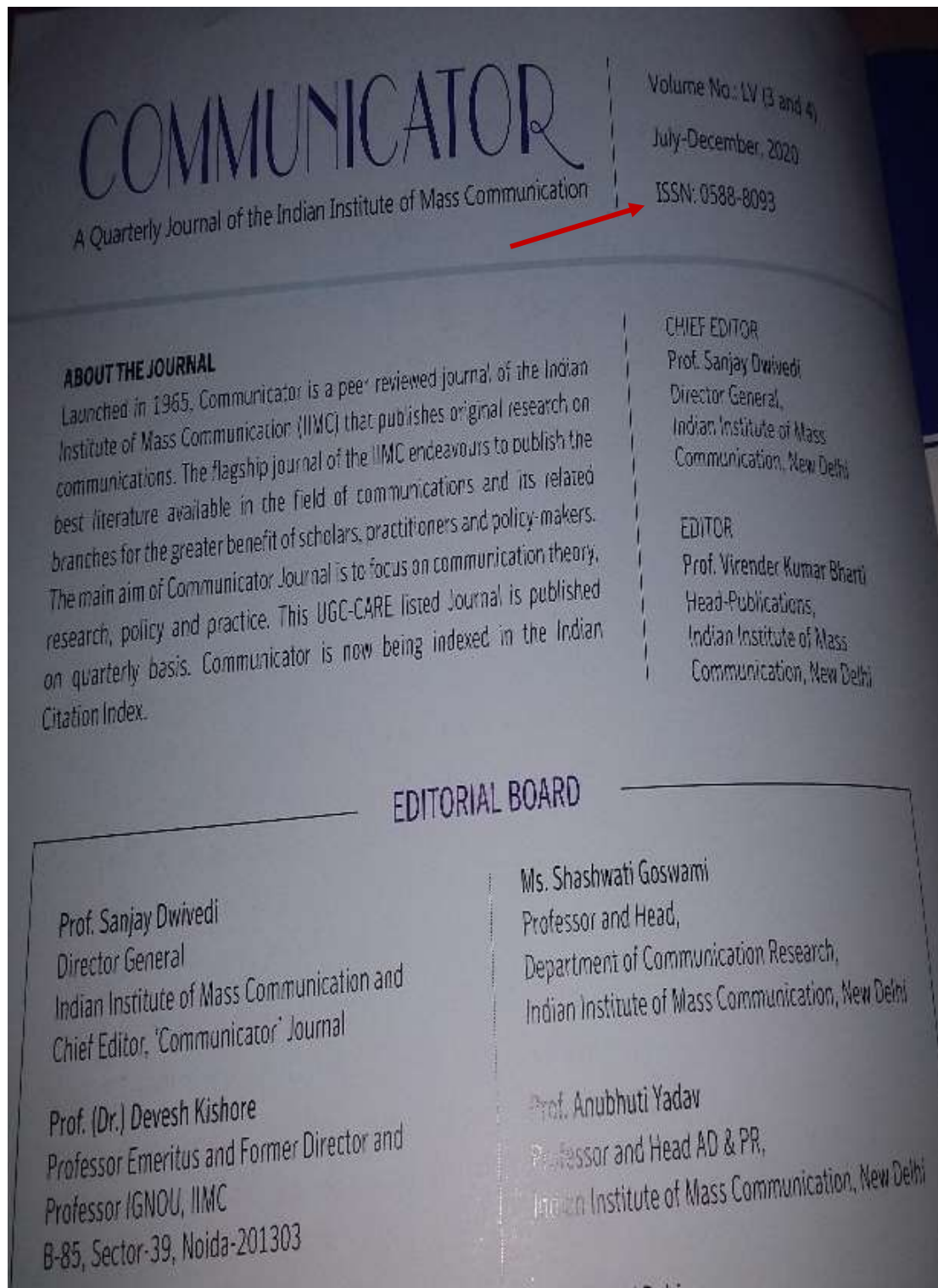


3.2.1 Number of papers published per teacher in the Journals notified on UGC website during the year

1. Anindita Chattopadhyay. Portrayal of Women on OTT platforms: An Indian case, 2020. Communicator.



Portrayal of Women on OTT Platforms: An Indian Case

ANINDITA CHATTOPADHYAY

ABSTRACT

Digital media is rapidly increasing in India. Online video streaming is a technology that has completely changed the entertainment industry as well as the consumption patterns of the audience. With this swift, an important area that comes into the limelight is the content of these streaming series and their storytelling patterns. Representation of female characters is experiencing a huge change, more web series having women-centric plots are getting launched in the entertainment industry. Also, the expansion of the digital medium in India is opening a doorway for women to chalk out their career graph. Not only is the web series promoting the long forgotten and under-utilized female talent, but the technical aspects of the web series making are also being covered. In every department the involvement of women is increasing with more female writers, cinematographers, producers, editors and directors venturing into the medium. But still, a question remains intact that while breaking previous stereotypes, are these web series giving birth to a new stereotypical representation of a female character? This study will be an attempt to analyse the contents, emerging trends and factors affecting the story-telling patterns, concepts of the web series having women-centric plots, their position and the representation of female characters in the Indian web series.

Keywords: OTT Platforms, Web series, Women-centric plots, Stereotypical, Patriarchy

Introduction

The Indian entertainment market is booming with online media content since the past few years and the digital media consumption has shown tremendous growth. More media consumption is happening on digital media, and people are spending more time on digital gadgets like laptops and smartphones. This increase can be credited to the development in the field of digital technology and the fast internet connectivity, which has provided the viewers with the option of accessing digital media content on the go. If we talk about the streaming services market in India, the last couple of years have witnessed a massive explosion in the number of video streaming services, both domestic and from the overseas. Having a global outlook and distribution pattern these web series reaching platforms easily breaks the domestic boundaries and reach at the international level. Online video streaming is a technology that has completely changed the entertainment industry as well as the consumption pattern of the audience. With this swift, an important area that comes to limelight is the content of these streaming services and their story-telling patterns. The representation of female characters is going through a huge roller coaster ride, all thanks to the online streaming platform in India. Web series having women-centric plots

are getting launched in the entertainment market. These women-centric series are having a whole new approach and orientation than their television and film counterparts. The online series do not have to go through the strict scanning of the Censor Board like the Indian television soaps and films, so it can be said that they do have more freedom in terms of expression and presentation of ideas and concepts.

Purpose of research

Over-the-top (OTT) platforms are an emerging force in the Indian media and entertainment market, in a way that they produce, consume and distribute media contents online.

The main objective of this study is to understand the evolving trends in the representation of women in Indian web series and web movies as OTT platforms are becoming one of the most important wings of entertainment industry. So it is important to study how these OTT platforms are breaking stereotypes or reinforcing stereotypes in the representation of women characters and what are the changing patterns of such representation.

This study is an attempt to evaluate the contents and concepts of the web series having women-centric plots, their position in the industry and the portrayal of female characters. Here attempts will also be made to understand the emerging trends in the development of content of the online series, their advantage,

Research Scholar, Department of Mass Communication, Burdwan University, Bardhaman, West Bengal, India 713 104 and Assistant Professor, Journalism and Mass Communication Department, Taradevi Harakh Chand Kankaria Jain College, Kolkata, West Bengal, India 700 002. Email: anirumi89@gmail.com

00:58

ugccare.unipune.ac.in/Apps1

UGC-CARE List

UGC-CARE List

You searched for "0588-8093". Total Journals : 1

ch:

Journal Title	Publisher	ISSN
Communicator (print only)	Indian Institute of Mass Communication	0588-8093

Showing 1 to 1 of 1 entries

Previous **1** Next

Copyright © 2021 Savitribai Phule Pune University. All rights reserved. | Disclaimer

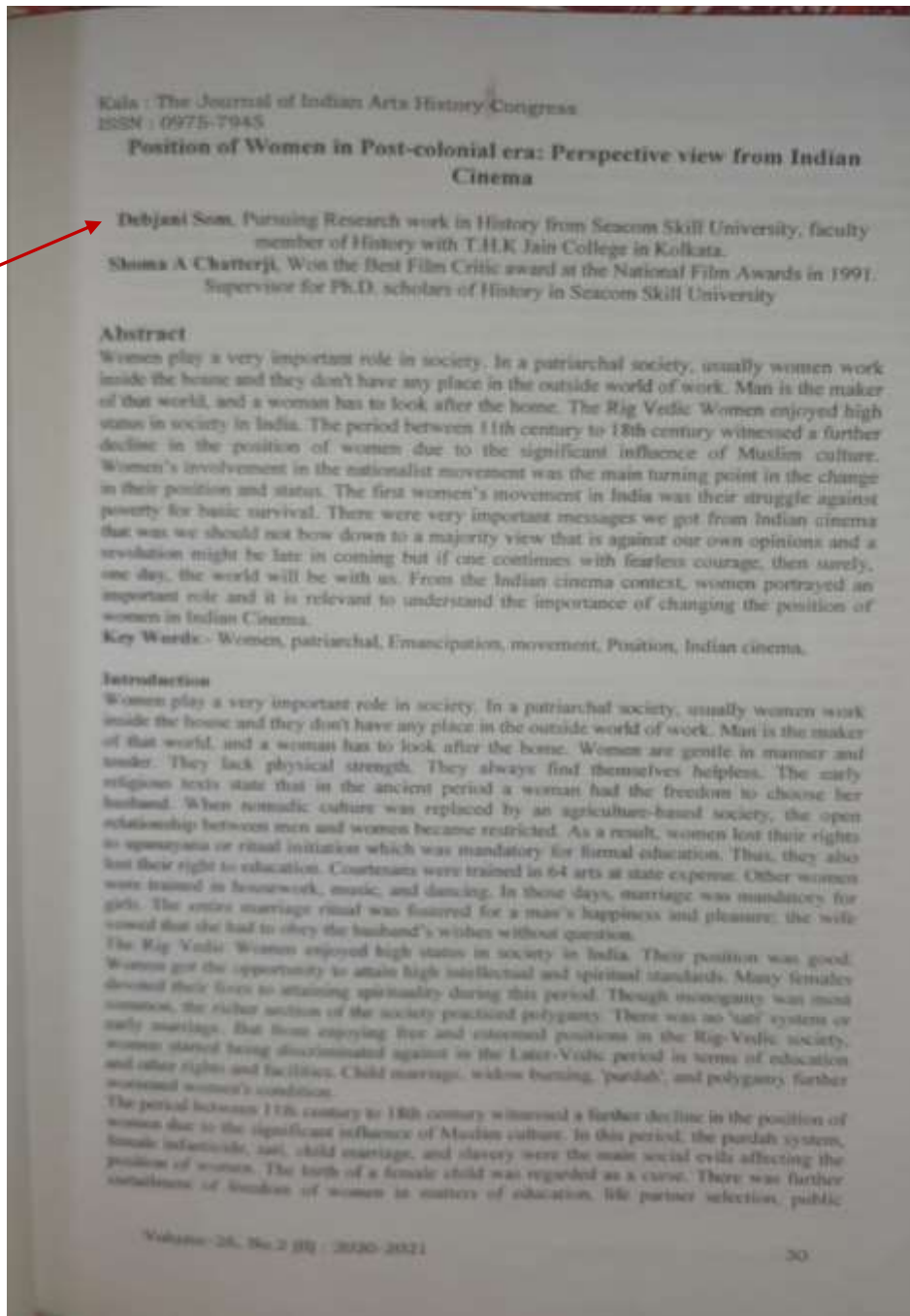
COMMUNICATOR
A JOURNAL OF THE INDIAN INSTITUTE OF MASS COMMUNICATION

Volume LXI (3) and (4) ISSN-0588-8093 July-December 2020

Contents

1. Role of Indian Cinema in Igniting the Spirit of 'Swachh' during Freedom Movement
Pranali Kulkarni 1
2. The Impact of Hand Hygiene in the State of Missouri: Role of Social Media and Public Address System
C. Lakshminarayana 8
3. Public Service Advertising in India: Recall, Recognition and Perception of Beti Bachao Beti Padhao's Television Public Service Ad Campaign
Anshu Kumar Singh & Manojkumar Rajendranath 16
4. Storytellers and Listeners: Role of Audience Participation in Internet-based Stories
Darshita Malhotra 27
5. Changing Narrative of India's Television Advertising during COVID-19 Pandemic
C. D. Vinaya Kumar & Shree Malavika 36
6. Pathway of Women on OTT Platforms: An Indian Case
Anusha Chaturvedi 45
7. Revisiting Artificial Intelligence and Human Communication: A Health Communication Perspective
Anshu Malhotra 55
8. Dynamics of Mobile Apps for Communication: A Study of University Students
Anu Sharma, Sanish Kumar & Himanshu Verma 59
9. Communication for Health and Hygiene Management among Adolescent Girls in Rural Rajasthan
Rinku Choudhary & Sanjay Kumar 64
10. An Analysis of Social Media Engagement of Bollywood 'Hair Angels' during COVID-19
Ashwini Bar, Anjali B. & Manish Prasad Ganesan 70
11. Role of Health Communication regarding Cancer Awareness: An Analytical Study
Arshi Sharma & Govind S. Pandey 80
12. What Women Parliamentarians Think and Perceive about their Coverage in Indian Media: A Study of 16th Lok Sabha
Shobhika Kumar & Purnima Sharma 88

2. Debjani Som. Position of women in Post-Colonial era: Perspective view from Indian Cinema. 2020. KALA: Journal of Indian Art History Congress.



INDEX

S.NO.	TITLE	PAGE NO.
1	GENDER AND DISHARMONY IN SHASHI DESHPANDE'S <i>THAT LONG SILENCE</i>	1
2	THE MIT OF MARRIAGE IN SHASHI DESHPANDE'S <i>THAT LONG SILENCE</i>	5
3	DEATH OWING TRANSGRESSION IN MANJU KAPUR'S <i>BROTHERS</i> AND TAMIL MOVIE <i>VALLI</i>	12
4	IMPACT OF VAK FRAMEWORK ON ENGINEERING GRADUATES FROM TAMILNADU WORKING IN INFORMATION TECHNOLOGY SECTOR	15
5	HISTORICAL IMPORTANCE OF MANDAPAS ARCHITECTURE OF SIVA TEMPLES IN SETHUPATHIS PERIOD - A STUDY	23
6	POSITION OF WOMEN IN POST-COLONIAL ERA: PERSPECTIVE VIEW FROM INDIAN CINEMA	30
7	CONGRESS AND PARLIAMENT: A SAGA OF SHRINKING FORTUNE	35
8	FREEDOM WITHOUT BORDERS: THE PERPETUAL HOPE OF WOMEN CHARACTERS IN GITHA HARIBHARAN'S <i>THE THOUSAND FACES OF NIGHT</i>	41
9	RACIAL SEGREGATION IN BAMA'S <i>UJAMMA</i>	45
10	A STUDY ON MANAGING THE FRONT OFFICE DEPARTMENT IN STAFFING ISSUES IN HOTELS	48
11	AN OVERVIEW ON BUSINESS COMMUNICATION AND ITS IMPORTANCE FOR AN ORGANIZATION	56
12	DENIAL OF DEIGURS IN ANITA DESAI'S <i>FASTING AND FEASTING</i>	64
13	योग अभ्यास के दरम्यान में संगीत का विकास (वर्तमान परंपरा- सांस्कृतिक परंपरा)	67
14	EFFECT OF YOGA PRACTICES ON SELECTED HEMATOLOGICAL VARIABLES AMONGST PROFESSIONAL COLLEGE HOCKEY PLAYERS	73
15	A STUDY ON GREEN MARKETING AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR IN CHENNAI	77
16	PEASANT MOVEMENTS IN THE LESS KNOWN ZAMINDARI ESTATES OF KRISHNA DISTRICT	87
17	AN APPRAISAL OF FINANCIAL PERFORMANCE OF HDFC BANK (ANALYSED BY 'CAMELS' MODEL)	93
18	CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE: A STUDY ON HIGHLY-POLLUTING SECTORS/ COMPANIES	101
19	EXPLORING THE INDIGENOUS LANGUAGE OF GUJAR AND BAKERWAL COMMUNITIES	107
20	KNOWLEDGE MANAGEMENT (KM) IN EDUCATION SECTOR	116
21	FEMALE GENITAL MUTILATION (FGM) - HUMAN RIGHTS VIOLATION OF WOMEN IN AYAN HIRSI ALI'S <i>INFIDEL</i>	122
22	EMPLOYABILITY SKILLS AMONG POST-GRADUATE STUDENTS: A PILOT STUDY IN THE UNION TERRITORY OF PUDUCHERRY	126
23	PROJECT INDUCED DISPLACEMENT AND IMPACTS ON WOMEN	132
24	THE CATASTROPHIC WESTERN PRACTICES AND THE PROCESS OF DOCOLONIZATION IN LEE MARACLE'S <i>RAVENSONG</i>	135
25	TRADE UNION AND EMPLOYEE PARTICIPATION IN MANAGEMENT: AN ECONOMIC ANALYSIS	139
26	A UNIQUE SCULPTURAL PANEL OF NAYANMARS AT KUDUMYANMALAI IN PUDUKKOTTAI DISTRICT	142
27	RIEDEL ASPECT OF UPPER MIRA RIVER BASIN, PUNE (MAHARASHTRA)	149
28	GEOGRAPHICAL ANALYSIS OF CRIP CONCENTRATION OF JUNNAR TAMB, (PUNE)	155
29	A HISTORICAL STUDY ON DR. B.R. AMBEDKAR: A UNIQUE INDIAN POLITICAL IDEOLOGIST	161
30	DOES RELIGION PRECLUDE FINANCIAL INCLUSION? A STUDY ACROSS DISTRICTS IN KERALA	165
31	TOURISM POTENTIALS IN COASTAL DESTINATIONS IN KERALA: A STUDY WITH SPECIAL REFERENCE TO COASTAL AREAS IN THIRISSUR DISTRICT	171
32	सामाजिक जातिवाद और समाजवाद रूपों की सामाजिकता	179

23:04

ugccare.unipune.ac.in/Apps1

UGC-CARE List

You searched for "0975-7945". Total Journals : 1

Search:

Sr.No.	Journal Title	Publisher	ISSN
1	Kala: The Journal of Indian Art History Congress (print only)	Indian Art History Congress	0975-7945

Showing 1 to 1 of 1 entries

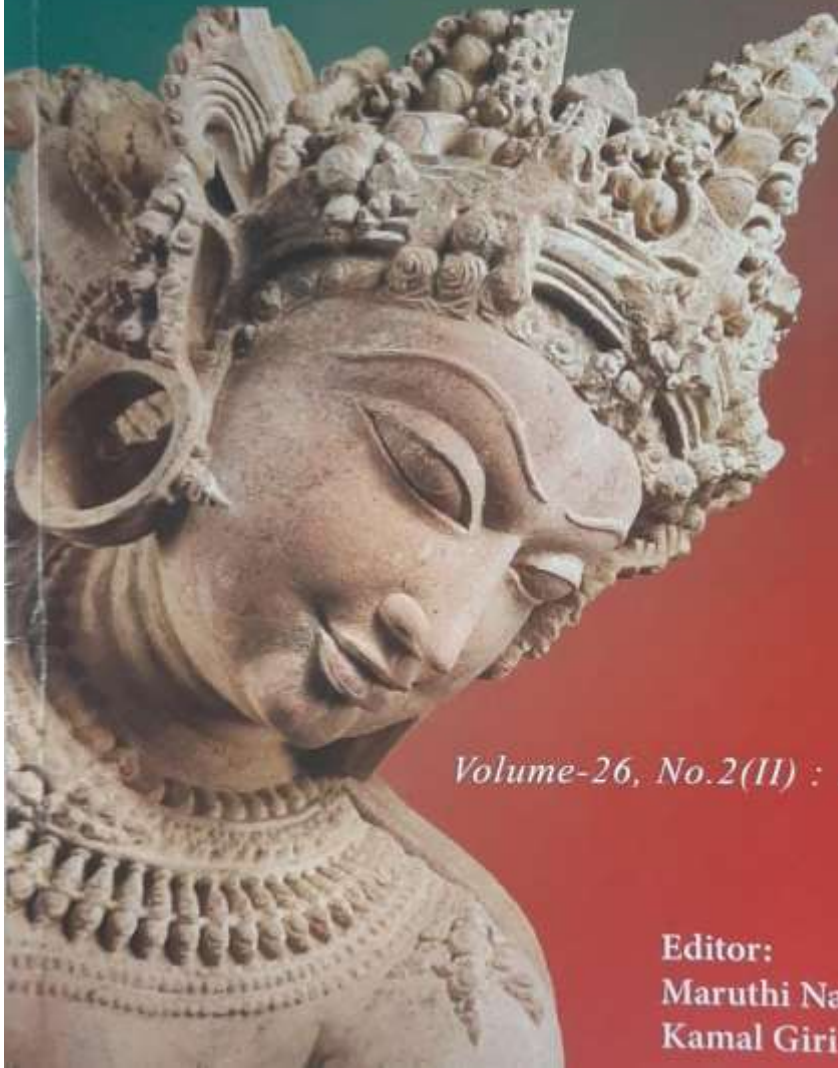
Previous 1 Next

Copyright © 2021 Savitribai Phule Pune University. All rights reserved. | Disclaimer

KALĀ

Journal of Indian Art History Congress

ISSN : 0975-7945

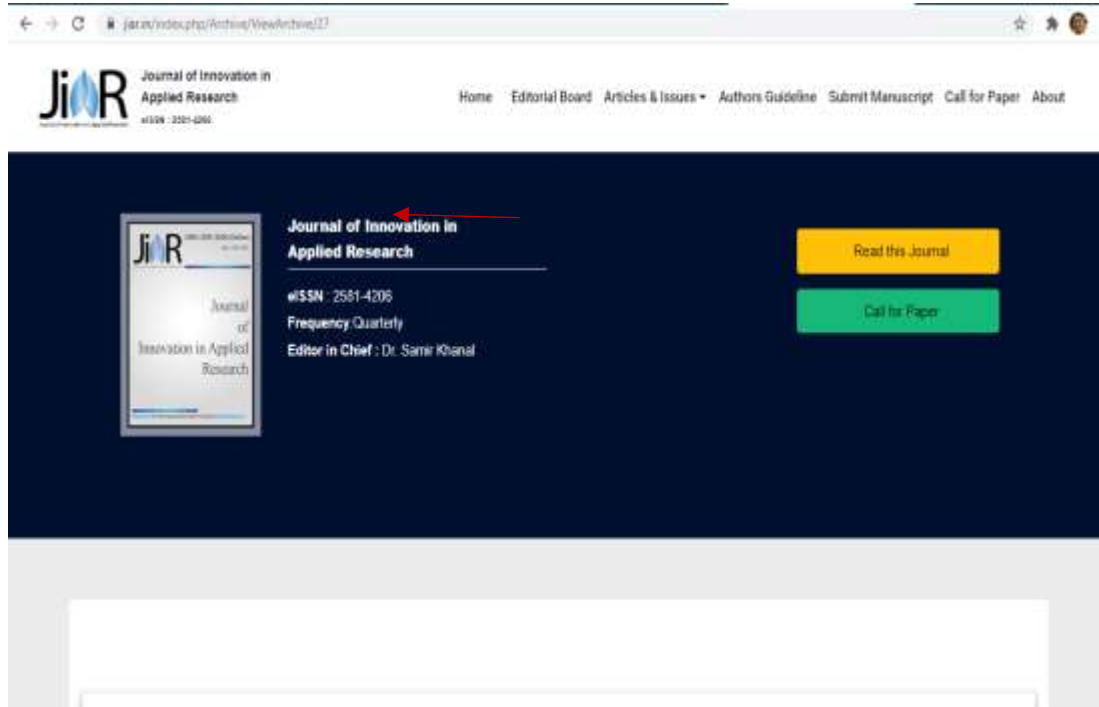


KALĀ

Volume-26, No.2(II) : 2020-2021

Editor:
Maruthi Nandan Tiwari
Kamal Giri

3. Anamika Ghatak, Suchismita Das, Shonima Talapatra Ghosh. Decolourization of Textile Dye by Bacteria Isolated from Ganges Water Near Cossipore Region, Kolkata. 2021. Journal of Innovation in Applied Research.



Journal of Innovation in Applied Research
©2018 AKS University. All Rights Reserved.

ISSN: 2581-4206 (Online)
Available at: <http://jiaar.in>

Short Comment

Decolourization of Textile Dye by Bacteria Isolated from Ganges Water Near Cossipore Region, Kolkata

Anamika Ghatak¹, Suchismita Das¹, Shonima Talapatra Ghosh^{1*}

¹Department of Microbiology, Tara Devi Harakh Chand Kankaria Jain College, 6, Ram Gopal Ghosh Road, Cossipore, Kolkata 700 002, India

*Corresponding Author E-mail: shonima_talapatra@yahoo.com

Received on: 11.03.21; Revised on: 25.01.21; Accepted on: 27.01.21

Abstract

Increasing environmental pollution due to improper disposal of industrial waste has created an urgency for the development of ecofriendly and cost-effective methods of waste removal. Synthetic dyes discharged by textile industries, paper mills, plastic industries have been serving as potential pollutants to the soil and water bodies. Conventional physicochemical processes for dye decolorization are expensive and consequently generate secondary pollution due to the production of significant number of toxic derivatives. Hence, development of cheaper and environment friendly method has always drawn the attention of the researchers. The present investigation provides an insight on the role of bacteria in the detoxification of synthetic dyes. The study documented the role of nine bacterial isolates in decolorization of different dyes (malachite green, crystal violet, congo red, nigrosin and saffranin). The isolates have shown best results in the degradation of malachite green and crystal violet. Presence of secretory amylase and lipase enzymes was also assessed biochemically.

Keywords: Bioremediation; Dye decolorization; Malachite Green; Crystal Violet; Congo Red

Introduction

Industrialization and rapid urbanization have become an inevitable means of progress for a developing country in recent scenario but regrettably this imparts a huge threat to our environment. Textile industries, like many other industries continuously discharge industrial effluents containing synthetic dyes and toxic heavy metals into aquatic bodies, estuaries and landfills. These synthetic dyes are recalcitrant and serve as xenobiotic compounds (Faudy et al., 2007). Inappropriate disposal of industrial effluents in natural resources like soil and water causes serious

toxicity to the aquatic and terrestrial life. Approximately 1,00,000 different dyes are regularly used in different textile industries (Das and Mishra, 2017) which include azo, anthraquinone, thiocyanine, triphenylmethane and triarylmethane dyes. These dyes contain electron withdrawing groups which create electron deficiency in them. This aids difficulty in scavenging the dyes by the natural processes and the leftover residues cause serious deterioration of soil, water and other habitats by causing toxicity and carcinogenicity (Kaur et al., 2010). Hence, removal of these potential pollutants has become an exigency to restore the ecological niche of a habitat. Bioremediation or phytoremediation both have

Original Research

Phytochemical Profiling of Phyllanthus emblica Leaf Extract

Shashi Kumar Dubey and *Deepak Mishra

Department of Biotechnology, AKS University, Satna (MP) - 485001

DOI: 10.51323/JIAR.4.1.2021.19-24 Pages: 19-24

Abstract

Full Text

PDF



No Image

Short Comments

Decolourization of Textile Dye by Bacteria Isolated from Ganges Water Near Cossipore Region, Kolkata

Anamika Ghatak, Suchismita Das, Shonima Talapatra Ghosh*

Department of Microbiology, Tara Devi Harakh Chand Kankaria Jain College, 6, Ram Gopal Ghosh Road, Cossipore, Kolkata 700 002, India

DOI: 10.51323/JIAR.4.1.2021.25-30 Pages: 25-30

Abstract

Full Text

PDF

