

K.R. Mangalam University
Gohana Road, Gurgaon, (Haryana)
Registrar

MAY 2023

SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)
K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA



School of Journalism and Mass Communication
K R Mangalam University

Assistant Professor
Mr. Ritwik Ghosh

Under the supervision of

NEERAJ GUPTA
R. No. 2009200013

By

Bachelor of Art (Journalism and Mass Communication)

In partial fulfillment of the requirements of the degree of

Project report submitted

Major Project Portfolio

APPROVAL SHEET

This project entitled Major Project Report by Neeraj Gupta is approved for the degree of BA(JMC), School of Journalism and Mass Communication, K. R. Mangalam University.

Dean (SJMC)

Dr. Neeraj Khatri

School coordinator

School of Journalism and

Mass Communication

K. R. Mangalam University

Date: 5th June 2023

Place: Gurugram

Supervisor



Mr. Ritwik Ghosh

Assistant Professor

School of Journalism and

Mass Communication

K. R. Mangalam University



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K.R. Mangalam University

Sohna Road, Gurugram, (Haryana)

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea in my submission. I understand that my violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been taken when needed.

DECLARATION

NEERAJ GUPTA
2009200013
Neeraj

Date: 5th June 2023

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K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



School of Journalism & Mass Communication

K.R. Mangalam University

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Gurugram

Certificate

I, MR. Neeraj Gupta, Enrolment No. 2009200013 Batch (2020-23) certify that the Major Project is originally work done by me and it has a detailed report of authentic work carried out by me in the 3 year of BA(JMC) course.

Signature of the Student

Neeraj

Date: 5th June, 2023

Mr. Ritwik Ghosh

Assistance Professor

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Acknowledgment

This report has been prepared for the Major Project that has been done in 3 years of course. In order to study the practical and theoretical aspects of the course in the real field to fulfill the requirements of the course Bachelor of Journalism and mass communication.

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Place: Gurugram

Date: 5th June 2023

Student Name: NEERAJ GUPTA

Neeraj

Roll Number: 2009200013

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 K. J. Somaiya Institute of
 Management Studies
 (K. J. Somaiya Institute of
 Management Studies)



much has been written about the apparent increase in smoking among college students. Increases in smoking, however, have not been observed exclusively in the college population. Significant increases also have been witnessed among young adults in general, and importantly among high school students. There is credible evidence that some of the observed increase among young adults is an artifactual result of the aging of cohorts with increased smoking among youth.

1. Introduction

Keywords: *Promote smoke-free environments*

Abstract: This paper investigates hypotheses regarding the cause of the recent apparent increase in young adult smoking, compares trends in smoking among young adults with trends in the use of other substances, and considers the implications for youth tobacco control research and policy. Time series analyses of national data suggest that the recent observed increase in smoking among young adults is primarily an artefact of the almost simultaneous increase in smoking among high school students. In addition, however, it also appears that there have been real changes in smoking patterns among young adults.

Title: Smoking on the rise among young adults

Research Project - 1

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Sohna Road, Gurgaon, (Haryana)

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JUNE 2023

SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)
K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA



Mr. Ritwik Ghosh
Assistant Professor
School of Journalism and Mass Communication
K R Mangalam University

Under the supervision of

Harsh Rana
R. No. 2009200005

By

Bachelor of Arts (Journalism and Mass Communication)

In partial fulfillment of the requirements of the degree of

Project report submitted

Major Project Portfolio

APPROVAL SHEET

This project entitled Major Project Report by Harsh Rana is approved for the degree of BA(JMC), School of Journalism and Mass Communication, K. R. Mangalam University.

Dean (SJMC)

Dr. Neeraj Khattri

School Dean

School of Journalism and

Mass Communication

K. R. Mangalam University

Date: 14th June 2023

Place: Gurugram



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Supervisor

Mr. Ritwik Ghosh

Assistant Professor

School of Journalism and

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K. R. Mangalam University

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Registrar
K.R. Mangalam University
Bokna Road, Gurugram, (Haryana)

Date: 14th June 2023

Harsh Rana

Signature

(Name of student)

2009200005

(Roll No.)

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea in my submission. I understand that my violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not have been properly cited or from whom proper permission has not been taken when needed.

DECLARATION

School of Journalism & Mass Communication
K.R. Mangalam University, sohna road, Gurugram

Certificate

I, Mr. Harsh Rana, Enrolment No. 2009200005 Batch (2020-23) certify that the Major Project is originally work done by me and it has a detailed report of authentic work carried out by me in the 3 year of BA(JMC) course.

Signature of the Student

Date: 14th June, 2023

Mr. Ritwik Ghosh
Assistance Professor

School of Journalism and Mass Communication

K. R. Mangalam University, Gurugram, Haryana, India

Acknowledgment

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K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

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course. In order to study the practical and theoretical aspects of the course in the real field to fulfill the requirements of the course of Bachelor's of Journalism and mass communication.

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Student Name: Harsh Rana

Roll Number: 2009200005

Date: 14th June 2023

Place: Gurugram

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A handwritten signature in blue ink, likely belonging to the Registrar.

K.R. Mangalam University
(Haridwar)
Sohna Road, Gurugram

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1

1.3 Methodology

1.2 Objectives and Research Questions

1.1 Background and Significance

Introduction

Table of Contents:

This research paper aims to examine the multifaceted ways in which politics affect the film industry. It explores the various dimensions of political influence, including censorship, content regulation, film subsidies, classification systems, funding and support, international trade and distribution, representation and diversity, and film as political commentary. By analyzing case studies, policy frameworks, and industry dynamics, this paper provides a comprehensive understanding of how politics shape the creative, economic, and social aspects of the film industry. The research findings highlight the complexities, challenges, and opportunities that arise from the interplay between politics and the filmmaking process.

Abstract:

Research Project - 1
The Impact of Politics on the Film Industry: A Comprehensive Analysis
Harsh Rana
BA(JMC) 3rd Year
School of Journalism and Mass communication
K.R. Mangalam University, Sohna Road, Haryana
Mr. Ritwik Ghosh
Assistant Professor
School of Journalism and Mass Communication
K.R. Mangalam University Sohna Road, Haryana

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K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



MAY 2023

SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)
K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA



School of Journalism and Mass Communication
K R Mangalam University

Assistant Professor
Mr. Ritwik Ghosh

Under the supervision of

R. No. 2009200027

LOVE SINGH KATOCH

By

Bachelor of Arts (Journalism and Mass Communication)

In partial fulfillment of the requirements of the degree of

Project report submitted

Major Project Portfolio


APPROVAL SHEET

This project entitled Major Project Report by Love Singh is approved for the degree of BA(JMC),
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Prof. Neeraj Khatri
Dean
School of Journalism and
Mass Communication
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Mr. Ritwik Ghosh
Assistant Professor
School of Journalism and
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K. R. Mangalam University



Supervisor

Date: 14th June 2023
Place: Gurugram

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K.R. Mangalam University
Shimla Road, Gurugram, (Haryana)
2

DECLARATION

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea in my submission. I understand that my violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not have been properly cited or from whom proper permission has not been taken when needed.

(Name of student)
Love Singh Katoch

(Roll No.)
2009200027

Signature


Date: 29 May 2023



School of Journalism & Mass Communication
K.R. Mangalam University

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Certificate

I, Mr. Love Singh, Enrolment No. 2009200027 Batch (2020-23) certify that the Major Project is originally work done by me and it has a detailed report of authentic work carried out by me in the 3 year of BA(JMC) course.

Signature of the Student



Date: 13th June, 2023

Mr. Ritwik Ghosh

Assistance Professor

School of Journalism and Mass Communication

K. R. Mangalam University, Gurugram, Haryana, India

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K.R. Mangalam University

Sohna Road, Gurugram, (Haryana)

Acknowledgment

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Place: Gurugram

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Roll Number: 2009200025

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Impact of Punjabi culture & tradition in Canada

Introduction

Through the teachings of Guru Nanak (c. 1469-1539) in the Punjab region of India, Sikhism, a significant world religion, was born. The fifth-largest religion in the world, Sikhism has over 27 million adherents globally. Like Jews, Sikhs (disciple or "learner of truth") are distinguished as an ethnic group and a religion. Sikhism has generally been associated with Punjabi people, events, and culture, despite the fact that it is in theory universalistic and accepting of converts from any background.

One of Canada's major non-Christian religious communities and the largest South Asian ethnic group in the nation are the Sikhs. The great majority of Sikhs reside in Asia, and 2.6% are found in North America. According to census data, there were more than twice as many Sikhs in Canada in 2011 (455,000), as there were in 1991 (145,000). The growth of Sikhs in Canada has been mostly attributed to immigration; now, about half of all Sikhs in Canada reside in British Columbia, making up about 5% of the 1.8 million new immigrants who immigrated to the country during the 1990s.

At the beginning of the 20th century, the first Sikhs immigrated to Canada. While travelling to Queen Victoria's Diamond Jubilee (1897) and the coronation of Edward VII, several Hong Kong military personnel stopped in Canada. (1902). Then, in 1904, the first immigrants arrived and settled in British Columbia. Before their immigration to British Columbia was prohibited in 1908, more than 5,000 South Asians, more than 90% of them were Sikhs, arrived there. (see Immigration Policy). Through emigration, this population was soon down to roughly 2,000. Sikhs founded religious organisations in British Columbia swiftly despite severe racial persecution (see Komagata Maru). The Vancouver Khalsa Diwan Society was founded in 1906, and under its direction, Sikhs constructed their first gurdwara, or temple, on a permanent basis.



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MAY 2023

SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)
K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA



Under the supervision of
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K R Mangalam University

Neha shah
R. No. 2009200002

By

Bachelor of Art (Journalism and Mass Communication)

In partial fulfillment of the requirements of the degree of

Project report submitted

Major Project Portfolio

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APPROVAL SHEET

This project entitled Major Project Report by Neha Shah is approved for the degree of BA(JMC), School of Journalism and Mass Communication, K. R. Mangalam University.

Dean (SJMC)

Dr. Neeraj Khatri

School coordinator

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K. R. Mangalam University

Date: 14 June 2023

Place: Gurugram

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K.R. Mangalam University

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Mr. Ritwik Ghosh

Assistant Professor

School of Journalism and

Mass Communication

K. R. Mangalam University

Supervisor



DECLARATION

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(Name of student)

Neha shah

(Roll No.)

2009200002

Signature

Neha



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K.R. Mangalam University

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Date: 14 June 2023

School of Journalism & Mass Communication

K.R. Mangalam University

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Gurgaon

Certificate

I, Ms. Neha Shah, Enrolment No. 2009200002 Batch (2020-23) certify that the Major Project is originally work done by me and it has a detailed report of authentic work carried out by me in the 3 year of BA(JMC) course.

Signature of the Student

Date: 14th June 2023

Mr. Ritwik Ghosh

Assistant Professor

School of Journalism and Mass Communication

K. R. Mangalam University, Gurgaon, Haryana, India

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K.R. Mangalam University
Sohna Road, Gurgaon, (Haryana)




Acknowledgment

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Student Name: Neha shah
Roll Number:

Place: Gurugram
Date: 14 June 2023
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[Signature]

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Sohna Road, Gurgaon, (Haryana)

Indian Wedding Dress: A Language of Culture and Tradition

Neha Shah

BA(JMC) 3rd Year

School of Journalism and Mass communication
K.R. Mangalam University, Sohna Road, Haryana

Mr. Ritwik Ghosh

Assistant Professor

School of Journalism and Mass Communication

K.R. Mangalam University Sohna Road, Haryana

Abstract

The Indian wedding dress is not just a garment, but a language of culture and tradition. It reflects the rich cultural heritage of India and showcases the diversity of its people. The wedding dress varies from region to region, with each community having its own unique style and design. The intricate embroidery, vibrant colors, and luxurious fabrics used in the wedding dress are a testament to the craftsmanship and artistry of Indian artisans. The wedding dress is not just a fashion statement, but a symbol of love, commitment, and respect for tradition. It is a celebration of the union of two families and the beginning of a new chapter in their lives. The Indian wedding dress is a timeless masterpiece that continues to inspire awe and admiration across the world.

Introduction

Indian wedding dresses are becoming increasingly popular in India as well as abroad, with many people opting for traditional Indian style wear and fabrics for marriage ceremonies. Indian wedding dresses are seen to reflect a variety of cultures. These dresses often are designed with intricate details personifying grandeur (Bapna, 2023). that is designed to make the bride feel like a princess.

Indian gorgeous wedding wears is a language in itself in portraying the rich culture and tradition of India. Indian gorgeous wedding wears are not just clothing, but they also represent the rich cultural and traditional heritage of India. Indian wedding attire reflects the diversity and

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K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)
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JUNE 2023

INDIA

SCHOOL OF JOURNALISM AND MASS COMMUNICATION
(SJMCI)
K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA,



Mr. Ritwik Ghosh
Assistant Professor
School of Journalism and Mass Communication
K. R. Mangalam University

Under the supervision of

By
Divyanshu Gupta
R. No. 2009200017

Major Project Portfolio
Project report submitted
In partial fulfillment of the requirements of the degree of
Bachelor of Art (Journalism and Mass Communication)

ACKNOWLEDGEMENT

It gives me immense pleasure to express my deepest sense of gratitude and sincere thanks to my highly respected and esteemed guide Mr. Ritwik Ghosh, for his valuable guidance, encouragement and help for completing this work. His useful suggestions for this whole work and co-operative behaviour are sincerely acknowledged. I'm also grateful to my teachers for their constant support and guidance.

I also wish to express my indebtedness to my parents as well as my family member whose blessings and support always helped me to face the challenges ahead.

At the end I would like to express my sincere thanks to all my friends and others who helped me directly or indirectly during this project work.

Date: 7 June 2023

Place: Gurugram

Student Name: Divyanshu Gupta
Roll Number: 2009200017

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K.R. Mangalam University
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APPROVAL SHEET

This project entitled Major Project Portfolio by Divyanshu Gupta is approved for the degree of BA(JMC), School of Journalism and Mass communication, K. R. Mangalam University.

Prof (Dr.) Neeraj Khatri

Dean, SJMC

K. R. Mangalam University

Assistant Professor, SJMC
K. R. Mangalam University

Mr. Ritwik Ghosh

Supervisor



Registrar
K.R. Mangalam University
Sohna Road, Gurgaon, (Haryana)

DECLARATION

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(Name of student)

Divyanshu Gupta

(Roll No.)

2009200017

Signature

Divyanshu

Date: 7 June 2023

Registrar
K.P. Mangalam University
Sohna Road, Gurgaon, (Haryana)

[Signature]

CERTIFICATE

It is certified that the work contained in the project report titled "Major Project" by

Roll Number

2009200017

Name of student

Divyanshu Gupta

This is to certify that above titled project has been completed under my supervision and this work has not been submitted elsewhere for a degree.

Mr. Ritwik Ghosh

Assistance Professor

School of Journalism and Mass Communication

K. R. Mangalam University, Gurugram, Haryana, India

Registrar

K.R. Mangalam University

Sohna Road, Gurugram, (Haryana)



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Registrar

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K.R. Mangalam University
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The rise of social media platforms such as Instagram, Facebook, and Flickr had a profound impact on photography and its cultural significance. We investigate the ways in which these platforms transformed the consumption, production, and distribution of photographs, fostering new modes of self-expression and community building within the global photography community.

Our research methodology involved a comprehensive online research approach, comprising a thorough analysis of academic literature, online archives, and relevant digital resources. Additionally, a survey was conducted to gather firsthand perspectives and opinions from professional photographers, enthusiasts, and consumers, ensuring a multifaceted examination of the subject matter. We observed a significant transformation in photography due to the digital revolution. The advent of digital cameras, image editing software, and online platforms revolutionized the medium, democratizing access to photography and fostering an exponential growth of visual content production. We examined the influence of fashion on photography, emphasizing the interplay between the two fields and how they have mutually shaped each other's trends and aesthetics. Street photography emerged as a prominent genre during this period, reflecting social and cultural movements, documenting urban landscapes, and capturing candid moments.

This research paper delves into the evolving cultural trends in photography from the 1990s to the 21st century. By employing online research and survey methods, we analyze the impact of the digital revolution, fashion influences, street photography, and the emergence of social media on the realm of photography. Our study not only explores the historical development of these trends but also highlights their current manifestations, providing insights into the prospects of photography and cultural shifts.

Abstract

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 Assistant Professor
 School of Journalism and Mass Communication
 K.R. Mangalam University
 Sohna Rural, Haryana

Divyanshu Gupta
 BA(JMC) 3rd Year
 School of Journalism and Mass Communication
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Photography Cultural Trends from the 1990s to the 21st Century

Research Project 1

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JUNE 2023

SCHOOL OF JOURNALISM AND MASS COMMUNICATION
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K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA



Under the supervision of
Mr. Ritwik Ghosh

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VANSHIKA TOMAR

By

In partial fulfillment of the requirements of the degree of
Bachelor of Art (Journalism and Mass Communication)

Major Project Report
Project report submitted,

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DECLARATION

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea in my submission. I understand that my violation of the above will cause disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

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Name of student

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Research Project

Exploring the Evolution of Bollywood Lyrics Over the Past Two Decades

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ABSTRACT

In terms of lyrics, Bollywood songs have changed dramatically over the last few decades. Long ago, the Hindi language predominated in Bollywood songs, but nowadays, lyricists employ a wide range of English terms to convey themselves. We are not aware of any systematic quantitative analysis of how it has altered or evolved over time. We examined the evolution of lyrics in Bollywood songs over the last two decades in this article. We look at how the quantity and number of foreign words have changed over the last 20 years. The top twenty words and

INTRODUCTION

characters used most frequently when writing songs have been determined. The collection includes up to 50 Bollywood lyrics. Based on the statistics, we show that the number of terms and foreign words has increased over the last two decades. According to our findings, the words "Ha"(s) and the foreign word "baby" are the most frequently used while writing lyrics, and the letter "a" has the highest frequency.

Hindi film music, popularly known as "Bollywood" music, is one of the

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MAY 2023

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Under the supervision of

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In partial fulfillment of the requirements of the degree of

Project report submitted

Major Project Portfolio

19/05/23
2
653

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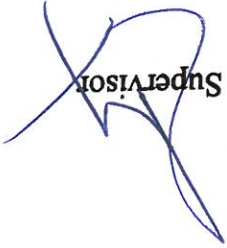
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I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea in my submission. I understand that my violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not have been properly cited or from whom proper permission has not been taken when needed.

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Certificate

I, Ms. Divya T Raina, Enrolment No. 2009200025 Batch (2020-23) certify that the Major Project is originally work done by me and it has a detailed report of authentic work carried out by me in the 3 year of BA(JMC) course.

Signature of the Student



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Acknowledgment

This report has been prepared for the Major Project that has been done in 3 years of course. In order to study the practical and theoretical aspects of the course in the real field to fulfill the requirements of the course of Bachelor's of Journalism and mass communication.

The main aim of this Major Project is to be familiar with the practical work and how the media industry works with clarifying the career goals in mind. I have successfully completed my Major Project and have prepared the report from the experience which I have gained during my course.

I would like to express gratitude and thanks to our Dean Dr. Neeraj Khatri for giving his valuable time and given me chance to learn something despite having busy schedule. My special thanks to Assistant Professor Mr. Ritwik Ghosh for his guidance, cooperative support and giving me so much exposure during the making of my Major Project. I would also like to thank my mentor for providing this opportunity. This Major project made me more confidence as a person and made me learn alot.

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Research Project - I
A Study on Gaining Popularity of South Indian Movies Across India

Diya T Raina
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Abstract

The paper titled "Gaining Popularity of South Indian Movies Across India" investigates the increasing popularity and widespread appeal of South Indian movies across different regions of India. The research methodology employed for this study relies on online research and a survey to gather comprehensive insights. The primary objective of the research is to explore South Indian parallel cinema in the present times, with a particular emphasis on its remarkable aura.

The study commences by examining the expanding reach of South Indian movies beyond their traditional boundaries and identifies the factors contributing to their growing popularity. Online research serves as the initial phase, encompassing an extensive review of literature, industry reports, and media coverage to gain a broader understanding of the subject matter. Subsequently, a survey is conducted to collect primary data from a diverse sample of respondents representing various regions of India. This data aims to capture preferences, perceptions, and experiences related to South Indian movies.

The findings of the study underscore the escalating acceptance and admiration for South Indian parallel cinema across the country. The survey results highlight a growing interest among audiences from diverse linguistic backgrounds, who appreciate the unique storytelling techniques, realistic narratives, and distinct artistic elements present in South Indian movies. Additionally, the research investigates the role of social media platforms in disseminating information and creating buzz around South Indian films, thereby contributing to their expanding reach and fan base.

Keywords: South Indian movies, Popularity, Online research, Parallel cinema

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Major Project Portfolio

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By Himalaya Goswami

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3rd Year BA (JMC)

Under the supervision of

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ACKNOWLEDGEMENT

It gives me immense pleasure to express my deepest sense of gratitude and sincere thanks to my highly respected and esteemed guide Mr. Ritwik Ghosh, for his valuable guidance, encouragement and help for completing this work. His useful suggestions for this whole work and co-operative behaviour are sincerely acknowledged. I'm also grateful to my teachers for their constant support and guidance. I also wish to express my indebtedness to my parents as well as my family member whose blessings and support always helped me to face the challenges ahead. At the end I would like to express my sincere thanks to all my friends and others who helped me directly or indirectly during this project work.

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Himalaya

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Date: 7 June 2023

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I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea in my submission. I understand that my violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not have been properly cited or from whom proper permission has not been taken when needed.

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The Impact of Artificial Intelligence on Employment and the Future of Work

Title

Abstract:

This research paper examines the profound impact of Artificial Intelligence (AI) on employment and the future of work. AI technology has rapidly advanced in recent years, raising concerns about its potential to automate various job roles and transform the labor market. This paper explores the effects of AI on different industries, the potential benefits and challenges associated with its implementation, and the implications for the workforce. The research incorporates a comprehensive analysis of existing literature, case studies, and expert opinions to provide a holistic understanding of the topic. The findings highlight the need for proactive measures to address the challenges and capitalize on the opportunities presented by AI.

Keywords: Artificial Intelligence, employment, future of work, automation, labor market

Introduction

The advent of Artificial Intelligence (AI) has revolutionized numerous aspects of our lives, including the way we work. AI technologies, such as machine learning, natural language processing, and robotics, have shown remarkable capabilities in automating tasks and decision-making processes that were previously exclusive to human workers. This paper investigates the impact of AI on employment and explores its implications for the future of work.



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JUNE 2023

INDIA

K.R. MANGLAM UNIVERSITY, GURGRAM, HARYANA,

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SCHOOL OF JOURNALISM AND MASS COMMUNICATION

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Yashoda Kataria

By

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In partial fulfillment of the requirements of the degree of

Project report submitted

Major Project Portfolio

ACKNOWLEDGEMENT

It gives me immense pleasure to express my deepest sense of gratitude and sincere thanks to my highly respected and esteemed guide Mr. Ritwik Ghosh, for his valuable guidance, encouragement and help for completing this work. His useful suggestion for this whole work and co-operative behaviour are sincerely acknowledged. I am also grateful to my teachers for their constant support and guidance.

I also wish to express my indebtedness to my parents as well as my family member whose blessings and support always me to face the challenges ahead.

At the end I would like to express my sincere thanks to all my friends and other who helped me directly during this project work.

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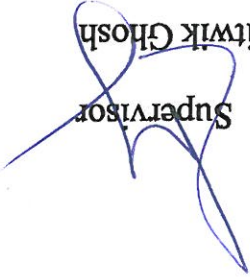
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I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea in my submission. I understand that my violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not have been properly cited or from whom proper permission has not been taken when needed.

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Classical Dances in Bollywood Songs: A Propagation of Culture

Yashoda Kataria

BA(JMC) 3rd Year

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K.R. Mangalam University

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Mr. Ritwik Ghosh

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Introduction

Bollywood, the world-renowned film industry of India, is known for its vibrant and colourful musical productions. One of the key elements that contribute to the



richness of these productions is the incorporation of classical dances from different regions of India. These dances not only add to the visual appeal of the films but also play a significant role in the propagation of Indian culture. This study explores the role of classical dances in Bollywood songs

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Under the supervision of

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Satyam Kushwaha

By

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In partial fulfillment of the requirements of the degree of

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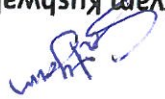

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I declare that this written submission represents my ideas in my own words and where other's ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

DECLARATION

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It gives me immense pleasure to express my deepest sense of gratitude and sincere thanks to my highly respected and esteemed guide Mr. Ritwik Ghosh, for her valuable guidance, encouragement and help for completing this work. His/Their useful suggestions for this whole work and co-operative behaviour are sincerely acknowledged,
Also wish to express my gratitude to Mr. Ritwik Ghosh for his kind hearted support. I am also grateful to my teachers for their constant support and guidance.
I also wish to express my indebtedness to my parents as well as my family member whose blessings and support always helped me to face the challenges ahead.
At the end I would like to express my sincere thanks to all my friends and others who helped me directly or indirectly during this project work.

ACKNOWLEDGEMENT

Reporting & Editing: News Reading

By meticulously gathering hard and soft news from both traditional newspapers and e-newspapers, I have gained a lucid understanding of the distinction between these two categories. Primarily, hard news encompasses factual and unbiased information pertaining to current events that hold significant public importance. Its coverage typically spans topics such as politics, economy, crime, disasters, and international affairs. Hard news articles are notably characterized by their gravity, timeliness, and relevance to the public interest.

Fundamental Characteristics of Hard News:

1. Objectivity: Hard news articles endeavour to present information in an impartial and neutral manner, free from personal opinions or biases.
2. Accuracy: They prioritize the provision of precise facts, corroborated sources, and supporting evidence to ensure the reliability of the conveyed information.
3. Conciseness: Hard news articles adopt a succinct and direct approach, delivering essential details and facts without superfluous elaboration.

Illustrative Instances of Hard News Topics:

1. Electoral outcomes and political campaigns.
2. Natural calamities and emergencies.
3. Economic reports and updates on the stock market.
4. Incidents of crime and court proceedings.
5. Warfare, conflicts, and diplomatic relations.

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