

**Communication Research Lab
(SBJBJ353A)**

Bachelors of Arts (Journalism & Mass Communication)

Submitted By

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Enrolment: 2009200010

Year 2020-23

**Social Media as a Tool for Social Movements: Case Studies of
Recent Protests**



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Social Media as a Tool for Social Movements: Case Studies of Recent Protests

Abstract: This research investigates the role of social media as a catalyst for social movements by examining case studies of recent protests around the world. Focusing on movements such as the Arab Spring, Black Lives Matter, and Hong Kong's pro-democracy protests, the study analyzes how activists use platforms like Twitter, Facebook, and Instagram to organize, mobilize, and communicate their messages. Through qualitative content analysis and interviews with key movement participants, the research explores the effectiveness of social media in building solidarity, raising awareness, and influencing public policy. The findings demonstrate the transformative power of social media in modern activism, while also considering the challenges of misinformation, surveillance, and digital divides.

Keywords: social media, social movements, protests, activism, Arab Spring, Black Lives Matter, Hong Kong, mobilization, communication, public policy


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**The Role of Traditional Media in the Digital Age: An Analysis of News Consumption
Patterns**



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The Role of Traditional Media in the Digital Age: An Analysis of News Consumption Patterns

Abstract: In the digital age, traditional media faces significant challenges in maintaining its relevance and audience. This research analyzes current news consumption patterns to understand the evolving role of traditional media, such as newspapers, radio, and television, compared to digital and social media platforms. Utilizing a mixed-methods approach, including surveys, focus groups, and media usage data, the study examines how different age groups and demographics interact with various news sources. The findings highlight the persistence of traditional media among certain demographics while uncovering the increasing reliance on digital platforms for news dissemination and consumption. The study concludes with recommendations for traditional media outlets to adapt to the digital landscape and remain influential.

Keywords: traditional media, digital age, news consumption, newspapers, radio, television, digital platforms, media usage


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Media Coverage and Its Influence on Public Perception of Climate Change



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Media Coverage and Its Influence on Public Perception of Climate Change

Abstract: This study explores the role of media coverage in shaping public perception of climate change. Through content analysis of major news outlets and surveys of public opinion, the research investigates how the framing of climate issues affects awareness, understanding, and concern among different demographics. The study examines the influence of various types of media, including traditional print, television, and online platforms, on the dissemination of scientific information and the portrayal of climate change as an urgent issue. Findings reveal a significant correlation between the frequency and nature of media coverage and the level of public engagement with climate-related topics. The study also discusses the implications for policy-making and public communication strategies aimed at addressing climate change.

Keywords: climate change, media coverage, public perception, framing, news outlets, scientific information, public engagement, communication strategies



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**A Study on role of media in shaping democratic perspective
among youth**

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A Study on role of media in shaping democratic perspective among youth

Introduction

Media is both a boon as well as a bane in terms of democracy. It can be used as an instrument to bridge between governors and the governed. In a democratic country like India the media has duties to equip the citizen with unbiased information to play vital role in broadening the thinking of citizens by empowering them with knowledge to fairly criticize any action which is against the spirit of democracy. Protection and freedom of human rights and supremacy of the constitution are important elements in true democracy. In India, however media has developed and emerged as a very powerful and influential tool in all matters. Importance and power of media can never be denied in democracies, media policies, media content etc. media and democracy are always related to each other. Media is a mirror of society and how democracy can be represented through media. Media and democracy have strong associations, countries which are strong democracies always have resilient and free media. When it comes to politics, candidates often use media to promote themselves and their message.

However, when the news doesn't put up the politicians in a positive light they are quick to turn and blame media. Politicians use media for their advantage, especially by getting the exposure to reach voters which in end can help them to win elections. Media is most common source of information that people rely on when it comes to getting information and news of what is trending. Even in campaigning media is largely use in politics. They use the media to make their name heard and image seen. Media is bringing out the truth and revealing political hypocrisies in limelight which is helping the common people to decide which party could do them better if they are in power. Democracy is meaningless since the late 17th century and it acts as a catalyst for democracy and development helping to make public participation meaningful.



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**Revolution Of Iot Devices in Higher Education: A study on private
institutions of Delhi NCR**



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Revolution Of Iot Devices in Higher Education: A study on private institutions of Delhi NCR

Abstract

The research project aims to study the effects of various forms of media, such as television, social media, and online news outlets, on individuals and society as a whole. The project will analyse the content and messaging present in these media forms, as well as their impact on individuals' perceptions, attitudes, and behaviours. The goal of the project is to gain a better understanding of the role of media in shaping public opinion and to identify any potential negative effects of media consumption. The findings of the project will be used to inform media literacy education and to provide recommendations for media producers and policymakers.

Key words: Higher education, IOT, Technology, Education, Media, Media literacy.

Introduction

"The Internet of Things (IoT) is revolutionising the way we live and work. IoT devices are becoming an integral part of our daily lives, and are being used to automate and streamline various processes. Our research project aims to study the impact of IoT devices on society, and to understand how they are being used in different industries and applications. We will explore the different types of IoT devices available, including smart home devices, wearables, and industrial equipment, and analyse the benefits and challenges they present. The goal of this project is to gain a deeper understanding of the role IoT devices play in our lives, and to provide insights that can help inform the development and implementation of IoT technology in the future." IoT devices, also known as Internet of Things devices, are physical objects that are embedded with sensors, software, and network connectivity, allowing them to collect and exchange data with other devices and systems over the internet. They can be used to automate and streamline various processes, and are becoming increasingly prevalent in our daily lives. Some examples of IoT devices include:

- Smart home devices, such as smart thermostats, smart locks, and smart



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**A Study on role of media in shaping democratic perspective
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A Study on role of media in shaping democratic perspective among youth

Introduction

Media is both a boon as well as a bane in terms of democracy. It can be used as an instrument to bridge between governors and the governed. In a democratic country like India the media has duties to equip the citizen with unbiased information to play vital role in broadening the thinking of citizens by empowering them with knowledge to fairly criticize any action which is against the spirit of democracy. Protection and freedom of human rights and supremacy of the constitution are important elements in true democracy. In India, however media has developed and emerged as a very powerful and influential tool in all matters. Importance and power of media can never be denied in democracies, media policies, media content etc. media and democracy are always related to each other. Media is a mirror of society and how democracy can be represented through media. Media and democracy have strong associations, countries which are strong democracies always have resilient and free media. When it comes to politics, candidates often use media to promote themselves and their message.

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Communication as a Preventive tool for Child Abuse



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Communication as a Preventive tool for Child Abuse

INTRODUCTION

Since the last update of the User Manual Series in the early 1990s, a number of changes have occurred that dramatically affect each community's response to child maltreatment. The changing landscape reflects increased recognition of the complexity of issues facing parents and their children, new legislation, practice innovations, and system reform efforts. Significant advances in research have helped shape new directions for interventions, while ongoing evaluations help us to know "what works."

The Office on Child Abuse and Neglect (OCAN) within the Children's Bureau of the Administration for Children and Families (ACF), U.S. Department of Health and Human Services (DHHS), has developed this third edition of the User Manual Series to reflect the increased knowledge base and the evolving state of practice. The updated and new manuals are comprehensive in scope while also succinct in presentation. They are easy to follow and address trends and concerns relevant to today's professional.

This manual, *The Role of Educators in Preventing and Responding to Child Abuse and Neglect*, builds upon *A Coordinated Response to Child Abuse and Neglect: The Foundation for Practice*, the keystone publication of the User Manual Series.

It provides the basis for the involvement of educators in combating the problem of child abuse and neglect. It also may be used by other professionals involved in child abuse and neglect interventions, such as child protective services, mental health, law enforcement, health care, and early childhood professionals, to gain a better understanding of the role of educators in child protection.


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**ROLE OF SOCIAL MEDIA IN DEVELOPING FITNESS HABITS
AMONG YOUTH**



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ROLE OF SOCIAL MEDIA IN DEVELOPING FITNESS HABITS AMONG YOUTH

ABSTRACT

The objectives of this systematic review were to update the evidence base on social media interventions for physical activity and diet since 2014, analyse the characteristics of interventions that resulted in changes to physical activity and diet-related behaviours, and assess differences in outcomes across different population groups.

A systematic search of the literature was conducted across 5 databases (Medline, Embase, EBSCO Education, Wiley and Scopus) using key words related to social media, physical activity, diet, and age. The inclusion criteria were: participants age 13+ years in the general population; an intervention that used commercial social media platform(s); outcomes related to changes to diet/eating or physical activity behaviours; and quantitative, qualitative and mixed methods studies. Quality appraisal tools that aligned with the study designs were used. A mixed methods approach was used to analyse and synthesise all evidence.

Social media is positioned as a powerful medium to reach, influence and change physical activity and diet-related behaviours . For example, the recent World Health Organisation (WHO) Global Action Plan for Physical Activity identified the potential of social media to reach and target large audiences to promote physical activity engagement . Similarly, Public Health England's social marketing strategy emphasised the use of social media to target diverse groups more effectively, engage populations and support health-related behaviour changes .



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**Social media and dissemination of fake News:
A narrative analysis**



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Social media and dissemination of fake News:

A narrative analysis

INTRODUCTION

Social Media is both a Boon as well as a Bane. When the internet was created, perhaps no one was aware of its potential. It was just a convenience for sharing of information across some computers. today there is a social media system which brings us so close that as if time and distance stand reduced almost to zero. All of us who are on social media are from different parts of the globe, perhaps from places which we may not see during our lifetime. Social media has brought the world so close that political and geographical boundaries are crumbling. Time may come when Citizenship may surpass citizenship. The more people-to-people communication is, the more is the strengthening of relationships. This is the basic principle of the political concept of nation-building. In an information society, bonds grow stronger. We are now heading towards a world-order of Net-state or states. In between, an ominous development of misuse of social media has cropped up. A serious problem is that the spread of misinformation can severely impact the decision-making process. This is because we are closer in the virtual world but far away in the physical world. It was way back in 1993, a cartoon appeared in the New Yorker with the caption, "On the internet, nobody knows you're a dog". Digital culture has become so widespread that whatever appears on the Net, is readily accepted. Cross-check is almost nil. It is a dangerous trend. The children today believe more in the popular search engine than anything else. That is why fake news goes viral almost instantly through social media


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“Media Representation of Gender and Its Effects on Social Norms”




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Media Representation of Gender and Its Effects on Social Norms

Abstract: This study examines how media representation of gender influences social norms and individual perceptions of gender roles. By analyzing content from various media sources, including television shows, movies, advertisements, and online media, the research identifies common themes and stereotypes related to gender. Surveys and interviews are conducted to assess the impact of these representations on viewers' attitudes and beliefs about gender roles and equality. The study reveals that media plays a significant role in reinforcing or challenging traditional gender norms, with implications for gender socialization, identity formation, and policy development. Recommendations are provided for media producers to promote more balanced and diverse portrayals of gender.

Keywords: media representation, gender, social norms, gender roles, television, movies, advertisements, online media, stereotypes, gender equality


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