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Deviprasad Goenka
management college of media studies
INDIA'S PREMIER MEDIA SCHOOL

FACULTY INSIGHT

...A DGMC INITIATIVE

FROM THE PRINCIPAL'S DESK

Dear students,

After the launch of the e-bulletin, we received an overwhelming response from our students, as well as our faculty members about the wide gamut of issues professors covered.

In this issue, DGMC's faculty have highlighted different facets of the advances certain popular modes of communication have made and how they have touched upon our lives and changed them forever. Right from Dean Mukesh Sharma's The Telephone to a piece on Media Convergence on the interconnectivity of various mediums by Kanchan Luthra, enhance our understanding about the intimate relationship between human beings and technology.

Unconsciously, technology has shaped our lives and have reconfigured our behaviours in accordance with the demands of the burgeoning market. For example, a piece on the Impact of Social Media on the Food Culture in Mumbai by Rubina Mohammad informs us about how far technology has seeped into the daily lives of people and how our choices are governed by social formations that take root on technological platforms.

Current topics such as the much-publicised Hyderabad gangrape was deconstructed by a counter-hegemonic editorial on various sites of violence in our society titled, 'Analysis of Conflict from the Prism of Power' by Dr. Dilnaz Boga. The piece offers insights into the socially prevalent technological mediums that play a pivotal role in contouring hegemonic views on subjects that affect the masses. Saurabh Deshpande's emphasis on the power of political branding and political communication can become a niche career choice for media students. As far as the medium of film goes, Selvi S's article titled, 'Verbal Violence With and Without Words' is a commentary on post-modernist cinema and its wide array of influences.

This issue, like the last one, will prove to be a riveting read and I hope that some of these thoughts propel new avenues and careers in technology-dependent industry.

Yours Sincerely,
Dr. Amee Vora
Principal - DGMC

IMPACT OF SOCIAL MEDIA ON
FOOD CULTURE IN MUMBAI

Social media is the collective of online communication channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation are among the different types of social media. Various social media tools like Facebook, Instagram, Zomato, etc. are used by various restaurant owners and usage of these tools has impacted the changing food culture in Mumbai.

The food culture focuses mainly on three factors: The ambience of the restaurant, the presentation of food and Takeaway/ Convenience. Ambience or look and feel of the restaurant is one of the factors that has been given more importance in the changing food culture. From the earlier days not much attention was paid to the look of the place, to now, where a huge attention is given to how the place looks, its interiors, etc. The visitors of the restaurants usually post the pictures of fancy interiors on social media, which in turn creates publicity for the restaurants.

Today, more than the taste of food, its presentation is given more prominence. The restaurants work to create visual appeal, which not only captivate the eye of the customers but also is photographic. Posting food pictures on social media has become a common trend. Thus, the restaurant owners have started working on the presentation of the food and post pictures on social media to create a buzz about the dish.

Another changing trend in food culture in Mumbai is the increasing takeaway foods like milkshakes, waffles, fries, etc. They are also convenient for the customers to consume. The packaging of these take away foods is highly focused. The take away outlets are trying best to come up with creative and convenient packaging for their product, because it has also become a way to brand their restaurant and make it look fascinating on social media. The customers often put the pictures of these takeaways on social media and when the packaging seems interesting, people tend to visit the restaurant. To understand the impact of social media on a particular audience, it is imperative that we gauge the attitude of patrons at large.
Siddharth Somaiya, owner of Bao Haus Co believes that 'word of mouth' is the best form of marketing rather than social media because once a customer is retained, it becomes very important for that customer to talk to their friends about the restaurant and spread the buzz. He says that social media does not bring the required conversions and retention primarily because it is expensive to invest in designing good quality advertisements and if one does not invest the required amount of money and time, the ads could be mediocre which will not be useful in bringing the desired conversions.

The aspect that he would focus on while promoting on social media would be a combination of the ambience, food and drinks. However, he does not want to portray the ads in an enticing way like the food chains do. Instead, he wants to entirely focus on the quality of the food his place will serve. The owner of Silver Beach Hospitality who owns Silver Beach Café, Copa, Radio Bar, Estella says that she focuses a lot on the experience of the place. She believes that the best marketing tool for any brand is the brand and product itself. When it comes to silver beach she focuses on ambience more for the experience of it. Presentation of the dish is absolutely important and also made photo friendly so it can stand out. Ambience is not focused mainly for photos but for the experience so it can create a particular vibe. The most preferred choice of social media is Instagram because of quality content and variety of food trends followed like veganism, healthy food, food blogs etc.

Majority of the people get influenced by opinion leaders (reviewers and food bloggers) on social media, restaurants/food outlets need to promote themselves through these mediums too. Zomato here plays an important role as it is primarily a food review mobile application where customers as well as food bloggers review the restaurants/outlets they visit which influences potential customers to make decisions.

There is an impact of social media on food culture in Mumbai. Even though word of mouth is more influential and preferred form of marketing, social media plays a salient role in influencing purchase behavior of customers and therefore restaurants also use social media platform to a certain level for promotion or brand awareness and rely on organic food reviews or use platforms like Zomato, or food blogger pages like Munchy Mumbai on Instagram to influence potential customers.

Ms. Rubina Mohammad
Assistant Professor - PGDM

ANALYSING CONFLICT FROM THE
PRISM OF POWER

The recent spate of rape incidents in India, followed by the police "encounter" in Andhra Pradesh, thrust forth the majoritarian sentiment of the public while showcasing the deep fissures between those who have dedicated their lives to issues of justice and those who comment from the side-lines, always baying for blood.

Citizens celebrated these murders by the police, popularly legitimised (over decades) by mainstream media as "encounters". The media failed to deconstruct the crux of the matter and simply reported in binaries – reducing the serious issue by sensationalising the ghastly incident.

What was missing from the media trial of the alleged accused was a thorough analysis of rape, through the prism of class, culture, society, psychology, patriarchy and power. Such skewed coverage complicates the consumers of media and leads them further away from understanding the social problem.

Instead of highlighting the problems police encounter in investigations, the presence of political pressure, an absence of gender sensitivity in law enforcement personnel, perception of sexuality in popular culture and different segments of society, role of the media in the formation of these perceptions, the psychological impact of media's hyperisation on other survivors of rape, psychological intervention for the rape survivors or psychological evaluation of the perpetrator and his/her rehabilitation by the justice system; the media hyperised majoritarian sentiments, reinforced and further propagated them.

The media paid no attention to dissect the multi-dimensional toxic masculinities perpetuated by pop culture in India. This unravelling would have been a perfect start to illuminating collective schematic sites that our society tends to downplay as it would involve critiquing ourselves by beginning to ask the question, "What is wrong with us?"

Dr. Dilnaz Boga Assistant Professor, & MACJ Faculty in Charge

THE POWER OF
POLITICAL BRANDING

Who can forget the online campaign unleashed by the Bhartiya Janata Party during the 2014 Lok Sabha elections? The party has always been particular about its communication to the public, but it took the process to an entirely new level in 2014, when it not only branded itself but also branded its projected PM candidate Shri Narendra Modi. The outcome was spectacular, as it majorly contributed to the massive election victory that the party achieved in those elections.

An art form was born out of a strategic play of words and visuals where management, media and communication have a key role to play. It would not be wrong to say that the world is moving towards branding in the marketplace and political marketplace is no different. Politicians and parties across the world – not just in India – have realized the awesome magnificence of good branding in the world of increasing political communication.

Political parties and politicians wield a massive amount of power within themselves, and branding has its own power too. Branding helps in easy recognition, easy recall, improves credibility and trustworthiness and help one stay in competition and stand out of the crowd. That is the reason every politician worth his or her salt is actively engaging communication professionals to help brand them on every offline and online platform where the right crowd is present.

But the branding must be done positively and constructively. Unfortunately, branding in India often goes down to the level of petty propaganda aimed at belittling the other rival parties and politicians, and it does no one any good, since it spreads negativity and distrust – something contrary to how a robust democracy ideally ought to be. This is detrimental to the political environment of the country and also affects the image of the country. This art of political branding is here to stay and continue well into the future. Professionals would be roped in to handle them efficiently, and this opens up a new career option for students wanting to enter the media and communication sector. Political branding, political PR and political communication are the areas where a student of political communication can specialize and make a career out of it.

Saurabh Deshpande
Assistant Professor
BMM Co-coordinator

FACEBOOK!

WORLWIDE!
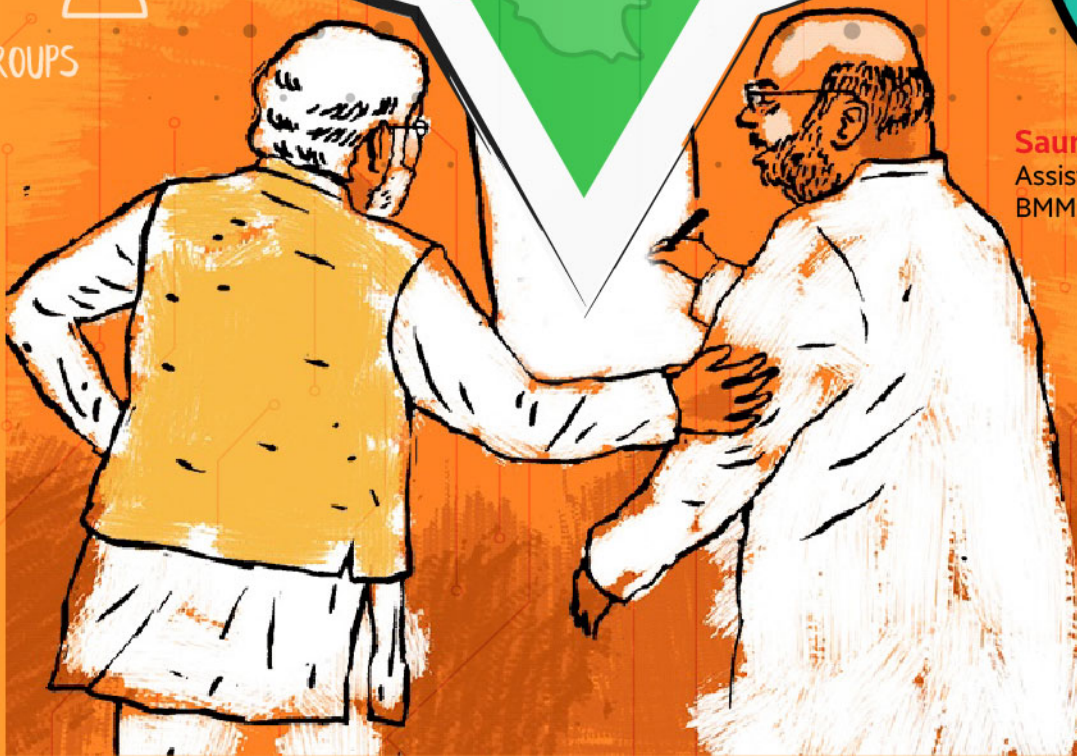
GROUPS

ACCOUNT GROWTH!

CONTACT

MARKETING

INSTAGRAM!

TWITTER!

THE
TELEPHONE

Alexander Graham Bell gave us the First ring tone by inventing telephone **at the age of 29 in the year 1876**

First Voice...

The notebook entry of 10th March 1876 of Alexander Graham Bell, describes his successful experiment with the telephone. Speaking through the instrument to his assistant, Thomas A. Watson, in the next room, Bell uttered these famous first words,
"Mr. Watson -- come here -- I want to see you."

90 years later in 1966 for the first time I used AG Bell's discovery at Bareilly, where my father was posted. Telephone in India at that time was meant for the selected few in any city. We never had phone at home. This instrument which I used for the first time was installed at my relative's place in Bareilly a dealer for Escorts Tractor & Motor cycles.

We had gone to do a long distance call. Unlike today there were no STD booths. The procedure to book a call was simple (complicated in today's norms). Pick up the receiver and wait as we hear the sound of a ringing bell in the receiver. At the other end, a telephone operator would pick up and asked for the number. After noting down the number the operator would then ask "Any PP?" (Particular Person). We would provide the name of the PP. The next question from the operator was "duration of call please?" Generally it used to be in the multiples of 3 minutes or 6 minutes. We were to be charged accordingly. Operator's next question was, "urgent or ordinary call"? Normally we would book Ordinary call since the rates were half of the Urgent call. It would take an hour or more to get an ordinary call matured. Sometimes we had to wait for hours together to get the call. The time factor also depended on the distance. The longer the distance, the more the time for the call to get matured. However if we wanted to get the call immediately, then we could book a Lighting Call. As the name suggest it was instant but we had to shell out 10 times more money than the urgent call.

Lighting call was done only in extreme emergency. Whenever we booked a lighting call it was more official in nature. But we ensured that we were surrounded by couple of staff, friends, and visitors in order to create an impression on them that we are booking a lighting call.

Once the call was through, it was thunder and lightning with lot of excitement. We would shout at the top of our voice, talk very fast (since the time was running out), pass the receiver to ensure that as many people could talk and in order to make the best use of our talk time. Once the call was over, there was a great relief and the atmosphere was upbeat. Getting a call matured was a feat in itself.

Today when I look back I realize we have taken a quantum leap in terms of phone technology but we have lost out on...Excitement...Enthusiasm... Exhilaration... Enjoyment ...and the anticipation of a call getting matured.

MUKESH SHARMA
DEAN – DGMC

MEDIA
CONVERGENCE

Media is a very powerful tool and has been for the past century. It has been changing and evolving with the innovation in technology. The evolution of media has led to drastic changes in approach people have towards others globally and culturally. Today the state of media convergence has reached a point that your neighbour would not know what is happening in your life or for that matter the city also, but people on the other side of the world are aware about it.

Media Convergence is the interconnectivity of various mediums, especially the internet with media content, media companies and the communication networks. It is the merging of the content with the computer networks.

Media convergence in terms of cultural development has both advantages and disadvantages. The recent debate on NRC and CAA bill is alive across media platforms. Also in case of "Nirbhaya", media played a crucial role. With the help of various media tools, word spread within seconds and the cause became a reform in the sense that it led to the change in law related to rape cases. On the other hand the recent incident of sedition in JNU also got escalated beyond the requirement of the importance that it should have got.

We have seen that global and cultural convergence is exchange of ideas, thoughts and ultimately the behaviour. Media in the form of cinema, music, smart-phone apps, advertising has played a key role in bringing about a change in cultural exchange and global integration. Media Convergence as a tool for cultural convergence has existed for a very long time. Cinema has been instrumental in showcasing and also acted as a catalyst for the change seen across the globe. Priyanka Chopra, Anil Kapoor, Irfan Khan, and Om Puri are some of the Indian Stars that have global recognition.

Kanchan Luthra
Assistant Professor
BAFTNMP Co-ordinator

THE
ART OF EVENT MANAGEMENT

Event Management is the ability to bring your client's vision and imagination alive with best of your organizing, planning and executing skills. The art of perfection for the successful completion of any event are journeys of experience and learning as every client you deal with, will have different requirement, expectation and financial capacity.

Understanding the objective of organizing an event: It is important to identify the purpose behind organizing any event as it facilitates articulate planning and execution with a systematic approach and utilizing the best available resources. Depending upon the type of event, whether it is private, social, and corporate or a charity event, a detailed planning of logistics and execution is done keeping the client's satisfaction at the core.

4 Pillars of Planning: A perfect, uninterrupted event stands on the four pillars of planning - strategic planning which aims at executing a flawless event, methodological planning by allocating responsibilities and deciding functions, operational planning to follow the required process and procedures. The fourth pillar is to be ready with a contingency plan if needed.

Freeze the Date, Time and Venue: The date and time for an event is usually finalized by the client to ensure the periods in history or any other date of a landmark occasion is taken care of.

Budget: Budgeting is the toughest part while planning any event. Income and expenditure have to match in such a way that the event generates profit only then the exercise is fruitful.

Backward Planning to meet Deadlines: Listing all the components essential for managing and executing an event should be on priority. Schedule a calendar for all the work which needs detailing and attention.

Professional Team and Approach: Hiring of skilled professionals and expertise in their domain area will help to develop an approach which will work more positively.

Choosing the Reliable Vendor/ Service Providers: Identify the event needs and requirement of the client and preference must be given to the tried and tested service provider only. Choose a vendor which is cost effective with a quality to delivery on time.

Creative and Unique: Creativity in event management refers to bringing life to the event and living the dream of your client's concept/ idea. Invention, imagination and implementation are three important experiences you are committed to deliver.

Creating a Master Plan: Master plan is the blue print of your event which should include a detailed description of why this event, where and when is the show, how to execute, who will implement and the final goal to be achieved.

Event Branding: Creating a unique and attractive brand in order to get registered in the mind of target audience and to generate a recall value of the same, it is essential to create an event's brand personality.

Laisoning: For staging any event it is mandatory to ensure statutory requirements are met by getting the appropriate permissions from the authorities concerned.

Technology Driven Event: It facilitates event planning, projection mapping, event diagramming, building connectivity, making user-friendly the electronic devices on the day of event, lit the entire premises and the use of sound with best of devices.

Know the One Point Contact: Seek a one point contact from the client side for approvals and to get budgets for expenditure.

Unforgettable Experience: The backbone of any successful event lies in its detailing thereby making an unforgettable experience for the client.

Accounts Settlement: Share all the positive feedbacks and memories (photographs, videos, social media response and written appreciations) with your client. Submit invoice as per the prescribed format suggested from the client side and be transparent in financial dealings.

Dolly H. Awati
Chairperson UG Program

"VERBAL VIOLENCE IN CINEMA"
WITH AND WITHOUT WORDS

Postmodern Cinema in India has enjoyed recognition for its interesting relay of social reality. Fruitful fertilisation of Marxist, Psycho-analyst, Symbolicist and Surrealist ideas has been a major influential force driving the change in postmodern cinema representations.

Pain is part and parcel of human life. So, any movie which aims to connect its audience to their real world cannot do its job without showing pain on screen.

Film makers choose to use violence to communicate suffering because it is almost impossible to show the magnitude of pain experienced by a character without showing the violence that preceded such pain. Further, pain is an internal emotion and a psychological process to which an audience can relate only via empathy and imagination whereas violence is an external act and a physical process that can be seen and related to, instantly.

Violence is a residue of the conflict between power and powerlessness. Physical, mental, sexual and verbal violence are some of the prominent genres of violence successfully portrayed by popular cinema. A considerable number of films released in the current decade have boldly depicted true-to-life violence.

Verbal violence in the form of abusive words is part and parcel of human conversation in most social groups including the institution of family. Verbal abuse can be seen as a sort of violence which stands slightly deviated from other forms of violence. It is only in this area of violence that one could witness both the power'ful' and the power'less' stand diametrically opposite to each other in the polarized institution of social, political and economic hierarchy and yet continually, though unequally, participate in the act of verbal violence.

Persons in power and those bereft of power indulge in verbal abuse every now and then. It appears as if the verbal abuse provides some sort of relief to the abuser: a relief similar to the one attained by a person who throws and breaks objects and feels less pain afterward.

Silence is the binary opposite of word induced verbal violence. Most films in Indian cinema have triumphantly captured the element of silence in scenes that show the worst brutal violence. Violence and silence are portrayed side by side.

The people shown on screen are reflections of real people. Why do people in real life remain silent? Probably, they are scared or they think they are neutral and their neutral stand in an issue can only be clear when they keep quiet. Or perhaps, there are yet other unexplored reasons!

Silence observed by a person who has a duty to speak when he is required to speak is more or less an offence which can be related to 'abetment' in legal terminology. As shown in films, unwarranted violence is inflicted on individuals most of the times when people around remain mute spectators.

For instance, in the Dhanush starrer Tamil blockbuster "Asuran" released in October 2019 there is a scene where Mariamma (name of a character), a socially and economically underprivileged girl, is beaten up and made to walk with slippers on her head. A lot of people who witness this incident show facial expressions that reflect shock and sympathy for the victim but none of them question the perpetrators let alone call for police action.

The tell-tale folk casualness that films ascribe for depiction of violence is an important area of study that deserves more space in discourses and debates which will eventually guide individuals into thinking and self-realisation. Else, cinema will end up functioning as a platform that legitimises the already-momentum-gaining principle of "what is right is whatever one can get away with".

Selvi S
Assistant Professor
Faculty, B.M.M,
Dept. of Mass Communication

> "If you want the answer—ask the question."
> — Lorii Myers

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