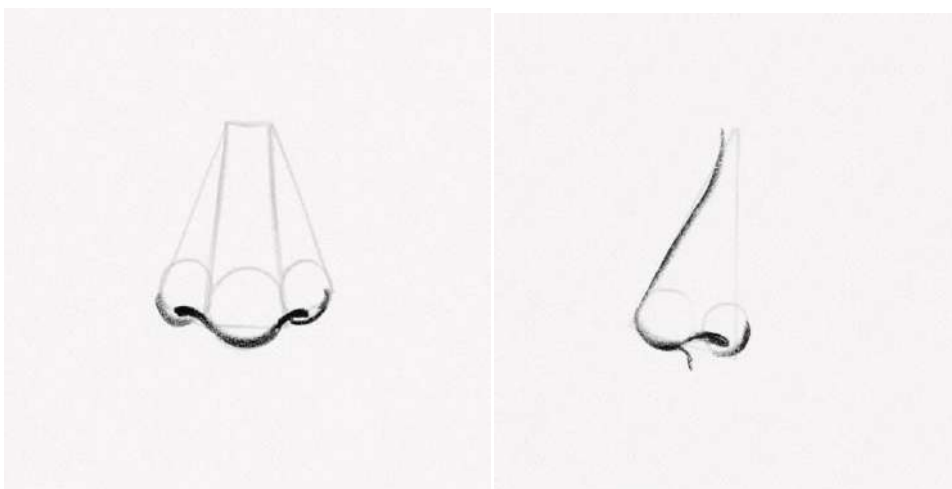
Fig.6 - fig shows the drawing (Step-5)

Source: Author's own drawing

STEP-6

Mark the nose bridge area with the same technique from the previous step, we are going to shade the nose bridge area following our guidelines, but this time it won't be as dark as the base.
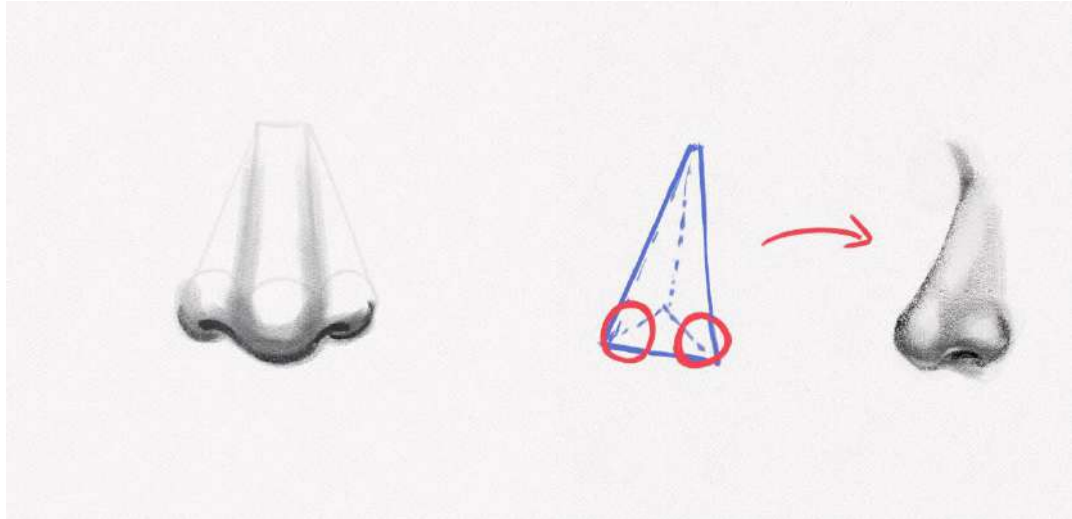
Fig. 7- fig shows the drawing ((Step-6)

Source: Author's own drawing

Through this process we will begin to design and see this method will help you understand and draw the nose from capturing curvatures and finding the nasal bone from different angles and different anatomical variations. This method will help you determine the nasal angles of different variations from different skull types and shapes.
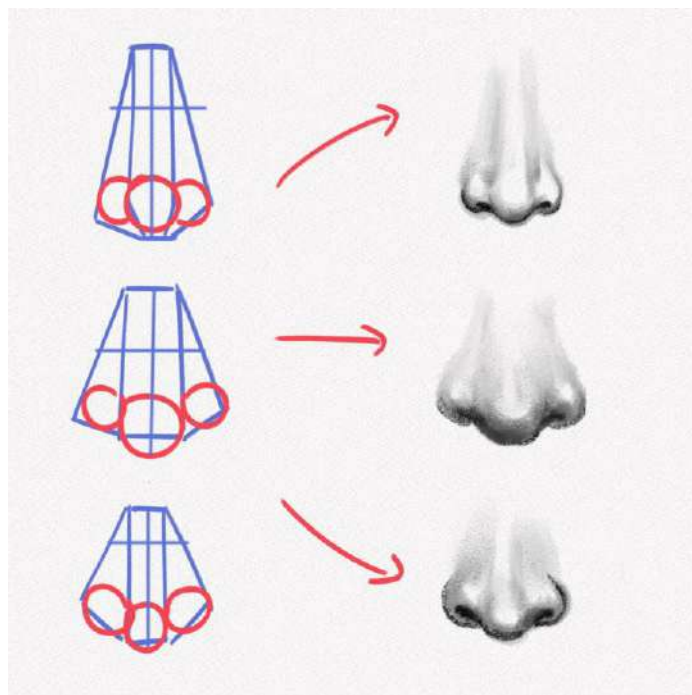
Fig. 8- fig shows the drawing (Final Output)

Source: Author's own drawing

DESIGN OF NOSE THROUGH THIS METHOD

Nose drawing is an art form that has been practiced for centuries. It involves creating a realistic representation of the nose by sketching, shading, and blending techniques. The goal of nose drawing is to create a lifelike image that captures the unique features and characteristics of the subject. Nose drawing can be used to create realistic portrait drawings or to simply practice one's artistic skills. This method enables you to find perfect curvature of the noses as found in different anatomical variations as well as find nasal bone in every view you want to draw a nose.
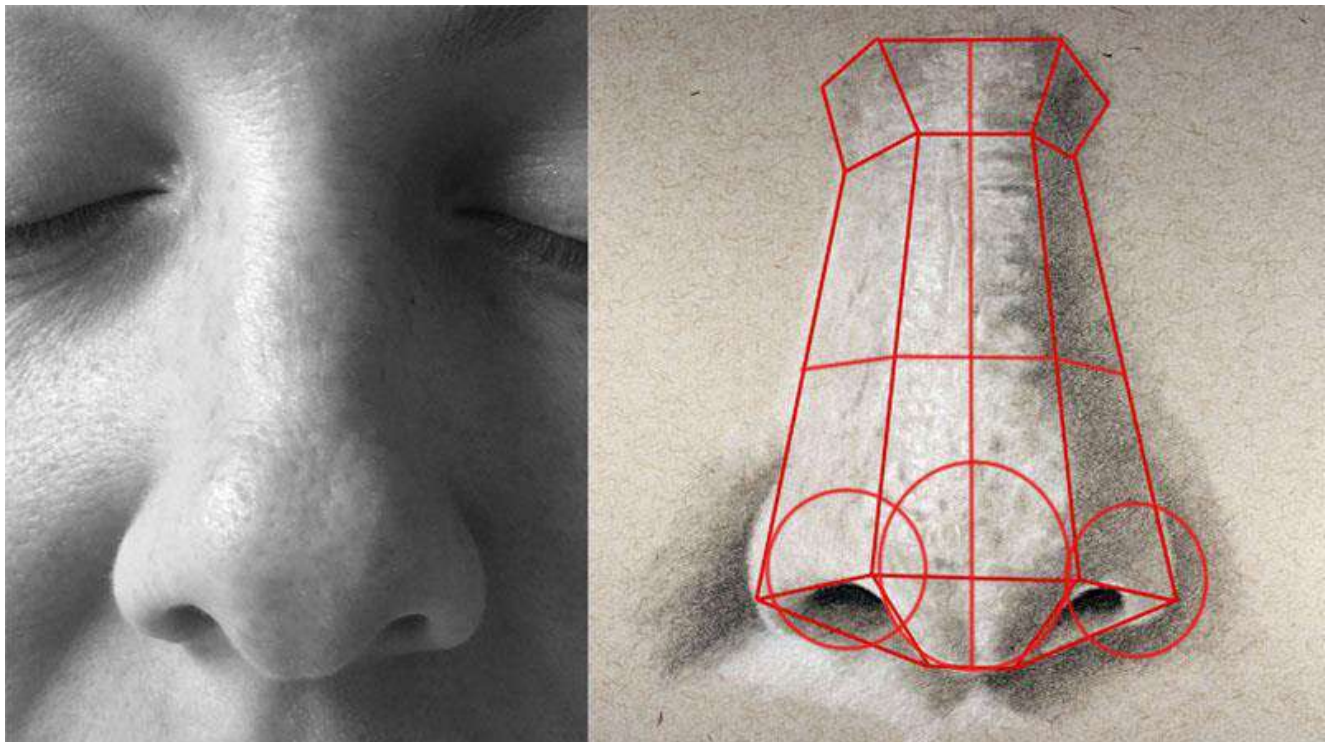
Fig. 9- fig shows the drawing (Usage of the method)

This method is very useful to design different types of noses and angles, because the rectangular plane is divided by a vertical line through which we can find the curvature of the nose from both lateral and 3/ 4 angle views, and a horizontal division of the upper half of the bridge of the nose allows us to find the nasal bone in any view. or example, the method is applied to three different facial structures Caucasian face type , Asian face type and African face type the center line dividing the rectangular plane allows the user to find the curvature in the front or 3/ 4 view.
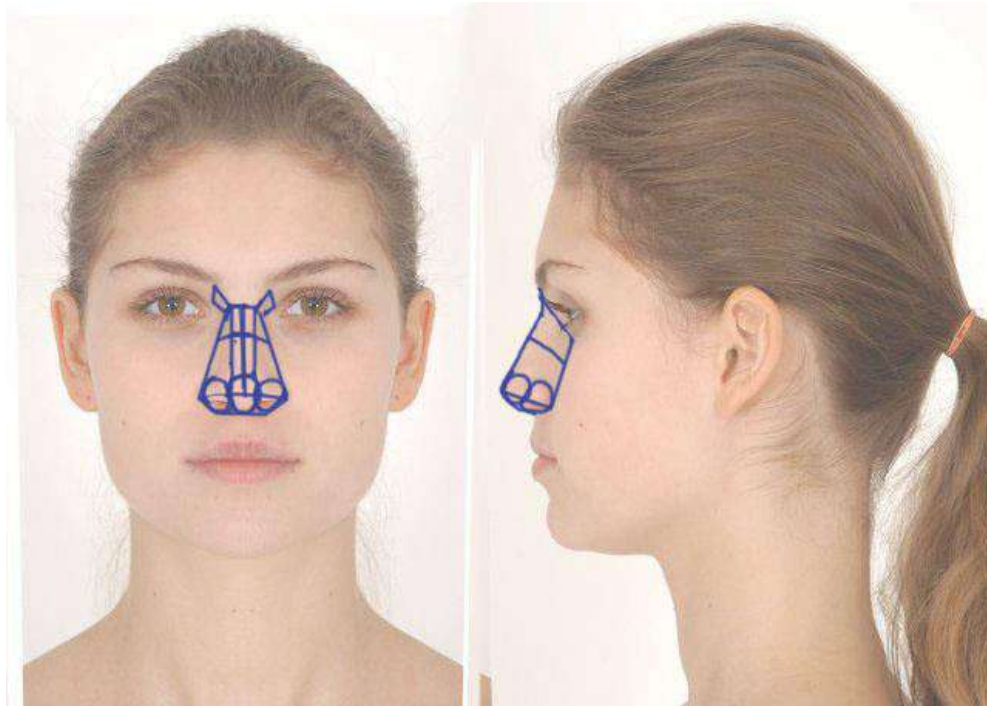
Fig. 10- fig shows the drawing (Caucasian Face type)

source :https://www.pinterest.com/pin/234398355591861470/
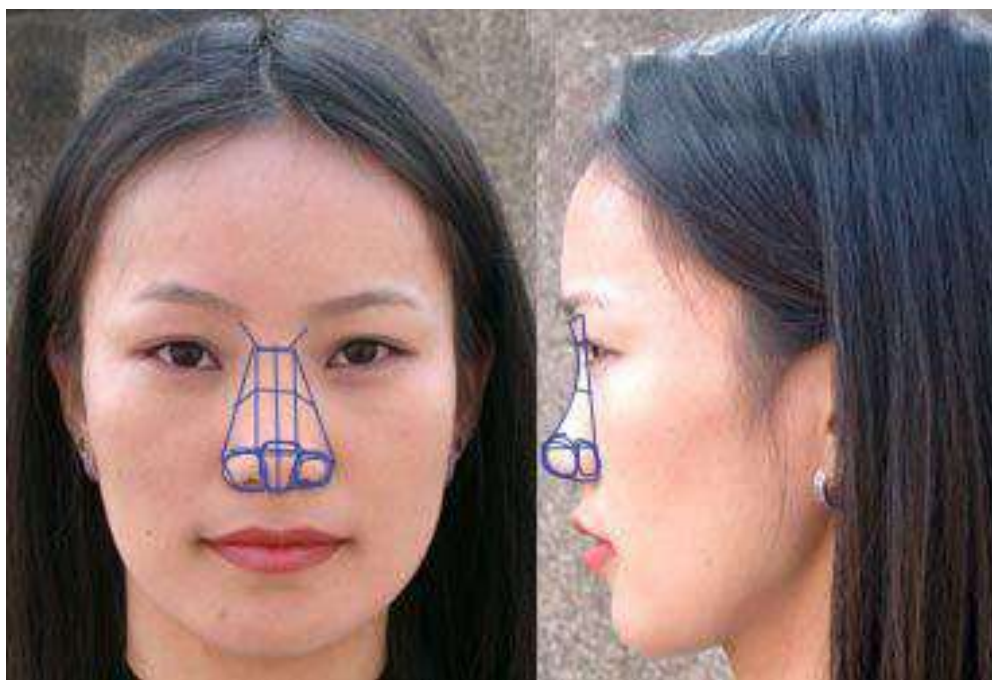
Fig. 11- fig shows the drawing (Asian Face type)

source: https://www.pinterest.com/pin/390194755196051539/

Fig. 12- fig shows the drawing (African Face type)

Once you master the construction of the nose from different angles and in different variations, it will be a pleasure to draw portraits, and it will be really helpful to create head turns in animation, because it is difficult to draw the nose from all angles in a face, while the basic construction is the same, but the centerline of the upper half of the nose will help to find the nasal bone, as well as half of the nose ball in the side and 3 / 4 view.

CONCLUSION

To conclude this chapter, I would like to thank the reader who learns this method and applies it to his drawing. this method will help you in the field of fine art and animation and make you a better commercial artist or illustrator, because there are many challenges in drawing heads from many there are many challenges in drawing heads from different angles and views, especially in drawing the nose from different angles and variations, because there are many differences in skull shape, resulting in differences in nose curvature and nose balls. If you use this method, you will be able to draw perfectly from any angle, finding the perfect placement of the nose bone. I think the artist must have a certain reverence for the beauty of the nose construction, for the qualities of its forms that give it individuality, as well as a desire for its beauty and for craftsmanship in its rendering. He should strive never to let his technique become a routine formula by which all noses are made according to the same scheme. The result should never look as if it came off an assembly line. Varying his technical style is not easy, nor is keeping his thinking varied a great deal of practice and experimentation is required. I have enjoyed making this chapter a useful method of drawing. I wish every reader best of luck and I hope each one will find something In these pages that will be of lasting value for whom drawing is a hobby rather than profession. I hope simplification of their problem will bring them happiness in their pastime. And for commercial artist I hope to bring a new method to achieve their output in a short way precisely.

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Adoption of Smartphone over DSLR Cameras for News Reporting by Journalism Students

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Abstract*: Digital single-lens reflex (DSLR) cameras were widely used in the field of journalism, and students in the field were among the first to adopt them. While early single-lens reflex (DSLR) cameras used by student journalists could capture high-definition moving images with greater quality compared to smaller sensor video cameras, they were built for photography and therefore created significant issues when applied to news reporting. DSLR cameras are commonly modified with accessories like extra stabilizers, audio recorders, or specialist lenses to serve the unique needs of news video production. On the other hand, Smartphone users had more choices and features with a lightweight device for more effective news video shooting. This study, which is based mostly on nine in-depth interviews with student journalists who produce video journalism, demonstrates how the use of Smartphone rather than DSLR cameras has both informed whole new types of news gathering and supported established video journalism norms. Those with more life and work experience talked about their stories in the context of change, while those just starting out talked about how the smartphone was a source of professional pride.*

Key words: New Technology, Smartphone, news reporting, DSLR Camera, journalism

INTRODUCTION

The field of journalism has always been one of change and development. It has always been a river upon which new technologies have been built. Journalism is making great strides to becoming more efficient and viewer-friendly across all mediums, from newspapers to radio to television and beyond. Everybody these days expects their news to be delivered instantly. This faster, more mobile form of journalism has emerged in response to the industry's increasing sense of urgency. There are already more than 2.5 billion Smartphone users worldwide, and that number is growing rapidly. (Smartphone Subscriptions Worldwide 2027 | Statista, n.d.)

Some of the most recent models of mobile phones are portable digital media production and data transfer systems with configurations of features like still and video camera capabilities, multimedia file swapping, global positioning satellite receivers, music players, access to radio and television content, email and Web browsers, and database. As more people read the news on their cellphones, there is an increasing dependence on mobile journalism. According to the Digital News Report 2020, more than two-thirds of people (69%) now use the smartphone for news on a weekly basis, and the rise of shorter video content can largely be attributed to the popularity of smartphones. Additionally, the report also states

that people are increasingly using their smartphones to take photos. (Overview and Key Findings of the 2020 Digital News Report, 2020)

News reporting through mobile phones has revolutionised the industry. Almost all modern smartphones come equipped with a camera and a microphone, making it possible to record high-quality audio and video that may be broadcasted online. Ordinary people, not only journalists, may now record high-resolution pictures and sound and offer them for broadcasting because to the proliferation of smartphones. In 2008, Al Jazeera, a television network located in Qatar, began providing cellphones to its staff journalists as well as so-called citizen journalists in several different Arab states. The phones were distributed mostly to those in crisis areas where journalists had a harder time getting through. Those people could share their stories, movies, and photos with the world via the internet. (Default | SSWM - Find Tools for Sustainable Sanitation and Water Management!, n.d.)

Conventionally, interviews, b-roll, and standups are filmed on site by a journalism student and his camera operator utilising cumbersome, inconvenient equipment. They then return to the newsroom to compose the broadcast copy. Conventionally, interviews, b-roll, and standups are filmed on site by a journalism student and his camera operator utilising cumbersome, inconvenient equipment. They then return to the newsroom to compose the broadcast copy. But, they are now received the education and resources required to report stories using mobile devices from the field. As a result, their efforts minimise the time required to print a news copy, lower the amount of money spent on necessary equipment, and permit greater output with a fewer workforce. (Burgess, 2021)

What is DSLR camera for a journalism student?

Although digital single-lens reflex cameras (DSLRs) have become widely known as "digital cameras," they are actually just one form of digital camera. Digital single-lens reflex cameras utilise an internal mirror to reflect the scene in front of the lens back to the optical viewfinder. The digital image sensor receives light when the shutter is released, and the resulting image is saved to an SD card. In contrast, the light enters the camera's image sensor directly with mirrorless cameras, and the photographer views the scene through the camera's rear LCD screen or an electronic viewfinder. Digital single-lens reflex cameras (DSLRs) provide journalism students with the flexibility to connect any lens they like to the camera body, from wide-angle to telephoto. Photojournalist Ivy Chen says that photographers can choose from a wide variety of lenses, each of which can be used for a specific purpose and produce a unique aesthetic effect. As far as adaptability goes, DSLRs are light years ahead. (Chen & Boyd, n.d.)

What can mobile devices do?

The modern smartphone is journalism's Swiss Army knife. With a few taps on their phones, journalism students may collect images and videos, perform minor editing, and stream live from the site of breaking news.

Small, lightweight, and unobtrusive phones provide the students with greater mobility and accessibility than ever before in field reporting. Due to the rapid growth of digital technology, the quality of video captured on current smartphone models now rivals and in some cases surpasses that of a professional TV camera or DSLR. In addition, a variety of tools exist for mobile reporting to provide broadcast-quality audio and adequate illumination.

As tempting as it may be to allow mobile journalists to use their personal phones for newsgathering, it is preferable for broadcasters to equip station-owned kits with identical phones and accessories. A consistent set of tools facilitates training and problem resolution.

METHODOLOGY

Three different sets of qualitative data served as the foundation for this investigation. Nine journalism students were interviewed for twenty to thirty minutes each (Table-1). In keeping with what Tracy (2013) called a theoretical-construct sample, participants were recruited for this study who had extensive experience producing news video using DSLR cameras and smartphones.

Table-1: Information about the demographics and careers of the study participants (S- Student, M-Male & F- Female)

Alias	Gender	Age	Education	Location	Employment Status	Organization	Responsibility
S-1	M	20	M A in Journalism and Mass Communication	Raipur	Internship	Dainik Bhaskar Digital	Video, Photo, Content Writing
S-2	F	19	B A in Journalism and Mass Communication	Raipur	Internship	IBC-24	Video Production
S-3	F	21	B A in Journalism and Mass Communication	Bhubaneswar	Internship	Argus News Channel	Video Production
S-4	M	23	M A in Journalism and Mass Communication	Bhubaneswar	Internship	OTV	Digital Content
S-5	M	23	M A in Journalism and Mass Communication	Ranchi	Internship	News 11	News Production
S-6	M	19	B A in Journalism and Mass Communication	Indore	Internship	News7	Content Writing
S-7	F	20	B A in Journalism and Mass Communication	Jaipur	Internship	Jandhara News Group	News Reporting
S-8	F	21	B A in Journalism and Mass Communication	Jaipur	Internship	Jandhara News Group	News Reporting
S-9	M	22	M A in Journalism and Mass Communication	Bhopal	Internship	Dainik Jagran	Content Writing, Photos

Sequential interviewing was employed in this study (Small, 2009) to ensure that each interview built upon the previous one. By the time we had finished interviewing the ninth person, broader themes concerning the participants' routines and perspectives on technology had emerged, allowing for fruitful analysis of the data. Using semi-structured interviews, we learned about the participants' backgrounds in the news industry, their experiences with technologies like DSLR cameras and smartphones for visual storytelling, and their interactions with classmates and colleagues including print media reporters, TV news channel reporters, editors, and managers. The majority of the interviewees favoured reminiscing about their experiences with earlier models of Canon's popular DSLR, the Canon 5D Mark II, and the Canon 7D. To better understand the context of the interviewees' individual responses, we analysed the text of 18 video journalism pieces produced by all 9 participants and made available to the public. At least two of each person's videos were reviewed. The seen videos were either mentioned by the interviewees or located and viewed on the participants' online portfolios. The authors' works were studied until logical inferences could be drawn from the participants' interviews and videos. Bock's (2011) multimodal approach to investigating "textual narratives" with visual narratives developed in the participants' published work served as a foundation for the textual analysis of this study. Via participant observation, we were able to see the individuals while they worked. We were able to examine aspects of the participants' routines and processes that they probably hadn't given much thought to before. Participants were familiar with the researcher from their previous collaboration on video journalism projects. As a result of the researcher's professional connection to these two subjects, the Hawthorne effect was greatly reduced. There is consistency between the textual analysis, the participant observations, and the interview transcripts.

Using a grounded coding approach based on the research of Charmaz (2006), the most salient themes from the multimodal analysis were extracted. This demonstrated how the participants utilised composition, lighting, lens selection, stabilisation, and audio capture to compensate for the DSLR cameras' shortcomings. On the other hand, they had used their smartphones very smoothly for news reporting.

Findings

The findings of this study's multimodal analysis show that the social construction of DSLR cameras for the production of video journalism has informed and, for some participants, affected their professional habitus. Participants in this study detailed the unique pre-shoot rituals, intricate camera-modification procedures, and directing approaches they adopted to make the most of the DSLR's affordances.

All the student journalists shared comparable experiences, however there was a significant gap in how smartphones influenced the work of those with experience of DSLR cameras. The work of student journalists combines the journalistic discipline of electronic media with the captivating aesthetics of narrative and documentary film. This is consistent with the perceptions of the student journalists who took part in this study. Four of the study's participants remarked on how the cellphones allowed them to take more "cinematic" moving photographs than their more "utilitarian" (in the words of one participant) DSLR cameras. Yet, participants reported having to rethink the device through technological restrictions and unique practices in order to prepare and outfit DSLR cameras for the capture of news video.

Study participants S-1, S-4, and S-6 were all in the early stages of their journalism education, so using DSLR cameras to create visual journalism was essentially their first professional habitus. S-6 said, "I haven't utilised DSLR cameras to shoot video to have a firm opinion on that," when questioned about the differences between using those cameras and regular video cameras. While S-4 and S-6 described the difficulties of DSLR news recording in ways that are in line with those of people in the market areas, they talked about the building of closures as if it were a regular part of their habitus rather than a new set of difficulties brought on by advances in production technology. S-1, the only woman in this survey, highlighted editorial rather than technological difficulties while discussing the difficulties of DSLR news recording. Statement 1 elaborated, " "can't say for sure because I've never tried doing it any other way. If I'm supposed to take photos and make videos, that's perhaps the most difficult task I face. Obviously, your method of shooting is very different from mine. You're both on opposite ends of the spectrum, and everything's occurring simultaneously, so you're constantly compromising. I found that my smartphone was the most helpful tool for this."

While it would be ideal for student journalists to conduct on-camera interviews in comfortable settings with good lighting, this is often not the case and students must learn to make do with whatever is at hand. During one observation in the field with S-9, we saw that news reporters were able to shoot interviews despite the cramped conditions. In this shot, he has his DSLR camera on a tripod with a zoom lens around four feet in front of his interview subject, who is facing away from the wall 45 degrees. The wall that appeared to be cascading well behind the interviewee was substantially blurred out in the final image acquired by S-9, giving the impression that the interview was shot in a much bigger setting. Another student journalist, S-5, explained that the "amazing image without any artificial light" capability of his smartphone influenced the way he planned and taped interviews. He elaborated that "might make a pretty great interview, but you had to get the illumination just perfect," which necessitated the "toting of weight and lights" to the interview places when employing small sensor video cameras. S-5 was able to cut down on the bulk of equipment he had to carry by filming interviews on his smartphone, and the "purist" in him appreciated the ability to shoot in natural light.

A news intern named S-4 who shot both stills and video remarked, "it was believed that I would be able to shoot be shooting video and stills on the same camera, which would be a high quality smartphone." S-2 and S-4's experiences are illustrative of the way in which the availability of cutting-edge technology that increased the quality of output enhanced their marketability in the eyes of potential employers in the field. Individuals who were employed by media outlets shared quite similar accounts of their work experiences. With only three months under her belt, S-7 was able to offer this insight: "I think there are certain folks the DSLRs helped to win over in terms of enjoying and liking video and even wanting to participate in it more as a journalist." S-3, who had previously worked as a student journalist, explained that his immediate editors were keen to exploit the affordances of the new technology, even though the top editors at his

publication hadn't noticed the smartphone's advantages. The findings from this study provide a context for further research into how a new technology like smartphones may affect the relationships between different types of journalism. The journalism students who took part in the study would benefit from investing in a high-quality smartphone that can provide the kind of photographs and video footage that news organizations covet.

CONCLUSION

Smartphones are becoming increasingly versatile digital media toolkits with features like the ability to send and receive text and multimedia messages, still and video cameras, global positioning system (GPS) locators, radio and TV receivers, and a wide variety of software applications ranging from games to personal organisers. More and more news outlets are exploring the smartphone's potential as a production tool and media form for utilising professional and amateur video recorded in the field. Evidence from actual smartphone-based eyewitness reporting has piqued curiosity in the effects of DSLR cameras' pervasiveness. Educators, in general, but those in the fields of journalism, media, and communications in particular, have developed an interest in this subject as mobile technology continues to be adopted effortlessly by younger users, assuring the continuous development of the technology as new social uses emerge.

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The Influence of Social Media on Mental Health on Youth

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Abstract: Social media have a productive, beneficial positive impact on young people's mental health. A lot can be said about the betterment and speed social media has brought to human lives. However one cannot deny that it has its own consequences as well. According to the evidence, using social media can be dangerous and pessimistic. Social media's impact on youth is like a coin with two sides, on one side it makes young minds knowledgeable and interactive, whereas, on the other side it attacks the youth's mental and physical health. When it comes to teaching young people how to use social media safely and responsibly, parents play a crucial role. Notwithstanding, parents can't resolve all issues, therefore, guardians, online entertainment, and publicizing organizations likewise must safeguard kids and young minds from damage. This section frames the unsafe and beneficial outcomes of virtual entertainment on youngsters. The problems that have been identified are discussed in detail in this chapter.

Keywords: Social Media, Mental Health, Youth, Social Platform, Impact.

INTRODUCTION

The literature indicates that the use of the internet has risen rapidly over the past decade. Over the past ten years, a lot has changed in the way young people interact. Thanks to social media, they can make online connections with people in their immediate friend group as well as with the ones who live in remote locations. Young people are now able to communicate with others more effectively, access information and give advice instantly, as a result of the recent digital revolution. Social media can make it easier for people who live in rural areas to communicate with one another in ways that wouldn't be possible otherwise.

The positive and negative effects of using social media on young people's mental health are discussed in this chapter. The implications for parents, advertising, social media companies, the government, and others are discussed below. This chapter emphasizes that parents cannot resolve all issues and that it is the responsibility of other stakeholders to ensure the safety of young people online.

Which Social Media is commonly used by youth?

Social media is a pillar of many people's daily lives. From news to lifestyle tips, decision-making to product research, social media users can gather all the information they need, without ever leaving their platform of choice. They have been around for a while, but because of cheap mobile data and smartphones, their popularity has now skyrocketed, and more and more people have started to use them. Some of the most used social media are –

Facebook – the most used social media - Facebook is a website that allows users, to connect with friends, work colleagues, or people they don't know, online. It allows users to share pictures, music, videos, and articles, as well as

their own thoughts and opinions with however many people they like. Initially, Facebook was the one that commenced the journey of social media in India, but still, it holds a strong place. It was used to connect with people beyond geographical boundaries and its purpose was to make a world-connected place. However, the no. of youth using Facebook is slightly decreasing after the immense popularity of Instagram and Snapchat. Now, Facebook is used as a second option and now is considered as one of the best ways of introducing your own start-up ideas. Still, there are nearly 315 million Facebook users in India alone, making it the leading country in terms of Facebook audience size.

Instagram – It is a social media website that allows people to take photos or videos by using their smartphone or tablet device. The main purpose of Instagram is to allow users a platform for sharing their photos and videos by applying some visual styles, filters, and effects. The purpose of Instagram is changed a bit, as it has made hundreds and thousands of people famous, and with their Instagram accounts. They are called "influencers," and influencers who have more followers, and the brands are willing to give them more money to endorse their products. It has now shifted to business.

Whatsapp - WhatsApp uses the internet to send messages, images, audio, or video. There are over 487 million WhatsApp users in India alone. Its purpose was to receive and deliver messages, images, and videos quickly. Though, its purpose has not changed completely. Like other social media, it is now used as a great way of business, as it allows users to create groups and do payments as well.

Snapchat – Snapchat is different from other social media applications as it only allows photos and messages to be viewed for a short period of time. Initially, it was a one-to-one photo-sharing application, but now it allows users to share their photos with all of their friends at once with a feature called stories. It also has a feature called "discover," through which users can explore and see new accounts, and brands can use them for advertising purposes. Snapchat is a very young people's social media that is considered to be creative and cool at the same time. Nowadays it is used by youth to stay connected and click pictures with various different creative filters.

LinkedIn - LinkedIn is the only application that is not for users' entertainment. It is a professional social networking site that allows users to connect for professional benefits. The purpose of LinkedIn was to connect people and let them share their professional journeys. Lately, it allows users to post pictures and videos. It has become a great source of job search and hiring. The youth of today has their profile in LinkedIn which they keep updating with their recent achievements and works. It helps build a CV for young people that can attract the HR of any company.

How do adolescents utilize social media?

According to research, younger generations as compared to older generations are significantly more likely to use social media. Youth matured 16-24 are the most dynamic online entertainment clients, with 91% involved in the web for virtual entertainment. Young people use social media for a lot of different things, such as having fun, sharing information, making new friends, and looking for support and information about their health.

Positive Impact of Social Media

Research shows that youngsters are progressively utilizing web-based entertainment to get to consistent reassurance to forestall and address psychological wellness issues. This is especially true for young people who are part of minority groups, such as individuals who identify as lesbian, gay, bisexual, or transgender (LGBT), individuals who have disabilities, and people who are black or part of a minority ethnic group. Utilizing web-based entertainment to make online advanced networks with other people who share comparative qualities can be very strong. Minority youth are less isolated when they can become "global citizens." They can meet people who share their identities, get advice and support from others, and build solidarity by joining online networks. These networks can help people feel less alone and help them build a strong personal identity. They can likewise uphold youngsters to turn out to be stronger in misfortune which can assist them with remaining intellectually solid.

Online communities can be advantageous, but they also carry some come risks with them. Members of LGBT networks, for instance, could easily be the target of abuse, discrimination, harassment, and prejudice. As a result, young people must acquire appropriate digital resilience and learn how to protect themselves online.

Social media usage can help youth project a positive self-image by allowing them to express themselves positively. The issue with this is that people use social media to project their best selves and lives.

Youth can share creative content and their interests and passions with others through social media platforms. This provides young people with numerous opportunities to experiment with a wide range of interests and can assist in the development of a positive identity. This is especially important for young people who live in rural areas because it may be more difficult for them to make friends offline.

Utilizing social media platforms allows boarding school students to communicate with friends and family at home, which is advantageous. Students who live away from home may experience feelings of isolation and homesickness, and social media platforms make it easier to connect with people.

Youth can use social media platforms as a useful tool to create, maintain, or develop social relationships. Strong teen friendships can be strengthened by social media interactions, according to research. As a result, youth can use social media to build on friendships they've made offline and make new ones that may not be possible offline due to geographical constraints.

Negative impact of Social media-

Social media and mental health is evidence that young people's use of social media may lead to conditions like anxiety, stress, and depression. This is due to several factors, which will be discussed in this section. Four out of five social media platforms that young people use mostly exacerbate their anxiety. According to research, youth that spends more than two hours a day on social media, or social networking sites, are more likely to be diagnosed with poor mental health, including psychological distress.

Cyberbullying is a major issue that young people face. Seven out of ten young people may have experienced cyberbullying, according to the evidence. Cyberbullying takes many different forms. This can take the form of making hurtful remarks online, threatening or bullying other people online, or posting images or videos to cause distress. The list is not all-inclusive. Cyberbullying is fundamentally distinct from in-person bullying. Because bullying is present in the victim's personal and private spaces, such as their bedrooms and homes, it can be difficult for the victim to escape. However, the capacity of social media to share online posts among hundreds, thousands, and even millions of individuals increases the potential number of bullies. The victim may experience significant humiliation as a result, as well as a decline in self-esteem and confidence. Victims face repeated bullying every time they log in to the internet since abusive messages, images, and videos can be saved online for life. Cyberbullying victims may experience feelings of loneliness, depression, anxiety, insomnia, and self-harm.

Body image issues have also been linked to social media. Body image concerns are higher among young girls, teens, and women in their early twenties who visit Facebook for short periods than among non-users. Young people begin to make comparisons between their bodies and images of "ideal" bodies. This can cause young people to have low self-esteem, especially if they think their bodies aren't as good as the "perfect" bodies they see online. Celebrities have a significant impact on young people, and they aspire to be like them. Depression, body shaming, and low self-esteem can occur if they believe it is impossible. After that, young people may begin to develop problems like eating disorders. Body image isn't just a problem for women. Young men are also prone to vulnerability and are influenced by images of muscular, toned bodies on the internet.

Men are also likely to develop eating disorders in this day and age because they are more interested in how they look and because they see images of muscular, toned bodies. As a result, men are most likely to maintain their bodies through rigorous fitness regimens. Young people can also develop a false sense of beauty when they are given the chance to alter their appearance in photographs using digital editing software. The fact that the number of young people seeking cosmetic surgery is on the rise and the "selfie" has become increasingly popular in recent years, both, have raised concerns. Which depicts perfection and beauty. Body esteem and self-assurance can be harmed by these images.

Young people's poor quality of sleep is significantly linked to their increased use of social media. It appears that young minds enjoy being constantly connected to the internet. They develop a "fear of missing out" (FOMO), which has been

linked to low mood and low levels of life satisfaction. Teens may suffer from disturbed sleep as a result of constantly checking their devices for messages, even at night. Sleep is especially important during adolescence because it causes exhaustion and prevents the brain from getting a chance to recharge. Quality sleep deprivation can have several negative effects, including an impact on academic performance and behavior. Based on my conversations with school administrators, numerous teens exhibit burnout symptoms during the school day. As a result, academic achievement may suffer and dissatisfaction with the lessons.

Particularly concerning is the link between self-harm, suicide, and social media use. A major cause for concern is the availability of disturbing online content that encourages self-harm and suicide among youth. This content makes an effort to "normalize" self-harm and suicide, which could lead young people to imitate the behaviors they see.

Social Media Threats

Bullying that takes place online, including on social media, is known as cyberbullying. It comes in many forms. This comprises of:

- Putting out negative remarks;
- Posting videos specifically designed to harass a person;
- Posting images to cause distress;
- Encouraging others to make negative comments about a person;
- Using a mobile phone to send dangerous text messages;
- Sending someone harmful private messages.

Glazard and Mitchell state that:

There are several fundamental differences between cyberbullying and traditional bullying. First, since it occurs on computers, tablets, and mobile phones, victims cannot avoid it at home. A lot of people see the second abuse; the messages can be forwarded multiple times because they are in the public domain. Victims who face abuse on multiple occasions may experience additional psychological distress as a result. Thirdly, abuse remains unabated because online evidence is typically permanently stored. These messages can cause the victim to continue being abused because they act as constant reminders of the abuse.

The following are examples of cyberbullying taken from Glazard and Mitchell:

Harassment: Being abusive and sending offensive, rude, and abusive messages are forms of harassment. This includes making sexually explicit or abusive remarks in chat rooms, posts, and photos, as well as making offensive remarks on gaming websites. Harassment can be defined as making false or malicious statements about other people on the Internet.

Defamation: This is the point at which an individual can send data about someone else that is phony, hurtful, and false. This includes showing someone pictures to spread false rumors, gossip, and ridicule. This can occur on any online or mobile website. This includes altering photographs of other people with the intention of ridiculing and distressing those.

Flaming: Flaring is the point at which somebody purposefully utilizes unnecessary and hostile language and deliberately gets into online contentions and battles. They do this purposefully to disturb others.

Impersonation: When someone hacks into someone else's email or social networking account and uses that person's online identity to send or post offensive or embarrassing content to or about other people, they commit impersonation. Fake profiles of other people are also included in this.

Tricks and outings: This occurs when a person divulges private information about another person or deceives another person into disclosing a secret before passing it on to others. They can do the same thing with private videos and images.

Online stalking: The act of sending threats of harm, harassing, intimidating, or engaging in other online activities that make a person fear for their safety repeatedly is known as cyber stalking. The action may be against the law depending on what they are doing. Using a mobile phone or the Internet, cyber stalking can occur. Some examples are:

Mute calls, threatening and abusive messages, and Verbal abuse in messages.

Cases of Stolen Identity Exclusion: This occurs when someone is deliberately excluded from online activities like group messaging, gaming websites, and other online activities. This is another form of social bullying that occurs frequently.

Using rumors and gossip to bully: Abuse, rumor, and gossip on the internet can spread quickly and among a large number of people in a matter of minutes. Former partners and close friends frequently reveal intimate details about victims.

Threatening conduct: It is illegal to engage in behavior that threatens to cause a victim alarm or distress. Reporting screenshots of the evidence is one way to challenge this.

Grooming: Grooming is the process of cultivating an emotional bond with a child to gain their trust for exploitation and abuse. This is carried out by new "friends" or strangers and may include:

- To compel someone to perform a task they do not want to,
- To shed one's clothing,
- Putting pressure on a person to have sexual relationships,
- Forcing another person to take naked pictures of you,
- Using the Internet to get someone involved in sexual activity.
- Utilizing the following tactics, groomers may take a long time to develop a "relationship" with the victim:
- Presuming to be someone else, such as claiming to be the same age online,
- Offering guidance or comprehension
- Buying presents,
- Care for the child,
- Making use of their professional status or reputation,
- To acclaim,
- Bringing them on vacations, outings, or trips.

Images that aren't suitable: Any website makes it simple to save images and upload them on the internet. A form of cyberbullying is posting distressing photos of another person online. Digitally altering photographs to embarrass someone is also included in this.

The effect of bystanders: It is unacceptable to observe cyberbullying and not intervene. Some people are afraid to get involved, but bullying victims need strong witnesses to speak up. Bullies thrive when they have someone to talk to. A significant way to undermine their power is to oppose what they are doing. To report and address online abuse, the majority of websites now provide a reporting facility. The innocent are the bystanders. They are obligated to report any abuse they observe.

Statistics of social platforms

The statistics demonstrate the dangers that internet usage poses to the lives of young people. The most important statistics are as follows:

The Internet Watch Foundation (IWF) reports an increase in the number of URLs containing child sexual abuse imagery since 2015 less than half of children aged 12 to 15 say they know how to change their settings to control who can see their social media. The majority of parents, professionals, and members of the public agree that social networks should have a legal responsibility to keep children safe on their platforms. Year-on-year there has been an increment in the number and rates of online child sex offenses reported by police in England, Wales, and Northern Ireland

A sum of 5161 offenses of sexual correspondence with a youngster has been accounted for more than a year and a half; When compared to the same time last year, the number of crimes reported in the last six months of 2019 has increased by almost 50%; In the same time frame in 2010, there was a 200 percent increase in the number of documented instances of

the use of Instagram to target and abuse children; In just 18 months, over 5000 crimes involving online grooming have been reported.

CONCLUSION

The use of social media can be harmful to youth's mental health. Anxiety, depression, body image issues, self-harm, substance abuse, and even death are all unfortunate possible outcomes of using social media. It is indeed a beneficial platform but one cannot deny the fact that it brings a huge sack of unfortunate outcomes as well. Because young minds tend to believe that, social media is a great way to network, stay in touch with friends, share information, get support and advice, and learn a lot from it, all of which is true, but only if used correctly. It can be said that it is not much of a good idea to discourage children and young people from using social media, given all of its benefits.

However, the increment of social media mishappening and misfortunes should be prevented. Rather than reacting to a crisis schools, parents, and the digital industry must do everything in their power to safeguard children from harm.

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Development of Patiala Gharana in Kolkata

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Abstract – *The Indian music is one of the sophisticated and oldest music which has had a worldwide attention for a century now. The schooling system of Indian music is known to us as 'Gharana'-the musical lineage of India. Amongst the most popular Khyal Gharanas, this chapter is to focus on Patiala Gharana and its development in Kolkata by restless effort and intelligent approach of the famous musicians and scholars of Patiala Gharana. This chapter is going to portray the current scenario of Patiala Gharana in Kolkata, the changes in styles and Gayaki of this Gharana,and the great exponent of this Gharana in Kolkata. This chapter will provide music lovers insight about the present status of the Patiala 'Gayaki' in Kolkata and much valuable information regarding the Patiala Gharana which has not been discovered yet.*

Keywords- Lineage, Hindustani Classical Music, Kolkata,Gharana, Patiala Gharana, Bade Ghulam Ali Khan.

INTRODUCTION

The great music moestro of patiala Gharana Bade Ghulam Ali khan was born in 'Kasur' which after partition of India became a part of Pakistan. Although Bade Ghulam Ali Khan was an accomplished artist of Sarengi in his earlier life, he became popular as a vocalist after his debut concert in Kolkata, which was the stepping stone for the introduction of Patiala Gharana in Kolkata. Gradually the Patiala Gharana developed in Kolkata by contribution of great exponents of Bade Ghulam Ali Khan and his lineage Munawar Ali and Reza Ali khan.

Many useful and valuable research works have been done in the context of Gharana. Some works like - 'Tradition of indian music' by Dr.Manorama Sharma, 'Indian musical tradition' by Vamanrao.H.Despandey, 'Khyal' (Creativity within north Indian classical music tradition) by Bonnie.C.Wade, keeps a remarkable contribution about the informations regarding the Patiala Gharana. Although the patiala Gharana took its root in Patiala by Ali Bakhs and Fateh Ali,the successful lineage of this Gharana developed in Kolkata. So it is now necessary to look forward to the evolutionary development and modern context of patiala Gharana in Kolkata. The book 'Tradition of Hindustani music' by Dr.Manorama Sharma deals with information of Patiala Gharana, great s of this Gharana, varieties of compositions in Patiala Gharana etc. Vamanrao.H.Despandey also described about many useful informations like- trends and technique in singing style of Patiala Gharana, voice treatment of patiala Gharana etc. But now it is necessary to discover some basic phenomenon like, evolutionary development of Patiala Gharana by great exponents in Kolkata, modern context of Patiala Gharana in Kolkata, basic characteristics in 'Gayaki'of Patiala Gharana, collection of recorded audio and video cassettes and CD's of Bade Ghulam Ali Khan,his successful representatives and disciples, a systematic study of musicians after Bade Ghulam Ali khan in Kolkata and their contribution onward the present day.

HISTORY AND DEVELOPMENT OF GHARANA IN INDIA

The word Gharana came from the hindi word 'Ghar' which means family or house. It typically reffers to the place where the musical ideology originated. Style or forms of Hindustani classical music underwent through generation to generations

and evolved by the expertise and virtuosity of musicians of a particular family. This is in turn gave birth of Gharana.The name of the Gharana may either be according to the name of the founder or according to the place in which the Gharana has been originated.As example Ahlladia Khan Gharana,named according to the founder Ahlladia khan and Patiala, Kirana, Gwalior, jaipur, Agra Gharana named according to places. The main point which is most important in the context of Gharana is that,a Gharana must consists of three successful musician in three generation.This generation may be like – founder, founders disciple and disciples disciple. According to Vamanrao. H.Despandey "Bhaskarbua Bakhle did found an independent style of music and he had an able disciple in Master Krishnarao,but then there is no accomplished artist of the third generation and so there is no Bhaskarbua Gharana ".

In the 13th century A.D.there was a single system of music prevalent all over India. The division of Indian music in Hindustani and Carnatic music took place after the advent of Muslims. , the Gharana system in hindustani music started afterword. During the muslim period music and fine art flourished under the patronage of muslim rulers and royal families. At that time Dhrupada was considered as classical music. By the end of 18th century the Khyal became very popular. Generally it is believed that Khyal was introduced by Amir Khusroo but according to other opinion Husain sharqi(1457-1499) of jaunpur was the inventor of Khyal. During the middle age the style of Khyal was enriched by highly imaginative and innovative artistes. A gradual increase in application of creative aspects in Khyal resulted to form separate singing styles or Gharana.

According to latest reviews there are 14 names of Khyal Gharana in India,like (1) Gwalior Gharana (2) Agra Gharana (3) Kirana Gharana (4) Jaipur Gharana (5) Patiala Gharana (6) Delhi Gharana (7) Vishnupur Gharana (8) Rampur Sahasan Gharana (9) Indore ghrana (10) Beneras Gharana (11) Mewati Gharana (12) Qawwal Bacche Gharana (13)Sham Chaurasia Gharana and (14) Bhendi Bazar Gharana.

EVOLUTION OF PATIALA GHARANA

Patiala city is located in Malwa district of Punjab,which extends from Narnaul, Hissar in Haryana to Kandaghat and Chail in Himachal. The first patronage of music in Patiala was introduced by Raja Ala Singh but the history of Patiala Khyal Gharana was related with the reign of Maharaja Narindra Singh(1857), who received the greatest Khyal singer Tanras Khan at the Patiala darbar. Tanras Khan took as his disciple a member of Anandpur Rababi Gharana 'Bhai Kalu Rebabi', two sons of 'Kalu Rebabi', Ali Bakhs and a friend of Ali Bakhs Fateh Ali. Both Ali Bakhs and Fateh Ali received their initial training from Mian Kalu Khan in jaipur. Mian Kalu took them to 'Behram Khan' the famous Dhrupadia of the Dagar tradition. After completion of their lession from Behram Khan Ali Bakhs and Fateh ali went to Gwalior to study with Haddu Khan,thereafter they went to study with Khyalia Mubarak ali Khan who was a court musician of Ram Singh and son of Bade Muhammad Khan. After learning 20 years Ali Bakhs and Fateh Ali became proficient in Khyal. Thereafter the ruler of Patiala Rajindra Singh ,the grandson of Maharaja Narindra invited two Khyalia Ali Bakhs and Fateh Ali as his court Musician.After death of Rajindra Singh(1900) the two Khyalia took the name Alia-Fattu and were forced to leave the Patiala darbar.Then Ali Bakhs went to 'Tonk' Near Jaipur as a court misician for the Nawab,who presented him the honorary title 'General' ,thereafter Ali Bakhs was to be known as Ali bakhs General. He returned again to Patiala under the patronage of Bhupindra Singh who was a very enthusiastic patron of performers. After leaving Patiala in 1900, Fateh Ali joined the darbar of Maharaja Pratap Singh in Kashmir. The developed voice culture of Alia-Fattu of Patiala was adopted by two disciples of 'Kasur Gharana' who were the Drupad singer.They were Ali Bakhs and his brother Mira Bakhs or Kale Khan. Through them the Patiala Gharana was continued in India.

The great musician Bade Ghulam Ali Khan took his former 'Talim' from Kale Khan. Bade Ghulam Ali was the son of Ali Bakhs and nephew of Kale Khan.Bade Ghulam ali had three brothers,all of whom were musicians; Amman Ali Khan, Mubarak Ali Khan and Barkat Ali Khan.They were renowned in India as Ghazal and Thumri artistes.In the age of 21 Bade Ghulam Ali Khan did a litle progress in his study of music. Under the helping hand of Inayati Bai, one of his father's pupil, he learned Sarangi but gave up Sarangi when he realised that vocal music was his forte.   Bade Ghulam Ali Khan was 17, when his father died. In such time he went to Bombay to Learn music from sindhi Khan of Gwalior Gharana and learned a number of compositions. He first performed in public at the age of 23 as a supporting artist of his father at a music festival in Lucknow. Therefore Bade Ghulam Ali was in constant demand for concert performances and Radio broadcasts.

The son of Bade Ghulam Ali Khan, Munawar Ali Khan was also an Independent vocalist of Patiala Gharana. He began to learn music from his father from 1950. Munawar Ali Khan performed his first independent performance in 1957 when he was 24. This performance was supported by the 'Sadarang organization' in Kolkata. Munawar Ali Khan was the only musican who took an important role in the preservation of Patiala Gharana after the death of Bade Ghulam Ali Khan. Raza Ali Khan ,the son of Munawar Ali Khan performed in many conferences as a supporting artist of his father. Raza Ali initiated his learning from his grandfather Bade Ghulam Ali Khan,and now he is the only living personality in the lineage of Patiala Gharana.

EVOLUTIONARY DEVELOPMENT OF PATIALA GHARANA IN KOLKATA

 The city 'Kolkata', capital of Indian state West Bengal located on the east bank of Hoogly river. It is the religiously and ethnically diverse centre of culture in Bengal and India. The city Kolkata has established local traditions in drama, art, film, theatre and literature that have gained wide audiences. Many people from Kolkata were Nobel laureates and contributed new avenues in science, arts and other areas. A large number of audience and intellectual people of Kolkata was responsible for wide attention of classical music. The great moestro of Patiala Gharana Ustad Bade Ghulam Ali Khan performed first at Kolkata in 1938, which braught him very popular in 20th century Hindustani classical music scenario of Kolkata.

The people of Kolkata were fascinated by the uniqe straightforword 'Gayaki' and specific voice culture of Ustad Bade Ghulam Ali Khan.Very soon he became a great proponent of Thumri and made certain innovations to it. He recorded numerous Khyals and Thumries . Amongst his Thumries 'yaad piya ki aye', 'kate na birha ki raat', 'tirchi nazaria ke baan', 'aye na balama' are till date highly popular to the music lovers. The people of Kolkata accepted the uniqe style and Taan pattern as well as the Thumries of Bade Ghulam Ali Khan. Munawar Ali Khan lived in Kolkata untill 1978 because he felt that the audience of Kolkata were very receptive to classical vocal music. When Ustad Bade Ghulam Ali Khan started to stay at Kolkata many musicians,not only vocalists but also instrumentalists were inspired and influenced by his music. Most of them started to lern music from him,among them Irene Roy choudhuri, Pandit Prasun Banerjee, Bidushi Meera Banerjee,Pandit Jagdish Prasad,Pandit kalyan Basu, Geetashri Sandhya Mukherjee are the famous musicians of patiala Gharana in Kolkata.

CONTRIBUTION OF DIRECT DISCIPLES OF BADE GHULAM ALI KHAN AND OTHER EXPONENTS OF PATIALA GHARANA IN KOLKATA

The introduction of Patiala Gharana in Kolkata took its root by catching the hand of Ustad Bade Ghulam Ali Khan. The aim of his 'Gayaki' was to apeal the hearts of the millions who heard him. According to him "What is the use of streching each raga for hours?There are bound to be repetitions" (Tradition of Hindustani Music- Dr.Manorama Sharma, page-106) . He was the rare musician of that time who matched his music according to mood and taste of his audiences. People of Kolkata accepted his music by heart and many famous musicians of Kolkata became close contact with him. After death of Bade Ghulam Ali Khan the lineage of Patiala Gharana was continued by Ustad Munawar Ali Khan and Raza Ali Khan.

Amongst his direct disciples the name of Ustad Munawar Ali Khan comes first. Munawar Ali Khan was the youngest son of Bade Ghulam Ali Khan. He received his early training from Tansen Pandey,his father Bade Ghulam Ali Khan and his uncle Barkat Ali Khan, but the Gayaki of Patiala Gharana was taught to him by his father. Munawar Ali Khan established himself as an independent artist of Patiala Gharana when he was only 25. Later he was approved by All India Radio as an 'A'-Top artist. He lived in Kolkata until 1978.

The famous artist of Patiala ghrana Bidushi Meera Banerjee took her initial training from Pandit Chinmoy Lahiri. Meera Banerjee was selected by A.I.R. when she was 13 only and became a famous artist with her several recordings. In 1950 Meera started learnig under Bade Ghulam Ali Khan. She received I.T.C Award,Bhualka Award in 1999. She recorded many albums,more specifically 'The Empress of Patiala Gayaki Khyal and Thumri'.

Pandit Prasun Banerjee, Husband of Meera Banerjee was also a renowned musician of Patiala Gharana. He came to Kolkata when he was 24. He began to learn classical music from Pandit Jamini Ganguly and Pandit Gyan Prakash Ghosh. Then he was selected as an 'A' grade artist of All India Radio. In 1957 he married Meera Banerjee and came in close contact with Bade Ghulam Ali Khan. Very soon he adopted the Gayaki of Patiala Gharana. Irene Roy Choudhury was a direct disciple of Bade Ghulam Ali Khan. Her family were from East Bengal (now Bangladesh) and after parition came to Kolkata. She started to learn music from Pandit Gyan Prakash Ghosh and then from Bade Ghulam Ali Khan. In 1953 Irene was placed fIrst in All India Radio competition in Khyal and Thumri.

Parveen Sultana was the disciple of Bade Ghulam Ali by inspirational influence. Formerly she learned from Pandit Chinmoy Lahiri till 6th to 7th year but she was more fascinated towords the Gayaki of Patiala garana and became as disciple of Bade Ghulam ali Khan. Pandit Jagdish Prasad was the direct disciple of Bade Ghulam Ali Khan and renowned Kolkata based musician of Patiala Gharana. He took his former training from his father Badri Prasad and later he became as a disciple of Bade Ghulam Ali Khan. He was regarded as one of the leading vocalist of Patiala Gharana for his robust voice with depth and inborn melody. Geetashri Sandhya Mukherjee is a direct disciple of Bade Ghulam Ali Khan. She took her training in Indian classical music from Santosh Basu Mallik,Jamini Ganguly , Gyan Prakash Ghosh,Chinmoy Lahiri ,Dhrubatara Joshi, A.T. Kanan. She enriched her classical music from Bade Ghulam Ali Khan. After death of Bade Ghulam Ali he learned from Munawar Ali Khan.

PRESENT MUSICIANS OF PATIALA GHARANA IN KOLKATA

The cultural heritage of Kolkata has been influenced by many renowned musicians of Indian classical music. If we study the history regarding the musicians of Kolkata we can see that the 'Gayaki' of each classical Gharana has been changed in the course of time, because many artistes of Indian classical music learned from different 'guru's' but keeps special preference in a particular 'Gayaki' or Gharana. So in the present day it is very difficult to establish artistes in a particular Gharana .Besides these changes the main 'Gayaki' of Patiala Gharana still alive by the famous musicians at Kolkata.

Amongst the present artistes, Raza Ali Khan is only Living artist in the lineage of Patiala Gharana. He learned from his grandfather Bade Ghulam Ali and father Munawar Ali Khan. He performed the National Program of Doordarshan, Radio Sangit Sammelan, Doverlane Music Conference Gwalior Sangit Samaroh etc. He is one of the leading performers in Patiala Gharana. Pandit Ajay Chakraborty a world renowned performer of Patiala Gharana initiated his training from his father Ajit Chakraborty. Thereafter he took his musical lessons from Shree Kanaidas Bairagi, Pandit Gyan Prakash Ghosh. He got the 'Talim' from Munawar Ali Khan from his teenage. He is still performing all over India and abroad. He got National Award(1989), Kumar Gandhava Award (1993),Sangeet Natak Academy Award(2000) and Padmashree Award (2011). The famous vocalist of Kolkata Santanu Bhattacharya learned from direct disciple of Bade Ghulam Ali Khan Pandit Prasun Banerjee and Bidushi Meera Banerjee. He is also a disciple of Pandit Ajay Chakraborty. He is an 'A'- grade artist of All India Radio. He won gold medals in Khayal and Thumri at the A.I.R. music competition in 1989 and has since been performing at every major programme.

Shree Manojit Mallik is an accomplished artist of Patiala 'Gayaki' in Kolkata. Initially he was in guidence of Pandit Amio Ranjan Banerjee, later on he took His 'Talim' from Pandit Jagdish Prasad, the direct disciple of Ustad Bade Ghulam Ali Khan. He placed first in All India Radio Competition(1988). He performed in A.I.R. National Programme(1998), Radio Sangit Sammelan(2007) and Tansen Sangit Samaroh(2006). He was selected by A.I.R. as an 'A'-grade artist in1997 and 'A'-Top grade in 2012. Shree Jayanta Pandey is also an independent artist of Patiala Gharana. He started his musical training at the tender age of four, under his father Ashis Kumar Pandey and later, Bhismadev Bhattacharya. He was a scholar at ITC SRA between 1980 and 1984 under the guidance of Ajoy Chakrabarty. He later trained under Ustad Munawar Ali Khan and then, Prasun and Meera Bandopadhyay. He received the National Scholarship award in 1990 and is a regular artist of All India Radio and Doordarshan. Jayanta has numerous performances to his credit. From 1995, he has been a staff artist of AIR, Kolkata and is currently continuing his research in the Gayakee of Patiala Gharana. I think this work will provide us with the present status of the Patiala 'Gayaki' in Kolkata.

CONCLUSION

Now we are in the light of the 21st century, the period of the institutional music teaching system. The classical music of India has been enriched by only the means of the Gharana system. A large number of oral traditions are still alive through the musicians of Gharana. So we should trace the history of Gharana's to communicate with modern musical forms and styles of the institutional music teaching system. This chapter looks forward to the communication of 'Gayaki' between the former and present musicians of Patiala Gharana. This chapter will be worthwhile according to the needs of our society and for the present generation of music lovers. Patiala Gharana underwent a long journey onward the present generation and contributed many expert artistes of classical music in Kolkata. This chapter conveys the evolutionary development of Patiala Gharana in Kolkata in association with famous artists who learnt music from the lineage of Patiala Gharana.and musicians of Patiala Gharana in a chronological order who were in the light of classical music history of Kolkata.

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The Way to Find Your Hidden Rhythm

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Abstract: *The sense of Rhythm is something that can be developed in anyone using different Rhythm exercises. Explaining the term Rhythm and developing the sense of Rhythm using a simple and different approach then general. Discussing the various kinds of Rhythm found in nature through giving various examples and elements of rhythm. Explaining basic principles of rhythm and exercises to improve them. Using recitation of words to finely explain the concept of beat in rhythm. Explaining Indian Classical Taal System's part in developing a sense of Rhythm. This whole world runs in a complex Natural Rhythm, from gigantic stars, satellites to our very own earth, everything has its own Natural Rhythm so, more or else everyone has a basic sense of Rhythm; it's just the process of finding it.*

Keywords: Rhythm, Taal, Beat, Beats per minute (B.P.M), Metronome, Tempo, Interval

INTRODUCTION

Rhythm is a combination of sound and silence. The word Rhythm is derived from the Greek word "Rhythmos" which means, "measured motion". A specifically defined pattern with variations, a flow and repetition or regularity is known as Rhythm. The tempo or speed of a beat, a song or any repetitive event can be taken as examples for Rhythm. Music is nothing but a combination of sound and silence, Rhythm too can be defined in the same way, this pattern of sound and silence keeps repeating which gives rise to a particular flow or movement.

RHYTHM IN NATURE

Form the very beginning of life we experience Rhythm. The moment we take our birth we start to breathe in a particular rhythmic pattern. Our heart beats in a rhythmic pattern, even when we walk we do it in Rhythm. We are so much surrounded by Rhythm, that we secure a basic sense of Rhythm in ourselves. Rhythm can be classified into few types: Biological, Bio Natural, Bio Mechanical, Mechanical & etc.

BIOLOGICAL RHYTHM: The kind of Rhythm that is produced in our body naturally with no external effort or pressure, can be called Biological Rhythm, for example: Breathing, Our Heart beat, pulse. We even have our own body clock known as Circadian Rhythm.
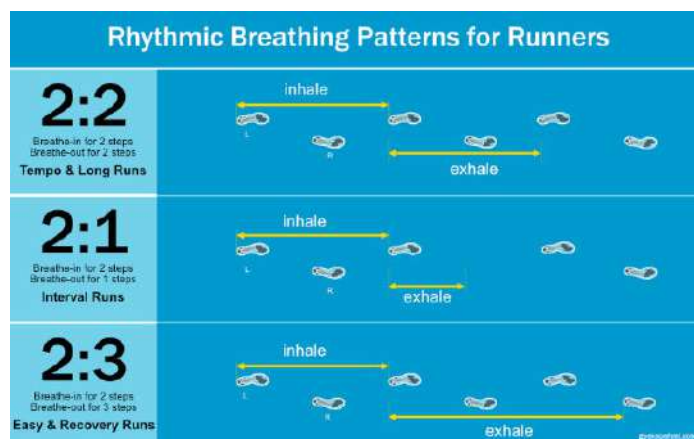
Figure 1 : Rhythm in running

Source: https://images.app.goo.gl/7nm38ggv2GPMHPJg9
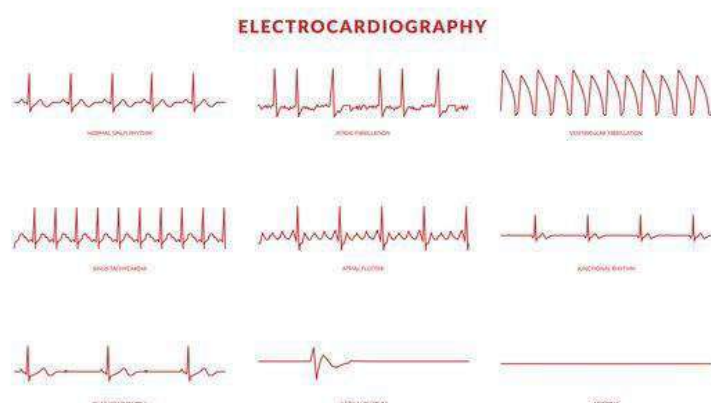
Figure 2 : Heart beats in Rhythm

Source: https://images.app.goo.gl/Y8E1ubacUWqkAfLN6

BIONATURAL RHYTHM: The Rhythm that we produce using our body without any mechanical support can be known as Bio Natural Rhythm. Some of the examples under this type are: Walking, Running, Swimming, Dancing, Chewing, Birds Flying, Wood pecker pecking wood, Raining, baby crying & etc.
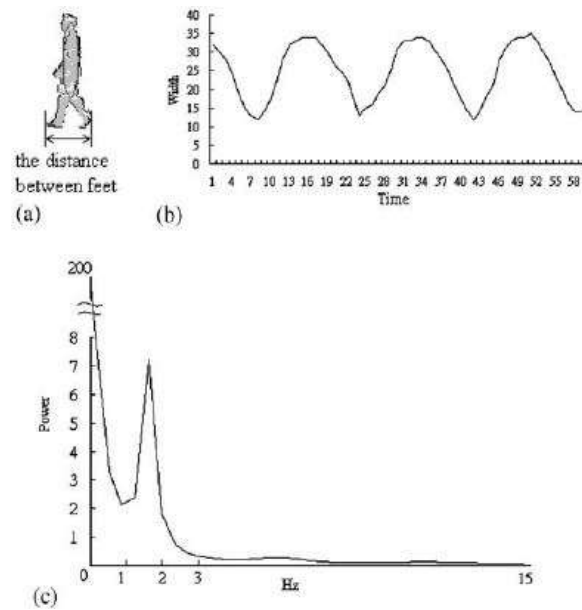
Figure 3 : Walking in Rhythm

Source: https://images.app.goo.gl/vpnYwd2EcbftyBsZ9
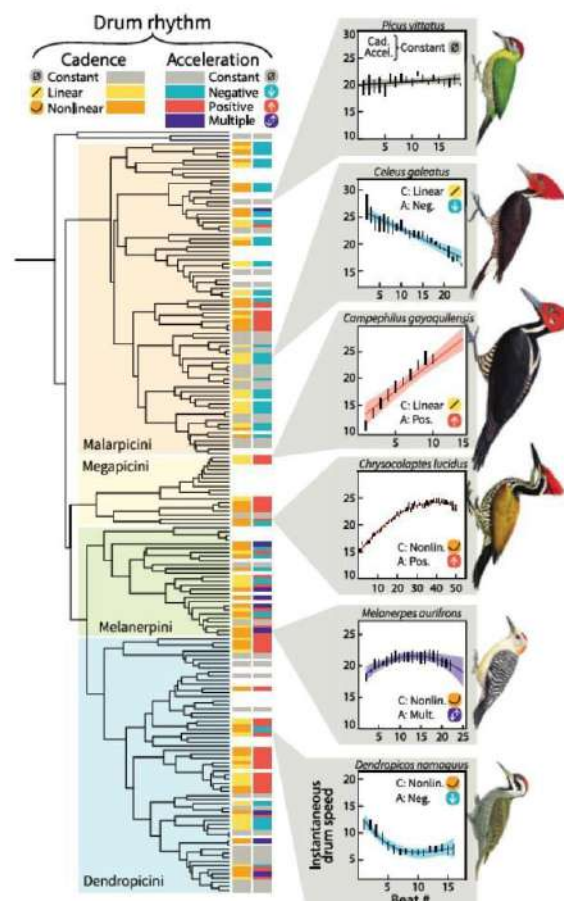
Figure 4 : Wood peckers pecking wood in Rhythm

Source: https://images.app.goo.gl/rA1unKYbGPNZ71L88

MECHANICAL RHYTHM: All types of rhythm produced by machines will come under mechanical rhythm, such as clock ticking, motor working, pendulum, windmills & etc.
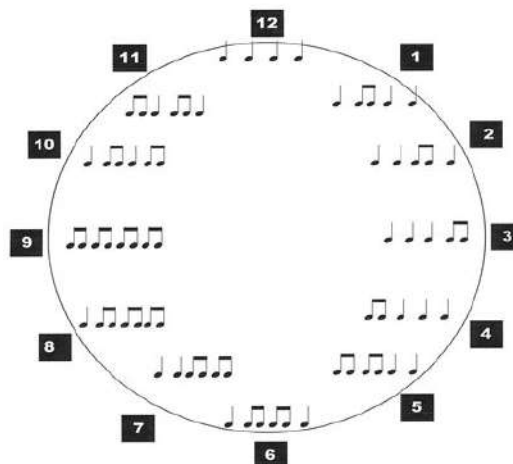
Figure 5 : Rhythm in clock

Source: https://images.app.goo.gl/A71GDpxa9JdY6eYc7
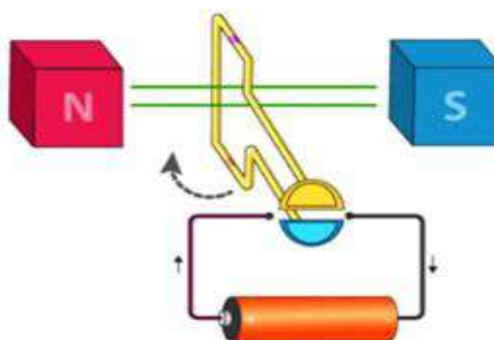
Figure 6 : Motor working in rhythm

Source: https://images.app.goo.gl/9YmAS6dVpXJETJYt5
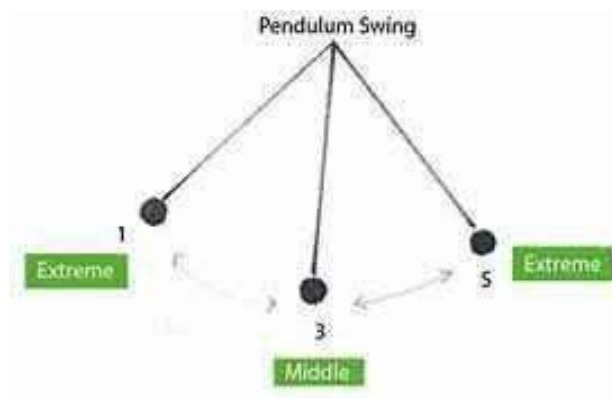
Figure 7 : Pendulum swinging in Rhythm

Source: https://www.google.com/imgres?imgurl

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BIO MECHANICAL RHYTHM: The kind of rhythm that is produced by a machine powered by human's strength can be called bio mechanical rhythm. For example: Cycling, cutting of wood, spinning wheel, type writer, spinning a top.

Figure 8 : Top spinning in Rhythm

Source: https://images.app.goo.gl/qLWECsHu46jgfKUa8

Figure 9 : Typing in rhythm on typewriter

Source: https://images.app.goo.gl/4qaZMgBqd6xpgWtk7

NATURAL RHYTHM

In this universe, from the smallest structural unit to largest composite structures (the greatest stars), everything functions with natural rhythm, since time and rhythm walk hand in hand. This rhythm comprises three principles 1) pattern, 2) precision, 3) regularity.

Pattern: It refers to the structural existence of rhythm. It's the structure of rhythm. The foundation on which it flows.

Precision: Precision is the character (spiritual aspect) of the object or being developed from the beginning of the universe up to present. It refers to the execution of rhythm.

Regularity: Regularity refers to the concept of time, which here is the continuity of a particular existence. The pattern of continuing in regular intervals can also be called regularity.

ELEMENTS OF RHYTHM

Before understanding rhythm, it is necessary to understand the elements under it, which are beat, pulse, metronome & etc.

Beat: At the heart of the rhythm is beat. It is the foundation on which the rhythm is played. A single beat that repeats at a regular time interval is called pulse.

Pulse: Pulse is the part of music that one instinctively taps their feet to and this is a crucial ingredient that one needs to develop to improve their sense of rhythm. There is an incredibly helpful tool that one can use to develop their sense of rhythm called metronome.

Metronome: A metronome is a gadget that produces an audible click sound at a regular time interval which can be slowed down and speed up with synchronized visual motion. Speed on the metronome is maintained by the number of beats per minute (B.P.M). A clock has 60 beats in a minute and one second interval so we can set a metronome of one second intervals which will be 60BPM.

STEPS TO PRACTICE RHYTHM

A simple way to understand beats is to follow the following patterns. While counting the numbers in a specific metronome (speed) try to clap at designated beats.

STEP 1: A simple 4/4 beat where one has to clap on every beat while counting 4 beats.

Table 1: 4/4 BEAT (Pattern 1)

1	2	3	4
☐	☐	☐	☐

Source: Author's original

STEP 2: A 4/4 beat where the "-" means rest (silence) and while clapping on designated beats and counting the all 4 beats.

Table 2: 4/4 BEAT (Pattern 2)

1	2	3	4
☐	-	-	-
☐	-	☐	-
☐	-	☐	
-	☐	☐	

Source: Author's original

STEP 3: A simple 2/4 beat where one has to clap on both beats while counting 2 beats.

Table 3: 2/4 BEAT

1	2
☐	☐

Source: Author's original

STEP 4: A simple 3/4 beat where one has to clap on all three beats while counting the 3 beats.

Table 4: 3/4 BEAT

1	2	3
☐	☐	☐

Source: Author's original

RECITING WORDS IN RHYTHM

STEP 5: Reciting the words by dividing them in half to adjust them into 2 beats.

Table 5: BEAT 2

1	2
Rhy	thm
Tem	po
Ti	ger
Mo	ther
Man	go
Fa	ther
Stu	dy

Source: Author's original

STEP 6: Reciting the words by dividing them into 3 parts to adjust them into 3 beats.

Table 6: BEAT 3

1	2	3
Ba	na	na
In	di	a
Ra	di	o
Co	co	nut
Scien	ti	fic

Source: Author's original

STEP 7: Assigning 4 words into 4 beats or if it's a word, dividing such that it can be said in 4 beats**.**

Table 7: BEAT 4

1	2	3	4
I	can	do	it
Me	cha	ni	cal
In	tro	duc	tion

Source: Author's original

STEP 8: Assigning 5 words into 5 beats or if it's a word, dividing such that it can be said in 5 beats.

Table 8: BEAT 5

1	2	3	4	5
U	ni	ver	si	ty
E	lec	tri	ci	ty
I	love	In	di	a

Source: Author's original

While practicing rhythm exercises it is necessary to also follow the Indian classical taal system for one's rhythm to improve. Since the Indian classical taal system has many rhythm patterns (taal) based on different kinds of time signatures, it becomes easier for the student to understand rhythm at a more advanced level.

INDIAN CLASSICAL TAAL SYSTEM

In the Indian musical tradition, Taal embraces the concept of time as a way of directing and expressing musical Rhythm and structure. This idea can be found in Hindu books from the Vedic era including the Samaveda and practices for chanting Vedic hymns.

Whether it is Hindustani (North Indian) or Carnatic (South Indian) classical music, the idea of Taal (spelled and pronounced taal in English), which means "Clap," captures Rhythm. Although it can be loosely referred to as "Rhythm," the concept is more complicated than that and operates by having time divided cyclically rather than linearly. Each cycle is then broken down into pieces with varied lengths. In the North Indian Taal System, TEENTAAL is the Taal that is most frequently employed.

TAAL: TEEN TAAL

TAAL PARICHAY

Beat/ Matra: 16

Thali: 3 [Matra: 1, 5, 13]

Sum symbol- × at 1

Khali: 1 [Matra: 9]

Khali symbol- o at 9

Vibhag/ Group: 4 [4/4/4/4]

Jati: Chatushra

THEKA

1   2   3   4   5   6   7   8   9   10 11 12 13 14   15   16
Dha Dhin Dhin Dha/ Dha Dhin Dhin Dha/ Na Tin Tin Na/ Ta Dhin Dhin Dha
×   2   o   3

Teentaal has sixteen (16) beats in four equal divisions (Vibhag). The period between every two beats is equal. The first beat out of 16 beats is called sum and the 9th beat is called khali ('empty'). To count the Teentaal, the audience claps on the first beat, claps on the 5th beat, then waves on the 9th beat and lastly again claps on the 13th beat.

TAAL: JHAP TAAL

TAAL PARICHAY

Beat/ Matra: 10

Thali: 3 [Matra: 1, 3, 8]

Sum symbol- × at 1

Khali: 1 [Matra: 6]

Khali symbol- o at 6

Vibhag/ Group: 4 [2/3/2/3]

Jati: Chatushra

THEKA

1	2	3	4	5	6	7	8	9	10
Dhi Na/		Dhi Dhi Na/			Ti Na/		Dhi Dhi Na		
×		2			o		3		

Jhaptal is a 10-beat pattern. It has ten beats in four divisions (Vibhag), of 2-3-2-3, the third of which is the khali. A clap is given at specific Matras, which in Jhaptal is beats 1, 3 and 8. A wave of the hand indicates beat 6, the first beat of the khali section.

TAAL: RUPAK TAAL

TAAL PARICHAY

Beat/ Matra: 7

Thali: 2 [Matra: 4, 6]

Khali: 1 [Matra: 1]

Khali symbol- o at 1

Vibhag/ Group: 3 [3/2/2]

Jati: Chatushra

THEKA

1	2	3	4	5	6	7
Ti Ti Na/			Dhi Na/		Dhi Na	
o			×		2	

The aavaratan (cycle) of Rupak Tala has three Vibhag (divisions). The first Vibhag has three Matras and both the second and third Vibhag have two Matras. Khali is on the first Matra of the first Vibhag.

CONCLUSION

Everyone is born with a basic sense of rhythm since everything in this universe has its own natural Rhythm, they just need to work on Rhythm to take it to a more advanced level, and for that Indian classical taal system helps a lot. Further, practicing Indian classical taal system helps in improved concentration and focus. Understanding that rhythm is everywhere and looking for it in everything and anything will improve the ability to sense specific rhythmic patterns. Practicing basic rhythm exercises and showing interest towards it will drastically improve one's sense of rhythm. Counting numbers while maintaining regular time intervals between them, in free time or doing it subconsciously while completing other daily tasks will help improve the ability to stay in beat without getting distracted. A regular practice of listening is also one of the most important factors a person should focus on to improve a sense of rhythm. Listening to musical pieces and analyzing the type of beats used in songs will help a lot. Trying to incorporate rhythm in their daily life and starting to learn a percussion instrument will show drastic improvement in one's sense of rhythm. At the end of the day it depends on the person's interest and willingness to connect with Rhythm that brings the best out of them.

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One Step Forward To Play the Rock Guitar

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Abstract: *Guitar is an musical instrument, which has a wooden body and metal or nylon strings which can produce different musical notes or tune, and Rock Guitar is nothing but simply build with solid wooden body played with a processor or amplifier, that can produce different type of sound like distortion, chorus, delay, reverb, flanger etc. There are several steps or different techniques of playing the Rock Guitar and in this chapter we will focus on the first step of playing the Rock Guitar, and not only for the rock guitar, this is the first step of every genre of guitar playing. The technique is known as alternate picking. Many different steps are there to learn the alternate picking techniques, but this chapter is focusing on the primary steps or exercises which is the most important for the beginners.*

Keywords: Alternate Picking, Rock, Metal, Guitar, String Skipping, Playing Techniques, Practice, Patterns

INTRODUCTION

Rock music developed between late 1940s to early 1950s. The root of rock music is Rock n Roll which has been developed from the Blues Music, Rhythm and Blues and country music, Gospel, Jazz, Jump blues. First time this new formation of this musical genre (Rock n Roll) elements can be heard in Blues records from and in the 1920's and in Country records of 1930's. When the Rock and Roll music culture arose, at that time period the saxophone and Piano were the lead instruments of this music genre but from the mid 1950's, The Guitar took an essential part in Rock and Roll. In that era many people thought that in a rock band after a singer guitar player is the frontman of a stage. Usually Rock n Roll is played with Electric Guitar. Electric Guitar is the latest version of the guitar family. It has a solid wooden body and dynamic pick ups to produce the sound, it has six strings to produce all has different pitches. In this chapter we are going to learn the Rock Guitar playing style like Slash from GnR, Randy roads, Kirk Hammet, Marty Friedman, Joe Satriani, Eric Clapton, John Mayer etc legendary rock Guitar players.The Rock n Roll pioneers Chuck Berry, Elvis Presley's guitarist Scotty Moore, Carl Perkins etc. played the blues or the Boogie Woogie music style with more aggression, Speed and loudness and then the music turned into a new musical genre called Roll n Roll. It was not so theoretically tough like Blues or Jazz but it has a very powerful sense based on basic 4/4 steady beats which can relate to anyone very easily. Usually Rock Guitar played on electric guitar. Electric guitar is the latest version of the guitar family. The revolution of Rock Music was raised in England by English musicians.

All the contents in this chapter are designed specifically for rock and shred techniques like alternate picking styles, Legato, staccato, vibrato, sweeps and other important concepts, which is very important to play like a shredder. But first of all the book follows the basic approaches of Guitar playing the feel of playing simple steps. After completing these few steps we will jump into the technical parts. This chapter presumes that you already learnt the basic stuff like Holding the plectrum properly, stroking on the string, note reading (Whole, half, quarter, quaver note), basic chord shapes like A, B, C, D etc. of the first four frets. Basic ideas on scales, down and up stroke for strumming. These steps are not for beginners, this is the next step to learn little advanced stuff and after completing this chapter you will be able to play all kinds of shred

techniques, you will be able to make your own playing techniques. But again all the things will happen only if you maintain the keywords that is **PPP,** Practice Practice and Practice. Because practice is the only thing that can make you perfect.

ALTERNATE PICKING TECHNIQUE FOR PLAYING GUITAR

It is very important that your right hand will move in a smooth motion, because it is the basic technique of shredding and many Rock and Metal Guitar riffs and licks are based on alternate picking patterns. Alternate picking means alternative pick strokes, it means always we have to stroke to the strings alternatively in Down Up, Down Up motion. Basically in the solo playing situation or for the riffs and runs or for fast playing staffs we can use alternate picking techniques. The dynamics are also an important role of this technique. While playing alternate picking staffs, all the stroke pressure or the weight should be the same or can be used differently depending on the demand of the music or the particular song. Sometimes we can use it very softly or loudly. You may follow the techniques of Paul Gilbert and how he used the dynamics in alternate picking. Rock legend Eddie Van Halen uses this technique in different ways. He used to do Tremolo playing with this. It's very much clear that Alternate picking is the most important technique of shredding. So this chapter will focus on the exercises which is based on alternate picking pattern.

Figure: 1 Playing a Electric Guitar

Source: Author's original

CHROMATIC PRACTICE EXERCISES

Exercise 1: For this exercises you have to stroke your right hand picking alternatively. Feel the motion of the beat and practice it on the metronome. Also the posture of the right hand is very important. You can keep your right hand palm over the bridge, mostly electric guitar players use it in this way. But on the other hand if you want to do acoustic guitar it may put your right pinky finger onto the body of the guitar just under the sound hole of the acoustic guitar. Don't need to press it, just take a light touch support for proper balancing.

Important note : After playing the fret 1, 2 or 3 do not leave the frets, keep holding the fret till you are completing the 4th fret. Continuously practicing the exercise till fret 12. Keep repeating the same at least for 15 to 20 minutes.

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Figure: 2 Chromatic alternate picking pattern

Source: Author's original

Exercise 2: This is also a chromatic exercise but now we will cover the whole fretboard diagonally. Now it's going to be very interesting and exciting. Always use alternate picking to play these exercises. Keep repeating at least for 15 to 20 minutes. Make a practice loop of these exercises, use a metronome always. Start with a slow tempo like 80 bpm, raise your speed little by little, 120 to 200 you have to reach by practice. Remember, accuracy would be our primary goal. Without perfection you cannot enjoy yourself. That is our first priority we have to check.

Figure 3: Diagonal alternate picking pattern

Source: Author's original

Exercise 3: String skipping has an important role in the Rock Guitar world. Paul Gilbert, Eddie Van Halen, Jason Baker, John Petrucci, Michael Angelo Batio, Steve Vai and many other Guitar GODS use these string Skipping techniques. Paul Gilbert is the monster of string skipping. In this exercise we will learn the basics of string skipping. The same alternate picking exercise now we will play over this pattern.

Figure:4 String skipping alternative pattern

Source: Author's original

It's also important to play all the exercises in descending order. Here is an example of the same skipping pattern.

Figure:5 String skipping descending pattern

Source: Author's original

CONCLUSION

 After Practicing or mastering these practices you will be able to learn all kinds of alternate picking stuff, like metal riffs, runs and different types of alternative patterns. Many different picking styles are there, here is this chapter introducing a few of the basics. These are the most effective examples of alternate picking styles. Also for finger strength building, Stamina building and balancing exercise. Alternate picking style has a bold jugging sound, which gives you a loud and bold sound for rock, metal, heavy metal As well as all genres. Paul Gilbert, Y. J.Malmsteen, Michael Anjelo Batio several Guitar players use these techniques like a Monster. Give a listen to the songs ``Technical Difficulties" by Paul Gilbert, "Arpeggios from Hell" By Y.J. Malmsteen, "No Boundaries" by Michael Angelo Batio how they use this technique in a melody or riff. By practicing these steps you cannot play all the difficult riffs and runs but these practices will make you ready for those challenges. Consistently doing these practices every day for 15 to 20 minutes as your warm up exercise, it will take time at least a few months but after completing this you **can see your development. Every guitarist** can be the finest Guitar player in the world. It's true that we all can be the best, every person in the world has their own talent but we have to find it out, we all are like a gemstone, but we have to polish ourselve**s to shine like a diamond. PPP is** the keyword to develop our skills **or success**. It means simply practice, practice and practice. So Just Grab Your Guitar and move forward one step to learn to play the Rock Guitar.

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Background Music Strategies in Different Genres

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Abstract: *Background music (BGM) is a pivotal element in elevating the overall experience of multiple settings. A wide range of music genres are used as BGM to produce exclusive temper and ambience. This chapter will focus on the various types of BGM, including instrumental and vocal, such as classical, jazz, pop, rock, and electronic. It will explore the different characteristics and effects of each type of BGM on human emotions and behaviors. Overall, different music genres are used as BGM to create specific moods in various settings. The choice of music genre depends on the desired atmosphere and target audience.*

Keywords: BGM Strategies, Background Music, Ambient, Classical, Jazz, Electronic

INTRODUCTION

Background music (BGM) is an essential component of multimedia content, including movies, television shows, video games, and online videos. BGM helps create a mood, set the tone, and enhance the overall impact of the content. BGM is an essential element of different genres, and each genre has its unique BGM. In this article, we will discuss BGM in different genres and how they contribute to the overall success of the content. Overall, BGM plays a significant role in movies, enhancing the emotional impact, setting the tone, creating continuity, and manipulating the audience's reactions. The effective use of BGM can elevate a movie to a memorable and emotionally resonant experience for the audience.

Definition of Background Music (BGM)

Background music is a form of audio content that is played in the background of a particular setting, without necessarily being the focus of attention. It is typically designed to enhance the atmosphere or mood of a particular environment, such as a movie scene, TV show, commercial, or retail store.

Background music can be instrumental or contain vocals, and may be chosen to fit the theme or tone of the scene or environment in which it is played. It is often played at a low volume, and is intended to be unobtrusive, so as not to distract from the main action or dialogue.

Background music can be used to cover up ambient noise or create a sense of continuity between scenes. In public spaces such as restaurants, it can also serve as a form of entertainment for customers. In retail stores, it can be used to create a particular ambiance or mood to enhance the shopping experience.

Overall, background music is an important element in creating a particular atmosphere or mood in a variety of settings. It is often carefully chosen and curated to complement the main action or setting, and to enhance the overall experience of the listener or viewer.

BGM Strategies:-

Background music can play an important role in setting the tone and atmosphere of a space or an event. Here are some strategies to consider when selecting and using background music:

- *Understand your audience*: Consider the demographics and preferences of your audience when selecting music. For example, if your audience is primarily older individuals, they may prefer classic rock or jazz music rather than modern pop music.
- *Purpose*: Consider what you want the music to accomplish. Do you want to create a relaxing atmosphere or energize the space? The purpose will guide the type of music you choose.
- *Importance of Tempo*: Consider varying the tempo of the music to keep the atmosphere fresh and engaging. Start with slow music, then gradually increase the tempo to a more upbeat tempo, then return to slow music.
- *Volume Levels*: Make sure the volume of the music is appropriate for the space and event. If the music is too loud, it can be overwhelming, while if it's too soft, it may not create the desired atmosphere.
- *Licensing*: If you are using commercial music, make sure to obtain proper licenses to avoid legal issues. Alternatively, consider using royalty-free or creative commons music.
- *Visual Mood*: Choose music that matches the mood or theme of the event. For example, if it's a romantic dinner, you may want to choose soft and mellow music, while for a party, you may want to choose upbeat and lively music.
- *Keep it fresh*: Consider regularly updating the music playlist to keep it fresh and engaging for returning customers or attendees.

Overall, choosing the right background music can greatly enhance the atmosphere and experience of a space or event, so take the time to plan and execute a strategy that fits your audience and purpose.

BGM in Different Music Genres and Film Genres:-

Background music is a crucial element in enhancing the overall experience of various settings. Different music genres are used as BGM to create specific moods and ambiance. Here we are going to discuss the use of BGM in different music genres and Film Genres.

Music Genres:-

1. *Classical music*: Classical music is often used as BGM in formal settings, such as restaurants or wedding receptions, to create an elegant and sophisticated atmosphere. Its soothing melodies and intricate compositions can also be used to evoke a sense of relaxation and calmness.
2. *Jazz music*: Jazz music is often used as BGM in upscale bars and lounges to create a sophisticated and laid-back atmosphere. Its improvisational nature and upbeat rhythms can also be used to create a sense of energy and excitement.
3. *Pop music*: Pop music is often used as BGM in retail stores and shopping malls to create a fun and upbeat atmosphere. Its catchy melodies and upbeat rhythms can also be used to create a sense of excitement and encourage shoppers to stay longer.
4. *Rock music*: Rock music is often used as BGM in bars and clubs to create a high-energy atmosphere. Its loud guitars, powerful vocals, and energetic rhythms can also be used to create a sense of excitement and motivate listeners.
5. *Electronic music*: Electronic music is often used as BGM in dance clubs and parties to create an energetic and upbeat atmosphere. Its use of synthesizers, electronic beats, and dynamic rhythms can also be used to create a sense of excitement and encourage dancing.
6. *Ambient*: is a genre of music that emphasizes atmosphere and mood over traditional song structure and melody. It is often characterized by the use of electronic sounds, drones, and field recordings, and incorporates elements of other genres such as jazz, classical music, and world music. This genre is typically characterized by a slow and

evolving sound, with little to no percussion or vocals. It is often used as background music in various settings such as restaurants, spas, and yoga studios, and is also used in film and television soundtracks to create a particular mood or atmosphere. Overall, ambient music is a genre that prioritizes mood and atmosphere over traditional song structure and melody, and is often used to create a particular ambiance or mood in a variety of settings.

Film Genres:-

1. *Action*: In action movies, the BGM during the introduction often starts off slow and builds up to a climax, to match the on-screen action that will come later. The music may feature drums, percussion, and brass instruments to create a sense of excitement and anticipation.
2. *Horror*: In horror movies, the BGM during the introduction often features eerie and unsettling sounds, such as dissonant chords, whispers, and ghostly moans. The music may be slow and quiet at first, gradually building up in intensity to create a sense of unease and dread.
3. *Romantic*: In romantic movies, the BGM during the introduction often features gentle and romantic music to match the themes of love and romance. The music may feature soft strings, piano, and acoustic guitar to create a sense of warmth and intimacy.
4. *Fantasy*: In fantasy movies, the BGM during the introduction often features grand and epic music to match the sweeping landscapes and heroic journeys depicted on-screen. The music may feature choir vocals, orchestral instruments, and percussion to create a sense of adventure and wonder.
5. *Comedy*: In comedy movies, the BGM during the introduction often features upbeat and whimsical music to match the lighthearted and comedic tone of the film. The music may feature playful instruments such as xylophone, accordion, and ukulele to create a sense of fun and silliness.
6. *Drama*: In drama movies, the BGM during the introduction often features emotional and introspective music to match the complex and often tragic themes of the film. The music may feature slow strings, piano, and melancholy vocals to create a sense of reflection and sadness.

Overall, different music genres are used as BGM to create specific moods and ambiance in various settings. The choice of music genre depends on the desired atmosphere and target audience.

The chapter says that different genres require unique BGM strategies to create an impact on the audience. Action movies and video games need fast-paced and energetic BGM to match the pace of the action on the screen, while drama movies and television shows require subtle and emotional BGM to convey the characters' feelings and emotions. Horror movies and video games require eerie and unsettling BGM to create a sense of fear and dread, while comedy movies and television shows need upbeat and lighthearted BGM to create a fun and entertaining atmosphere. Romance movies and television shows require romantic and emotional BGM to create a sense of love and passion. The BGM should be used sparingly to create an impact and should not overpower the dialogue. The use of different instruments and sound effects can enhance the overall impact of the BGM. Sudden changes in tempo or volume can convey the characters' emotions and create tension or excitement. The BGM should match the scene's mood and atmosphere and should be in sync with the characters' emotions. The findings also suggest that the success of the multimedia content depends on the appropriate use of BGM. The audience's engagement and captivation depend on the BGM's effectiveness in creating the right mood and atmosphere for the scene. Understanding the BGM strategies in different genres is crucial for creating successful multimedia content that can engage and captivate the audience. Overall, the research findings emphasize the importance of using appropriate BGM strategies in different genres to create an impact on the audience. Further research can explore the impact of BGM on different age groups and cultural backgrounds and investigate the role of BGM in virtual and augmented reality content

CONCLUSION

In conclusion, background music (BGM) plays a crucial role in creating a successful multimedia content. Different genres require different BGM strategies to match the scene's mood and atmosphere. Action movies and video games require fast-

paced and energetic BGM, while drama movies and television shows require subtle and emotional BGM. Horror movies and video games require eerie and unsettling BGM, comedy movies and television shows require upbeat and lighthearted BGM, and romance movies and television shows require romantic and emotional BGM. The BGM should not overpower the dialogue and should be used sparingly to create impact. The use of different instruments and sound effects can enhance the overall impact of the BGM. Sudden changes in tempo or volume can convey the characters' emotions and create tension or excitement. Understanding the BGM strategies in different genres is crucial for creating successful multimedia content that can engage and captivate the audience. Further research can explore the impact of BGM on different age groups and cultural backgrounds. Future studies can also investigate the role of BGM in virtual and augmented reality content, where the immersive experience can be enhanced with appropriate BGM. The evolution of BGM in different genres over time can also be an interesting area of research to understand the changing trends and preferences of the audience.

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History & Evolution of Kathak Dance

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Abstract: *It is believed that Kathak, a well-known ancient Indian classical dance, originated with the itinerant storytellers known as Kathakars in North India. These Kathakars travelled and told stories through music, dance, and songs. These groups were established during the development of Bhakti, a form of mystical devotion that flourished in mediaeval Hinduism. The Kathakars convey stories through rhythmic foot movements, hand gestures, facial appearances and eye work. This performing workmanship that consolidates legends from antiquated folklore and awesome Indian stories, particularly from the life of Lord Krishna turned out to be very famous in the courts of North Indian kingdoms. Gharana's hold importance in the Kathak dance forms.*

Keywords-Kathak dance, Mythology, Indian Classical dance, Mugal court, Kathak Gharana,s

INTRODUCTION

Kathak is an ancient dance form that gradually developed during the Bhakti kaal and became independent in the courts of Mugals. Histoty belongs to 400 before Crist. One of the most well-known Indian classical dances is kathak. The Sanskrit word Katha, which means to narrate a story, is the source of the word Kathak.

Kathak is an story telling Dance form from North India. Kathak is the one of the major Dance forms of India which belongs to Northern India At that time, Kathak dancers were called Kathakar who used to dance on the Leela of Shri Krishna. In this way Kathak dance evolved from Bakti Era to Mughal era and today we have its modern form.

Figure-1 The Graceful Pose of Kathak"
Source by author (original)

Kathak is an ancient classical dance believed to have originated from the people of Charan caste roaming in North India, who were called Kathakars (storytellers) These Charans people used to roam around and used to propagate mythological stories through music, song and dance. This type of work was used in the early Greek theater. Kathak style developed during the Bhakti movement and theistic tendency developed among the people in the medieval time. The storytellers told the story through rhythmic foot tapping, body movements, and through gestures and eye movements. This performing art includes stories from mythology and epics and beautifull moments from the life of Shri Krishna. And in the royal palaces of North India, this performance form rose to great fame. The music of the tabala and pakhawaj kathakars' "toda Tukda and paran" bols, which are played by Kathak dancers, is combined with their dancing and hand movements. The renowned Sanskrit scholar Pat Janaki Prasad is credited with creating Bols in Kathak. Music, drama, and movement are all combined in kathak performance. At one point, it was patronised and elevated to the rank of royal entertainment by Hindu and Muslim sultans. In its performances, Kathak dance places a strong emphasis on graceful face expressions, hand poses, and footwork. You develop a flow, awareness, and vitality when you practise this movement, and you always feel young. After that, you'll notice that you're happier and more energetic. It requires a lot of time each day for rigorous work and the dancer to achieve perfection in laya, as well as Taala, in the kathak dance work system.A talented kathak performer can also croon and play the tabla. This performance is practised in the four Gharanas of Lucknow, Jaipur, Banaras, and Raigarh.

METHODOLOGY

One of India's most exquisite dance forms, kathak emphasises both performing and conveying a narrative. beautiful hand movements and graceful steps while narrating a story One of India's most exquisite dance styles, kathak features mesmerising facial emotions, exquisite footwork, and beautiful hand movements. The Indian dance style known as Kathak is thought to have started in Banaras or Varanasi and subsequently expanded to Lucknow and Jaipur. The Mughals are now supporting the development of Kathak in its current shape. Two branches, or gharanas, emerged from it. These two divisions emerged in the tribunals of Rajasthan and Lucknow. (Jaipur

HISTORY AND EVOLUTION

This performance has its roots in the Natya Shastra, a well-known work on performing arts written by Bharat Muni. Others believe it to be a variation of 500 before Christ. Some scholars put it between 200 and 200 before Christ. The performance is divided into two sections by the thousands of verses that are contained in each chapter. A pure dance, which is done purely with the body, is an illustration of this. Another illustration is a dance performance that uses facial expressions, which is both very appealing and powerful. Two important portions of the Natya Shastra explain the two components of dance. One is Tandava, and the other is Lasya.

In the Tandava, Lord Shiva and Lakshmi perform. a thing that Godess Parwati owns The Satna region of Madhya Pradesh is considered as a centre for the arts. The dancer's artwork can be found on a wall from the second century. A number of the dancers' postures are modelled after the patka hasta mudra-heavy Charan of Kathak. Kathak is an excellent classical form because of the distinctive way that it conveys the tale. This performance, which most likely originated in Banaras or Varanasi, spread to the majority of North India after becoming settled in Lucknow and Jaipur.

ASSOCIATION WITH BHAKTI MOVEMENT

The Lucknow Gharana is believed to have been founded by Ishwari Prasad, who was associated with the Bhakti movemen . It seems that Pandit Ishwari Parasad ji came from the hadia of Uttarparadesh and Shri Krishna ji appeared in his dream and gave him the idea to develop the dance as a form of worship. He taught the dance to his sons Adguji Khadaguji and Tularamji and they propagated it for 6 generations. In this way, the legacy of this art was carried forward, which was later incorporated into the literature and was accepted as the Lucknow Gharana The main development of Kathak dance took place during the Bhakti movement, during which the legends related to the love of Radha Krishna continued to be presented. And the basis of these stories was great texts like Bhagwat Mahapuran and

Kathak artists used to present it mainly in a very beautiful way Lucknow Gharana is very beautiful and famous Gharana of Kathak which is world famous

The love of Radha-Krishna. Eventually Central Asian and Persian themes became a part of its repertoire. These included replacements of sari with a costume that bared midriff, adding a transparent veil in the costume that typified the ones wore by medieval Harem dancers and whirling while performing as done in Sufi dance. By the time the colonial European officials arrived in India, Kathak already became famed as a court entertainment and was more of a fusion of ancient Indian classical dance form and Persian-Central Asian dance forms with the dancers being referred as 'nautch girls'.

DECLINE DURING COLONIAL RULE

In the 18th century, lots of art was discovered and the missionaries had tried to use it in their art, especially goddesses to wear their clothes and put pressure on them to include them in the stories of the Europeans. Too much disdain and critical attitude made it a very tarnished art Even to stop this art, the Christian people started some movement to stop this art

REVIVAL

Both Hindu and Muslim families contributed to the kathak culture's development, and Pandit Kalka Prasad of the Mishra family of Lucknow popularised it around the world. As a result, many admirers of the arts stepped forward during this upheaval and began working to preserve it. Boys were first taught this art form for this reason, and during the 1947 war for independence, people once more began to become aware of it. The Mishra family of Lucknow put a lot of effort into carrying it forward and maintaining this heritage It was the heyday of Kathak under the reign of Nawab Wajidali Shah. He actively supported Kathak and was a superb artist himself. The Raigarh Gharana of Kathak, considered to be the art form's finest contribution, was created by the kingdom of Raigarh's ruler Raja Chakradhar Singh, a Kathak dancer himselfThe third and maybe greatest emperor of the Mughal Dynasty, Akbar the Great, is credited with starting the golden age of Kathak (1542–1605). "Akbar's encouragement of the arts was an aspect of government, at an age where artistic magnificence bolstered the regime's legitimacy," claims Paris Franz.

COSTUMES OF KATHAK DANCE

An old proverb claims that a guy may be recognised just by his attire. Theatrics and theatre, according to Bharatamuni, are largely founded on Aharya Abhinaya, therefore they should take care of the backstage, where costumes, embellishments, colour decorations, etc., should all be meticulously edited.Today, even if a person's primary identity is not a costume, a dance style's costume identity has taken over.The viewer, who is unaware of artistic distinctions, can only infer from the costumes whether it is a Kathak or Bharatanatyam performance. The clothes of Kathak dance have undergone numerous alterations over the years, much like the dance itself has. At the time, people dressed simply, donning Rudraksh garlands, plain robes, and other accessories. Lehenga-cholis, dhotis, and pitambaras, among other outfits, were modelled after Radha-attire Krishna's during the Mahabharata era. At the Mughal courts, other types of clothing were used, including churidar pyjamas, a long, transparent tunic, a Banarasi dupatta with intricate embroidery, etc.But modern dancers are more conscious of their attire and appearance. They now dress in a variety of outfits. Today's Kathak costumes are very diverse, ranging from the lehenga-dupatta dhoti-pitambar of the Mahabharata time, the straight saree of the Hindu period, the churidar-pyjamas in the tunic of the Mughal period, and even a long frock-like costume till the feet. As a result, there are no limitations for costumes of When dancing took place during devotion in the temples,Kathak dance shows the influence of both Hindu and Muslim cultures. Male dancers wear dhoti angrakha and female dancers wear ghagra choli and peshwaj. Together they wear light weight ornaments of Kundan and wear anklets on their feet.

MAKEUP

As Hindi equivalents to the English word "makeup," Roop-Sajja and Mukh-Sajja have grown in popularity. He is who he is, and humans have an innate desire to look well. Man has tried to embellish himself since the dawn of time. Bharatmuni also gave great consideration to the body actions specified under "Makeup" in the 21st chapter of his Natyashastra. He goes on to say that different situations necessitate wearing red, yellow, and white clothing. It would be crucial to understand that "to construct or make an artificial shape" is the definition of the word "Vesh" in this context. Before getting dressed, the dancer frequently washes and thoroughly wipes their face.

Prior to applying makeup, the face is cleansed with a lotion. After that, a towel or piece of cotton is used to wipe it away. Then, foundation cream is applied. Cosmetics are also sold in base tube form as an alternative, and savvy makeup artists manufacture their own bases by mixing Vaseline with white zinc and colour. Next rouge, or cheek blush, and lipstick are applied

.A bindi is applied on the forehead, and the eyes are painted with kajal. Eyebrows have a shape. Using mascara, the lashes are defined. There are various types of eyeshadow used, and this grooming method is currently fashionable overall. Competent skills can also improve facial beauty by covering up a number of defects in this scenario. Dark circles or pigmentation can be covered up using concealer, and projecting regions can be concealed by using a skin tone that is darker. It is possible to grow eyes. The colour balance can be adjusted to match the lighting in the design. The most enthralling dance form is Kathak, which is based on the concept of narrative.

The most popular instruments used with Kathak are the tabla (a pair of hand drums that sync with the dancer's foot rhythms), sarangi or harmonium, with manjira (hand cymbals) to measure the tal (cycle), and other instruments to add effect, depth, and structure to the expressive stage of a Kathak performance.*Tabla, Harmonium, Pakhawaj, Sarangi manjira etc. are mainly played in Kathak dance and classical vocal music is used in the songs.in modern era they use key pad and more modern instruments*

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Figure 2
Sources:
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FAMOUS EXPONENTS

The founders of the numerous gharanas, or schools, of this traditional dance, such as Bhanuji of the Jaipur Gharana, Janaki Prasad of the Benaras Gharana, Ishwari Prasad of the Lucknow Gharana, and Raja Chakradhar Singh of the Raigarh Gharana, are among the notable individuals associated with Kathak. Shambhu Maharaj was a guru who was well-known in the Lucknow Gharana. Two of his brothers, Lachhu Maharaj and Acchan Maharaj, were also well-known Kathak performers. One name that has practically become synonymous with modern Kathak dancing is Pandit Birju Maharaj, the son of Acchan Maharaj and a member of the legendary Maharaj dynasty. He is recognised as the Lucknow Kalka-Bindadin gharana's most ardent supporter. Sitara Devi, often known as Sitara, is another notable representative of this dance genre.

CONCLUSION

This dance style received a new lease of life with the coming of the Mughals. The presentation had to be changed because the temple courtyard had been moved to the palace durbar. Kathak reached its zenith in the eighteenth century under the patronage of Wajid Ali Shah, the final Nawab of Oudh. After experiencing some really turbulent moments, we are safe thanks to the classical dance of Kathak, which is full of dedication. A dancer in Kathak uses roughly 100 ankle bells to regulate sophisticated footwork and precise rhythmic patterns. It mimics realworld motions while stylizing and incorporating intricate rhythmic patterns. Several of the dances in Kathak,which are performed by both sexes, express romantic feelings.

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Sustainable Lifestyle

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Abstract – *Sustainable lifestyle refers to a way of living that prioritizes environmental, social, and economic sustainability. Living sustainably requires deliberate decision-making that minimizes one's environmental footprint while advancing fairness and equality in society. Some of the key components of sustainable lifestyle include reducing one's carbon footprint through energy-efficient practices, adopting a plant-based diet, supporting local economies, reducing waste, conserving natural resources, and promoting social justice. Living sustainably has numerous benefits, including cost savings, improved health, and a positive impact on the environment and local communities. However, it also comes with challenges, such as lack of accessibility, education, and infrastructure. Achieving a sustainable lifestyle will require a collective effort from individuals, businesses, and governments to promote systemic change and create a more sustainable future for all.*

Keywords- Sustainable Lifestyle, Carbon foot-print, Plant-based diet, Water reduction, Natural resource conservation

INTRODUCTION

A sustainable lifestyle is a way of living that balances environmental, social, and economic concerns. It involves making choices that minimize the use of natural resources and reduce waste. Sustainable living focuses on the preservation of the natural environment by reducing waste, conserving resources, and promoting responsible consumption. This lifestyle is becoming more popular as people become more aware of the impact their choices have on the planet and society. The choices you make can have a big impact on the world around you, and adopting a sustainable lifestyle is one of the best ways to help protect the planet and ensure a brighter future for generations to come.

A sustainable lifestyle helps us reduce our impact on the environment. Human activities such as burning fossil fuels, deforestation, and overfishing are leading to climate change, habitat destruction, and loss of biodiversity. By living sustainably, we can reduce our carbon footprint, preserve natural habitats, and protect endangered species. It promotes social justice. Many of the environmental problems we face today are linked to economic inequality and social injustice. By promoting sustainable practices, we can ensure that everyone has access to clean air and water, healthy food, and safe living conditions. It can improve our well-being. By reducing our consumption of goods and services, we can simplify our lives and focus on what is truly important. We can also improve our health by choosing active transportation, eating a healthy diet, and reducing exposure to toxins.

EMBRACING SUSTAINABILITY: FROM ENERGY CONSERVATION TO BIODIVERSITY PRESERVATION

A sustainable lifestyle is not a one-size-fits-all solution, it is a process of continuous learning and adaptation.
Ways to Embrace a Sustainable Lifestyle –

1. Reduce Your Energy Consumption- Reducing energy consumption is one of the most effective ways to live a sustainable lifestyle. You can start by turning off lights when you're not in a room, unplugging appliances when they're not in use, and using energy-efficient light bulbs. You can also reduce your energy consumption by using public transportation, carpooling, or biking instead of driving alone. Additionally, you can consider installing solar panels to generate your own electricity.

2. Conserve Water- Conserving water is another important way to live a sustainable lifestyle. You can start by fixing leaky faucets, taking shorter showers, and using low-flow toilets. You can also conserve water by collecting rainwater and using it to water your plants or garden.

3. Reduce Your Waste- Reducing waste is an essential part of a sustainable lifestyle. You can start by reducing your consumption of single-use plastics like water bottles, straws, and bags. Instead, opt for reusable options like stainless steel water bottles, silicone straws, and cloth bags. You can also reduce your waste by composting food scraps, recycling, and donating clothes and household items that you no longer need.

4. Support Local Economies- Supporting local economies is another critical aspect of sustainable living. You can start by buying local produce and goods from farmers' markets and local businesses. This helps to reduce the carbon footprint associated with transportation and supports the local economy.

5. Choose Sustainable Products- Choosing sustainable products is another crucial way to live a sustainable lifestyle. You can start by choosing products made from sustainable materials like bamboo, hemp, and organic cotton. Additionally, you can choose products that are environmentally friendly and have been manufactured using sustainable practices.

6. Eat a Plant-Based Diet- Eating a plant-based diet is another way to live sustainably. Animal agriculture is responsible for a significant amount of greenhouse gas emissions, deforestation, and water pollution. By eating plant-based meals, you can reduce your carbon footprint and help to mitigate the effects of climate change.

7. Conserve Biodiversity- Conserving biodiversity is an essential part of a sustainable lifestyle. You can start by supporting conservation organizations that protect wildlife and natural habitats. Additionally, you can reduce your impact on wildlife by avoiding products made from endangered species and reducing your use of pesticides and herbicides.

THE POWER OF LIVING SUSTAINABLY: BENEFITS FOR YOU AND THE PLANET

Living sustainably can have numerous benefits, not only for the individual but also for the environment and society as a whole.

Here are some of the most significant benefits of living sustainably-

1. *Reduces Your Carbon Footprint-* One of the most significant benefits of living sustainably is that it helps to reduce your carbon footprint. Carbon footprint is the total amount of greenhouse gas emissions that are produced by an individual or organization. By living sustainably, you can reduce your energy consumption, choose sustainable products, and eat a plant-based diet, all of which can significantly reduce your carbon footprint.

2. *Saves Money-* Another significant benefit of living sustainably is that it can help you save money in the long run. For example, using energy-efficient appliances can reduce your electricity bill, and biking or walking instead of driving can save you money on gas and car maintenance. Additionally, choosing reusable products over disposable ones can save you money over time, as you won't have to keep buying new products.

3. *Promotes a Healthy Lifestyle-* Living sustainably can also promote a healthy lifestyle. For example, eating a plant-based diet can help to reduce the risk of chronic diseases such as heart disease, diabetes, and certain types of cancer. Additionally, using non-toxic cleaning products and personal care products can help to reduce your exposure to harmful chemicals, which can have adverse health effects.

4. *Supports Local Communities-* Living sustainably can also support local communities by promoting the use of local products and services. By buying local produce and goods from farmers' markets and local businesses, you can support the local economy and reduce the carbon footprint associated with transportation.

5. *Reduces Waste-* Living sustainably can help to reduce waste and promote a circular economy. By choosing reusable products over disposable ones, composting food scraps, recycling, and donating clothes and household items that you no longer need, you can significantly reduce the amount of waste that you produce.

6. *Conserves Natural Resources-* Living sustainably can also help to conserve natural resources such as water, forests, and minerals. By reducing your energy consumption, conserving water, and choosing sustainable products, you can help to reduce the demand for these resources, which can help to protect them for future generations.

7. *Promotes Social Justice-* Living sustainably can also promote social justice by supporting fair trade practices and reducing the exploitation of workers and communities. By choosing products that are made using sustainable and ethical practices, you can help to support workers' rights and reduce the negative impacts of globalization.

8. *Challenges of Living Sustainably-* While living sustainably has many benefits, it also comes with its challenges. Here are some of the most significant challenges of living sustainably.

9. *Lack of Accessibility-* One of the most significant challenges of living sustainably is that it can be challenging to access sustainable products and services. Sustainable products are often more expensive than their conventional counterparts, making them inaccessible to people with limited financial resources.

10. *Lack of Education-* Another significant challenge of living sustainably is that many people lack the knowledge and education needed to make sustainable choices. For example, people may not know how to compost or how to choose sustainable products, making it difficult to live sustainably.

11. *Resistance to Change-* Many people are resistant to change and may be unwilling to make the necessary lifestyle changes to live sustainably. For example, people may be resistant to giving up their cars or reducing their meat consumption, making it difficult to live sustainably.

12. *Lack of Infrastructure-* Living sustainably often requires infrastructure changes, such as the installation of solar panels or the development of public transportation systems. However, these changes can be costly and may require significant government investment.

MINDFUL LIVING: HOW TO LIVE SUSTAINABLY IN A BUSY WORLD

In today's fast-paced world, it can be challenging to balance a busy lifestyle with sustainable living. However, it is possible to live mindfully and sustainably with some small changes in our daily lives. Mindful living involves being aware of our actions and the impact they have on the environment and society. Here are some suggestions on how to live sustainably in a busy world.

1. Reduce waste- One of the most significant ways we can reduce our impact on the environment is by reducing waste. We can start by saying no to single-use plastics like straws, plastic bags, and water bottles. Instead, invest in reusable alternatives like a stainless steel water bottle or a cloth bag. We can also reduce food waste by planning our meals and buying only what we need.

2. Support local businesses- Supporting local businesses is an easy way to reduce our carbon footprint. By buying local, we reduce the energy used in transportation and support the local economy. Try visiting your local farmer's market or buying from a small business in your area.

3. Eat a plant-based diet- Eating a plant-based diet is one of the most significant ways to reduce our impact on the environment. The meat industry is a significant contributor to greenhouse gas emissions, deforestation, and water pollution. By choosing to eat plant-based meals, we can reduce our carbon footprint and support sustainable agriculture.

4. Use eco-friendly products- When it comes to household items and personal care products, there are plenty of eco-friendly options available. Look for products that are made from sustainable materials, free from harmful chemicals, and have minimal packaging. It may take some research to find the best products, but it is worth it to reduce our impact on the environment.

5. Practice mindfulness- Mindfulness involves being present in the moment and paying attention to our thoughts and actions. By practicing mindfulness, we can become more aware of our daily habits and make changes to live more sustainably. Try practicing mindfulness during daily activities like cooking, cleaning, or walking.

6. Use public transportation- Transportation is a significant contributor to greenhouse gas emissions. If possible, try using public transportation or carpooling to reduce your carbon footprint. You can also try biking or walking for short distances.

7. Reduce energy consumption- Reducing our energy consumption is another way to live sustainably. Make sure to turn off lights and electronics when not in use, use energy-efficient appliances, and consider using renewable energy sources like solar power.

To live sustainably in a hectic world, we need to be conscious and put in some effort. Taking small steps in our daily routine, such as minimizing waste, adopting a plant-centered diet, endorsing local enterprises, and being mindful, can aid in reducing our impact on the environment. Adopting a sustainable lifestyle can contribute to the creation of a brighter future for ourselves and generations to come.

CONCLUSION

Adopting a sustainable lifestyle can have numerous benefits, both for the individual and the environment. By reducing our carbon footprint, saving money, promoting a healthy lifestyle, supporting local communities, reducing waste, conserving natural resources, and promoting social justice, we can make a positive impact on the world around us. However, living sustainably also comes with its challenges, such as lack of accessibility, education, resistance to change, and lack of infrastructure. Overcoming these challenges will require a collective effort from individuals, businesses, and governments to create a more sustainable future. Ultimately, living sustainably is not just about making individual changes, but also about promoting systemic change that will create a more sustainable world for future generations. By making sustainable choices in our daily lives and advocating for sustainable policies and practices, we can all play a role in creating a more sustainable future.

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India Historical Costume Designs & Accuracy

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Abstract – *This study's goal is to methodically investigate one facet of costume design—the significance of historical accuracy in Indian cinema, as seen by modern costume designers. This study used grounded theory to examine how costume designers approach and incorporate history into their designs for productions with historically accurate settings, as well as the qualities they feel are crucial for historical accuracy in costume design and the importance they place on it for the design's success. A historically accurate costume is one that is constructed around a historically accurate body utilizing historically accurate components, materials and methods. Costume is an important part of the historical representation of any culture and to present it accurately, it is important to represent costumes of history accurately. In this paper we will analyze how designers approach historical costumes and how they maintain accuracy regarding fabric, pattern, embroidery work, pattern and jewelry related to it. We will start from the earliest recorded history of costume designing and move towards modern days, covering medieval India, Mughal India and British India periods. We will discuss the challenges faced by designers to maintain cultural sensitivity so that no section of the public takes offense to it. We will also see the challenges of designing historical garments with modern tools and fabrics which may not be the same as historical ones, and the difficulties of balancing accuracy with modern design trends and artistic expressions. This research's objective is to provide some insights for designers to create abstract designs which are as accurate as possible while taking artistic liberties and are not at cross with any culture.*

Keywords- Costume design, historical accuracy, Indian cinema. Medieval India, Mughal India, British India

INTRODUCTION

One of a customer's primary goals in Indian cinema is to communicate with the audience. The purpose of costumes is to convey the character's attributes and qualities as well as the production's overarching themes and moods. An in-depth examination of the script and talks with the director and designers of other theatrical elements set the stage for the design process. This partnership will lead to the production concept emerging as a grand creative notion. Research is necessary for all designs, but historically accurate productions demand an understanding of the political, cultural, social, and aesthetic climate of the time period in order to choose which elements to include from that era in the costumes. Costume design is one of the most important parts of cinema. It can transport a person to another time period and location, costume design plays. The cosmetic play in bringing life to historical characters, their traditions and culture. So it's important that one must always refrain from creating inaccurate representations in the desire for visually appealing and engaging costumes.

Every year, millions of people see Indian film productions, each of which features an ensemble cast in some way through costume design. All designs call for research, but they also require knowledge of the works that were planned for the past, including the political, cultural, social, and aesthetic context. How to appropriately reuse clothing is a common query when confronted with extensive research. There hasn't been much research on the subject.

The extant equipment is largely based on working attire. Textbooks and instructional manuals as designers. Communication is essential for costume designers. The notion that a garment can be a medium, the means by which a message is transmitted from one person to another, is supported by a number of theoretical perspectives, including figurativeness and symbolism.

Designs by period

India is a vast country which had many empires, kingdoms and dynasties. Each had their different culture, tradition, heritage and societies. All these factors affect the costumes they wear. Therefore, it is a must for designers to have a good grasp on the particular history for which they are costume designing. Sometimes it's also helpful to take the help of historical experts so that accuracy can be maintained.

Medieval India

There have not been many movies which are set in this particular era. One of the most prominent movies which can be categorized in this era are ASHOKA (2001, director Santosh Sivan) and MOHENJO DARO (2016. In – ashutosh govarikar).Even though both movies were not accurate in costume, designing, in ASHOKA costume designing was more accurate in comparison, but in MOHENJO DARO. Too many artistic liberties were taken to make the actors appealing and engaging and for cultural sensitivity purposes, so that no section of public take offense of it.

While designing Asoka's costumes, the influence of other cultures, especially the Egyptian and Greeks, the Maurayan period was visible in the style of dressing, tattoos, colors, and jewelry. There were deviations in designs from the clothes worn during the mauryan period to convey the tone and style of the film and to convey the internal mind set of the lead character.

Fig.1- An example of clothing in cinema during Medieval India

Fig. Source- shorturl.at/goK05

In the movie Mohenjo Daro, it is shown that men wore dhotis, which is historically not accurate. The movie is set during the Indus valley civilization which is more than 5000 years old. During that period, men and women were both simply wrapped in rectangular clothes to beat the hot and humid environment. Use of dhotis came much later, at least 2000 years later than the Indus valley civilization during the Kushana period. Also, laying different pieces of clothing wasn't in practice. Men and women simply left their upper bodies uncovered in the Indus Valley civilization era. People occasionally draped fabric across the shoulders. And sewing was not prevalent during that era. Gentlements were mostly worn by draping them. The first recorded evidence of printed cotton textiles in India is around 300 BC. Dyeing and printing was not discovered during the Indus valley civilization, but in movies, movies printed and dyed clothes and turbans.

Fig. 2- Another example of clothing in cinema during Medieval India

Fig. Source- shorturl.at/ehrM7

In earlier stages of civilization, differences between men's and women's garments were not much great, clothes were engendered. As civilization grew and evolved, their sense of difference between men and women became prevalent, so that their clothing, but many costume designers of historical movies forget this and make the mistake of designing very gendered costumes for movies like Mohenjodaro.

Mughal India

There have been so many movies made about various stories of this era. And in many of them, costume designing is accurate compared to movies made about stories of the medieval era, simply because there have so many source materials to verify them and some of the designs prevalent during those periods are still influencing our fashion and garments. The Mughal period is considered one of the most important periods in regards to development in textiles and clothing. Mughals wore dresses made of pristine fabrics and rich designs. Therefore, it becomes more important to represent this era accurately in costume designs.

Some prominent movies made about the stories of this era are MUGHALE AZAM, JODHA AKBAR, BAJIRAO MASTANI and PADMAVAT. In the above movies, directors and costume designers have taken great care in maintaining accuracy in costume designing which elevated their movies and transported the viewers in that period. And more recently, PRITHVIRAJ CHAUHAN, which can be classified as the end of the medieval era and the start of the Mughal era.

One of the reasons for the grand scale of Mughal-E-Azam was the costume design. Lots of money was spent on ensuring that the costumes looked as grand and authentic as possible. Tailors from various places, skilled in the art of zardazi embroidery, were hired to stitch the various Mughal costumes. Specialists from Surat embroidered the costumes with intricate zari and zardozi designs. This kind of attention to detail also extended to other aspects of the costume.
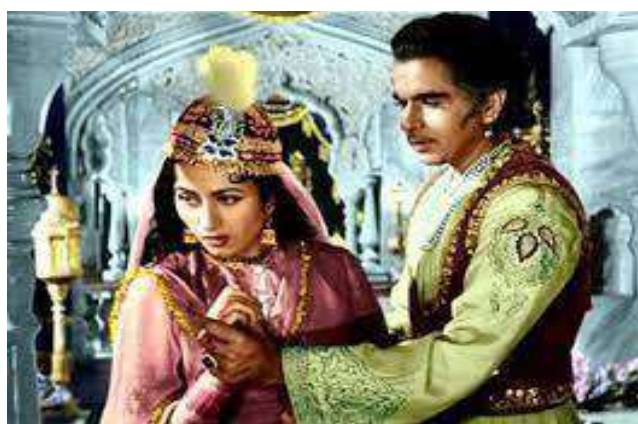
Fig. 3- An example of clothing in cinema Mugl-e Azam movie

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ZODHA AKBAR'S costume was designed by neena lulla and in one interview Neta said that she researched for a year and a half because there was very little information available about the costumes and jewelry worn during that period. As the Mughal era was known for its grandiosity, they used a lot of warm tones though we were careful not to go overboard" They did refer to a lot of paintings of that era along with a lot of theory. They went to Jaipur to source the fabrics and the colour schemes to suit that time period".

Following features of Mughal garments were accurately depicted in The movie Jodha Akbar.
● High-cross-over robes with long fitted sleeves and below-knee-length skirts.
● Underneath are tapered trousers. Frequently, on top they wear open front, short sleeves, loose and open robes.
● A sash is tied around the waist, with the ends hanging in the center.
● Footwear was accurately depicted.
● Women wore "shalwar", churidar", "dhilja", "gharara", and "farshi". They wore a lot of jewelry, including earrings, nose jewelry, necklaces, bangles, belts, and anklets. Other clothing types include: "peshwaz" style robes and "yalek" robes.

Fig.4- An example of clothing in cinema Jodha-Akbar movie, Female costume design
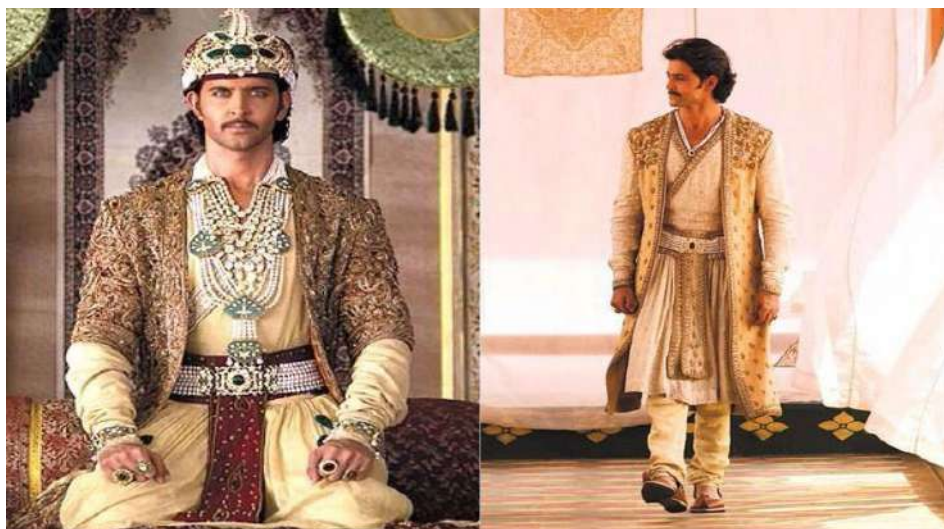
Fig. 5- An example of clothing in cinema Jodha-Akbar movie,Male costume design

Pratik Chauhan, a tailor who works with the royal family of Jaipur, says that the jewelry used by Deepika in the movie PADMAVATI seems authentic, but the Rajput attire she has worn has been changed a little bit for creative purposes. In some scenes, Deepika is seen wearing a full-sleeved blouse. The weather in Rajasthan is hot, so people don't wear full-sleeves. The choli, too, does not look very authentic. Back in the day, queens used to wear angrakhi kurtis, which were light. In fact, Rajasthani women can still be seen wearing an angrakhi, "The veil system back then was quite strict and hence the queens were asked to be in a ghoonghat at all times, which Deepika did not don in her appearance." Red, bright pink, yellow and saffron were the colours. Though Deepika's attire has similar colours, she can be seen wearing green in one of the pictures. Colours like green, blue and black were very rare and generally associated with mourning. So it's very obvious that the look was designed keeping today's fashion in mind.

BRITISH INDIA ERA

Three major movies made about various stories of this era are GANDHI, LAGAN and RRR. In all, good costume designing elevated the movie and made viewers feel that they are actually in British India.

While the costume design of GANDHI was as accurate as possible, costume designer BHANU ATHAIYA won an Oscar for it.

Fig. - 6- An example of clothing in cinema Gandhi movie,

Fig. Source- shorturl.at/lqtN6

Both movies Lagaan and RRR accurately depicted how men dressed in rural British India.

Fig. 7- An example of clothing in cinema Lagaan movie

Fig. Source- shorturl.at/xRV08

But creative freedoms were taken while designing female costumes as, during the British era, Indian villages were very poor. Therefore, people did not dress well, but that cannot be depicted in a movie exactly as it is for esthetic purposes.

But the costumes of British characters are very accurate as they had all the money and were always in touch with the latest fashion trends of the western world. Many acclaimed western news outlets have noted that RRR stayed true to 1920's fashion.

Purpose

1. Whatever has been researched in the past and what impact it has had on the present implies that we have the ability to use history to determine whether or not whatever we are researching is true.
2. To find a solution, the old design was tried once more using new techniques.
3. To maintain the accuracy of design while having creative freedom.
4. Costume design plays an important role in visual storytelling. The costumes help to create characters that are visually compelling and authentic, and they contribute to the overall atmosphere and mood of the production.
5. Historical accuracy is critical in costume design, particularly in India, with a culture with so diverse and a rich history. Respectful and accurate representations of Indian culture, traditions, and history are necessary.

This study set out to learn more about one area of costume design. We examine them in order to make our utility even more useful, regardless of the methods from the past or the methods employed in earlier studies. This method has primarily been employed in the past. As a result, it is often known as historical costume design.This research includes studying the fashion trends, fabrics, colors, and styles of that time. This research is then interpreted and applied to the costume design in a way that captures the essence of the period while still being visually engaging.

In costume design, historical accuracy is achieved by paying attention to details such as fabrics, colors, and styles. For example, in the Mughal period, silk and brocade were the most commonly used fabrics, and gold and silver embroidery were popular. The colors used were deep and rich, such as red, gold, and maroon. The designs of the costumes reflect the social status of the characters.

Historically, India had a great culture and traditional traditions, but it was also divided across religious and caste lines. And these divides created different groups in society and these groups greatly influenced the clothing habits of people, which created different styles of costumes for different religions or different castes.

People also wore clothes according to their occupation and all these details are not always depicted accurately in costume design.

Effect:-Although every performance is unique, research found that historically, costume designers put up performances in this manner. They start with concepts that are pushed by the designer from without, and they are frequently taken into account before the designer is involved in production. These elements were divided into three categories.

1. Historical costume design accuracy's applicability and relevance are determined by the aesthetic circumstances of the work and the culture and religion in which it is presented.
2. Availability and the potential to gain current history due to resources' accessibility.
3. Would the performers' movements be accommodated while wearing historically authentic attire? These elements also have an impact on how the four iterative processes are applied, beginning with the original idea.

The next tactic is research using written, visual, and artistic sources, followed by role-playing, when designers want to make decisions about costumes based on the attitudes of other people. Eventually, the designer manipulated historical data to produce an inspired design. Will historically accurate attire promote the artistic movement? Starting with creative, these variables in turn affect the application of four iterative processes. When designers are required to use tools to inform their judgments, the next method is research using visual and artistic sources, followed by role-playing. To determine how other people feel about outfits. Not to mention, the designer is messing with history.

CONCLUSION

 Costume design and historical accuracy are both important factors to consider. Costume design is important in conveying character traits, establishing the setting and time period, and enhancing the overall visual aesthetic of the production. However, it is equally important to maintain historical accuracy when designing costumes for a period piece. This means researching and understanding the clothing styles, fabrics, colors, and accessories that were worn during the specific time period and cultural context being portrayed.

 Every year, millions of people in India see theatrical productions, movies and series and every single one of them features performers who have been dressed in some way. Yet, costume design is not widely studied and only appears in books in the popular press. Utilizing the technique, this study investigated whether costume designers think historical correctness in costume design is crucial. The goal of this study is to systematically explore one aspect of costume design, the role of historical authenticity in Indian cinema. How historical productions are approached and incorporated into the clothing designs.The significance they attach to historical accuracy in order to make the costume designs successful.

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The Significance of Accessories in Power Dressing: Enhancing Professionalism and Confidence

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Abstract: *Power dressing is a concept that has been around for decades, and it involves dressing in a way that exudes confidence, authority, and power in the workplace. Accessories play a crucial role in power dressing as they add the finishing touches to a professional outfit. This research paper explores the importance of accessories in power dressing, highlighting how they complete the look, express personal style, create a memorable impression, convey attention to detail, and enhance confidence. The paper also provides examples of accessories commonly used in power dressing, including jewelry, belts, scarves, and watches. By paying attention to accessories, individuals can enhance their professionalism and confidence in the workplace.*

Keywords - Power dressing, Accessories, Professionalism, Confidence.

INTRODUCTION

Women began to enter the traditionally male-dominated corporate and political spheres in the 1970s. Power dressing is a new fashion trend that emerged as a result of people's lack of respect for female leaders and their right to be treated equally. At the time, it largely involved adapting masculine clothing staples to fit feminine apparel. Ladies wore suits and jackets that resembled those worn by men. It was thought that by doing this, they would gain respect and authority.

Due to changes in fashion and fights for gender equality, the idea of the suit has evolved over time. A suit no longer serves as a requirement to preside over business meetings or during briefings, but it nevertheless conveys a sense of formality and is currently very popular.

The workplace is a professional environment where first impressions matter. Power dressing is a term used to describe dressing in a way that commands respect, exudes confidence, and projects an image of authority. Power dressing has been around for decades, and it has evolved with time to suit different industries and job positions. Accessories are an essential aspect of power dressing as they add the finishing touches to a professional outfit. Accessories can enhance an outfit and give the wearer an edge in the workplace. This research paper aims to explore the importance of accessories in power dressing, highlighting how they contribute to enhancing professionalism and confidence in the workplace.

Accessories are the final touches that complete an outfit, and they play a crucial role in power dressing. Power dressing is all about projecting a confident and professional image, and accessories can help achieve this goal. Accessories can also convey one's personal style and add a touch of creativity to an otherwise formal outfit.

The use of cloth and accessories strongly influences the official dress code. When paired with lavish materials like satin, silk, georgette, or linen, solid hues like black, beige, khaki, white, and military outfits often make powerful fashion statements. There are herringbone and check patterns for ties (horizontal or diagonally striped). With polished formal shoes made of tan leather, one puts their best foot forward. Women may accessories their skirts with a black, white, or red belt to match their professional dress. With all formal western outfits, wedge heels, stilettos, and peek-a-boo toes look terrific. The handbag's finish is "very important."

If the wearer chooses a simple, crisp cotton or silk saree with little embroidery, the beautiful Indian saree can also make a powerful statement. "Sarees should be worn with unusual blouse cuts, monochrome colors, and minimal decorations.

Accessories of Power Dressing:
Jewelry:
The word jewel, which was anglicized from the Old French "joule" in the 13th century, is the source of the word jewellery. The Latin term "jocale," which means plaything, is where the line of enquiry continues. Jewelry has likely existed since the beginning of time, although jewellery was once made for more utilitarian purposes like storing cash and fastening clothing, these days it is virtually solely worn for ornamentation. Natural materials, including as bone, animal teeth, shell, wood, and carved stone, were used to create the first jewellery pieces.
Jewelry is one of the most important accessories in power dressing. It can be used to add a touch of elegance and sophistication to a professional outfit. Classic jewelry pieces such as pearl earrings or a simple gold necklace can add a touch of class to a business suit.

Fig. No. 1 Example of Neck Jewllery
Fig. Source- shorturl.at/kDER2

Fig. No.- 2 Example of Hand Jewllery
Fig. Source- shorturl.at/kBIJY

Belts:
Belts are another important accessory in power dressing. They can be used to define the waistline and give the wearer a flattering silhouette. A sleek leather belt can add a touch of sophistication to a classic outfit. Belts can be used in a variety

of ways, including to define or accentuate the waist, carry objects like tools and weapons, and secure or hold up clothing like shorts, skirts, and trousers. Using a belt can make your outfit look more fitted, whether you choose tailored pants, a skirt, or a structured dress. It is also a useful addition. You can define your body in a chic way by cinching your garments at the waist. To match the design of any outfit, choose a thick patent waist belt or a sleek leather strap. A belt can give your outfit a fresh color tone as well as a more polished appearance.

Fig. No. 3 Example of Belt
Fig. Source- shorturl.at/tFPST

Scarves:

Scarves are a versatile accessory in power dressing. Long lengths of fabric are worn around the head, shoulders, or neck as scarves. For warmth, sun protection, cleanliness, fashion, and religious purposes, this piece of fabric is employed. They can be constructed from a variety of materials, including cotton, silk, linen, or wool. It is a typical style of neckwear and a dependable piece of jewellery. They can be used to add a pop of color or a touch of personality to a formal outfit. A colorful silk scarf can add a playful touch to a business suit. A scarf may be utilized to change the look of your outfit in a variety of ways, regardless of whether it is the height of winter or summer. A pashmina is elegant and understated, and its fine cashmere strands provide warmth and sophistication. To take the frost off your neck while travelling without the weight of a traditional scarf, wear it with a stylish coat or jacket. You can wear it loosely off your shoulders or draped over your neck once you get at your meeting. This striking and classic accessory quickly improves otherwise straightforward outfits by adding a velvety texture and a flash of design.

Fig. No. 4 Example of Scarves
Fig. Source- shorturl.at/hCI03

Watches:

Watches are a classic accessory in power dressing. They can be used to show that the wearer values time and punctuality. A classic timepiece can add a touch of elegance to a professional outfit.

Fig. No. 5 Example of wrist watach
Fig. Source- shorturl.at/swzOV

Handbags:

The affection that women have for bags has spread throughout society and many men aren't an exception. People often experience psychological pleasure and satisfaction from their bags, and some expensive bags are universally viewed as status and identity markers. Along with the brand, the style, shape, and substance of the bag are additional crucial considerations when buying, as well as if it will actually fit their needs.

Fig. No. 6 Example of Handbag
Fig. Source- shorturl.at/fuyzW

Importance of Accessories in Power Dressing:

Completes the Look:

Accessories complete the look of a professional outfit. They add a touch of sophistication and style to a formal outfit, making the wearer look polished and put-together. Accessories such as jewelry, belts, and scarves can transform a plain outfit into a stylish and fashionable one.

Fig. No.7 With some accessories persona can inhance the complete look.
Fig. Source- shorturl.at/gyDQR

Expresses Personal Style:

A person's sense of style can also be shown through accessories. They can give an otherwise staid ensemble a splash of colour or a dash of personality. A vibrant scarf, for instance, can give a formal outfit a fun twist. Style refers to a person's personal ways of expression, such as their clothing choices, writing, and architectural choices. In the world of fashion, "personal style," or the way that a person expresses themselves, is commonly referred to as "style." Style is timeless. Someone who is stylish may or may not follow fashion trends, but they always uphold their personal style. Following trends is only one aspect of personal style; it also involves expressing one's sense of identity.

Fig. No.8 Example of Personal style
Fig. Source- shorturl.at/detGP

Creates a Memorable Impression:

Accessories can also create a memorable impression. They can help one stand out in a sea of black and white suits. For example, a bold statement necklace or a colorful tie can catch the eye and make a lasting impression.

Fig. *No. 9 A memorable personality Indira Gandhi knows for her power dressingh in saree.*
Fig. Source- shorturl.at/bdxDI

Conveys Attention to Detail:

Accessories can convey attention to detail. The right accessories can show that the wearer is meticulous and pays attention to details. For example, a well-chosen pair of cufflinks can show that the wearer is detail-oriented and has a keen eye for fashion.

Fig. No. 10 Images shows that they blazer convey complete attention.
Fig. Source- shorturl.at/yMOX2

Enhances Confidence:

Accessories can also enhance confidence. The right accessories can make the wearer feel confident and empowered. For example, a pair of statement earrings or a bold bracelet can give the wearer a sense of power and authority.

- You might feel more powerful if you dress formally.
- Putting on a casual outfit might improve your social skills.
- It might make you look more attractive to dress nicely.
- You may express yourself more fully if you have a distinctive look.
- Your poise may be enhanced by the color of your clothing.

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Fig. No. 11 Images shows that accessories enhance the confidence.
Fig. Source- shorturl.at/imsH7

CONCLUSION

Fashion is a visual language that allows for a personal kind of communication, unlike spoken language, which is extremely sophisticated and regimented. Accessories play a crucial role in power dressing. By adding minor items like handbags, hand accessories, scarves, neckpieces, belts, etc., you may completely modify the way you look. It's a technique to distinguish yourself from the crowd by how you portray yourself through your clothing choices. Power dressing is not just about dressing expensively; it's also about choosing an outfit that not only fits the occasion's dress code but also inspires confidence in your ability to handle any situation.

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Eco - Friendly and Sustainable Interior Designing

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Abstract - *In the latest years, the ideas of sustainable interior design and green interiors have been used in increasing numbers. A new method for the design of indoor structures has been applied. Sustainable interior layout is focused on the living satisfaction of users, but additionally on the effect of implemented principles on the environment. In Eco – Friendly and Sustainable Interior Designing, we offer the significance and implementation of certain substances in sustainable interior design. The fundamental principles of sustainable layout are also presented, as well as examples of completed designs with an emphasis on eco-friendliness. In this chapter the evaluation of the concept of sustainable layout and implementation of green and recycled materials inside the layout of the interiors of homes having special functions. Synthesis, analysis methods, modeling, and evaluation of given examples have been used. The intention of this research is to examine and demonstrate the importance of using suitable substances when designing indoor structures.*

Keywords- Sustainability, Interior Design, Green Materials, Eco friendly design, Architecture

INTRODUCTION

The global environmental crisis passed off due to long-lasting terrible effects on the environment and the development of industries and technology. Since there is a rising international awareness about the importance of renovating the surroundings in which we live, new building and layout structures are being developed. The intention isn't only to enhance the outdoors but also the interior of a structure. Interior design, i.e., indoor architecture, represents a critical aspect of the whole layout of an excellent structure. The concept of sustainability within the interior has been increasingly used. Thus, for sustainable improvement, it may be stated that it is "development that meets the existing desires without compromising the potential of future generations to meet their very own wishes. That is, with the useful resource of sustainable improvement, as few destructive consequences on the environment as possible ought to be generated, and natural sources ought to be preserved. Sustainable design can be described as a design that displays human admiration closer to our planet, and preserves the sources for prevailing and future generations. Designers can make a substantial exchange and development in terms of eco-friendliness through the use of suitable techniques. The modifications may be executed by the aggregate of gaining knowledge from and from the prevailing examples and via the adoption of the latest technologies. It could be very important that the indoor designers first determine which technique is high-quality. This comprises the overcoming of potential obstacles in the direction of cognizance of a green layout, simultaneously considering the consequences of personal decisions, and posing the right questions throughout the designing method. In order to attain a fine layout, designers want to understand the primary concepts of sustainable design. In addition to the layout and construction of the building, the choice of electricity sources, and the water delivery gadget, the choice of materials plays a very critical role. Interior layout and substances used for the production of fixtures, such as indoor structural elements, paneling of walls, and flooring, have an effect on the cultured

thing, but additionally on the comfort of users of space. Although aesthetics is a critical part of environmental layout, most of the benefits are not visible but are nonetheless felt. Excellent effects are acquired in terms of enhancing air quality, removing pollution, separating waste, and reducing water and energy intake. It is emphasized that easily accessible substances be used. Particular attention is paid to assessing the life cycle of the cloth as well as assembly requirements. This paper deals with the special significance of green and recycled substances and their utility for achieving sustainable indoor design. Also, examples of the usage of appropriate materials within the layout of interior architecture are offered.

THE ROLE OF THE DESIGNER

Sustainability is one of the most important ways to deal with global warming and pollution of the environment. In creation, it changed into carried out through sustainable layout. Although sustainability can be viewed through social, financial, and environmental elements, this paper focuses on the environmental factors of sustainability. As the constructed environment or the construction industry has a very large impact on the environment, designers can take a significant step closer to an ecological future. Renovation of present buildings and indoor enhancements is one of the nice solutions for reducing carbon dioxide emissions. They ought to first understand the concept of sustainable design, which means, components, application, and availability in the local market. Because of the growing need for environment conservation, the concept of sustainability has grown in popularity in new buildings and interior design. As a result, most homeowners and developers have begun to use sustainable interior design to help reduce their environm ental impact. Sustainable design, by definition, is an environmentally conscious approach to interior design that incorpora tes sustainability into its fundamental principles by incorporating nature and natural resources into the design itself.

IMPLEMENTATION OF SUSTAINABILITY IN INTERIOR DESIGN

The primary goal of interior design and sustainability is to raise environmental awareness while reusing materials that would otherwise be used only once. The concept of sustainability has become a trend in 2021 when it comes to decorating with furniture and accessories for various rooms.

When discussing the requirements or characteristics of sustainable interior design, the following cannot be overlooked:

1. **Minimising the environment impact**
   Collaborating with raw materials and resources that do not overexploit the natural resources available to us which is one of the keys to reducing polluting emissions into the ecosystem. Furthermore, labels such as the For est Stewardship Council (FSC), which indicate 100% sustainable wood products, aid in contrasting different pie ces.
2. **Enhancing energy efficiency**
   To be responsible in terms of greenhouse gas emissions, an environment must meet certain criteria, such as favo uring natural light, encouraging low energy consumption, or selecting colours that reduce reliance on artificial li ght.
3. **Promote recycled or reusable materials**
   The circular economy allows us to extract various products or materials and reuse them as many times as possibl e. As a result, it is critical that we approach our projects as A&D having previously investigated how the materia ls of the products we use will be recycled. More and more products are being made with materials derived from recycled waste, such as plastic bottles, agricultural waste, and so on.
4. **Creating Healthy Spaces**
   Last but not least, prioritizing and creating a healthy space is another key to making our interior designs sustainable. The chemicals we use to treat or clean furniture can sometimes be bad for people's health and pollute the air inside, among other things. Great plan energizes the formation of sound and normal spaces, free of contaminating allergens and simple to clean.

MATERIALS CHOICE – ECO-FRIENDLY & RECYCLED MATERIALS

Choosing the proper materials to design the indoor architecture of a given space is one of the most essential elements of sustainability. Based on the environmental influences of materials described above, the requirements and concepts of sustainable layout, a number of green and recycled substances have been identified. In addition to the fabric traits themselves, their existence cycle, that is, the environmental effect in the course of its lifespan, has been taken into account; reproducibility of material sources, toxicity, in addition to the opportunity of reuse and recycling. The most common base materials) utilized in eco-friendly interior design are wooden panels, glass, metals, and gypsum board. They can form a completed floor or be the basis for finishing. Wood panels consist of particle board, plywood, cement board, and fiberboard. When selecting this sort of fabric, care should be taken, and fabrics containing resin residues without formaldehyde must be sought, and it must be certified whether or not the wood is recovered from or procured from certified resources. Such panels represent the efficient and minimal use of wood for the production of nice furnishings and panels of unique sizes. Glass has medium power consumption over the life cycle, as it's far more abundant and acquired from herbal and abundant sources; it's also far more non-toxic and recyclable. Recycled glass may be used as an addition to a unique fabric or for the manufacturing of tiles and painted surfaces. Metals are characterized by means of better electricity consumption, and it's widely advocated to use recycled metals that reduce losses and make a contribution to the savings of uncooked substances. Plasterboard has a very low energy intake (low embodied electricity) and is a good insulator. The biggest hassle is the waste generated after set up or dismantling, but recycled-content plasterboard is to be had and helps divert waste gypsum from landfills. There are numerous alternatives when choosing a ground protection system. Natural ground coverings encompass hard coverings such as timber, bamboo, ceramics, or stone; easy linings inclusive of cork, linoleum, and rubber; and rugs fabricated from wool, cotton, or vegetable fibers. However, recycled rubber, vinyl, and carpet mats are increasingly being used. The substances that can be considered high-quality in terms of sustainability are cork, linoleum, neighborhood stone, wool, vegetable fibers, and recycled or certified wood. In terms of fabric savings, the finished concrete is on par with first-rate flooring and lining. As with simple materials, attention needs to be paid to power intake, toxic components, and source renewability. Coatings and finishes encompass paints, sealants, plasters, and wallpaper. They can be used on numerous surfaces, from walls, floors, and ceilings to furniture and other systems. When using coatings and wallpaper, special care must be taken to consider what they may be made from and whether they emit harmful fumes during or after application. It is beneficial to stay away from artificial paints, so it is right to use flax oil-based totally emulsions with herbal pigments or water-based totally vegetable dyes. Furthermore, it's strongly endorsed to apply varnishes and coatings primarily based on water or herbal oil without additives, and to merchandise with beeswax and resin. Recycled paper wallpaper is likewise appropriate for wall coverings, while clay-based mortars are the least harmful numerous types of fabrics are used to complete numerous factors within the interior. They may be divided into natural and artificial ones. Generally, the material manufacturing and dyeing systems can adversely affect the environment. Natural fabrics, inclusive of wool, felt, and linen, are most appropriate, because they allow the fashion designer to test their foundation and screen the consequences of the production process. As with floors, vinyl, non-recycled nylon, and inorganic cotton ought to be prevented. It is likewise crucial to use fabrics that are dyed with natural hues.

USAGE OF ECO-FRIENDLY AND MATERIALS IN DESIGN

A number of positive examples of the usage of green and recycled materials in indoor layout have been recognized. These substances have a huge impact, from furnishings making, to the whole becoming of a space. As a first example, the possibility of making furnishings from present factors was singled out, including purchasing carts, making benches from recycled newspapers, or making chairs from used fishing nets. Such gadgets can be integrated into interior design for diverse functions and make a contribution to the environmental aspect of layout. Eco-friendly and recycled materials have found application in numerous layout segments.

CONCLUSION

Environmental activation of interior components yields a variety of benefits, including improved building and indoor environment performance, reduced negative impact on the natural environment, and the establishment of true interconnectedness between human-made and natural environments. This chapter aims to analyze the combination of the concept of sustainable development with interior design. Designers are said to be motivated to adapt their design processes to fit the sustainability paradigm because of the growing popularity of environmentally friendly interior design. The utilization of the foundational issue goal to the inside plan guarantees the living together of regular and fabricated settings by moving from degenerative building plan to the temporary period of supportable plan. That could lead to a paradigm that actively promotes the idea of redevelopment in interior and architectural design. Also, one of the most vital segments is the selection of appropriate materials. Materials go through a specific system that can be observed thanks to a life-cycle evaluation. Based on this, we come to the conclusion that this material is the most suitable and leads to the least dangerous results. For indoor layout to achieve success and be in accordance with environmental standards

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Pressure on City's water systems due to Urbanization

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Abstract: *Environment is made up of natural factors like air, water and land. Each and every human activity is supported directly/indirectly by natural factors. In today's scenario due to rapid growth in urban population there is an immense pressure on the cities, while in the process of urbanization there is an intense need of space. As a result, in order to expand the city its river or natural systems are continuously being engulfed. These rivers and their natural system are left as a substance which is dying. Filling up the edges of lakes and rivers for urban development is posing a major threat to urban tissues and the city's drainage system. We have forgotten the art of natural water bodies. We only see land for building, not for water. Now it is the time when we have to realize that the water body is not an ornamental luxury or a waste land but as a natural resource. The human and water connection began where people started the settlement as a community. The water was not only used as recourse but also for transportation. It was due to this dependency and high requirement that water had brought respect to humans for this natural element. Later water was not only seen as a resource but also for social and religious purposes. So to bring back this connection it is important to create a transparency between the natural water systems and the city since It is inevitable to ignore the fact that natural stems needs to be conserved and enhanced in terms of various interventions at urban scale, which would eventually re-energize it and prevent it to go through an uncertain future.*

Keywords: Natural systems, urbanization, human and water connection, urban tissue, socio-economic environment.

INTRODUCTION

Natural water systems refer to the complex network of interconnected water bodies found in the environment. These water systems include rivers, lakes, oceans, streams, wetlands, and groundwater aquifers. They play a critical role in sustaining life on Earth, providing water for human consumption, agriculture, and industrial activities, as well as supporting aquatic ecosystems and biodiversity. Water bodies are a dynamic and significant natural resource that serves different communities across the world in different ways. The evolution and growth of cities and towns are fundamentally dependent upon three important aspects: geographical locations, physical environment, and socio-economic environment. The increase in population density in urban areas leads to a higher demand for water resources, such as freshwater sources, and an increase in wastewater production. This increased demand for water resources can strain the water supply, which can result in the depletion of freshwater sources and the degradation of water quality.

Urbanization can lead to changes in the natural landscape, such as the clearing of forests and the paving of surfaces, which can increase the amount of runoff and reduce the infiltration of water into the ground. This can lead to flash floods, erosion, and sedimentation, which can further degrade water quality. Understanding the complex interactions between natural water systems and their surrounding environment is crucial for effective management and conservation of these important resources. It requires a multidisciplinary approach that involves hydrologists, ecologists, geologists, and other experts working together to assess the health and resilience of water systems and develop strategies to mitigate the impacts of human activities on these delicate ecosystems. The presence of clean water bodies with an accessible

waterfront in a natural setting plays an important role in enhancing the quality of the physical environment and socio-economic environment. The roots of these problems can be traced in the loss of relation between man and water from being a vital element with a spiritual character, water has become seen as just a commodity.

EFFECT OF URBANIZATION ON NATURAL SYSTEMS

Urbanization can put significant pressure on a city's natural water systems. As cities grow, they typically expand their built-up areas by replacing natural landscapes with impervious surfaces like roads, buildings, and pavements. This can disrupt the natural water cycle by reducing the amount of water that can infiltrate the soil and recharge groundwater aquifers. Furthermore, urbanization increases the demand for water for domestic, industrial, and commercial purposes, leading to higher levels of water extraction from rivers, lakes, and other natural water sources. This can lead to the depletion of water sources and the degradation of water quality due to increased pollution from urban activities such as sewage discharge and industrial effluent. The alteration of natural water systems can also lead to increased flooding and erosion as well as the loss of habitat for aquatic species. As a result, cities need to adopt sustainable water management practices that balance the needs of urban development with the preservation and restoration of natural water systems. Some strategies that can be employed include increasing the use of water-efficient technologies, promoting the use of green infrastructure like rain gardens and green roofs, and implementing policies that incentivize the preservation and restoration of natural water systems. These efforts can help mitigate the pressure that urbanization places on natural water systems and ensure that cities can continue to thrive while preserving the natural environment.

EFFECT OF URBANIZATION ON PONDS

Urbanization can lead to increased pond filling due to the construction of buildings, roads, and other infrastructure. This can result in the loss of natural wetlands and ponds, which can have negative impacts on the environment. When ponds are filled, it can lead to the loss of important habitats for plants and animals, including aquatic species such as fish, amphibians, and water birds. Additionally, ponds play an important role in maintaining water quality by filtering pollutants and sediment from runoff water. To address this issue, there are several strategies that can be implemented. One approach is to prioritize the preservation of existing ponds and wetlands through zoning and land-use planning. Another approach is to create new ponds and wetlands in areas where they have been lost due to urbanization, such as through the use of green infrastructure practices like rain gardens and bioswales.

It is also important to ensure that stormwater management practices are implemented to reduce the amount of runoff that enters ponds and other water bodies. This can be achieved through the use of green roofs, permeable pavement, and other techniques that allow water to infiltrate into the ground rather than running off into ponds and other water bodies. Overall, addressing the issue of pond filling due to urbanization requires a multifaceted approach that prioritizes the preservation of existing ponds and wetlands, the creation of new ones, and the implementation of stormwater management practices to reduce runoff.

EFFECT OF URBANIZATION ON RIVER EDGES

Urbanization can have significant impacts on river edges, altering the natural landscape and disrupting the ecological balance of these important ecosystems. Some of the effects of urbanization on river edges include:

Habitat loss and fragmentation: As urbanization expands, natural habitats along river edges are destroyed or fragmented, making it difficult for wildlife to move freely and access resources. This can lead to a decline in biodiversity and the loss of important ecosystem services.

Water quality degradation: Urbanization can lead to increased pollution, such as runoff from roads, buildings, and industrial sites, which can contaminate river water and degrade its quality. This can harm aquatic plants and animals and make the water unsuitable for human consumption and recreational activities.

Increased erosion: Urbanization can cause increased runoff and erosion, leading to sedimentation and the loss of soil along river edges. This can lead to instability in the riverbank and increase the risk of flooding.

Alteration of river flow: The construction of dams and other structures for water supply, flood control, and hydroelectric power generation can alter the natural flow of rivers and disrupt the balance of the ecosystem.

Alteration of river morphology: Urbanization can cause changes in the shape and form of river channels and floodplains, altering the natural geomorphology of the river and affecting its ability to support aquatic and terrestrial habitats.

Overall, urbanization can have significant and long-lasting impacts on river edges, leading to habitat loss, water quality degradation, increased erosion, altered river flow, and changes in river morphology.

LOST CONNECTION BETWEEN PEOPLE AND WATER

The loss of connection between people and water can be attributed to various factors, including urbanization, industrialization, and modernization. As people move away from traditional ways of life and become increasingly reliant on technology and urban infrastructure, they may lose touch with the natural world, including bodies of water. One major factor contributing to the loss of connection between people and water is the pollution and degradation of water bodies. Industrialization and urbanization have led to the release of various pollutants into rivers, lakes, and oceans, making them less accessible and less attractive to people. Another factor is the construction of dams and other water infrastructure, which can alter natural water flows and create artificial environments that are less conducive to human interaction. Additionally, changes in cultural attitudes and beliefs can also play a role in the loss of connection between people and water. For example, in some cultures, water is viewed as a sacred resource, and people have a deep respect for it. However, in other cultures, water is seen as a commodity to be exploited for economic gain.

CONCLUSION

Efforts can be made to raise awareness about the importance of water and the need to protect and preserve it. Education and outreach programs can help to connect people with water, encourage them to develop a deeper appreciation for it, and promote responsible water use and management. Additionally, initiatives such as river restoration projects and community-based conservation efforts can help to re-establish the connection between people and water by creating more natural and accessible environments. It is essential to implement sustainable urban planning and management practices to minimize these impacts and protect the health and resilience of river ecosystems. A system of strategies can be integrated to create an effective waterfront restoration that can provide a unified living society between people and the natural environment. Incorporating community connections through a waterfront design can provide amenities and aesthetic values that will unify an urban center. Public open spaces as well as built spaces on the waterfront, can transform neighborhoods, transforming previously inaccessible lands into vibrant community gathering areas that faster economic growth. Waterfronts can be a focus of communities, instead of forgotten abilities if properly restored.

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The Process of Interior Designing

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Abstract: *Several various sectors, including science, technology, education, engineering, media and the arts, architecture, and interior design, actively engage in selecting a process for work. This essay discusses the designer process that can be used in any design or artistic field. The chapter outlines the connection between design's thinking and doing and provides clear connections between conceptualizing the design ideas and implementing it in a practical way. The purpose of the selection process is to educate anyone working in the field of design on the most effective ways to organize and carry out their own study and make their working pattern easy.*

Keywords - Process, designers, practices, working pattern.

INTRODUCTION

Every design that is produced is actually an experiment and a hypothesis. The goal of interior design is to effectively intervene in various ways to solve issues. Both the hypothesis and the intervention serve as the basis for the design process. Process continues to play a significant role in the construction and design industries, despite the fact that many designers find it difficult to translate concepts into anything concrete. Designing is primarily an intuitive activity that depends on implicit information rather than rational reasoning. The demand for designers with strong backgrounds in process making and knowledge of testing design outcomes has increased. Customers' needs today are different from what they were searching for in interior designers fifteen or twenty years ago. Interior design is an interesting but difficult field that requires interior designers to give their all. Process of interior design refers to the search for solutions to problems in the design of residential or commercial interior spaces, among other things. Interior designing can focus on concepts, styles, materials, products, or trends, among other things. At each stage of the design process, different strategies are employed. After a thorough systematic investigation, solutions are evaluated for application.

The most important concern in design methodology is meeting the needs and desires of the end user. Interior designers must conduct various observations in order to critically determine the scope of work and to seek out the appropriate process. Process making is a critical step at the early stage of the project. Designer experience in the interior design field, as well as previous observations, will be required to proceed with correct decision making. Searching for the next perfect theme or combination of themes necessitates brainstorming. Interior design, like other professional fields, necessitates constant change and brainstorming for new ideas.

Therefore, understanding the design process is of great importance to upgrade the knowledge and abilities of the designers along with their insistence in the many plans that they may accept. Process incredibly assists in the acquiring of the designers

in their selected profession. Acquiring is a continual technique and that in the construct industry, plan results have to be in proper order that the output is of commendable excellence and as per the specifications of the client.

SIGNIFICANCE OF DESIGNING PROCESS

An efficient work style is produced via the design process. It also provides a comprehensive framework that aids in keeping designers on track and makes for a straightforward, effective, and manageable pattern. The reader can comprehend the strategy and procedures utilized to arrive at results by understanding the design process. Maintaining a suitable process format enables the designer to complete the work or assignment on schedule and with the appropriate pace. It is frequently noted that process aids in the designer's ability to comprehend the project more fully, direct their design process, and comprehend client needs in order to optimize the space. To proceed with making the best decisions, designers will need to draw on their prior observations and interior design industry knowledge. Brainstorming is necessary when looking for or investigating the next ideal theme or theme combination. A second round of brainstorming is identifying the process of the best course of action. Like other professions, interior design necessitates ongoing innovation and idea generation. The appreciation of fresh ideas in themes, materials, and execution has accelerated the industry's quick evolution. It takes a lot of brainstorming, observation, and study to introduce improved and optimal results. Professionals experiment with new ideas, materials, and methods of implementation because of research activities.There are various types of questions which will arise for the designer to make an appropriate process plan. Selecting the appropriate method to be adopted is a crucial point for the further design process. Designing process is an important tool in any sort of art and design process. It ensures that any sort of work which is being performed is in a correct manner for an effective and efficient output.

ROLE OF INTERIOR DESIGNER PROCESS

Interior construct operational processes which are closely bonded with continuous knowledge of interior construction subjects at all levels. Interior construction field encircles several concepts, products, materials, technologies and professional expertise. Interior designers construct inquiry into interrogation to discover any conceivable approach from concepts to product manufacturing. However, in general, processes in interior design involve having a study session on the operation and aesthetics of indoor spaces, enquiring the needs of the people who will be utilizing those spaces, and exploring ways to invent appealing and practical interiors that meet those needs. This process could be carried out over a variety of methods, as an example watching and interviewing people, scrutinizing current construct solutions, and testing prototypes in real-world settings.

PROCESS IN INTERIOR DESIGN PRACTICE

Communication is a critical element of the entire design process especially in the schematic design phase or the so-called comprehensive phase. Since the design concept relates to the initial client's interview that states the desired goals, therefore, the success of the project directly relates to the designer's ability to pay attention to and act upon the specified objectives. Process of the design practice is as follows:

1. Programming
2. Concept development
3. Presentation
4. Final design development and documentation
5. Execution
6. Evaluation

1. Programming
There are four steps to the programming phase:

- Problem statement
- Research
- Programme document
- Client review and approval

The project is described in very generic terms in the initial Problem Statement. It gives information about the client, the project's nature (main residence, holiday home, workplace, etc.), its location, the use of the space, and the scope of the design work. The research process begins with identification of each of the users, from principal occupants to guests and friends. For each of the main occupants in a residential design, a profile might be created that includes details like age, sex, interests, routines, need for privacy, style and color preferences, as well as an inventory of things that need to fit in the remodeled space. This stage involves interviews with the client and other end-users, surveys, inventories and wider research.

It is important to ascertain the objectives, requirements, feasibility associated with the project. Space adjacencies, circulation patterns and spatial and activity relationships may be sketched in the form of 'bubble diagrams'. A Programming Paper that identifies the design issue and provides a proposal for resolving it is produced after analysis of the programme data. The client reviews and approves the programme document.

2. Concept Development

Once the design programme is approved, the concept development phase begins. This phase can be divided into two stages:

- Ideation stage
- Concept Statement with Schematics

Concept development phase starts following approval of the Design Programme Document, The initial 'ideation' stage involves brainstorming design solutions (verbal, sketched or written) before filtering out unworkable ideas and refining the workable ones until one or more main design concepts emerge. The main design concept is articulated in the form of a written Concept Statement expressing the principal ideas and approach behind the proposed design solution. Schematic Drawings, which depict the siting, orientation, space allocations, circulation patterns, spatial and activity relationships from various perspectives, color schemes, and other significant details of the proposed design, are included with the Concept Statement. They are quick sketches and graphic visualizations of these main ideas.

3. Presentation

The client receives one or more design concepts in the form of a proposal for review, approval, and feedback. The proposal may consist of

- The Design Concept Statement and any accompanying conceptual drawings, such as scaled floor plans that demonstrate furniture placement and mood boards that display color, material, and finish schemes.
- The proposal may also include additional sketches, perspective drawings, full-color renderings, 3-D models, or computer simulations, depending on the size of the project.
- Project cost estimates that take into account labor, materials, and a fee for design services. At this point, project prices can only be anticipated because exact costs won't be known until after contractors, suppliers, and installers get bids on the final working drawings.
- Time frame showing events in sequence and a proposed completion date.

4. Final Design Development and Documentation

The creation of final working drawings, commonly known as "construction drawings." In addition to all drawing notes required for the construction and installation of the design, these may include perspective drawings, site plans, floor plans, reflected ceiling plans, showing lighting and ceiling fixtures, sections, elevations, and detailed drawings of architectural elements like doors and windows and design elements like paint, wall coverings, and window treatments.

All furnishings and materials that must be purchased are listed and described in depth in written specifications, and schedules specify the kind, finishes, and positioning of architectural and design components. Each activity's length is depicted in a critical path time frame in a sequential, overlapping order. A portion of the designer's contract with the client is the final design documentation, which includes the drawings, specifications, timelines, and timetable.

5. Execution

The execution or implementation phase follows the final design's approval as the point at which the design is finally realized. All supplies, furniture, and extras have been ordered. Shipped goods are examined, and any items that are broken are fixed, sent back or reordered, and marked with the project and placement information. The designer will do routine site visits to oversee development, assess the level of craftsmanship, and address any problems that may arise.

6. Evaluation

An essential last phase in the design process is the evaluation. After the project is finished, the designer conducts follow-up work to evaluate the effectiveness of the design solution. A questionnaire, an interview, or a walk-through inspection with the client may be used for this. To enhance the end outcome, the designer could make modifications and revisions. Peer evaluation may also be requested. Repeated project evaluation is necessary to gauge customer satisfaction and advance technical understanding for upcoming initiatives.

CONCLUSION

Analyzing the client requirement and demands is the general approach for comprehending the design process. The procedures and data sources for data collecting were employed. The significance of the design process approach in any artistic manner must be understood by designers. The whole process selection and framework, including all the parameters, are specified throughout the study process, from problem creation to problem validation. For designers, it has laid some groundwork for how study technique is designed and structured. This means that from the outset of the problem statement through the study findings, it is helpful for designers to think of it as one of the samples and models for the data collection and procedure. The design flow works extremely easily without any disagreements or confusion as the designer completes the study and creates a system for productive and efficient functioning. The use of the design process aids the entire team in achieving the goal at the designated time and location. Also, by satisfying the clients with the work and pattern, this aids in fostering a positive work atmosphere within the firm.

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Installation-An Approach of Contemporary

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Abstract –Installation: An Approach of Contemporary Art is a book that explores the history and evolution of installation art, a form of contemporary art that immerses the viewer in a three-dimensional environment. The chapter begins with an overview of installation art. It then delves into the specific approaches and techniques used by contemporary installation artists, including the use of found objects, digital media, and interactive elements. The chapter titled "Installation" focuses on the process and methodology of creating an installation artwork. It explores the challenges and considerations that artists face when working in this medium, such as site-specificity, audience engagement, and the use of materials. The chapter provides insights into the practicalities of planning, designing, and executing an installation, and offers guidance to artists who are new to this field. In summary, Installation: An Approach of Contemporary Art is an informative and engaging book that offers a comprehensive overview of installation art and its place in contemporary art practice. The chapter provides practical guidance to artists who are interested in exploring this medium, while the book as a whole offers valuable insights into the history and evolution of this exciting and dynamic form of art.

Keywords- Installation, Contemporary, Three-Dimensional, Site-Specificity,

INTRODUCTION

Installation is a contemporary art form that creates immersive, three-dimensional experiences for the viewer. It is often site-specific, meaning that it is designed to be installed in a particular location or environment. Installation art can include a wide variety of materials and mediums, such as found objects, video, sound, light, and even live performers. The artworks can be small and intimate or large-scale and encompass entire rooms or outdoor spaces. Installation art challenges the viewer to engage with the space around them and to experience the artwork in a physical and interactive way. The works often explore social, political, and environmental issues and can be thought-provoking and emotionally impactful. Unlike traditional art forms, installation art blurs the line between the artwork and the surrounding space, creating a unified and cohesive experience that is unique to each viewer. Regenerate response for the viewer. Unlike traditional art forms such as painting or sculpture, installation art is often site-specific, meaning that it is designed to be installed in a particular location or environment. It may include a range of materials, such as found objects, video, sound, or lighting, and it can take many different forms, from large-scale installations that fill entire rooms or outdoor spaces, to smaller, more intimate pieces that invite close inspection. Installation art challenges viewers to engage with the space around them and to consider the ways in which art can transform our perceptions of the world.

UPBRINGINGS

Installation art emerged as a distinct art form in the mid-20th century, as artists sought to break free from the constraints of traditional art forms and explore new modes of artistic expression. One of the earliest examples of installation art can be traced back to the work of Marcel Duchamp, a French artist who created a series of conceptual art pieces in the early 20th century, including his famous "Fountain" (1917), which was a urinal signed with a pseudonym and submitted as a sculpture to an art exhibition. Duchamp's work challenged traditional notions of what art could be and paved the way for later artists to experiment with new forms and materials.

In the 1950s and 60s, a group of artists known as the Nouveaux Realists in France and the Fluxus group in the United States began to create works that were interactive and experiential, often incorporating found objects and everyday materials into their installations. One of the most famous examples of this period is Yves Klein's "Anthropometry" series, in which the artist used human bodies as "living brushes" to create paintings on large sheets of paper.

In the 1970s and 80s, installation art continued to evolve, with artists such as Claes Oldenburg, Christo and Jeanne-Claude, and Richard Serra creating large-scale installations that transformed public spaces and challenged viewers to reconsider their relationship to their surroundings. In the 1990s, artists like Rachel Whiteread and James Turrell began to explore the use of light and space in their installations, creating ethereal, otherworldly environments that invited viewers to contemplate their place in the universe.Today, installation art continues to be a vibrant and dynamic form of artistic expression, with artists pushing the boundaries of what is possible in terms of materials, scale, and interactivity. From immersive multimedia experiences to large-scale public installations, installation art challenges viewers to engage with their surroundings in new and exciting ways, and to explore the boundaries between art and the world around us.

FUNDAMENTALS

ELEMENTS: - Installation art is a form of contemporary art that involves the creation of a large-scale, three-dimensional work that transforms the perception of a space. The elements of installation art can vary widely depending on the artist's vision and the context of the work. Some common elements that can be found in installation art include:

1. Space: Installation art is often site-specific, meaning that it is created in and for a particular space. The space can be a gallery, a museum, a public space, or even an outdoor environment.

2. Objects: Installation art can include any type of object or material, such as found objects, natural materials, or manufactured goods. The objects may be arranged in a specific way to create a certain effect or mood.

3. Light: Light is often used in installation art to create a certain atmosphere or to highlight specific objects or areas within the installation.

4. Sound: Sound can also be used in installation art to create a certain mood or to interact with the viewer.

5. Movement: Some installation art may include moving objects, such as kinetic sculptures or projections.

6. Interaction: Installation art can be interactive, inviting the viewer to participate in the work in some way. This can include touch, movement, or other sensory experiences.

7. Performance: Installation art can also involve live performance, either as part of the work itself or as a complement to it.

Overall, the elements of installation art are highly flexible and can be adapted to suit the artist's vision and the context of the work.

PRINCIPLES: - The principles of art for installation are the same as those for any other form of visual art, but they are particularly important in the context of installation art because of the complex and often site-specific nature of the work. The principles of art that are most relevant to installation art include:

1. Unity: Installation art should have a cohesive and unified design that integrates all of the elements of the work into a harmonious whole. This means that the objects, materials, and space should work together to create a sense of wholeness and completeness.

2. Balance: Installation art should be visually balanced, with the placement of objects and materials carefully considered to create a sense of stability and equilibrium. This can be achieved through symmetry, asymmetry, or radial balance.

3. Proportion: Proportion refers to the relationship between the various elements in the installation, including the size, shape, and scale of objects and materials. Proportion is important in installation art because it can create a sense of depth, space, and perspective.

4. Contrast: Contrast can be used in installation art to create visual interest and to draw attention to certain elements of the work. This can include contrasts in color, texture, shape, or size.

5. Movement: Movement can be used in installation art to create a sense of energy and dynamism. This can include actual movement, such as kinetic sculptures, or implied movement, such as the suggestion of movement through the arrangement of objects.

6. Emphasis: Emphasis refers to the use of visual elements to draw attention to certain parts of the installation. This can be achieved through the use of color, texture, shape, or placement.

7. Repetition: Repetition can be used in installation art to create patterns and rhythms that unify the work and create a sense of continuity.

Overall, the principles of art for installation are intended to create a sense of visual harmony, balance, and unity that is essential to the success of the work.

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EXECUTION PROCESS

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Beginning an installation art project requires careful planning and execution. Here are some general steps to consider when starting an installation art project:

1. Define the Concept: The first step is to define the concept of the installation. Consider what you want to communicate, and how you want to engage your audience. Your concept should be clear and have a strong visual impact.

2. Choose the Site: The location where you install your work is an integral part of the overall concept. Consider the site's physical and social characteristics and how they can enhance your message.

3. Develop the Design: Create sketches, drawings, and models to develop and refine the design of the installation. Consider the scale, materials, and color palette that will best communicate your message.

4. Gather Materials: Once you have developed your design, gather the materials needed to create your installation. This can include a range of materials, such as found objects, digital media, lighting, and sound.

5. Execute the Installation: Assemble and install the artwork at the chosen site. Be mindful of the physical requirements of the installation, such as lighting, sound, and structural support.

6. Engage with Your Audience: Encourage interaction and engagement with your audience. Consider how your work will be experienced, and how viewers will respond to it. Encourage feedback and dialogue to further enrich the experience.

7. Document the Work: Capture the artwork through photography, video, or other forms of documentation. This allows you to share your work with others and can be used for promotional purposes.

Overall, executing a successful installation art project requires careful planning, attention to detail, and effective communication with your audience. By following these steps and staying true to your concept, you can create a powerful and impactful artwork that engages and inspires your viewers.

ARTISTS AND THEIR WORK

YAYOI KUSAMA

Fig- 1 You Me and the balloons – factory internationals

ImageSource:-https://factoryinternational.org/learn/learning-programmes/kusama-x-fashion-a-creative-project-for-schools/

Fig-1.2 Pumpkin 2016

Image Source: - https://pixabay.com/photos/yayoi-kusama-sculpture-1518695/

Fig-1.3 Infinity mirror

Image Source: - https://www.ellecanada.com/decoration/the-6-rooms-you-ll-see-at-yayoi-kusama-infinity-mirrors

AI WEIWEI

Fig- 2 Sunflower seeds 2010

Fig- 2.2Forever bicycles 2011

Fig- 2.3Bare life e-flux-education

DAMIEN HIRST

Fig- 3 (Natural history) Myth explored, Explained, Exploded 1993

Fig- 3.1 (Natural history) I am 1995

Image Source:- https://www.nationalgalleries.org/art-and-artists/features/joseph-beuys-learning-resource

Fig- 3.2 (Natural history) The beheading of John the Baptist 2006

Image Source:- https://hypebeast.com/2022/3/damien-hirst-natural-history-exhibition-formaldehyde-sculptures-gagosian-london

KARA WALKER

Fig- 4Slavery! Slavery! Presenting a GRAND and LIFELIKE Panoramic Journey into Picturesque Southern Slavery or "Life at 'Ol' Virginny's Hole' (sketches from Plantation Life)" See the Peculiar Institution as never before! All cut from Black paper by the able hand of Kara Elizabeth Walker, an Emancipated Negress and leader in her Cause, 1997

Image Source:- https://events.cornell.edu/event/visit_to_the_kara_walker_exhibit

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Fig-4.1 Christ's Entry into Journalism 2017

Image Source:- https://www.vogue.com/article/kara-walker-sikkema-jenkins

Fig-4.2 Silhouettes Then and Now 2019

Image Source: - https://witsendpuppets.com/2018/09/10/a-summer-of-shadow-puppets/

JUDY CHICAGO

Fig- 5 The dinner party 1976-79

Image Source:- http://artsandculturetx.com/it-happened-in-houston-judy-chicagos-the-dinner-party-at-uh-clear-lake/

Fig-5. A Reckoning 2018

Image Source:- https://www.lamag.com/culturefiles/judy-chicago-los-angeles/
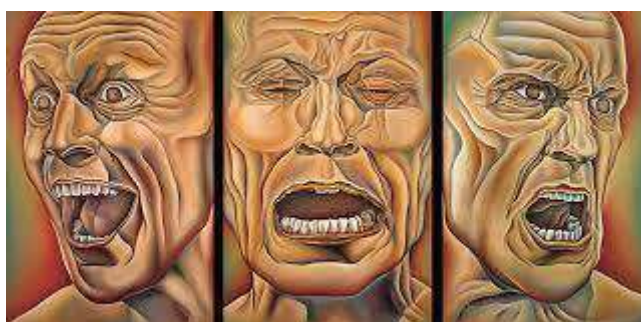
Fig- 5.2Three Faces of Man from 'Power Play' (1985)

Image source- https://jonathangriffin.org/category/feature/
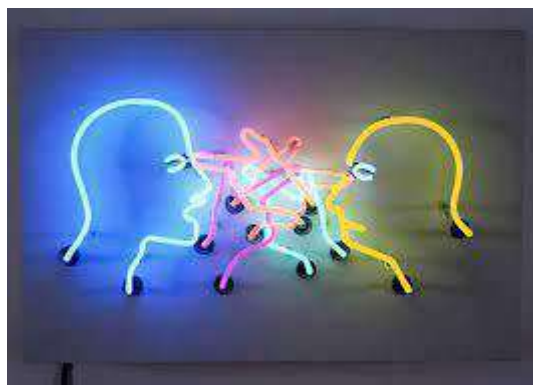
BRUCE NAUMAN

Fig- 6 Double poke in the eye ii 1985

Image source- https://news.artnet.com/market/bruce-nauman-market-analysis-326278

Fig- 6.1 Four pairs of head 1991

Image source- https://gagosian.com/exhibitions/2015/bruce-nauman-selected-works-from-1967-to-1990/

Fig- 6.2 Bruce Nauman, Contrapposto Studies, I through VII, 2015-2016. Jointly owned by Pinault Collection and the Philadelphia Museum of Art. Installation view, 'Bruce Nauman: Contrapposto Studies' at Punta della Dogana, 2021.

Image source:- https://www.elledecor.com/it/best-of/a36674694/venice-biennale-2021-bruce-nauman-exhibit-punta-della-dogana/

CONCLUSION

In conclusion, "Installation: An Approach of Contemporary Art" provides a thorough examination of the history, techniques, and social implications of installation art. The book highlights the unique qualities of this medium, which allows artists to engage with their viewers in dynamic and immersive ways. From the use of found objects and digital media to site-specific installations and interactive elements, installation art has become a vital and exciting part of contemporary art practice.The book demonstrates that installation art is more than just an aesthetic experience. It is a form of artistic expression that can engage with social, political, and environmental issues, and can be used as a tool for cultural critique and social activism. It also emphasizes the importance of effective communication and audience engagement in the creation and execution of successful installation artworks.Overall, "Installation: An Approach of Contemporary Art" offers a comprehensive and insightful exploration of this dynamic and ever-evolving art form. It is an essential resource for artists, scholars, and enthusiasts interested in the history and future of installation art. The book underscores the importance of this medium in contemporary art and serves as a testament to its ongoing impact and significance.

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Influence of YouTube as Social medium on college going students learning abilities

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Abstract: *The article focuses on both the positive and negative aspects of the impact of YouTube on students' learning abilities. We cannot deny that, today, social media has become an essential part of our lives. There are several social media platforms such as YouTube, Facebook, Twitter, etc., of which YouTube is one of the most popular among students. It has been observed that there are more than 2.6 billion monthly active users of YouTube, and more than one-fourth of the world's population is using YouTube every month. YouTube has a significant influence on college-going students. It provides them with educational content, entertainment, socialisation, and even career opportunities. It is often used as a companion medium or a learning supplement by college-going students. However, like any other platform, YouTube also has its drawbacks, such as the risk of exposure to inappropriate content, distractions in the classroom and wasting their precious time watching irrelevant content. Hence, students need to understand the productive usage of YouTube to amplify their learning skills.*

Keywords- YouTube, Tutorials, learning tool, Student Learning Abilities, YouTube as learning tool

INTRODUCTION

Nowadays, social media's attraction is undeniable, especially for college-going students. Over the years, social media

has taken a firm place in people's lives. It is difficult to imagine college-going students not using any social networking platforms such as Youtube, Facebook, WhatsApp, Snapchat, etc. According to the 2019 Common Sense Media Census, children between the ages of eight and twelve spend around five hours each day on a screen, while teenagers are online for around seven and a half hours.

It has also been observed that the quantity of students' non-screen playtime has decreased, while screen activities such as TV, computer, video games, mobile, etc. have increased. According to Common Sense Media, students' access to electronic devices has grown fivefold in two years, and their engagement with screens is mostly all day long, whether they are in cars, restaurants, on vacation, or even in the bedroom.

Many of us are using the internet by some or other means and accessing many websites. Today, a large population of the world uses different social media platforms. Among all of the social media websites, YouTube is one of the most popular. YouTube is a video-sharing platform that provides services like uploading, sharing, and viewing video content. For many people, YouTube has become an integral part of their daily lives.

According to a survey, 62% of internet users based in the US use YouTube every day, while 92% access YouTube weekly and 98% only use it on a monthly basis. In 2019, the number of YouTube users in India alone was approximately 265 million, which has increased over the year, and now it has reached near 574.28 million. It has been forecasted that

the number would continuously increase between 2023 and 2028 by a total of 252.2 million users, which is an approximately 43.92 percent increase.

Currently, India is the country with the most YouTube users than any other country. According to the report by Statista, as of January 2021, the majority of YouTube users in India were aged between 18 and 24 years old, which means college-going students are one of the major content consumers on YouTube.

YouTube, a popular social media platform among college-going students, offers a wide range of content that fulfils entertainment as well as educational purposes. Many students use YouTube to supplement their studies and enhance their learning experience. There is an ample amount of instructional video on various topics, ranging from mathematics and science to history and literature.

Even the classroom teaching-learning style has changed nowadays. The use of technology is becoming more popular among students as well as at colleges and universities. One of the latest technologies is YouTube, which is being used by students and lecturers. YouTube is also popular for its free, online videos, which can be accessed from anywhere and by anyone.

YouTube is an open platform for everyone, and it's a free network full of a wide range of videos that cater to any learning style of students. One can upload anything and everything on this social media website with some reasonable restrictions. Almost every subject is available, from science to the arts. YouTube also serves as a social outlet for the viewers, who can form various communities and exchange ideas online on the basis of their mutual interests.

There are many creative people who are working to create amazing content that truly helps students. YouTube can be of great assistance with the studies, no matter the age of the student. But here, one of the major concerns is the usage of YouTube tutorials by the students. The time students spend online watching YouTube has a direct effect on their learning ability as well as their mental health. Too much exposure to YouTube for students can lead to depression, anxiety, isolation, and FOMO (fear of missing out).

According to a study, spending more than four hours a day online has significantly increased a student's risk of becoming hyperactive and inattentive and decreased feelings of self-esteem and self-worth. YouTube being a free platform where anyone can express anything has been considered one of the main factors affecting students' learning ability in both a positive and negative manner.

On the basis of previous research, here are some of the positive and negative impacts of YouTube on college-going students' learning abilities:

Positive impact of YouTube on Student Learning Abilities

YouTube use has some positive effects on student learning abilities. A healthy amount of use can help increase students' performance and learning outcomes. It can also help in enhancing communication, social connection, and even their technical skills. Other positive signs of using YouTube can include:

- **Easy access to YouTube tutorials:** Many creators are developing a variety of content. YouTube being a free platform, online study materials can easily be obtained. Students can easily access any topic available on YouTube.
- **Makes Students Smart:** YouTube makes students smart as they can learn new things apart from their regular studies, for example, how to hone their personalities, learn new languages, develop hobbies, etc.
- **Increase Interest in Classroom Learning:** YouTube videos increase interest in classroom learning as they bring different perspectives to certain topics. It also aids in keeping students' attention because they must not only see but also hear the videos.
- **Monetary Benefits of Creating Content:** By expressing their creativity in a variety of ways, students can create and publish their own content and also gain monetary benefits. More and more people dedicate their lives

to the creation of content, and it has become the major source of their income. Even students of any age have earned millions of dollars by creating content.

- **Monetary benefits of learning new skills:** YouTube is also a platform where students can learn new skills, and that too for free, by watching free contents available on the site, such as how to cook, dance, do art and crafts, etc., which will ultimately help them earn money.
- **Freedom of Expression and Organising Community or Group:** They can create their own community by organising or participating in a movement for some specific causes that they care about. It also provides a platform where they can exchange their knowledge, culture, and other helpful materials, which expands their online friend groups as students from various countries can join these communities online. It helps in finding opportunities to volunteer or engage themselves in any community works.
- **Source of Entertainment:** YouTube is a major source of entertainment for students who are staying with their parents or living far from home. They generally watch YouTube on their mobile devices to relieve themselves of boredom. YouTube is an easy and inexpensive form of entertainment for students, as they get less pocket money.

Negative impacts of YouTube on Student Learning Abilities

Although we have discussed many benefits of YouTube for students learning abilities, there are also many consequences of the platform that are having a negative impact on students. An unhealthy use of YouTube can cause feelings of loneliness, anxiety and depression. It has also been observed that frequent usage of YouTube results in a higher risk of mental health issues, and users are becoming more vulnerable to peer pressure. Some of the most important negative aspects of using YouTube include:

- **Lead to misinformation:** There is no guarantee that the information provided on the given YouTube channel is true or assurance that the person who is teaching has expert knowledge in that field.
- **The Right Way of Learning is Not Assured:** There is no one to supervise the student to see what they are learning and how they are learning it. They are on their own. YouTube creators cannot ensure that the student grasps all the information provided by them, as there is a delay in the feedback and a lack of personal interaction. For example, there are many exercise videos and yoga channels on YouTube, but any misinformation or wrong postures done by the learners can cause severe health issues.
- **Create Distractions:** As there is a variety of content available on YouTube, a student can easily get distracted. They can quickly deviate from the actual purpose of watching YouTube videos, which is to get the right information for their related topic. Instead, they will start watching other videos not concerning the topic.
- **Increase in absentia:** At times, students feel that YouTube is very much sufficient for them to get the course knowledge. They are capable of completing the course on their own with the help of YouTube. They think that there is no reason to attend the class when they can get the tutorial videos online, which is resulting in absentia.
- **More screen time causes health issues**: According to the Digital Wellbeing 2020 study, it was observed that almost half of the teenagers surveyed were addicted to their smartphones. It was also noted that over 50% of the teenagers felt that their lives (in terms of diet, sleep, exercise, and schoolwork) were negatively impacted by their continuous use of the platform. Too much screen time can even negatively impact the vision, cause a backache, cause neck pain, etc.
- **Unfavourable Content:** Many a time, numerous videos contain content completely different from the keywords typed and thus provide meaningless and irrelevant information. It also wastes their time, which they could have used for productive work. Sometimes it also shows disturbing content that affects the mental health of a student.
- **Increased anxiety and depression**: The longer students spend time watching YouTube, the more anxious they become. Teenagers who spend more than three hours a day on YouTube are more likely to hide their actual problems in their lives, which increases the risk of depression, anxiety, and the fear of missing out (FOMO).
- **Sleep Disorder**: It has been observed that using phones while in bed disrupts sleep, making it difficult to relax, fall asleep, and stay asleep. Students who do not sleep well are more likely to have problems related to mental health, such as depression, impulsive behaviour, anxiety, and even lower scores on cognitive tests.

- **Speaking ability**: Most of the students are nowadays facing difficulties in face-to-face interaction. They feel hesitant about expressing their thoughts in front of others. They do not feel comfortable speaking with their peers, classmates, or even the other family member. And also, their thought structure is being affected by the frequent use of YouTube.
- **Cyberbullying**: Teenagers, who spend most of their time online, may experience cyberbullying. This sort of bullying never stops, and students may receive cruel or hurtful messages over the online social platforms. Sometimes this can also lead to anxiety, severe depression, multiple behavioural issues, low self-esteem, and even suicidal thoughts.

Signs that show students are negatively affected by YouTube

It is quite difficult to determine whether a student's learning ability is negatively affected by the use of YouTube alone, but here are a couple of warning signs, one can observe in students:

- **Spending more time online watching unnecessary YouTube videos:** Spending the most time online is making students feel detached from the real world and reducing the time they spend doing in-person activities. They may become less active and find it hard to develop social skills that boost their self-esteem and happiness.
- **Lack of interest in their prior passions:** Students could be less curious about their prior passions and more interested in checking out the social media on a regular basis and keep switching their learning choices frequently.
- **Lack of sleep:** Due to the lack of sleep, most of the students are dealing with problems like tiredness, lethargic behaviour, or crankiness. Students who don't have enough sleep are at a much higher risk of mental health problems.

Students with unhealthy social media habits sometimes require professional intervention too. If a student seems highly emotional and overly affected by their connection to social media communities, for example, by being extremely sad, lonely, or anxious, then it's high time to seek help from a specialised doctor. The below-mentioned symptoms require immediate professional help:

- Giving away possessions.
- Self-harming or practising self-destructive behaviour
- Feeling hopeless, helpless, or powerless.
- Socially isolated from friends and family.
- Frequent angry outbursts
- Eating less or more than usual

CONCLUSION

The use of YouTube is directly and indirectly correlated with the learning abilities of students. As per the above analysis, YouTube is beneficial for the students in many ways, but its continuous usage can deeply impact their lifestyle and thinking ability. Students, who use YouTube in a very healthy manner and for a limited time period can be extremely benefited. They can learn new things with the help of tutorials available on YouTube channels. Students can also use it properly to enhance their learning skills. They can also build up strong social support systems, resources, and online communities that would boost their academic requirements as well as feelings of connection and self-esteem.

However, students who have an addiction to watching YouTube continuously may experience distraction in the classroom due to their exposure to inappropriate content, which can lead to misinformation. That is why the need for analytic decisions on the usage of YouTube is necessary to magnify the productive outcome of student learning. They should not waste their time watching irrelevant content.

Students should also need to smartly understand and analyse how far watching a YouTube tutorial is helping them develop their learning skills. It has been observed that students cannot entirely rely on YouTube tutorials to enhance their learning abilities as there is a lack of supervision, whereas in the classroom, expert lecturers are assigned to provide guidance and clear their doubts. Therefore, students should use YouTube in the right direction and voluntarily restrict themselves from excessive use of it for their growth and betterment.

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Digital PR: The New Boom in PR Industry

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Abstract: *Public relations evolves by adapting its practice to meet the needs of its users. Today's date technology is having a significant impact on how public relations work and interacts in society. Some agencies are turning to digital PR, relying heavily on digital platforms, forcing practitioners of PR to master a new set of skills. This study aims to map digital communication trends and examine the skills required in digital communication. Several public relations practitioners from different agencies interviewed people to achieve the goal. The study found that traditional PR and digital PR work together today and are still required by organizations. In addition to good communication, interpersonal skills, writing, analytical thinking, and soft skills, PR practitioners must be familiar with digital platforms and have the ability to design digital content.*

Keywords: Digital PR, Traditional PR, Public Relations, Digital Era, Communication Trends, Social Media.

INTRODUCTION

Over the years, Public Relations has adapted and evolved according to the phenomena to meet the needs of its users. In this context, advances in technology have had a significant impact on the way public relations work and interact in society. Both large and small agencies have chosen to turn to digital PR, relying heavily on digital platforms. Taking advantage of the reliability of a website or the rapid engagement of a wide area, Public relations professionals need a new and ever-changing skill set to succeed in their professional field. For this reason, institutions of higher education in the field of public relations must adapt their training of future public relations practitioners accordingly to better understand the field with which they will be confronted.

To begin with, there are many definitions that explain what Public Relations is. One of them defines Public Relations as the practice of managing the distribution of information between an individual or an organization (such as a business, government, agency, or non-profit organization) and the public Institute of Public Relations (IPR) also defined PR as all efforts that are carried out in a planned and sustainable manner to create and maintain mutual understanding between an organization and its public. However, the correct definition of Public Relations in the days of Artificial Intelligence (AI), as it is today, is the definition of Public Relations by The Chartered Institute of Public Relations, which says, "PR is about reputation - the results of what you do, what you say, and what other people say about you". This definition is considered the most relevant because currently, almost all information that is spread is recorded in big digital data that can be accessed by anyone who needs it.

Public relations has also seen an evolution from the traditional era to the digital era. This evolution is happening in the roles, functions, and tasks of public relations from era 1.0 to 4.0 . Public relations 1.0 is the era of traditional public relations. At that time, print media became the mainstay of information dissemination. The PR department is required to monitor ten print media every day. The form of communication in the era of public relations 1.0 is one-way (vertical) communication from a source to many targets (one to many), so public relations activities can be described as broadcast.

In addition, the era of public relations 2.0 is the era of the birth of network media. At this time, the communication form of public relations is horizontal communication or interconnection (many to many). Nowadays, public relations act as links. This era is marked by the beginning of the transition from print media (news) to digital platforms. Public Relations 3.0 is the era where social media was born. Social networks are the media most used, most appreciated, and most trusted by the public. Citizen journalism, corporate journalism, and even paid journalism were all born in this era. Public relations monitors not only offline and online media but also social media. Public relations 4.0 is the era of artificial intelligence and big data. Public relations is not only in competition with public relations between organizations or countries. Today, PR services compete with bots that can not only write press releases and schedule uploads but also predict strategic steps that organizations should take in response to a phenomenon or to an ongoing issue. Adding to this, Public Relations also requires a variety of skills related to technology in order to compete in the future. Apart from these skill sets, Public Relations also requires being able to understand the impact that digital media and other technological applications have on organizations and their brand reputation.

Digital PR is a public relations activity that uses online digital media to manage and simultaneously grow the reputation and awareness of an organization. In the era of PR 4.0, online platforms are used, ranging from websites, YouTube channels, and social media (e.g. Facebook, Twitter, and Instagram) to podcasts. Content from online platforms is also seen as more interactive and varied, emphasizing audio, visuals, or both. Many private and government agencies, as well as for-profit and nonprofit organizations, use these online content and platforms as a medium for conducting public relations campaigns. Digital PR is becoming increasingly popular due to its many benefits. Grunig suggested some advantages of digital media, including the effectiveness of field observation; issues and problems in the online world can be spotted relatively easily; SEO tracking and content analysis, used as a measure of the type and quality of a database controlling equality, satisfaction, and engagement. Thus, organizations with public relations departments can use social media in their activities. The urgency of social media can also be seen in the fact that social media is "the newest asshole element in the promotional mix". Moreover, given the development of the digital world and social media, public relations practitioners in Europe foresee that in the future the content of communication will be more important than the means of communication used.

TRENDS IN PUBLIC RELATIONS

As a relatively new medium, social media has brought about a major change in the practice of public relations. Social media provides a mechanism for organizations to engage in real-time, one-on-one conversations with leaders, providing an opportunity to truly engage the public in public relations. Interviews with 25 executive communication practitioners revealed that in addition to engaging in important conversations, organizations are also using social media to increase knowledge of markets, consumers, competitors, and employees. In this sense, social media is seen as an effective way to achieve research goals and organize conversations, especially from a financial perspective. A case study of the relationship between Twitter use and an institution's image showed that companies that used social media for two-way communication with the public received fewer negative mentions than those that did not. Did not. Examining the popularity of digital PR from another perspective shows that PR practitioners with higher levels of social media users are more IT reps in organizations.

On the other hand, there are some interesting insights into the future of digital PR under the PR umbrella. It is important that future PR practitioners have a solid understanding of digital technology, including how to use it. Communication experts should not consider this new technology as a mere sales tool. However, one must also consider how this technology can be used for more "impactful" activities, such as relationship-building, problem-solving, crowdsourcing, and improving the quality of design. However, the results of interviews with 21 PR practitioners in Singapore and Perth revealed that the core of PR remains in the activities of coaching, relationship building, and creating community groups, with digital platforms being the relationship tool. Authorities to carry out these activities.

Studying in Public Relations has been evolving in the last decades. A number of academics from various parts of the world had recorded this particular evolution. Early studies about digital Public Relations focused mainly on the description of the matter itself, which gradually shifted to theorization. Those previous studies mostly implemented the Excellence theory of Public Relations, focusing more on the organization's point of view and how Public Relations excel in their roles and values. This theory application was then dominated by Dialogic theory in the following years. The dialogic theory was seen as more relevant to Public Relations practice, especially in relation to this digital era, where the public and organizations have never been more connected than ever before. This theory conveys the dialogic relationship

between the public and organizations in the internet era, including dialogic loop, the usefulness of information, return visits generation, interface ease, and visitor's conservations.

The evolution of public relations theory and practice does not stop there. Other researchers have found parallels, intersections, and contrasts between public relations and communication literature paradigms, at least in terms of engagement and engagement tendencies, issue management, roles, and practitioner training. In line with this, Buchi and Trench proposed a third type of public participation based on the Dialogic model, namely participation This represents a deeper public engagement with two-way communication than, not just two-way communication. It then evolved into a way of dealing with the multiple perspectives that exist in the age of big information, say Akin and Scheufele, about "how best to convey scientific information, how the public interprets specific information, and socio-political dynamics associated".

The constant development and evolution of public relations theory and practice require appropriate adaptation on the part of all practitioners as well as scholars and scholars. 4044 The role of academic institutions is certainly necessary to meet the needs of 4044 public relations practitioners, whether they are in government or private institutions. Various sectors, including business, media, and communications, have undergone fundamental changes over at least the last decade.

These sectors need public relations practitioners with new skills and knowledge, especially related to digital literacy. Indeed, digital citizenship is associated with self-efficacy and anxiety related to Internet use. In the digital age, communicators are at the forefront of greater organizational transparency, the globalization of products and services, the explosion of social media channels, data, and information, and the tremendous noise generated by the Internet. With appropriate digital literacy skills, public relations practitioners are considered to perform their duties well.

The need for digital PR is seen around the world. For example, public relations trends in Sydney have been based on digital communications. In practice, the traditional media have not completely disappeared. However, this medium is only used in a small fraction. In this regard, findings from the UK and Australia also suggest that companies expect future PR graduates to understand digital concepts that can improve productivity, innovate, deliver financial efficiencies, and communicate with officials, consumers, supplier relations, employees, and government. And existing communities. These facts show that graduates with the knowledge and digital communication skills are urgently needed in the future.

Future skills in digital communication. Given the changing nature of public relations theory and practice, there is an urgent need to keep up with current trends in digital public relations, and its practitioner skills needed by workers. Understanding these questions will help higher education institutions prepare their graduates in this field. Understanding incidents also helps existing related parties adapt to current trends. Therefore, this study aims to map digital communication trends and examine the necessary digital communication capabilities.

In traditional public relations, public relations activities are carried out directly. Relevant liaison activities include the negotiation process, planning, coordination, event execution, monitoring, and evaluation. The entire process and/or activity is conducted face-to-face directly or via offline media. Digital public relations, on the other hand, optimizes the use of online media in the execution of public relations activities. A fourth difference between traditional public relations and digital public relations is their effectiveness and efficiency. Digital PR is considered more efficient than traditional PR in terms of time, energy, and even money spent. For example, public relations requires time-consuming bureaucracy during the negotiation process.

Using conventional media such as television and billboards is quite expensive compared to digital platforms, many of which are available free of charge. The platform can also be adjusted to the target audience, age category, gender, and even interests. The digital monitoring process is relatively easier and faster than conventional Public Relations.

Given the extensive and time-consuming process, a PR product can often only be targeted to a specific party or community. As Grunig has stated, the convenience offered by social media allows for a relatively wider range of purposes compared to digital PR, depending on the strategy executed. Although considered less effective and efficient, all respondents in this study agreed that traditional public relations were still considered relevant. Traditional PR and digital PR are like a pair of legs because they have to work properly and work together to work perfectly. Although traditional media is no longer as popular as it was a few years ago, some people, especially baby boomers, still use these media as a source of information. Traditional media such as newspapers and radio are still considered more credible than

online media. It is also believed that the inability of all sectors of society to be reached by digital media has contributed to the fact that traditional public relations are still relevant today.

PR COMPETENCIES

One of the responsibilities of public relations is to make their institution known both internally and to the public. One of these efforts is the creation of public relational products. According to the interview results of several PR practitioners, the relevant product types are diverse, such as press releases, press conferences, leadership speeches, company profiles, video clips, audio, advertisements, websites and social media content, events, happenings, brochures, flyers, memories, and annual reports. For these PR products, PR practitioners must play a role in the planning process, including pitching to interested parties, budgeting, socializing, executing, tracking, confronting, and crisis resolution and evaluation. Even during this process,   PR does not operate alone but coordinates with almost all departments of the agency, marketing, human resources, accounting, engineering, etc. It can be seen that communication skills are the most critical skills required by PR practitioners to do their jobs well, and are directly related to PR products and the process of making those products. Possession. Communication skills and other skills required for public relations.

COMMUNICATION SKILLS

 Public relations is the main agent of any internal and public communication institution. To fulfill this function of communication course, communication skills are the most important asset of the public relations professional. This Communication Skill covers oral and written communication. In detail, the oral and written communication skills required of public relations practitioners in communication. In detail, the oral and written communication skills required of public relations practitioners.

From interviews with several public relations practitioners, what is required for oral communication is a set of public speaking skills that includes negotiation, persuasion, coordination, and presentation skills. This ability is critical when compiling, performing, and evaluating -related products. In addition to these skills, it also requires other verbal communication skills, such as being a Master of Ceremonies (MC) and entertainment skills. Both features support the execution of other communication products, for example during communication events. Additionally, one of the writing skills required by PR practitioners is that is explicitly related to business correspondence. This skill is required, especially when coordinating within and between agencies. In government agencies, for example, public relations practitioners are bound to do good business while bureaucracy still plays an important coordinating role. Otherwise, this will give the company a bad name, considering that public relations carry the image of the institution it represents. Other required written communication skills include Storytelling, copywriting, and content development for websites and various types of social media. A public relations professional must be able to communicate the message conveyed well. This requires excellent writing skills. Whether it's a great press release, a great Instagram post, and headline, or even a great story in a company profile video, a PR practitioner must be able to convey a message while considering aspects of company culture and ideology, audience context, key information, roles, etc.

DIGITAL SKILLS

 When implementing digital PR, PR practitioners should have digital skills, at least knowledge and familiarity with the features offered by online media, websites, Web, and social media. Armed with knowledge in this field, PR practitioners will be able to utilize the capabilities of related online platforms to maximize their strategic plan products for agencies in the process of formulating, monitoring, and evaluating digital public relations, making them. In addition to an understanding of online platforms and their functions, public relations 4044 practitioners should possess the ability to produce digital content

CONCLUSION

 In an era of rapid information transfer via social media platforms, believes that the role of traditional public relations will be completely replaced by digital engagement has become a norm. In fact, practitioners believe that traditional communication and analytical skills continue to outperform the digitally transformed public relations landscape. Finally, the digital platform becomes another tool for   Storytelling and Messaging. Therefore, higher education institutions should focus on effective communication skills, regardless of their heritage, while improving their proficiency with digital platforms. As such, the use of digital media can be seen as a mandatory skill to design the primary purpose of the practice of public relations. According to interviews, public relations practitioners are communicators and voices for the

organizations that they represent. To perform their duties well, they must have excellent communication, interpersonal, writing, analytical thinking, and related soft skills. In terms of digital PR, PR practitioners need to have a good understanding of digital 4344 platforms and their functions. This way, they can get the most out of the strategies they have developed, especially for digital PR products. They should also have basic skills in digital content production such as graphic design, photography, videography, and editing. In its preliminary form, this study debunks original assumptions about how technological advances interact with traditional public relations. It gives a more accurate understanding of how, based on the needs of practitioners, an up-to-date curriculum can be developed for higher education institutions to train their future PR practitioners. Based on this, further in-depth investigations can be carried out to design more detailed teaching and training materials.

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Emerging Trends in Industrial Communication Industry 4.0: problems and prospects

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Abstract: *One of the most significant changes to the industrial communication industry in recent years is currently underway. The digitalization of technological processes for generating new value in material production is the defining trend of the Fourth Industrial Revolution, which is taking place on the foundation of Industry 4.0. Industrial connectivity is being pushed to its boundaries by a number of strategies, including Industrial Internet of Things (IIoT), one of the primary technologies powering the so-called Industry 4.0 paradigm. In such a domain, the real-time behavior of the communication system and time synchronization mechanisms is necessary preconditions. In the world of industrial automation, the IIoT strategy is paving the way for cutting-edge services that will enhance the effectiveness, dependability, and accessibility of industrial processes and goods.*

This chapter will provide an overview of the network interactions and data administration issues related to Industry 4.0 issues and potential solutions. Our global perspective is to understand the key communication and data management challenges and strangeness for the effective realization of the fourth industrial revolution. This chapter also highlights the difficulties in the distribution of technological innovation resulting from a lack of coordinated national policies in Industry 4.0 in developing countries, which may prevent firms from fully experiencing the Industry 4.0 characteristics, effects on many dimensions, drivers, barriers, and other implementation challenges of Industry 4.0.

The concept of a future manufacturing system is presented in the fourth industrial revolution and this chapter includes analyzing the Industry 4.0 framework, defining the Industry 4.0 paradigm, identifying its drivers, discussing the possible effects, and identifying Industry 4.0 hurdles.

Keywords: Industrial Internet of Things, Industry 4.0 paradigm, reliability, data management, Technological innovation.

INTRODUCTION

The internet gives birth to, and rebirths us all. The mind-blowing experiences and lifestyles that are being molded by a collection of technologies that blur the lines between the physical, psychological, and digital worlds are now in front of us, and we are experiencing them. Technology advancements in artificial intelligence, automation, the Internet of Things, 3D printing, genetic engineering, quantum processing, and other cutting-edge fields have combined to create what we have today.

In the 21st century, both business and job markets are getting competitive day by day. From the 3rd industrial revolution to the 4th industrial revolution, there are many transitions between this phase and create a big difference in the case of technology advancement. While industry 3.0 relied on mechanization, conceptualization, electrical components, and devices, industry 4.0 is built on the Internet of Things (IoT), big data analytics, augmented reality, cyber security, cloud data management, and other technologies. Since the nature of business, as well as the process of business, is being transformed, it is easily being said that employment in the next level of the job market will be dependent on skills set. The

idea of employability has changed in reaction to requests from business, consumers, society, and the economy. There is a need to comprehend the concept and definition of paradigm 4.0.

This paper emphasizes finding the skill sets for the people and awareness in terms of their employment requirements in the age of Industrial Internet of Things, Industry 4.0 paradigm.

THE INDUSTRIAL INTERNET OF THINGS

Industry 4.0, also known as the Industrial Internet of Things, is a different mindset backed by technology that allows for complete transparency, efficiency, and employee empowerment. FIG 1
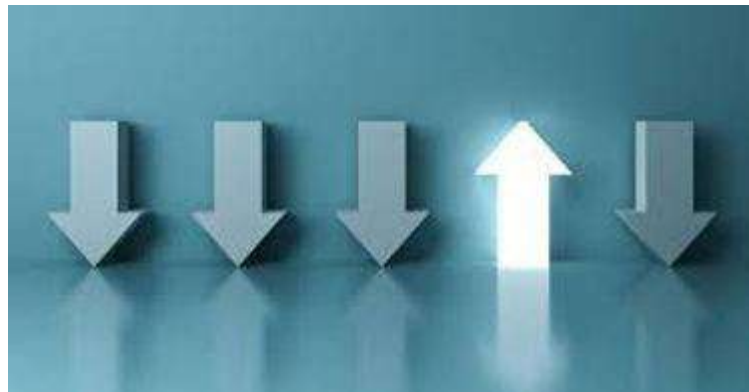

FIG 1 - The Biggest Parodying Shift in decades.
Source*: https://www.outsourcing-pharma.com/Article/2018/12/11/The-biggest-paradigm-shift-in-decades-ICH-E6-R2*

A paradigm change involves more than just our experiences and feelings. It is about the realities and how our experiences alter who we are and how we feel and engage with the outside world. This directly influences the choice we make. Decisions that have an effect on growth, sustainability, and success both personally and professionally.

ANALYZING THE INDUSTRY 4.0

Industry 4.0 is focused on connecting and merging digital surroundings with value chain partners, and digitizing everything from beginning to finish. It connects a broad variety of new technologies and concentrates on business applications (as opposed to Internet of Things, which is for consumer applications). It creates value by generating, analyzing and communicating data seamlessly. This interaction of technology, software, and people is crucial, particularly the relationship between people and machines.

The inclination is to look at scientific and technological trends that involve new thinking when we discuss a paradigm shift in technology, such as Industry 4.0. A paradigm shift does not, however, always signal an advancement in science and technology. It primarily symbolizes a shift in how people think. Events pique people's emotions, new knowledge stimulates the mind, and emotional changes cause people to enlarge or contract.

FIG 2 - Rabbit and Duck
Source: https://static.independent.co.uk/s3fs-public/thumbnails/image/2016/02/14/12/duck-
rabbit.png?quality=75&width=990&crop=2048%3A1536%2Csmart&auto=webp

With the optical illusion picture of the duck of "Rabbit and Duck" from the 1892 issue of Fliegende Blätter (FIG 2), it can be both a rabbit and a duck. Everything relies on what you decide to view. You will presumably first notice the duck if you want to soar through the air. The rabbit is the first thing you will see if you want to hop across the meadows.

PARADIGM CHANGE NEEDED FOR A SUCCESSFUL INDUSTRY 4.0 TRANSITION

Flexible instruments are necessary for a successful Industry 4.0 shift. Agile clever software solutions give you real-time access to the best connectivity and openness (instantly). These features are not included in the majority of traditional software systems (ERP, MES, for example). For the majority of businesses, transitioning to the new industrial transformation is therefore difficult. As a result, it's imperative to consider the numerous barriers preventing Industry 4.0 adoption in both developed and developing countries. An extensive literature analysis was used to determine the obstacles that were the subject of this study. Particularly, analysts are paying closer attention to how the Industry 4.0 model is affecting the national and worldwide economies, various sectors, jobs, and capital markets. Due to recent technological developments and inventions, the industrial landscape on a worldwide scale has undergone a significant transformation. When compared to the previous three industrial revolutions that took place over the ages, Industry 4.0 is the most notable. It significantly affects the industrial sector by introducing pertinent advancements pertaining to smart and futuristic plants. This developing Industry 4.0 concept is an umbrella term for a new industrial paradigm that includes Cyber-Physical Systems (CPS), the Internet of Things (IoT), the Internet of Services (IoS), Big Data, Cloud Production, Virtual Reality, and other technologies In conclusion, Industry 4.0 will revolutionize the manufacturing sector. Digitization will change manufacturing, including how goods are produced and distributed, as well as how products are maintained and improved. As a result, it may legitimately claim to be the start of the fourth industrial revolution. Industry 4.0 is currently emerging, but its enabling technologies—including the Internet of Things (IoT) and Cloud Manufacturing (CM)—are inadequately understood and understudied.

THE IMPACT OF EXPONENTIAL TECHNOLOGIES

By making early investments in emerging trends, corporate venture capital companies have a good chance of making money from disruptive innovation and exponential technology. Businesses can take part in the creation of new goods and services while also assuring their long-term competitiveness by investing in start-ups through corporate venture capital. Early and easy access to new technologies is made possible through this kind of funding. Companies must be given more leeway to "see around the next corner."

THE LEARNING ORGANIZATION.

Companies must transform into learning organizations if they are to completely capitalize on the promise of exponential technologies in undergoing the digital transformation to industry 4.0. Adoption and incorporation of exponential technologies must be gradual but ongoing. Long-term organizational growth requires learning. It's time to implement a shift that won't be so detrimental. It is best for new concepts, procedures, and business sectors to start out as learning niches before moving to the organization's core and becoming a new dominant sector. In businesses, industries, and nations, innovation is crucial. The following are some obstacles to adopting Industry 4.0: Industry sector, goods and services, business models, entrepreneurship, and market rivalry, as well as global economies, are just a few of the topics covered. (5) Workplace and 6) skill growth

The following are the reviews taken as chief drivers for Industry 4.0 execution.

Industry 4.0 technologies improve decision-making by supplying real-time, consistent, and precise data. They also offer agility, customization, accuracy, and efficiency. Efficiency is increased through the automation of physical chores, planning, control, and information exchange procedures. Many companies use automated technologies, especially in their logistics operations.

But there are also some intimidating resisting forces, **barriers**, for implementing Industry 4.0 practices. Firstly, **financial constraints and financial** limitations are a major barrier to adopting Industry 4.0 in terms of creating cutting-edge modern infrastructure and long-lasting process improvements. Second, the primary emphasis that affects the amount of investment

is the focal organization's technical competency. On the other hand, the economic viewpoint is still in its infancy; a critical issue for implementing Industry 4.0 is the lack of clarity regarding cost-benefit analysis and financial rewards on digital investments.

Thirdly, **Organizational nature**. It includes insufficient research and development procedures, a lack of infrastructure, poor data quality, a lack of digital culture, and a lack of trust among partners. Financial limitations are a major barrier to adopting Industry 4.0 in terms of creating cutting-edge modern infrastructure and long-lasting process improvements. Second, the primary emphasis that affects the amount of investment is the focal organization's technical competency. On the other hand, the economic viewpoint is still in its infancy; a critical issue for implementing Industry 4.0 is the lack of clarity regarding cost-benefit analysis and financial rewards on digital investments. Additionally, **Legal Issues**. The big data transaction brings cyber security risk; therefore, privacy and security concerns must be considered when implementing Industry 4.0. **Finally**, Lack of policies and support from the government and lack of a roadmap for transforming industrial infrastructure, owing to a lack of clarity

CONCLUSION

By addressing the crucial elements, traits, impacts on numerous dimensions, drivers, barriers, and other implementation challenges of Industry 4.0, the fourth industrial revolution depicts a hypothetical future production system, this study helps close the crucial gap. Business in many sectors is changing due to the Industry 4.0 paradigm,

Organizations can benefit greatly from the capabilities or elements of Industry 4.0, including product customization, real-time data analysis, improved visibility, autonomous monitoring and control, dynamic product design and development, increased output, and competitiveness.

On the other hand, there are some obstacles to putting Industry 4.0 principles into practice. These challenges can be categorized into a variety of company dimensions: Financial limitations, the local's technological proficiency, organizational characteristics, a lack of management support and resistance to change, legal concerns, a lack of government policies and support, and organizational nature in terms of communications.

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Emerging Trends In Software For Hotels

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Abstract: *The hospitality sector, which includes hotels, resorts, and other accommodations, is seeing a lot of new technology being introduced that is changing the way that these establishments operate and how guests interact with them. This includes things like mobile check-in and room keys, automated concierge services, and even robot assistants. By incorporating these technological advancements, hotels are able to provide a more streamlined and efficient experience for their guests. They can easily communicate with guests through mobile devices, provide keyless entry to rooms, and offer personalized recommendations based on guest preferences. In addition to improving the guest experience, these new technologies also improve the efficiency and profitability of hotel operations. By automating certain tasks, hotels can save time and money on staffing and reduce the risk of errors. They can also gain valuable insights into guest behavior and preferences that can be used to improve marketing strategies and drive more revenue. In order to remain competitive in the industry, hotels need to adopt these new technologies and adapt to changing guest preferences. By embracing these trends, they can stay ahead of the game and provide a better overall experience for their guests.*

Keywords: Software, Artificial Intelligence, PMS, Digitalization, Technology

INTRODUCTION

The hospitality sector is evolving at a fast pace, and technology is playing a significant role in this transformation.

With the introduction of new technologies, hotels are transforming the way they interact with their guests and operate their businesses. Some of the new and emerging technologies in the industry include mobile check-in and room keys, automated concierge services, and robot assistants. Each of these technologies is designed to improve customer experience and streamline hotel operations to boost efficiency and profitability. Mobile check-in is a game-changer for the hospitality industry. Hotels now offer their guests the convenience of checking in or out using their mobile devices. It eliminates the need for time-consuming check-in queues or paper-based forms, and gives the guests greater control over their check-in and check-out experience. The guests can select their preferred room, modify reservations, and access their room key, all through a single mobile application. With mobile check-in, hotels can enhance the customer experience by enabling instant access, adding personalized touch points, and shortening wait times.

Automated concierge services are another technological trend that is transforming the hotel industry. Instead of relying on a human concierge, automated concierge services use artificial intelligence (AI) to provide guests with on-demand services. Automated concierge services can guide guests to make recommendations for locations to visit, assist them in booking restaurants or transport, and help guests to resolve any issues that may arise during their stay. This technology enables guests to have instant access to assistance and services, eliminates the need for lengthy wait times, and increases the efficiency of hotel staff who can then focus on other critical tasks.

Perhaps the most futuristic technology in the hotel industry is the robot assistant. Robot assistants are programmed to perform various tasks that are commonly carried out by hotel employees. They can provide room service or snack deliveries, collect laundry, or even clean rooms. Designed with AI and machine learning capabilities, these robotic assistants can understand human speech, read human emotions, and store customer data. By using robot assistants, hotels can increase operational efficiency, reduce labor costs, and ensure faster service delivery. Robot assistants offer guests a

unique and memorable experience, which is an important aspect of customer experience.

In addition to these technologies, hotels are also adopting other innovations such as keyless entry systems and mobile payment options. With keyless entry systems, guests can use their mobile device to unlock their hotel room without needing a traditional key. Mobile payment options allow guests to pay their bills in a convenient and cashless way. This technology adds to the customer experience by reducing the friction involved in these activities.

Finally, all these technologies benefit hotels in multiple ways. By adopting new technologies, hotels are able to reduce operating costs, increase staff productivity, and enhance the overall customer experience. These tools also provide hotels with customer data and insights, which can inform future strategies for marketing and customer service. Technology has played a significant role in transforming the hospitality industry. It continues to impact guest experiences and create new opportunities for hotels to remain competitive. By adopting these new technologies, hotels can provide a higher level of service to their guests, improve their bottom line, and take advantage of emerging trends in the market.

TO IMPROVE GUEST EXPERIENCE

As a hospitality assistant, ensuring a warm and comfortable guest experience is crucial. To achieve this, the focus of technology trends in the industry is directed towards enhancing the guest experience in every way possible.

Smart hotel rooms
With the aid of smart technology, hotel guests can effortlessly personalize their rooms to cater to their preferences. These sophisticated systems empower guests to control the lighting and temperature, as well as stream their favorite TV shows through their smartphones or remote control. In addition to providing convenience, smart hotel rooms are also environmentally conscious, as they come programmed to reduce energy usage during specific periods and automatically turn off all electronics when guests are absent.

IoT
One of the most prominent new technology trends in the hospitality industry is IoT, or the Internet of Things. Essentially, this technology allows devices to be connected through the internet and controlled from a single central source, such as a smartphone or tablet. In the hospitality industry, this technology has a lot of potential applications, including creating smart hotel rooms, implementing digital key cards, and even enabling voice-controlled customer service. With IoT, guests can easily personalize and control everything in their room to suit their needs and preferences. Additionally, IoT can be incredibly useful for hotel operations, as it can identify and address issues based on the data it collects, effectively preventing problems from becoming bigger issues.

Big data
Big data is a highly beneficial hotel technology trend that involves collecting a vast amount of data from customers in order to gain insights into their behavior. This information is then analyzed to make more informed and strategic business decisions. By understanding the preferences and interests of your guests, you can provide personalized experiences that will leave a lasting impression.

Mobile check-in service
The COVID-19 pandemic has made it important to minimize contact between hotel guests and staff at the front desk. One effective solution is to implement a mobile check-in service that allows guests to complete their check-in process using their phones, greatly reducing the need for face-to-face interactions. The convenience of this service not only helps to address safety concerns, but also speeds up the check-in process, enabling guests to access their rooms more quickly. A good way to accomplish this is by utilizing digital registration cards that allow guests to enter all necessary information before arriving, thereby reducing the risks associated with close contact. Overall, mobile check-in is a technology trend that has proven to be both practical and beneficial for hotels during these challenging times.

Contactless payments
Contactless payment is becoming a popular trend in the hospitality industry that hoteliers need to be aware of. This type of payment uses wireless technology to process transactions quickly and efficiently. Customers can simply place their

credit card or mobile device near a reader to complete the payment process without the need for physical contact. This technology is not only convenient for customers, but it also promotes safety and hygiene by reducing the need for cash or handling credit cards.

Translation devices

As the world becomes more interconnected, it's increasingly common for hotels to host guests from different countries who speak different languages. To ensure excellent customer service, effective communication is crucial. Fortunately, hotels can use translation devices to bridge language barriers and communicate with guests in their preferred language. This is a necessary practice and a significant trend in the hospitality industry.

Cyber security

As the hotel industry increasingly relies on technology to enhance guest experiences and streamline operations, the risk of cyber attacks also rises. Numerous reports have highlighted instances where hotels and hotel groups have suffered from security breaches, demonstrating the importance of implementing robust cybersecurity measures. Even the largest hotel groups are not immune to such attacks, making it imperative that the industry prioritize its cybersecurity practices. By doing so, hotel establishments can protect their guests' private information and prevent any disruptions to their businesses.

Robots

Robots have various functions that can benefit the hospitality industry, particularly in contactless services. They can welcome guests and provide them with essential information during their stay. For instance, some hotels have employed robots to offer a unique experience to guests, similar to a Japanese hotel that is run by robots. Furthermore, robots can assist in housekeeping and room service, making them an important asset in today's world where social distancing and hygiene are crucial. With these contactless services, guests can feel safer and more secure while enjoying their stay. These kinds of mechanized attendants are also adept at performing housekeeping duties, plus serving guests with room service. Given the present emphasis on social distancing, robots can be an invaluable asset in providing contactless service that puts guests at ease.

DIGITALIZATION OF HOTEL INDUSTRY INCREASE OPERATIONAL EFFICIENCY AND REVENUE

One of the crucial benefits of technology in the hotel assiduity is that it streamlines routine operations to a great extent. guest experience is also nearly tied to some of these trends. Because more effective staff can serve guests briskly and take the redundant time to really epitomize their experience.

Artificial intelligence

Artificial intelligence has revolutionized many industries, and the hotel industry is one of them. It offers a range of benefits such as simplifying operations, automating repetitive tasks like responding to commonly asked questions, and freeing up staff time to provide highly personalized services. The result is that employees can focus their skills on interactions that require the human touch, while AI takes care of managing the more routine aspects. By embracing these hotel technology trends, hotels can significantly improve their efficiency and guest experience. By automating tasks such as answering common questions, AI has helped to simplify processes and reduce employee workload. Consequently, hotel staff can now dedicate more time to providing exceptional customer service that prioritizes a personalized touch.

Face recognition technology

Face recognition technology is a kind of biometric technology that can identify individuals based on their facial features. Many people have already experienced it if they have a newer Apple or Android smartphone. In the hospitality industry, this technology can have multiple uses, such as enhancing security measures and offering better customer service. For example, hotels can implement facial recognition technology as a way to allow guests to access their rooms quickly and conveniently, while at the same time preventing access to individuals who may have caused problems in the past.

Occupancy-based sensors

One of the latest technology trends in the hospitality industry is the use of occupancy-based sensors, which can significantly reduce energy costs. These sensors detect the presence of people through motion or thermal detection, and can be placed throughout the hotel to help regulate temperature and lighting in unoccupied areas. The use of these sensors not only saves on energy costs, but also enhances guest comfort by ensuring that their surroundings are always at the ideal temperature and light levels. Overall, occupancy-based sensors are a valuable tool for the hospitality industry in achieving sustainability and improving the guest experience.

Energy-saving appliances

Hotels can significantly reduce their energy costs by implementing various energy-saving technologies such as smart rooms and occupancy-based sensors. However, a simple upgrade to LED lighting and installation of water-saving tools can already lead to substantial savings. Lighting alone accounts for around 25-40% of a hotel's energy expenses. Therefore, the switch to energy-efficient LED bulbs can create significant savings for your hotel. Additionally, incorporating water-saving devices can further reduce operational expenses. By implementing these relatively easy solutions, your hotel can achieve substantial cost savings while also contributing to a sustainable environment.

Cloud hotel property management system (PMS)

This type of software can effectively automate all hotel-related tasks and functions, such as managing reservations, front desk operations, housekeeping duties, billing, and much more. A cloud-based PMS is a software tool that automates all aspects of hotel management, from reservations to billing. By using a PMS, hotel managers can save time and hassle by streamlining processes and ensuring that everything runs smoothly. Additionally, a cloud-based PMS offers added benefits, such as scalability, availability, and security. If you're a hotel manager who wants to improve your business and streamline your operations, then it's definitely worth considering a cloud-based PMS.

Integrated technology solutions

An integrated channel manager can greatly benefit hotels by automating the otherwise manual tasks of updating room inventory, rates and packages, eliminating issues like double booking and rate disparities. This leads to a more efficient and seamless process, giving hoteliers more time to focus on other important aspects of their business. Additionally, an integrated booking engine makes direct bookings easier and more streamlined by automatically updating the PMS. Overall, this integrated system greatly simplifies the booking process and leads to a smoother experience for both hoteliers and their guests. This tool also updates the hotel's inventory and rates automatically so that hotel staff don't have to do it manually on their property management system (PMS). By streamlining these tasks, hotels can provide a seamless booking experience for their guests while also optimizing their revenue management strategies.

Revenue management system

A hotel's success in terms of revenue generation hugely depends on its pricing strategy. To optimize pricing and inventory, a hotel revenue management system plays a key role in analyzing data such as market supply, customer demand, and internal data. Therefore, if a hotel wishes to increase its revenue, it must consider using such a system to improve its revenue management game. Implementing a revenue management system is essential for any hotel looking to enhance their pricing strategy and increase revenue.

TO FOSTER HOTEL MARKETING

Hotel marketing heavily relies on technology, yet many hotel owners are unsure of which technologies they need to effectively market their hotels. If you're looking to enhance your hotel marketing strategies, consider incorporating the latest technology trends. In the field of hotel marketing, technology is a critical factor that cannot be ignored. However, many hoteliers are often unsure which specific technology tools they require to effectively carry out their marketing tasks. To stay ahead of the competition, it is essential to keep up with the latest technology trends in the hospitality industry. Here are some ways in which you can leverage new technology to enhance your marketing efforts.

Text-message marketing

As technology advances, people's preferred way of communication is changing. A lot of guests don't enjoy talking on the phone as much as they used to, and the hotel industry should be aware of this shift. By offering a text messaging option rather than just phone calls, hotels can cater to their guests' preferred method of communication and build better relationships as a result. Another significant advantage of texting is the potential to significantly boost conversion rates. Sending targeted text message offers can lead to a 100% increase in conversions, meaning more guests will return to your hotel. Overall, incorporating text messaging into your hotel's communication strategy can have a big impact on guest satisfaction and revenue.

Booking on mobile devices

The reliance on smartphones has increased tremendously in recent years, and people have become accustomed to using them for various purposes, including making last-minute hotel bookings while traveling. In a new and unfamiliar place, smartphones can be a helpful tool to navigate the unknown territory. Due to their convenience and ease of use, smartphones have become more popular than desktops for everyday tasks like texting, surfing the internet, and handling urgent tasks promptly. Therefore, it is challenging to imagine getting by without a smartphone in today's fast-changing world.

Voice search

With the increasing popularity of voice-activated search assistants, such as Siri, Google Assistant, and Alexa, it's becoming essential for hotels to optimize their booking channels for voice search. By doing so, hotels can improve their visibility and accessibility to potential guests who prefer voice-activated searches, which is one of the most significant hotel technology trends right now.

360-degree videos

Virtual reality is a technology that lets people experience a simulated version of reality through digital devices. Creating a virtual reality video tour of your hotel can be an excellent way to showcase your property to potential guests in an immersive, interactive way. By providing a 360-degree view of your hotel, guests can get a better idea of what your property looks like and can make more informed decisions about booking their stay with you. This can ultimately help to increase reservations and improve guest satisfaction.

Metasearch engines are online platforms that gather information about various accommodations from multiple sources and present them in a single interface for comparison. This saves time and effort for users who can quickly scan through different options without having to visit multiple websites. Some popular examples of metasearch engines include Google Hotel Ads, TripAdvisor, and Trivago.

Chatbots

Chatbots are an incredibly versatile tool that can be utilized for various applications, including driving direct bookings. These bots operate using a set of rules or via artificial intelligence, allowing them to promptly respond to inquiries on your website. This communication channel is available at all times, which makes it very convenient for prospective guests who can get their questions answered in real-time. By encouraging people to book directly, chatbots can greatly benefit your business.

CONCLUSION

Hotels today face increasing competition as new players continue to disrupt the market with technology. To remain competitive, traditional hotels must stay current with evolving technology trends. Adopting new technologies can help hotels improve their guests' experience and streamline their operations. One of the most significant ways in which technology can improve the guest experience is through the use of mobile apps. Hotel guests can use mobile apps to check-in, order room service, control in-room amenities, request housekeeping services, and even book hotel amenities like spa treatments and restaurant reservations. By providing such conveniences, hotels can enhance the guest experience and even incentivize guests to return in the future. Another innovative technology trend that is transforming the industry is the use of artificial intelligence (AI). AI-powered chatbots are now enabling hotels to personalize their

services in real-time by providing a more convenient and seamless experience to guests. These chatbots can help guests with a variety of tasks, from making recommendations for local activities to streamlining check-in and navigation of the hotel's amenities.

Additionally, modern hotels continue to rely on technology to improve their operational efficiency. Property management systems and other back-end software allow hotels to streamline their inventory management, housekeeping, and other behind-the-scenes operations. This technology augments the staff's abilities to deliver services quickly and accurately, which leads to happier guests and improved revenues. Overall, technology can help hotels improve both their guests' experience and their operational efficiency. The integration of technology allows hotels to provide guests with a higher level of service and personalization while lowering costs associated with manual processes. Adopting innovative technologies is crucial in keeping up with guests' preferences and modernizing what hotels have been offering their guests for decades.

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Food blogging as a tool of re -development in hotel industry and its growth

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Abstract: *This chapter shows how food blogging helps to retain their guests and make profitable business during and after the epidemic. The explosive growth of trade is also counting on social networks. The donation generally goes through network's in trade that's why development is kind of a calculation on social networks. So as for an association to come, made in business and trade social network spots square measure necessary, still generally they'll jointly frame negative purposes regarding trade. That's why taking care regarding the social image of edifice trade it's also necessary, and thus the operation has decreased growth from people to businesses. The Food blogging promotes rallies around digital technology and web primarily grounded channels. Social networks are directly connected to trade and its development. Social networking spots square measure firstly used for diversion purposes but a rise within the use of web and knowledge communication technologies has shifted the approach individualities communicate with one another, primarily within the cordial event and sightseer trade. In current script, blogging is a medium to engage the guests for the better suggestion in a different social media in which the food blogger records a process and also they modify as per their need. Packaging and meeting square measure necessary for the profit of hospices. Social networking may be a variety of food blogging. Social networking permits web druggies to attach with individualities and make words. Present day's word communication technologies have shifted the approach individualities communicate with one another, primarily within the cordial event and sightseer diligence. Web has become all pervasive and net primarily grounded converse exchanges for numerous associations.*

Keywords: Food blogging, hotel industry, redevelopment, benefits, safety and hygiene

INTRODUCTION

The explosive growth of the population of web stoners on social networking spots has had an enormous impact on cordial events and sightseer it wherever by paperback's square measure dynamical the rule of promoting. The edifice trade currently is counting heavily on food blogging to achieve fraudulent shoppers. One who's interested and has good interpersonal chops can enrol. Also, social networking spots jointly grease to record the data of shoppers in order that it's straightforward to be attained formerly ever needed. SEO (hunt machine optimisation), Facebook marketing, YouTube marketing, getting yourself registered on all the top websites related to your aerie. For that matter, traditional promoting on Radio and TV is not counted as digital & food blogging promoting. The quantum of existent's square measure mistreatment web from once decades as web is main force of knowledge. To make yourself visible in this overcrowded internet. However, work towards perfecting it, If there's a genuine negative review. Allocate plutocrats from your budget to marketing,i.e. The explosive growth of the population of web stoners on social networking spots has had an enormous impact on cordial events and sightseers wherever by paperback's square measure dynamical the rule of promoting. One institute is this. They've high quality Certificate, Diploma and Degree courses in Hotel and Hospitality Management available with excellent structure and faculties. From websites, to mobile optimised spots and thus the birth of social media; pots will presently move simply with their guests across multiple channels. These inventions will produce a positive customer moxie for pots searching for advanced perimeters, whole fidelity and competitive edge. West and Turner (2009) stated that there are 2 kinds of groups, which are the problem-working group and the task-acquainted group. Communication is a process where studies and understandings

are delivered between individualities, or between associations and individuals. However, marketing communication represents the whole rudiments of brand marketing, which facilitates the circumstance of exchange by creating a certain meaning that spreads to the guests or guests, if the two are combined. The problem- working group consists of people that make opinions and give policy recommendations' in the last decade, the element of marketing communication becomes more important. Enough as long as there is a similarity of meaning in the communication that's being delivered. It's called communicative if the prophet and the polytheist speak the same language and they understand each other's meaning. Communicating isn't only for giving information, but it can also be a means to convert, which means an exertion that's done by prevailing people in order to make them admit an understanding or belief. The thing is to make people do commodities that's anticipated by the prophet. Of course, the understanding of marketing is more general than selling communication. While the task- acquainted group consists of people that have one thing, which is getting their tasks done. Marketing communication is an important aspect of marketing, it's also a determinant of the marketing process, whether it's successful or not. A small group communication consists of chops. The similarity of meaning in particular is the similarity of language that's used in a judgment or expression that's being delivered in a certain language. Marketing is a set of conditioning where a company and the other associations transfer their values between them and their guests. Yet, it cannot guarantee that the similarity of meaning occurs to the others because the meanings) can be misknew. The actuality of new media that offers interactive communication conditioning is one of the answers for the matter of marketing communication conditioning to induce a communication that affects their targeted consumers. Marketing communication can be understood by evolving the two main rudiments, which are communication and marketing. The trust given to Facebook is so huge that Donald trump the new US President has also won in the election due to information handed by Facebook. There were a limited number of studies at the perceptivity from social media literature to the sphere of agro-food sustainability.

What's a media social runner?
It's defined as a website- grounded service that allows individualities to make a profile tied to a system, influence other druggies to partake connections and browse the list of connections that have been made within a network. The Department of Statistics check set up that only 10% of businesses in this sector use technology. According to Ward, the main challenge facing enterprises in piercing new requests is lack of knowledge, for illustration no accurate connections, unfit to handle business logistics, and don't know business rules in foreign countries. This strategy is used to contend with challenges so that companies or associations, especially cooperatives, can survive and continue to be competitive. Social media came better than the traditional system of marketing. Still, then the questions are, **" how about the Hospitality and organic food business way of marketing "** The demand for organic products in Malaysia is projected to grow further than 12.4 a time with a fiscal value of further than RM20 million a time, identifying explanatory factors for success in online social networks. Social media in life is no longer a foreigner because the platform is used not only to track connections at academia but it's also used as a medium to induce gains that are now increasingly popular by businesses throughout the world anyhow of whether it's a well- known company or existent who's new in colorful diligence. Then there are more F & B possessors, who add new branches, but the utmost of them are youthful and they don't know how to export. The government policy on organic husbandry started in 1998 when a formal guideline for organic husbandry was introduced to the growers. This has attracted them (dealers) for the occasion to expand the network which is veritably important to gain the influence of the public to gain trust by maintaining a pious client relationship as one of the strategies to make the client a company asset. Still, technological advancements in retail and F & B diligence are extremely low. A fuzzy set Qualitative relative Analysis (fsQCA) confirms that mortal resource capabilities, the intensity of enterprises' social network exertion, and the experience enterprises accumulate in these virtual media are crucial factors for social network success.

Client redress intention to food blogging
Substantiation from online reviews one of the generally honoured marketing principles is that retaining guests is more profitable than winning prospective guests. Thus, how to retain guests and ameliorate their reprise purchases is an important consideration for interpreters to gain profit. The purpose of this study is to probe factors impacting client readdress intention to caffs by analysing online reviews. We used retrogression analysis to assay quantitative scores of, 136 eatery reviews collected from an online life community in China, and set up that food quality, price and value, service quality, and atmosphere are the antecedents of eatery guests' readdress

intention, and that eatery type centrists the effect of client satisfaction with service quality, atmosphere, and price and value on readdress intention. We also used textbook mining technology to identify detailed evaluation pointers in each dimension and explore guests' evaluation features. We set up that food quality and price and value have four pointers while service quality and atmosphere have two pointers. The results are useful for eatery drivers to take effective conduct to attract further guests to readdress.

Why hotel industry needs Blogging

Another benefit is that if you answer a popular question also it'll come easier for others who are looking for the same question on hunt machines. Blogs keep your website fresh on content if you churn out fresh content regularly via blogs also your website will surely find its way over in Google's rankings. So you can make relations with your guests through blogs by answering their queries through blogs. Thus, use blogs to your fullest advantage to partake all hotel affiliated information and produce a strong identity for your brand in the request. Blogs help produce an identity Blogs are the easiest way to produce a strong identity in the hospitality industry. Search machines generally look for fresh and intriguing content and if you stop publishing it also your website will come stagnant and your rankings will automatically drop. So, blogs work as a deliverance medium to keep your point fresh and happy. Blogs can bring new guests. Believe it or not, blogs are a great way to get new guests to your website. A blog brings in a different set of guests and it also encourages callers to keep returning for new blog content. However, also you don't indeed live in the request, if you don't post any information. In substance, you're furnishing an answer not to just one person but numerous others. Blogs are a great way to attract callers who use hunt machines for information on specific hospices, thus, making your website a dependable source for new guests. Blogs help develop connections, since people are growing to be net expertise, utmost guests prefer to post their queries through the comment section on blogs rather than calling up the hostel or transferring matters.

CONCLUSION

Sales are main role of food blogging for hotel industry after pandemic, industry and growth is main role of food blogging for hotel industry after pandemic, many others thinks to shut down hotel ,but food blogging create interest in owner as well as customer. Food blogging will help the industry survive and can lift the sales of hotels and restaurants after a pandemic, many don't believe that food blogging can lift the sales of hotels and restaurants after a pandemic**.** Hence food blogging plays an important role to create awareness about health and wellness to customers, food blogging promotes diet food to create awareness about health and wellness to customers**.** Food blogging promotes safe food handling in hotel premises to customers, with the fact. They believe that food blogging is a way of promoting hotels**.** While this pandemic hotel wants to promote food and beverages in a very different style, mostly in food blogging, this pandemic hotel wants to promote all of these departments through food blogging. This pandemic hotel wants to promote housekeeping and room service rather than only food. As a marketing point of view food blogging is a best source to upscale the sale of hotels. . Food blogging networking is done for industry growth in pandemic, social distancing is done for industry growth in pandemic.

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Development and Promotion of Culinary Heritage, Tourism and Culture in Uttar Pradesh

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Abstract: Due to the fact that food is a reflection of a region's legacy, culture, tourism, and way of life, it is crucial in luring travellers to a certain location. The tourist's choice of final destination may be influenced by the importance of the gastronomy. Farms, food outlets or stores, catering institutions, tour operators, home-brewed alcoholic beverage production facilities, historical monuments, religious attractions, and many other types of companies might profit from the distinctive cuisines of that particular region. Food cultural tourism includes a destination's cuisine as a component. It is the foundation of culinary heritage tourism and enhances how a place is presented. It is possible to employ, local food consumption to enhance the perception of a specific destination. Tourism, culture, and culinary heritage are also essential for overall development. This essay focuses on the critical relationship between culinary heritage and tourism, which is crucial from a tourism standpoint. The delicious food of Uttar Pradesh, which is also rich in medicinal values as it grows in high altitudes and harsh climates, can be used as the main attraction and promotional tool for the development of tourism in Uttar Pradesh. Each tourist destination in Uttar Pradesh offers a different variety of natural beauty that can draw tourists from different countries and various places.

Keywords: Culinary, Heritage, Cuisines, Cultural, Local Food, Tourism

INTRODUCTION

Uttar Pradesh cuisine originates in the northern Indian state of Uttar Pradesh (UP). Known for its beauty, Uttar Pradesh. There are many different meals in the UP cuisine. Many types of vegetarian and non-vegetarian foods can be found in the cuisine. Due to its size, Uttar Pradesh shares several meals and recipes with its bordering states of Delhi, Uttarakhand, and Haryana.

In addition to local food, the state is known for its Mughlai, Awadhi, and Bhojpuri varieties of cuisine. Breads are particularly important because wheat is the state's main food source. Only a few types of bread are raised most are flat breads. The breads can be produced in a variety of ways and with various types of flour. Popular breads include lachhaparatha, poori, millet (flatbread made from millet flour), rumali roti, tandoori naan, tandoori roti, kulcha, taftan, sheermal, and rumali roti. The Northern Indian area of Awadh is the origin of Awadhi cuisine. Although Lucknow's cuisine includes both vegetarian and meat dishes, its culinary styles are similar to those of Central Asia, the Middle East, and Northern India and non-vegetarian dishes. Mughal culinary methods have had a significant impact on the Awadh region, and the cuisine of Lucknow is similar to that of Central Asia, Kashmir, Punjab, and Hyderabad. The city is renowned for its Nawabi cuisine as well. The dum style of cooking, or the technique of cooking over a slow fire, was created by the bawarchis (chefs) and rakabdars (gourmet cooks) of Awadh and is now synonymous with Lucknow. Intricate foods including kebabs, kormas, biryanis, kaliyas, nahari-kulchas, zarda, sheermal, rumalirotis, and

warqiparathas were included in their spreads. The richness of Awadh cuisine is found in the ingredients utilised, like as mutton, paneer, and rich spices like cardamom and saffron, as well as the variety of the food.

KEBABS OF AWADH

Awadhi cuisine has kebabs in spades. The kebabs in Lucknow are celebrated. There are many types of well-known kebabs in Awadhi cuisine, including the Kakori Kebab, GalawatKe Kebab, Shami Kebab, Boti Kebab, Patili-ke-Kebab, Ghutwa Kebab, and Seekh Kebab. As opposed to Punjabi kebabs, which are often grilled in a tandoor, kebabs from Awadhi cuisine are grilled on a chula and occasionally in a pan. Punjabi kebabs are known as "tandoori" kebabs, whilst Awadhi kebabs are often known as "Chula" kebabs.

The primary goal is to improve Uttar Pradesh states of India's culinary heritage, culture, and tourism. The focus of this chapter, In addition to other Uttar Pradesh tourist attractions, is on food as an attraction in destination marketing. In addition, the chapter makes an effort to illustrate the breadth of Uttar Pradesh's culinary heritage, culture, and tourism, which in turn aids visitors in better assimilating the local way of life and culture. Several tourism specialists have not yet established and explored the new idea of culinary heritage, culture, and tourism in Uttar Pradesh, which is still in its infancy in fact a reflection of its heritage. The purpose of this paper is to develop the culinary heritage, culture, and tourism concepts like other forms of tourism and pave the way for sustainability as well as exploring and bringing to light the ancient foods that are concealed as a treasure in the state of Uttar Pradesh and positioning them as one of the masterpieces of India's extensive culinary repository. This chapter's major goal is to investigate the origins, development, and potential of Uttar Pradesh's culinary heritage, culture, and tourism. In order to make it a top priority in the tourist system, the ideal marketing strategy can be planned out for effective destination promotions and product improvisation. Also, to concentrate on upcoming developments in Uttar Pradesh's tourism, culinary heritage, and culture.

SCOPE OF CULINARY HERITAGE, CULTURE AND TOURISM IN UTTAR PRADESH

India's cuisine is as rich and varied in terms of gastronomic diversity as its civilization. Because it is recognized as being similar to other forms of tourism, Uttar Pradesh's culinary heritage, culture, and tourism are all too broad yet still unfocused, and they haven't yet carved out a unique place on the world culinary map. India is home to a wide variety of culinary offerings. It is possible to separate Indian cuisine into regions and investigate each separately. As compared to other cuisines throughout the world, every regional dish in Uttar Pradesh has unique flavor's that should draw tourists. The relationship between culinary heritage, culture, and tourism also includes the numerous little food stands and food courts that provide tourists the chance to eat authentic regional cuisine in a green setting. Because of its high value and flavor, Uttar Pradesh food can draw millions of tourists to the state's areas in India. The organization of tour packages in Uttar Pradesh will be methodical in order to draw in visitors from all over the world.

POTENTIALITY OF CULINARY HERITAGE, TOURISM IN UTTAR PRADESH

In the Awadhi dastarkhwan, the Seekh kebab has long been regarded as a piece de resistance. Originally served using beef mince on skewers and grilled over charcoal fire, it was a Mughal invention. Because of its tender texture, lamb mince is now appreciated.

Even today, Tundeke Kebab in Chowk is the most well-known location for kababs. It was founded in 1905. Because it was a one-armed chef's specialty, tunde kebab earned its name. The carefully kept family secret recipe for the masala (homemade spices), created by women in the family, is said to make the tunde kebab special. It is claimed to include 160 different spices.

Since kakorikabab was first prepared in the same location, inside Shah AbiAhder Sahib's dargah, with heavenly blessings, it is thought to be blessed. The tendon from the leg of the mutton is used, along with khoya and spices.

Minced meat is used to make shami kebabs, which are typically garnished with chopped onion, coriander, and green chilies. Round patties with a spicy mixture and tart raw green mango make up the kebabs. When mangoes are young, in

May, is the ideal time to eat them. Kairi can be replaced with kamrakh or karonda, both of which have a sour flavour reminiscent of raw mango when mangoes are not in season.

The Galawatkabab is a variation consisting entirely of minced meat and spices, with no admixtures or binding agents.

The Pasanda kebab, a marinated and griddle-sauteed lamb piccata, is an uncommon offering.

Lamb marinated in yoghurt and grilled on skewers in a tandoor oven is known as a boti kebab.

Dalcha Kebab, Kathal Kebab, Arbi Kebab, RajmaGaloti Kebab (kidney bean kebab prepared with aromatic herbs), Zamikand Kebab (Lucknowi yam kebabs), etc. are examples of vegetarian kebabs.

Here is the list of some popular kebabs:

- Kakori kebabs
- Kebabs of Galawat
- Shami kebabs
- Boti kebabs
- Patili-ke kebabs
- Ghutwa kebabs
- Seekh kebabs

CULINARY TERMS AND TECHNIQUES

Despite similarities to Mughlai cuisine, Awadhi cuisine differs in its cooking techniques. Awadhi cuisine is more subdued with fewer spices than Mughal cuisine, which uses large amounts of milk, cream, and spices. Here are a few Awadhi cooking techniques:

- Dum Dena
- GileHikmat
- Bhagona
- Deg/Degchi
- Seeni
- DurustKarna
- Ghee DurustKarna
- Dhungar/Dhuaan
- Bhagar
- Galavat
- Kadhai
- Lagan
- Loab/Rogan
- Moin
- Lobe Ka Tandoor
- Yakhni Cuts
- ZaminDoz
- MahiTawa
- Ittr

Indians refer to the process of braising meat as korma. Its roots can be found in Mughlai cooking, which featured braised lamb or chicken in rich, spiced sauces that were enhanced with ground almonds, cream, and butter. Despite being rich, kormas are mild since they contain little to no cayenne or chiles. There are korma dishes that are both vegetarian (navratan korma) and non-vegetarian (chicken, lamb, beef, and fish). It is traditional to make Murgh Awadhi Korma in Lucknow.

The Awadhi cuisine's most well-known dish is biryani. When making it, pulao is first prepared by heating basmati rice in ghee with warm, aromatic spices. Next, depending on the type of biryani, a sort of meat curry or marinade is stacked on top, sealed, and cooked until done over low heat.

Breads are particularly important because wheat is the state's main food source. Only a few types of bread are raised; most are flatbreads baked in a pan. The rumaali roti, tandoori roti, naan (baked in a tandoor), kulcha, lachhaparatha, sheermaal, and Bakarkhani are a few examples of roti (or bread) improvisations of various forms and methods.

Some grains used to make breads only have descriptive names; examples include Makai ki roti, Jowarki roti (made from barley flour), Bajreki roti (made from a grain that is only cultivated in India), and chawal-ki-Roti (roti of rice flour).

- The most common roti in India is the chapati, which is consumed for breakfast, lunch, or dinner.
- Puris puff out because they are tiny and deep-fried.
- The usual roti variation known as the paratha is flaky, layered, and lightly fried. It is commonly found stuffed with minced meat, cottage cheese, veggies, or grains.
- Rumali Roti is a thin bread that is prepared on a metal concave pan. Rumaali, which is both Urdu and Hindi for handkerchief.
- Tandoori Roti is a thicker bread that is baked in a tandoor; depending on the thickness, it may be crispy or chewy.
- Naan is a soft, dense bread baked in a pan.
- Sheermaal is a sweet yeast naan that is baked and made with saffron, milk, sugar, and flour.
- Baqarkhani is a sheermaal variant that is griddle-cooked rather than baked.

MANY VARIETIES OF HALVA, INCLUDING AS SOOJI, CHANA, AND GAJARHALWA

In the cuisine, halwas of all varieties are a popular dessert, especially in the winter. They come in a variety of forms and are made from various grains such as gram flour, sooji, wheat, almonds, and eggs. Papadi, Jauzi, Habshi, and Dudhiya are the four variants of the unique halwa, also known as halwasohan.

Although chaats are a common type of street cuisine throughout South Asia, they actually originated in Uttar Pradesh. All chaat variations consist of fried dough along with additional ingredients. Potato, chickpeas, spices, chilli, Saunth (dry ginger and tamarind sauce), coriander leaves, and yoghurt make up the traditional chaat, but other well-liked variations include Alootikkis (topped with onion, coriander, spicy spices, and a dash of curd), dahipuri, golgappa, dahivada and paprichaat.

Dahi, or yoghurt, chopped onions and coriander, sev (small dried yellow salty noodles), and chaat masala—a spice blend typically made up of amchoor (dried mango powder), cumin, Kala Namak (rock salt), coriander, dried ginger, salt, black pepper, and red pepper—are components shared by these variations. The mixture is then placed on a little metal plate or a bowl made from a dried banana leaf.

The nawabs of Lucknow used to be served by an entire army of chefs. Each cook had a special recipe that he utilised to win over the nawab and wow him. They didn't pass the recipe down to their offspring or share it with anyone. Hence, many dishes also perished with them. Because of their complexity and whim several cooks, or bawarchis, received honours and titles as compensation from the nawab. Some well-known names are:

- Nanfus
- Bawarchis
- Rakhabdar
- Daroga-e-Bawarchikhana(Head of kitchen)

To showcase their skills, cooks competed in tournaments. Then, the best meal or the one that the nawab liked best was rewarded. As a result, each chef gave it his all to create the most unique dish. As a result, several foods and cooking techniques, including kulfi, dumpukht, and galawat, emerged from there. According to a legend, a chef was only hired to prepare mash ki dal (also known as arharki dal) for a mind-boggling 500 per month.

ADVERTISING AND MARKETING TECHNIQUES

- For starters, Uttar Pradesh must make the most use of contemporary trends for food product promotion.
- To promote their locally grown products, other states like Goa and Kerala can provide ideas.
- Uttar Pradesh should right away compile a list of its culinary goods that can draw tourists.
- A website for the same might be created, from which reservations and orders may be accepted.
- Local items that are only produced in the state of Uttar Pradesh can be marketed using the same techniques employed in Kerala to promote spices.
- Herbal tea production and organic food production might both be given more attention in Uttar Pradesh.
- In order to have a better economy, emphasis should be placed on religious tourism and heritage tourism.
- Word-of-mouth marketing is much more successful at promoting travel and getting repeat business.
- There should be a focus on the growth of resorts and hotels in Uttar Pradesh as well as the creation of the greatest amenities that can be offered to visitors at any given moment.

FUTURE TRENDS

It is the goal of culinary heritage, culture, and tourism to enjoy authentic local cuisine. Tourists who are interested in the local food may be situational consumers. All those involved in the tourism industry would then experience a true professional environment as a result of this. The rising number of tourists visiting the area over the past several years suggests that the region's culinary heritage, culture, and tourism industry can provide significant income for the states in the region. The number of foreign tourists visiting the states of Uttar Pradesh would rise in the upcoming years.

Table -1: From 2018 to 2022, both domestic and international tourists visited Uttar Pradesh's top tourism destinations are shown in the below table.

Year	Indian	Foreigner	Total	Percentage increase (+) / Reduce (-) in comparison to last year		
				Indian	Foreigner	Total
2018	23,39,77,619	35,56,204	23,75,33,823	(+) 9.56 %	(+) 12.65 %	(+) 9.61 %
2019	28,50,79,848	37,80,752	28,88,60,600	(+) 21.84 %	(+) 6.31 %	(+) 21.60 %
2020	53,58,55,162	47,45,181	54,06,00,343	(+) 87.96 %	(+) 25.50 %	(+) 87.14 %
2021	8,61,22,293	8,90,932	8,70,13,225	(-) 83.92 %	(-) 81.22 %	(-) 83.90 %
2022	10,97,08,435	44,737	10,97,53,172	(+) 27.39%	(-) 94.97%	(+) 26.14%

Note-1: The number of visitors to the MahaKumbhMela/Snan, Prayagraj in 2019 from January 15 to March 4 includes both Indian visitors (23.947 million) and foreign visitors (10.300.000), for a total of 24.05 million visitors.

2. Due to the lockdown that has been in place since the 22.03.2020/25.03.2020 and onwards owing to COVID-19, there are less Indian and foreign tourists visiting Uttar Pradesh in March 2020 and onwards compared to March 2019 and onwards.

CONCLUSION

In addition to contributing significantly to the country's overall economic and social growth, culinary heritage, culture, and tourism have enormous potential for creating new jobs and generating significant amounts of foreign currency. In India, tourists can enjoy a variety of foods with unique experiences that are unheard of anywhere else in the world because the food dimension varies every hundred metres, making tourism an activity that is essential for total growth. Tourists are steadily flooding into Uttar Pradesh, although the majority of its states continue to perform below the national average. For many people, culinary heritage, culture, and tourism may be a significant source of income. To attract potential tourists, the culinary diversity of the region must be successfully promoted since in exploring its diversity, one learns about the local culture. Nonetheless, the culinary heritage, culture, and tourist industries will continue to flourish throughout the world, creating a ton of job possibilities in all linked industries, including small and medium-sized enterprises. Future tourism industry revenue will be dominated by culinary heritage, culture, and travel, with developing nations emerging as the leading travel destinations due to their abundant natural resources and affordable labour force.

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The Vital Role of Cyber security Awareness in Protecting against Online Threats

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Abstract: *This chapter on cyber security provides an overview of the current landscape of cyber threats and the measures that organizations can take to mitigate them. The chapter begins by examining the various types of cyber attacks, including malware, phishing, and denial-of-service attacks, and the potential impact they can have on organizations. The chapter then discusses the importance of a comprehensive cyber security strategy that includes policies, procedures, and technologies to protect sensitive information and infrastructure. The chapter also explores the role of risk assessment in cyber security, as well as the importance of employee education and training in preventing cyber attacks. The chapter concludes by discussing emerging trends in cyber security, such as the use of artificial intelligence and machine learning to detect and respond to threats, and the growing importance of compliance with data protection regulations. Overall, this chapter provides a comprehensive overview of cyber security best practices that can help organizations protect themselves from the ever-evolving threat landscape.*

Keywords: Cyber Security, Cyber Attacks, Risk Management, CIA Triad, Data Security.

INTRODUCTION

Cyber security refers to the set of measures and practices put in place to safeguard electronic devices, computer systems, networks, and sensitive information from various forms of digital threats, including unauthorized access, theft, destruction, and alteration. With the increasing reliance on technology and the proliferation of online platforms, cyber security has become a critical aspect of modern-day operations, and it is essential for individuals and organizations to implement robust cyber security protocols to prevent and mitigate potential cyber-attacks.

To protect against cyber security threats, organizations must implement a robust cybersecurity strategy that includes a combination of technology solutions, policies and procedures, and employee training. Some common cybersecurity technologies include firewalls, antivirus software, intrusion detection and prevention systems, and encryption tools. In addition to these technologies, organizations must also establish policies and procedures for data handling, access control, and incident response. Employee training is also critical for preventing cybersecurity breaches, as many attacks are the result of human error or social engineering tactics. As technology continues to evolve, cybersecurity will remain an ongoing challenge. Organizations must stay up-to-date on the latest threats and vulnerabilities and continually adapt their cyber security strategies to ensure the protection of their digital assets.

TYPE OF CYBER SECURITY THREADS

Cyber security threats come in different forms and pose unique risks to computer systems and networks. Here are some common examples of cyber threats::

Malware: Malware refers to malicious software designed to harm, disrupt, or gain unauthorized access to computer systems or networks. Common types of malware include viruses, worms, and Trojan horses.

Phishing: Phishing is a social engineering attack that tricks individuals into disclosing sensitive information, such as passwords or credit card numbers, by posing as a trustworthy entity through email, messaging, or phone calls.

Ransom ware: Ransom ware is a type of malware that encrypts a victim's files or data and demands payment in exchange for a decryption key. Ransom ware attacks can be highly disruptive and can result in the loss of critical data or financial losses.

Denial-of-service (DoS) attacks: DoS attacks are designed to overwhelm a system or network with traffic, rendering it unavailable to users. These attacks can be launched using a variety of techniques, including flooding the network with traffic or exploiting vulnerabilities in software.

Man-in-the-middle (MitM) attacks: MitM attacks involve intercepting communications between two parties and potentially altering or stealing data. These attacks can be used to steal sensitive information or to manipulate data in transit.

SQL injection attacks: SQL injection attacks involve exploiting vulnerabilities in a website's database by injecting malicious code into input fields. These attacks can be used to steal data or to gain unauthorized access to the website.

Insider threats: Insider threats involve malicious or negligent behavior by employees or contractors who have access to sensitive data or systems. These threats can be intentional or accidental and can result in the theft or loss of data or system access.

These are just a few examples of the many types of cyber security threats that organizations face. It's important for organizations to be aware of the different types of threats and to implement strategies to protect against them.

ATTACKS DUE TO LACK OF INFORMATION ABOUT CYBER SECURITY

There have been several high-profile cyber-attacks in recent years that have been attributed to a lack of proper cybersecurity practices. Here are some examples:

1. *Equifax Data Breach:* In 2017, Equifax, one of the largest credit reporting agencies in the US, suffered a massive data breach that exposed the personal information of over 147 million people. The breach was caused by a failure to patch a known vulnerability in the company's systems.
2. *WannaCry Ransomware Attack:* In 2017, a massive ransomware attack known as WannaCry affected over 200,000 computers in 150 countries. The attack was caused by a vulnerability in outdated versions of Microsoft Windows, which could have been prevented if the affected systems had been kept up-to-date with the latest security patches.
3. *Target Data Breach:* In 2013, retail giant Target suffered a data breach that compromised the personal information of over 40 million customers. The breach was caused by a failure to properly secure the company's payment systems, allowing hackers to install malware on the point-of-sale systems.
4. *Yahoo Data Breaches:* In 2013 and 2014, Yahoo suffered two massive data breaches that exposed the personal information of over 1 billion user accounts. The breaches were caused by a failure to properly secure the company's systems and detect unauthorized access.

These examples highlight the importance of proper cybersecurity practices and the potential consequences of failing to implement them. It's important for individuals and organizations to take steps to protect themselves against cyber threats, including regularly updating software, using strong passwords, and implementing multi-factor authentication.

RECENT CYBER SECURITY ATTACKS

The number of cyber security attacks per year varies and is difficult to estimate accurately as many attacks go unreported or undetected. However, according to various reports and statistics, the number of attacks continues to rise each year.

For example, the 2021 Cybersecurity Report from SonicWall recorded a total of 304.7 million attempted cyberattacks in 2020, an increase of 62% from the previous year. The report also notes that ransomware attacks increased by 62% and encrypted threats increased by 27% in 2020; Similarly, the 2020 Cost of a Data Breach Report from IBM Security found that the average total cost of a data breach was $3.86 million, with the average time to identify and contain a breach being 280 days. The report also noted that the most expensive breaches were caused by malicious attacks, which accounted for 52% of all data breaches.

Other reports also suggest that the number of attacks continues to rise, with new and increasingly sophisticated threats emerging on a regular basis. It is important for individuals and organizations to remain vigilant and take steps to protect themselves against cyber threats.

PRECAUTIONS AGAINST CYBER ATTACKS

To protect against cyber-attacks, organizations can take various precautions, including:

Install and regularly update anti-virus and anti-malware software: These programs can help protect against viruses, worms, and other types of malicious software that can compromise systems or data.

Use strong and unique passwords: Passwords should be difficult to guess and should not be reused across multiple accounts. Consider using a password manager to help generate and store strong passwords.

Implement multi-factor authentication: Multi-factor authentication requires users to provide additional information beyond a password, such as a code sent to a mobile device, to access a system or account.

Regularly update software and operating systems: Updates often include security patches and bug fixes that address known vulnerabilities.

Use firewalls and encryption: Firewalls can help protect against unauthorized access to a network or system, while encryption can help protect data that is transmitted over networks or stored on devices.

Train employees on cybersecurity best practices: Employees should be aware of common cybersecurity threats and trained to follow security protocols, such as not clicking on suspicious links or emails.

Back up data regularly: Regularly backing up data can help ensure that critical information is not lost in the event of a cyber attack or other data loss event.

By implementing these precautions, organizations can reduce their risk of a successful cyber attack and better protect their systems and data. It's important to stay vigilant and stay up-to-date on the latest threats and best practices to ensure that cybersecurity measures remain effective over time.

THE CIA TRIAD - A WAY SECURING YOUR DATA

The CIA triad is a widely recognized framework for information security that stands for Confidentiality, Integrity, and Availability. Here's a brief description of each of these three principles:

Confidentiality: This principle ensures that sensitive information is protected from unauthorized disclosure.

Confidentiality: measures include data encryption, access controls, and secure communication channels.

Integrity: This principle ensures that information is accurate and reliable. Integrity measures include data validation, checksums, and version control.

Availability: This principle ensures that authorized users have access to the information they need when they need it.
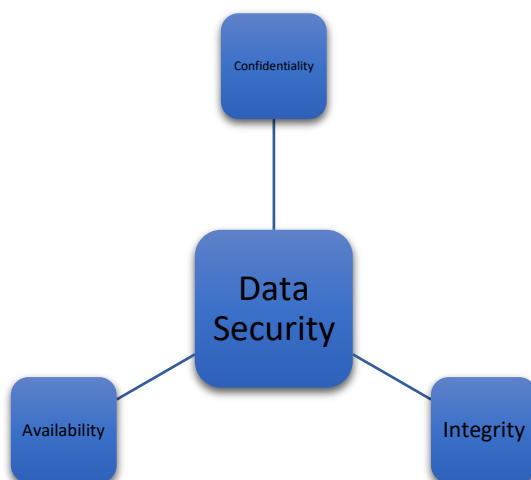
Availability measures include redundancy, fault tolerance, and disaster recovery planning.

Figure: 1 – The CIA Triad

Source: Author's Original

Together, the CIA triad provides a comprehensive framework for securing information assets. By implementing measures that address each of these three principles, organizations can protect their data from a wide range of threats, including cyber-attacks, data breaches, and natural disasters.

EMERGING TRENDS IN CYBER SECURITY

As cyber threats continue to evolve, new trends and emerging technologies are also changing the cybersecurity landscape. Here are some emerging trends in cybersecurity:

Artificial Intelligence (AI) and Machine Learning (ML): These technologies are increasingly being used to improve cybersecurity by detecting and responding to threats in real-time, and predicting future attacks based on historical data.

Zero Trust Architecture: This approach to cybersecurity assumes that all networks, both internal and external, are compromised and requires strict authentication and authorization protocols for all users and devices.

Internet of Things (IoT) Security: With the increasing number of connected devices, IoT security is becoming a major concern. Cybersecurity solutions are being developed to protect IoT devices from cyber attacks.

Cloud Security: As more organizations move their data and applications to the cloud, the need for robust cloud security solutions is increasing.

Quantum Computing: Quantum computing has the potential to break current encryption algorithms, leading to the need for new quantum-resistant encryption methods.

Identity and Access Management (IAM): IAM is becoming increasingly important in cybersecurity as organizations look to secure their data and systems against unauthorized access.

DevSecOps: This approach involves integrating security into the software development process from the start, rather than as an afterthought.

These emerging trends in cyber security highlight the need for organizations to stay up-to-date with the latest technologies and best practices to protect against cyber threats.

CONCLUSION

In conclusion, cyber security is an essential aspect of protecting digital assets from cyber attacks and theft. As technology continues to advance, the potential for cyber security threats will continue to grow, making it crucial for individuals, organizations, and governments to stay vigilant and prepared. A robust cyber security strategy should involve a combination of technology solutions, policies and procedures, and employee training. While no system can be completely immune to cyber attacks, taking the necessary precautions can significantly reduce the risk of a successful attack. This includes using anti-virus and anti-malware software, implementing strong and unique passwords, regularly updating software and operating systems, and backing up data regularly.

It is also important to stay up-to-date on the latest cyber security threats and vulnerabilities and to adapt cyber security strategies accordingly. By remaining proactive and vigilant, individuals and organizations can better protect themselves against cyber attacks and safeguard their digital assets.

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Bloom's Taxonomy: Understanding Variant Levels of Cognitive Domain

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Abstract: This chapter intends and concentrates to understand the various levels of cognitive domain mentioned under the revised Bloom's Taxonomy. Bloom's Taxonomy is a valuable tool for educators and students alike, as it aids in the development of higher-order thinking skills and encourages critical thinking, analysis and problem-solving abilities. By following the Bloom's Taxonomy, educators can ask questions that challenge students to think beyond basic recall and memorization, while students are encouraged to engage with material in a more meaningful and thoughtful way. This approach ultimately leads to a deeper understanding of the subject matter and fosters lifelong learning habits in this daily changing world.

Keywords: Taxonomy, Learning, Learning objectives, Learning Outcomes, Cognitive Domain, Curriculum, Learner.

INTRODUCTION

Bloom's Taxonomy is a principle compound in the teaching and learning process. From the perspective of a teacher,

Bloom's Taxonomy is something which is very vital and provides the skeleton to categorize the goals of any curriculum in terms of precise and perfect cognitive skills and abilities. As the Bloom's Taxonomy was the key result of the Boston's conclave of college examiners[1], the ultimate goal of Bloom's Taxonomy to adopt in the education system is to develop an explicit and implicit model of assessment for the examiners to develop a learner from his lower order thinking to higher order thinking. When we talk about the assessment of a student or learner, it directly connects us to a system where questioning and answering involves along with the mapping of cognitive level of the student with certain desired outcomes of the course. Here we will try to understand the process of learning and will see in brief, how learning takes place for an individual. Later we will give the conceptual idea on Bloom's Taxonomy in a teacher's perspective and to explore further on the topic we first will try to understand the cognitive domain of Bloom's Taxonomy. In the second section of this chapter we will understand the architecture of the cognitive domain.

WHAT IS LEARNING?

As it is all about the "Learning" and the "Learner" let us first understand what learning is?

Learning is a process of bringing out certain desirable behavioral changes in an individual by acquisition or modification of knowledge, skills or values.[3]

Above given definition of learning implies two major aspects. First, learning is a **"deliberate process"** which focuses on certain **"desirable behavioral change"**. These desirable behavioral changes are termed as **"learning objectives"**. When these behavioral changes are viewed from a learner's point of view we termed them as **"learning outcomes"**. The second aspect which is implied in the above definition of learning is that learning is something which happens through acquisition or modification of knowledge, skills or values. So what **Knowledge** is? Knowledge is something that nurtures the mental activities of a learner. What **Skill** is? Skill is something that strengthens the motor related activities of a learner. And last, what **value** is? Value is something which gives appreciation or mannerism to a learner. Based on the above definition of learning and what we termed as learning objectives, we can define learning objectives again as *the expected goal of a curriculum in terms of demonstrable skill or knowledge.*

WHAT IS BLOOM'S TAXONOMY?

Here apart from going into the history of Bloom's Taxonomy we will try to understand what Bloom's Taxonomy is. Bloom's Taxonomy gives a very authentic architecture of the process of learning. Taxonomy means, "Classification". So the blooms Taxonomy gives a hierarchical classification of various levels or learning in three domains mentioned below:

1. Cognitive Domain
2. Affective Domain
3. Psychomotor Domain

Cognitive domain is related to the intellectual activities of a learner. While the affective **domain** is connected to the appreciation or emotion domain of the learner. The **psychomotor domain** is related to the motor skills of a learner. All these three domains are interrelated to each other to some extent (Fig.1). Thus the Bloom's Taxonomy is a set of three hierarchical models which is used to classify the educational objectives.
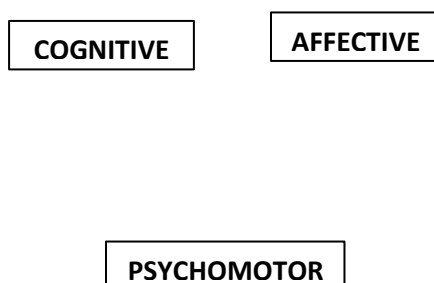
COGNITIVE   AFFECTIVE

PSYCHOMOTOR

Fig.1- The three domains of learning

Source- Author's Original

COGNITIVE DOMAIN OF BLOOM'S TAXONOMY

Here we will try to understand the Cognitive Domain of Bloom's Taxonomy in a revised form. Means there was another form of cognitive domain of Bloom's Taxonomy, prior to what we are going to study, which has been revised later.

To understand this in brief let's go to the history of Bloom's Taxonomy. Bloom's Taxonomy was created in the year 1956 under the leadership of educational psychologist Dr. Benjamin Bloom. While developing this, his prime focus was to promote the higher form of thinking in the field of education. In his model Dr. Bloom presented the different levels of learning in the cognitive domain in the form of **noun**s. In his first model he gave the different levels of learning in the cognitive domain as below (Fig.2):
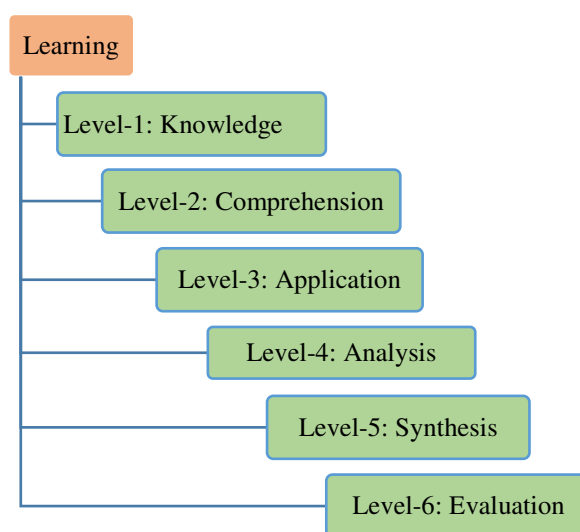

Fig.2- Bloom's first model of learning in cognitive domain.

Source- Author's Original

Later in 2001 in the revised version, the **nouns** mentioned above (Fig.2) were replaced by the **verbs**. In the revised model the learning was defined as a continuous process which happens through remembering, understanding, applying, analysing, evaluating and creating. These verbs are represented by a pyramid model as below (Fig.3):
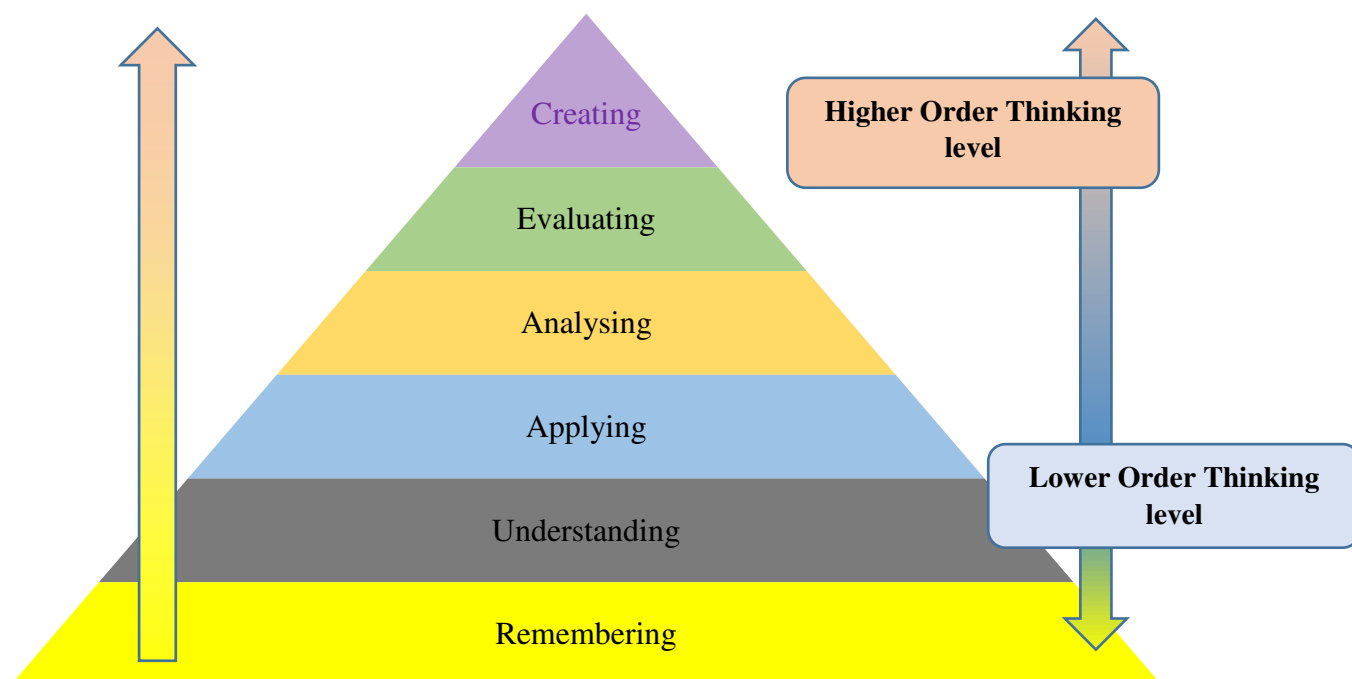
Fig.3- Bloom's revised model of learning in Cognitive Domain

Source-Author's Original

COGNITIVE DOMAIN: ARCHITECTURE

Now we will see in brief about the various levels of learning in the cognitive domain as mentioned above in the revised Bloom's model.

1. **Remembering:**

   According to Bloom's Taxonomy, the first level of learning in the cognitive domain is **remembering**. This is also termed as, **"memory level of learning"**. In this level the learner stores all the impulses that reach to him through all the five senses, and retrieves it from the memory whenever it is needed. At this level it is expected to recognize or remember the information by the learner as it is. So in this first level the learner exhibits memory of previously learned materials by recalling it in the form of:

   ♦ knowledge of specifics
     ▪ terminology *(memorize, identify, name, define)*
     ▪ specific facts *(know, recall, select, label, locate, state)*
   ♦ knowledge of ways and means of dealing with specifics
     ▪ conventions *(point out)*
     ▪ trends and sequences *(list, sequence)*
     ▪ classifications and categories *(classify, group)*
     ▪ criteria *(set the framework of)*
     ▪ methodology *(recite)*
   ♦ knowledge of the universals and abstractions in a field
     ▪ principles and generalizations *(generalize)*

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▪ theories and structures *(tell, attribute)*

2. **Understanding:**

The second level of learning is, **"understanding"**. Here the learner is able to understand whatever he has stored in his memory through intellectual apprehension, so that he is able to paraphrase, explain, identify and discuss it to some extent. So in this level the learner, not just recalls but can do a little more than recalling. In this level the learner becomes able to construct the meaning from instructional message, through different forms of communication by recalling and organizing the facts and become able to translate it, interpret it, describe it and can give the main idea behind the fact through:

▪ Translation *(translate, distinguish, comprehend, express, paraphrase, give examples, explain, illustrate, rewrite, extend, summarize, transform, visualize, diagrammatize, match)*

▪ Interpretation *(determine, interrelate, interpret, explain the meaning, restate, infer)*

▪ Extrapolation *(guess, arrive at a decision, adapt, fill the gap)*

3. **Applying:**

The third level of learning is, **"applying"**. Here the learner is able to use whatever he has learned to a newer situation to find the solution of certain problems. Means the user can take information on an abstract nature and use it in concrete situations.

4. **Analysing:**

The fourth level of learning is, **"Analysing"**. This level is a higher level of **applying**. In this level the learner develops the capacity to breakdown the complex situations into its constituent parts. The learner in this level is able to apply the concepts learnt, and will be able to find out the relationship among these constituent parts. Learners in this level breakdown the complex situation into its constituent part by identifying the motive or cause behind the situation. Once the identification of motive or cause is done, the learner makes the inferences and finds evidence to support the generalization. So the behaviour of the learner at this level is related to both the *content* and *the style*. Learner at this level does the analysis in the form of:

▪ analysis of elements *(collect data, differentiate, parse, subdivide, prioritize)*

▪ analysis of relationships *(associate, outline, analyse)*

▪ analysis of organizational principles *(set out principles, map out, disintegrate, qualify, attribute)*

5. **Evaluating:**

The fifth level of learning in the cognitive domain is, **"evaluating".** In this level the learner is now elevated to the level of a **judge**, where the learner is able to apprise and make judgment on different areas that he has learnt. In this level the learner becomes able to give the judgment about an information, validity of an idea or to evaluate the quality of a work based on a certain set of criteria. The learner at this level is expected to compare the quantitative and qualitative properties of the information and to take the measure of their accuracy and benefits through:

▪ judgments in terms of internal evidence *(appraise, overview, control, compare, consider, find mistake, confirm, support)*

▪ judgments in terms of external criteria *(examine thoroughly, decide, judge, critique, give points, admire, defend, recommend, predict, talk over)*

6. **Creating:**

The highest level of learning according to the cognitive domain is **"creating"**. In this level the learner is elevated to the position of a discoverer, where the learner is able to find something new. He will be able to put together many disorganized elements or parts so as to form in a new way. Here the learner compiles the information together in a different way by combining elements in a new pattern or proposing a new alternative solution to a complex problem. At this level the learner is expected to create a new and original product to serve a certain aim and to reflect the creativity through:

▪ production of a unique communication *(compile, discover, design, plan, originate, compose, produce, construct, reveal, exhibit)*

▪ production of a plan, or proposed set of operations *(offer an alternative, make a plan, organize, formulate, tabulate)*

▪ derivation of a set of abstract relations *(combine, restructure, synthesize, hypothesize, develop a system)*

Coming of the hierarchy between above levels, it's natural that a cognitive mind always remembers first. Our brain, through our sense organs with different levels of perception, always remembers enormous amounts of facts, patterns, terms, events, concepts etc. And with a strong memory level tries to retrieve what has been remembered from memory whenever needed. This is a very complex automated approach which is natural for a cognitive mind. Now coming to the second level, one can understand a concept only if one is remembered about the facts or we can say, the data about the concept. Once we are able to understand a concept, we can apply that concept on a newer situation or to find the solution of a complex problem. So understanding becomes a prerequisite for applying. Through applying the knowledge learnt, a learner would be able to analyse the knowledge too. The analysis is not possible unless it has been applied somewhere. Thus the application becomes the prerequisite for analysing. Once we are able to analyse the knowledge, we become able to evaluate, apprise and make judgment on different areas that he has learnt. We cannot draw conclusions unless the analysis is done. Hence analysis becomes a prerequisite for evaluating. Now the learner becomes able to draw the conclusions, the learner reaches to the highest level of learning and will be able to create or discover something new.

This hierarchical approach tells us that the learning on different levels cannot be possible unless it has not passed through its previous stage of learning. So it is evident that learning is a process engineered in such a way that one level is prerequisite for the other and the learning takes place in continuum. Thus we can see that the architecture of the cognitive domain gives a very beautiful concept of the process of learning and tells us how the learning should happen. The learner should be able to proceed from the **remembering** level to **creating** level so that he will be able to contribute something new to the field of knowledge.

CONCLUSION

In the present chapter we have seen the different levels of cognitive domain as per the Bloom's Revised Taxonomy. We also have seen what is expected from a learner to represent his learning in each domain and how the learner can represent his learnings through different ways in each domain. The understanding levels of the cognitive domain of Bloom's Taxonomy helps the teachers to understand the difficulties of classroom teaching, guide them to change the complexity of questions and helps students to achieve the higher levels of hierarchy and develop critical thinking among them. In further chapters as a future scope we will try to understand the ways of framing questions for assessment of students in each level of cognitive domain.

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Understanding communication pattern in Fashion using Fashion Photography

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Abstract-Economics once again gained precedence over fashion. The educated and urban populations of the nation preferred western clothing, which infects helped maintain the European style. The biggest impact on the Indian fashion business has come from Bollywood. As color films acquired fame in the 1950s, people started to be significantly influenced by the fashion choices of Bollywood actors. Films were inspired by its society, as well as the British to some degree. The fashion business became entrenched in our sociology practice as we became more civilized. This lengthy past has brought about huge changes and tastes in society in addition to dictating how we wished to be represented in media like magazines, news networks, newspapers, photography, and movies. Recently, the fashion industry has had to adapt to a world where concerns that it had never given much consideration to are now crucial to the customers who support it. Its presentational pictures had to be altered, as well as how and where they were viewed. Fashion photographers themselves had to adapt. Additionally, it has altered how clothing is viewed, promoted, and bought. The fashion and cosmetics sectors have recently broken away from one another and split into the dream and reality schools of aesthetic thought. Fashion had to do it because that is how the industry is perceived through images. The likelihood that the change will continue is very strong. No company can afford to stay the same or even change incrementally these days. There should be more of it that is faster, leaner, more skillful, less trivial, and more integrated into modern issues. The present imperatives are as follows. The following stylish photo story might be different. Future Creators, the decision is completely up to all of you.

Keywords- Indian Fashion, Communication, Fashion Photographs, Fashion, Images.

INTRODUCTION

Practitioners and scholars alike use the word "fashion" to refer broadly to an industry that spans multiple sectors,

including textile, apparel, leather, knitwear, accessories, eyewear, cosmetics, and jewelry. Fashion is a general term for a prevalent practice or style, particularly in the realms of apparel, accessories, make-up, body, and furnishings. Its root word, "Facere," means "To Make" in Latin. Simply put, we can say that design is an art. Fashion is an expression of one's emotions. Additionally, it alludes to the most recent works of cloth art. People have an innate inclination towards fashion. Both men and women enjoy dressing up to appear more appealing and distinctive. A style is "in" if a certain demographic (demographic) accepts it over an adequate amount of time (an adequate amount of time). Various styles can cohabit as well. According to some theories, the XIX century was when fashion photography first emerged as a distinct genre of digital art.

The advancements in photography and screen printing led to the establishment of publications like La Mode practicum (1898), Harper Bazar (1867), and Vogue (1892). Paris was regarded as the hub of fashion and fashion photos until the late 1930s. The world's most renowned photographers at the time were inspired by the French city. Adolf de Meyer, who is regarded as one of the pioneers of fashion photography; Horst P. Horst, and George Hoyningen-Huene, who worked for renowned publications like Vogue, were among the many German photographers who moved to Paris. In India, fashion photography brilliantly and excitingly highlights clothing and other fashion-related goods. Fashion photography has developed into a career with significant commercial worth because of the development of advertising and the mass media.

Fashion photography focuses on showcasing clothes and other accessories. Indian photographers, Tarun Khilwal, Atul Kasbekar, Dabboo Ratnani, and Vikram Bawa are some of the known faces who made the bench mark in our Fashion Industries. Tarun Khiwal He is without any doubt, India's most celebrated name in fashion photography. Tarun is the first and only Indian to win the Hasselblad Masters Award, as well as the only Indian whose work was featured in the esteemed Broncolor's Annual Calendar in 2012 (Fig 1).

Fig 1: Tarun Khiwal- Hasselblad Masters Award

Image source:
Fig 1: Tarun Khiwal- Hasselblad Masters Award - https://rb.gy/gi1v

Fashion Sense

Although India has a long history of clothing, the fashion business is relatively new because traditional Indian clothing with regional variations, such as the sari, ghagra choli, and dhoti, stayed popular well into the country's post-independence years. Indian design is often influenced by Western. Sequins and gold thread are frequently used in fashion to draw consumers and make a statement about the Indian fashion scene (Fig 2). Slowly but surely, the ability to dress stylishly began to spread throughout India as all Indian designers combined traditional styles with contemporary apparel.

Fig 2: Textile Industry

Image Source:
Fig 2: Textile Industry - https://rb.gy/0tt2

Ritu Kumar, a designer and textile print specialist based in Kolkata, began working on resurrecting the traditional hand block printing methods of Bengal and establishing "ethnic chic" as a part of the broader renaissance movement in the Indian textile industry. In Delhi, they launched their first store in 1966. They first displayed the Zardozi needlework in their clothing in 1973. This embroidery has its roots in Mughal-era imperial costumes. This caused the forgotten work to be revived. Over time, embroidery evolved into a key component of Indian bridal apparel and one of the largest fashion products in the nation. Various organizations, NGOs, and individuals worked to revive old-world Indian weaving, printing, dyeing, and embroidery methods, such as ikat, patola (double-ikat), bandhani (tie-dye), and shisha. (Mirror embroidery). Manish Arora debuted "God-printed T-shirts" in 1997, along with Indian pop and street art in vivid colors on clothing. Monisha Jaisingh created the Kurti in 1998 by shortening the conventional kurta. This garment quickly gained notoriety as the "Indian embroidered tunic" throughout the globe. The Fashion Design Council of India was founded the same year, and it finally launched India Fashion Week in Delhi to support Indian designers and producers.

Manish Malhotra, another costume designer for Bollywood films, rose to prominence in 2000 and had a significant impact on Indian fashion. He popularized the "cocktail sari" in 2000 after creating fashionable styles for the actors Urmila Matondkar in Rangeela (1995) and Karisma Kapoor in Raja Hindustani (1996). It brings back the traditional sari in a contemporary form by using delicate hues and materials like chiffon, satin, or net. He was also influenced by the actors' silk saris in Yash Chopra movies like Chandni and the famous Bollywood saris of the 1960s - 1989 (Fig 3).
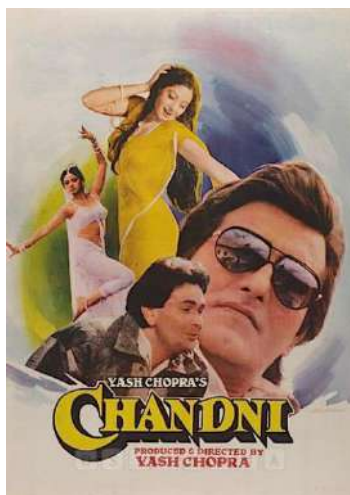

Fig 3: Chandni

Image Source:
Fig 3: Chandni - https://rb.gy/bana

A new period of Bollywood fashion impact and cooperation with notable designers also began at this time, in addition to notable actors and actors occasionally walking the runway for some designers. Despite the continuing crisis, the Indian fashion business had a 2009 market value of 2.9 billion ($36 million). Manish Arora, renowned for his quirky kitsch, made history by becoming the first Indian designer to take part in Paris Fashion Week that same year. Even though there is a study on fabrics, artisan practices, and the past of Indian clothing, the Indian fashion industry as a whole is still not well understood analytically.

Background of Fashion

Years of Indian fashion are impossible to sum up in a few lines because artisans and designers could catch the ethnicity, grace, and grandeur of each period. What fascinates the minds of the inquisitive is the tweaking-turning development of the same. One of the biggest producers to the economy of capital products is the textile sector in India. Indian design is renowned for its traditional, cultural, and indigenous touches. Even today, as Indian fashion soars to new heights on the world stage, it is impossible to ignore the country's fashion development. Even today, as Indian fashion soars to new

heights on the world stage, it is impossible to ignore the country's fashion development. The Indus Valley Civilization is thought to be the origin of everything. The Bronze Age of Civilization, also known as the Indus Valley Civilization, which spanned from 3300 BCE to 1300 BCE, is when the earliest records of customary Indian clothing were discovered (Fig 4).

Fig 4: Indus Valley Civilization

Image Source:
Fig 4: Indus Valley Civilization- https://rb.gy/i1ad

Long before the fashion industry even started to make its first moves, the Indian cloth industry was flourishing. Long before the time of colonialism, India had begun exporting cotton and silk. Around 300 BCE, India learned how to make silk from the Chinese. Many locations across India evolved into hubs for silk spinning. These were mainly locations like Delhi, Cochin, Gujarat, and Varanasi. Silk rapidly gained popularity among the nation's royals because of its delicacy and opulent feel. With the expansion of the Mughal Empire, elaborate designs and patterns on silk started to appear. But clothing was an extravagance enjoyed only by the wealthy. The wealthy also wore jewelry, lehengas, and sherwanis that had been expertly embellished, in addition to lovely silk clothing (Fig 5).

Fig 5: Mughal Empire

Image Source:
Fig 5: Mughal Empire - https://rb.gy/cykb

The skirts, trousers, and blouses of the Anglosphere were introduced to India by the East India Company. British employees were required to adhere to these styles while working as clerks in their workplaces. The upper classes then gradually started to adopt these European styles (Fig 6).
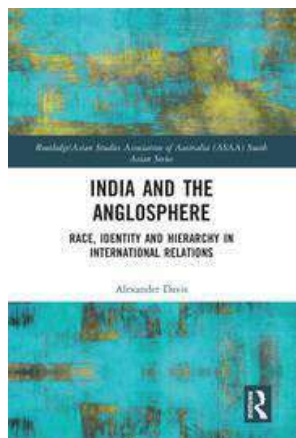
Fig 6: Anglo sphere

 Image source:
Fig 6: Anglosphere - https://rb.gy/1b15

Before Indian colonialism, fashion was a luxury enjoyed exclusively by the wealthiest citizens of the nation. The influence of the caste system on Indian design history is something worth noticing. The activity of the populace and the usefulness of the garment dictated fashion. Poor farmworkers and office workers, for instance, dressed in dhotis and cotton sarees, but soldiers and warriors donned the armor. Clothing served as a representation of caste, status, and the many responsibilities that people played in society. The people themselves often fashioned and weaved these cotton clothes by hand. Most of the population did not perceive a need for or demand for trendy attire. Although most middle-class Indians were required to wear fashion at the time, the industry did not thrive even during the colonial era. Poverty and tyranny significantly influenced this (Fig 7).

Fig 7: Caste System

Image Source:
Fig 7: Caste System- https://rb.gy/x1l6

Fashion as a Communication Tool
(Shift in the industry)

Years after India's independence, the economy still appeared to be suffering from the detrimental effects of colonialism. Once more, fashion took a backseat to the economy as the nation continued to experience economic hardship. However, the country's urban and educated people favored western dress, which helped in some part preserve European design. Bollywood has had the most influence on the Indian fashion industry. People began to be significantly inspired by the dress style of Bollywood stars as color film gained popularity in the 1950s. Its culture, as well as the British to some extent, served as inspiration for films (Fig 8).

(Fig 8): Bollywood Movie Posters

Only when the country's stable economy and the partition came into play did the Indian fashion industry truly begin to flourish. Inter-state trade growth also contributed to the emergence of Indo-Western fashion (Fig 9).

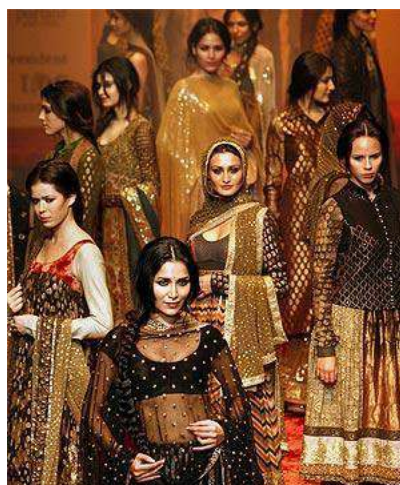Image Source:
(Fig 8): Bollywood Movie Posters - https://rb.gy/wfp5

Fig 9: Indo Western Fashion

Image Source:
Fig 9: Indo Western Fashion -https://rb.gy/dhvkgp

The renowned names Abu Jani, Sandeep Khosla, and Tarun Tahilani were among the earliest Indian fashion designers, and their creations are still well-liked by their clientele. There was more rivalry in the fashion business as other labels began to emerge. International brands soon began to enter India, and boutiques gained prominence and were friendlier to the younger generation. An increasing number of individuals with smartphones are now able to purchase more effortlessly and conveniently thanks to digital advancements, improvements, and a booming economy. Since the rise of e-commerce, more individuals than ever before are making purchases online. In recent decades, India's fashion industry has seen a lot of turbulent upheavals. Every style is now easily accessible due to the internet age. Fashion is now accessible and simple. Brands must, however, consider the constantly shifting preferences of their consumers, particularly in India, where quality has recently been regarded to be more important than anything else in clothes. Fashion communication is the art of using various platforms to spread the word about diverse cultures, lifestyles, and fashion. It entails applying communication design principles to fashion and different leisure goods. As the fashion industry has grown, it has become essential for many companies to create a unique identity to maximize effect and visibility. Fashion photos, fashion events and exhibit

design, fashion advertising and public relations, styling, broadcasting, social media, and fashion films are major fields of fashion communication. Fashion communication serves as the hub of the industry and the conduit between buyers and sellers of clothing. Is always in style regarding fashion, whether viewed through the eyes of a creator or an influencer. Photography, however, gives the garment or dressed up apparel vitality.

Implementation of photography in fashion

After we became more civilized, the fashion industry became ingrained in our sociology routine. In addition to dictating how we wanted to be presented in media such as magazines, news channels, newspapers, photography, and movies, this extensive history has brought about enormous changes and preferences in society.

Photography has played a role in achieving our nation's independence since its beginning, and humans began taking photographs with the assistance of memory recognition. Style photography has been a presence since the earliest long periods of photography. People would use photography to present their ideas as the fashion industry changed and the fashion-related media grew clothing and costumes.

Due to the outbreak of World War II, the once-thriving and substantial fashion photography industry practically came to an end after 1939. Style underwent significant transformations following the Second World War, and numerous new planners emerged in the 1950s and 1960s. Following the deaths of Richard Avedon, Guy Bourdin, and Peter Lindbergh, some of the most well-known fashion photographers in the world today are Patrick Demarchelier, Steven Meisel, Mario Testino, and Annie Leibovitz. Fashion photographs could be used in magazines in the first ten years of the twentieth century thanks to advances in halftone printing.

The invention of the printing process (Fig 10) does not help the fashion industry. But it does help the industry meet new demands by capturing trends, which results in an increase in production and a rise in the demand for fashion clothing.

Fig 10: Printing Process

Image source:

Fig 10: Printing Process - https://rb.gy/eqjea2

Louise Dahl-Wolfe is one of the most well-known women in fashion photography. Her work for Harper's Bazaar introduced the field to a variety of compositions and aesthetics. Annie Leibovitz was hired as Vanity Fair's first chief photographer in 1983 to carry on Steichen's legacy of celebrity portraits in modern photography.

When we talk about fashion in India, we can't forget to mention famous people like Sharvee Chaturvedi, Prabuddha Dasgupta, Serin George, Colston Julian, Atul Kasbekar, Amit Khanna (photographer), Tarun Khiwal, Richa Maheshwari, Jagdish Mali, Indrani Pal-Chaudhuri Venket Ram, and Jayesh Sheth (Fig 11-12).

Fig 11-12: Example of Fashion images

Image source:

Fig 11: Example of Fashion images - https://rb.gy/yu0ik9

Fig 12: Example of Fashion images - https://rb.gy/h03j4t

Future of Fashion Photography

Fashion has recently been forced to contend with a world where issues that it has never given much thought to are now crucial to the people who support it—consumers. Its presentational images, as well as how and where they are seen, have had to change. Even fashion photographers had to change. It has also changed how fashion is perceived, advertised, and purchased.

Younger generations prioritize digital first. According to a 2018 Forrester study, 27% of all internet purchases worldwide are made for clothing. In 32 nations, the proportion of people who made purchases online increased to 58% in 2018, with half of those purchases being made at fashion stores, which make up 266 of the top 1,000 online retailers. Today, mobile devices account for 65% of all internet retail traffic. BCG, a global consulting firm, also claims that 57% of fashion promotion is now done online. "In recent years, the fashion and cosmetics industries have rebelled against one another and divided into two separate aesthetic philosophies: fantasy and reality. The perfect complexion, perfect clothes, and perfect models are all central to the purity and idealized beauty standards of fantasy. Embracing the person and what makes them special, such as how they defy conventional notions of attractiveness, is key to being authentic. This explains why more recent ads tend to feature models with distinctive features, curvier bodies, and odd skin tones, according to Adler. The idea is that many customers want to recognize themselves in the advertisements and promotional materials produced by the businesses they patronize. The opposing party aims to produce images that are more inspired by art and fantasy than by truth.

In recent years, the fashion and cosmetics industries have rebelled against one another and divided into two separate aesthetic philosophies: fantasy and reality. Fashion needs to have to, and the way the business is viewed is through fashion photos. The shift will likely persist. These days, no business has the luxury of remaining the same or even changing gradually. More of it that is quicker, leaner, more dexterous, less frivolous, and more incorporated into contemporary problems. These are the current imperatives. The next fashion picture tale may be different. That is entirely up to every one of you - Future creators.

CONCLUSION

Designs from photos can be used to create a variety of ensembles for the fashion industry. By enabling people to purchase the entire ensemble to participate in local area style, it enhances a nation's way of life regarding fashion. It disperses communication between those who create trends and the broader public. Unquestionably, the first thing that gave fashion designers a way to spread the word about their signs from one side of the world to the other was through fashion photography. Additionally, it gave individuals the opportunity to quickly review their work and assess current patterns. An image captured by a camera communicates a real significant shift in addition to being primarily a portrayal. Even though it benefits everyone around you, you stand to benefit greatly nonetheless. The basic point of confluence of a high-plan visual artisan's work is propelling another object. Visual artists are in a strong position to sway their audiences and introduce the idea of modern style to them.

In creative endeavors, some individuals have the good fortune to collaborate with colleagues in related fields rather than just beautiful models. Concentrate on one thing only if you want to drown out the noise of the universe. Taking pictures is a mind-blowing way to unwind and investigate your creative ideas. A skilled fashion photographer can capture both massive fashion change and it's detailing. This fresh viewpoint has merit. Developing a respect for the peculiar in daily life is one advantage. You'll suddenly notice only the good aspects about everything. Understanding the fundamentals of photography is important because it has a lot of potential in the future.

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Differentiation in 3D Animation and 2D Animation

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Abstract- After a long term of animation industry improvement, technological innovation, and animation version changes, step by step, the animation enterprise chain was constructed. As well as 2D and 3D animation. The industrial price of 2D animation has progressed nicely, and animation as a form of cultural communication for young and old has been shaped by multinational cultural characteristics. This time, under the impact of 2D animation, 3D animation changed into a thing. In reaction to the wishes of the times and the human being's sensory stimulation desires, three-dimensional technology creates an extra three-dimensional impact. But, at the same time, to enhance the three-dimensional picture, the relative price and time intake are identical, whether or not it's for two-dimensional or three-dimensional animation design. Their respective advantages and disadvantages have a long way to go in the future.

Keywords-2D animation, 3D animation, Design, Creativity, Sketching, Visual effects

INTRODUCTION

While the history of animation began much earlier, as we know, 2D animation has a history of improvement and its own layout. The design of 3D animation is primarily based on 2D mode, with extra-special and sophisticated processing outcomes. It could be stated that the essential distinction between the two lies in the spatial measurement. The height has been adjusted to make the photo feel extra actual and let the viewer fall into it. The design differences among 2D and 3D animations can be analyzed from the idea, production method, and characteristics. Animation layout ought to always seize the target market's attention, encompass the authenticity of the animation while not forgetting to create classic characters, and provide humans with non-secular ideas. Whether it is 2D or 3D design, each has its own characteristics. This newsletter will substitute the corresponding animation case. The explanation and assessment of the differences between the two are useful for innovative thinking in animation design.

DIFFERENTIATION OF ART, CONCEPTS BETWEEN 2D ANIMATION AND 3D ANIMATION

Early on, by hand, 2D animation introduced a frame and a frame connection into the animation scene, and the background of the animation was rather static. However, in the corresponding picture gadgets, the person is to move slowly, and with the aid of the transparency movie for drawing this vector, by using the superposition technique to render photos, the animation information is whole but extra ordinarily lacks sense. At present, 3D images can be simulated with the help of computer technology, which improves their authenticity. However, the pictures can only slightly tilt in the direction of the 3D state and cannot really compare with 3D. Even though the three-dimensional (3D) animation may be very three-dimensional, no matter what the perspective of the image or the geometric distance away from the display, it should now not affect human's sensory enjoyment of an excessive amount of it. At the same time, three-dimensional animation (3D) continues to be inseparable from the original graphic layout. No matter how excellent the 3D animation lighting is, the graphic artwork layout is inseparable. This study may take the successful domestic 3D animation "Roadside Romeo", for instance. Its animation layout is inseparable from its picture layout and flat individual design. Meanwhile, there may be a transition from plane (2D) to 3D animation modelling rather than immediately forming a 3D scene. For example, "Rain" couldn't be more acquainted. The info of every individual makes humans experience sensible, more brilliant than its individual standing in front of the target market; it is not tough to locate under cautious remarks. But the replicate lens

continues to have a 2D layout. And it could admit that 3D is more sophisticated than 2D, but say that 3D could absolutely replace the two-dimensional animation mode until it disappears. This is an unprofessional evaluation.

DIFFERENTIATIONBETWEEN 2D ANIMATION AND 3D ANIMATION COMPOSITION

Characteristics of 2D Animation Composition

The whole film of two-dimensional (2D) animation is usually composed of ten more scenes. Those beautiful heritage pictures of herbal surroundings, family arrangements, or hazy dreams are all drawn by the staff according to the script necessities and the director's intention. Unique varieties of film scenes are drawn with unique levels of delicacy. Acclaimed audiences have always loved two-dimensional (2D) lively films directed by Arnab Chaudhuri for their meticulous backgrounds and tender, vibrant colours. The unique scenes are by and large taken from real natural scenery photos or directors' imaginations in India or even throughout the country. Artistic modification and creation on this basis always give people a feeling of a hand-painted, dreamy background.

Because 2D animation scenes are static, 3-dimensional (2D) planes, in animated movies, producers generally draw separate distance layers: first, the sky in the distance, then the white clouds in the sky above, and the second one is thick. Thick, inexperienced timber can imitate the wind once it shakes. Within the area of grass, fields, and rocks, every so often the scenery will precede the character, while the opposite individual is most helpful within the historical past. In this way, the movie scenes generated through the use of layers of celluloid occupy most of the development of two-dimensional (2D) animation.

Characteristics of 3D Animation Composition

There are obvious variations between scene design in 3D animation and scene layout in 2D animation. Computer 3D animation has a unique advantage in representing the physical space of a scene. 3D animation is versatile and easy to use. Because the scene is constructed by way of a specific three-dimensional (3D) layout, without using synthetic feelings to construct the scene, it could simulate and reproduce the practical style of the primary international. The picture readability and experience of space in the foreground and background of 3D animation, whether designed with natural objects or 3D virtual generation, is constantly much like the actual global. Because the scene design absolutely complies with the scientific attitude guidelines, whether it is located in a physical object to perform taking pictures or 3D modelling, there could be no distance error due to the boom within the quantity of frames taken.

DIFFERENTIATION ACTION ART BETWEEN 2D ANIMATION AND 3D ANIMATION

The character's action design is also a distinguishing factor in evaluating 2D animation and 3D animation. The motion design in the animation is much more exaggerated and distorted than the capture in actual life. Generally used creative treatment method in animation, which is nearly everywhere. The so-called hyperbole refers to the partial or all kinds of the characters' exaggerated actions to achieve sturdy creative consequences under the basis of retaining the traits of animation modelling. Transformation is an artistic technique typically used in caricature modelling and character performance. The so-called deformation in animation modelling refers back to the deformation of the frame structure of the lively individual to make it more brilliant and exciting and more in line with the plot necessities.

Action Design in 2D Animation

Because of its flat characteristics, two-dimensional (2D) animation can frequently use more exaggeration than three-dimensional (3D) animation. The exaggeration of person modelling in two-dimensional (2D) animation has advanced from imitating real characters and animals for a long time. This method has frequently evolved into a cool animated film style of freehand brushwork portrayal. Those characters with a few strokes of outline and important components, complete with a laugh that is notably personalized, soar on the screen, taking walks, running, and completing "concise" diverse movements. 2D character animation actions can exchange exaggerated forms, stretch, and curl arbitrarily, often because of the photograph's nature. Humans dare no longer believe it as truth; this sort of unintentionally fussy exaggeration is unrealistic, even for the frontal portrayal of characters. There may be exaggerated and bloated figures and inconvenient steps. Two-dimensional (2D) lively characters pursue perfection at the same time as striving to bear in mind the information of the form. In any case, each picture wishes to be meticulous, in particular the person's garb and accessories. Consequently, after the character movements, it's necessary to dig deeper into the motion dating of the accessories' position, angle, and shape.

This prompted an extensive workload. The contradiction between disproportionate efforts and gains has emerged as the reason why few human beings are inclined to bear this kind of strenuous work. But, tremendous works are produced while a top-notch deal of attention is dedicated to the pursuit of first-class details, even as the person or woman picture is maintained with brilliant precision. Indian animation, represented by Arnab Chaudhuri, has constantly been well known to a vast audience for its sensible style and pleasant elements. It could contain computer graphics, except that hand-drawn graphics cannot be very good to complete the lens, which include water ripples and other shapes. Nonetheless, it has to be particularly set up by the computer employee's computer imaging department to take over the completion of drawings after the work has eventually been sent to just accept processing. Further, in the pre-production, the running group issued a "no 3D" assertion. It is strongly recommended that UTV motion pictures and Walt Disney hand-drawn individuals no longer use computer painting due to the fact that this may make people's hand-drawn generation decline. The portray effect isn't always suitable to cut prices appreciably.

Action Design in 3D Animation

In 3D animation, the three-dimensional form often reminds the audience to recall and compare similar things in daily life. Is the fox on the "Roadside Romeo" the same as the primary thing? Are the size and shape up to standard? Are the colors so exaggerated that the animators doubt their simulation skills and lose patience? In addition, the movement of the foreleg animals, the formation of their jump on the floor, the contours of running beasts, and stones lifted when catching prey will not stand out in the picture because they are out of reality. Suppose the character image in the 3D animation is exaggerated and distorted compared with the physical object. In that case, we feel like there is a lack of knowledge of the student's work or that a purely alternative artist is engaged in his creative performance. Today's 3D animation software is compelling. As long as people can think of it, it can almost be achieved. With the rapid development of 3D technology, for today's filmmakers using their imaginations to tell stories, two-dimensional (2D) animation can give people the feeling that it is often exciting and eccentric. Furthermore, 3D animation in itself is a natural and artistic style. Serious, the production of three-dimensional (3D) animation is very time-consuming. The creator should have experience with digital production and have one of the high-speed computers as a hardware device. All of these conditions make the production technique quite expensive, so it should only be considered in extreme cases.

CONCLUSION

In animation 2D animation and 3D animation are two different and controversial animation forms. Second animation is considered to be the most intuitive type of animation. The two-dimensional, lively characters displayed at the plane aren't only easy to draw kid's attention but also can domesticate kid's interest in drawing from an early age. 3D animation is predicated on technological development and is manufactured through excessive tech productivity. On every occasion a brand new 3D animation work is created, it represents humankind's most advanced stage of computer animation generation. However, when technology is above art itself, the high-tech animation works that take the most note of its application can't ignore the ideological and story stages of the animation works themselves. In the end, the animation is a form of film and television; the tale and ideology are the primary. Further, we can continue to talk approximately about the rapid changes introduced by science and technology. Suppose the creators can carry out a careful screening of scripts and make movies cautiously. If so, each two-dimensional animation and three-dimensional animation can obtain good ratings and achieve positive workplace outcomes.

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