This service meant primarily for the use of the Ministry of Information & Broadcasting and its media units gives an annotated index to select articles on mass media published in various periodicals and newspapers received by the Centre.
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ADVERTISING

KANNAN (Uma). Now playing: Cinema commercials just for you! Deccan Herald. 10 August 2015; 14.
Discusses how digitization and the boom in multiplexes have given in-cinema advertising new wings to soar.

RAMAN (Anuradha). Sensitive selling or clever spin? Hindu. 11 August 2015; 11.
Appreciates sensitive advertising campaigns that gently prod viewers to think and help in reinforcing traditional values.

BROADCASTING

BANERJEE (Poulomi). Riding the airwaves. Hindustan Times. 16 August 2015; 14.
Explores what Doordarshan and All India Radio can do to stay relevant in a time of instant updates, social media and cable television.

FILM, AWARDS, FILMFARE

GUPTA (Rachit). How the South was won. Filmfare. 64 (16); 12 August 2015; 106-134.
Profiles the winners of the 62nd Britannia Filmfare Awards 2014, South presented on 26 June 2015 in Chennai.

FILM, BIOGRAPHY (Egypt)

FILM, BIOGRAPHY (India)

MAJROOH SULTANPURI: Words’ worth. By Devesh Sharma. Filmfare. 64 (17); 26 August 2015; 126-131.

MUZAFFAR ALI: The fakir. By Farhana Farook. Filmfare. 64 (17); 26 August 2015; 133-136.


NAWAZUDDIN SIDDIQUI: Mean street star. By Suhani Singh. India Today. 40(35); 31 August 2015; 63-65.

NEERAJ GHAYWAN: Rebirth through reel. By Namrata Thakker. Week. 33 (33); 16 August 2015; 73-75.


FILM, BIOGRAPHY (Sweden)

MY mother INGRID BERGMAN. By Isabella Rossellini in an interview with Julia Llewellyn Smith. Telegraph. 23 August 2015; 16.

FILM, DIRECTORS

SHANMUGAM (Kavitha), First and furious. Telegraph. 2 August 2015; 16.

Writes about first time directors of small budget films who have been showered with national awards and global recognition and their films have also been shaking up the box-office.
Writes about some passion projects of Bollywood filmmakers which have failed drastically at box office.

Finds out how relevant is film school education to the film industry.

CHINTAMANI (Gautam). Sounds familiar? Tribune. 2 August 2015; 8.
Focuses on the trend of jazzing up old numbers from the 1950s and 1960s that has now almost come to be a genre unto itself.

SANTOSH (K). Malayalam cinema on the map. Hindu. 23 August 2015; 3.
Explores the reasons that made Chemmeen the social-realistic melodrama a classic.

NONIKA SINGH. Short cut. Tribune. 9 August 2015; 8.
Looks at short films by big-ticket directors and actors that have been emerging as an alternative means of entertainment.
FILM, THEME

Looks at how Hindi films have captured the changing mind and ideologies of Indians and India.

FILM, THEME, PATRIOTIC

Discusses how depiction of patriotism has changed from pre-independence cinema to present day cinema.

INFORMATION TECHNOLOGY

Keeping in view the power of social websites suggests that these should not be treated as shaming and humiliating mediums to settle a personal score or avenge a deeply hurt ego.

NONIKA SINGH. We, the vitriolic, trolling Indians. Tribune. 24 August 2015; 9.
Emphasises on the need to have a law to curb social media that could check abusive and damaging trolls.

Discusses some of the critical elements of an effective cloud strategy that are in sync with the changing landscape of Information Technology.
INFORMATION TECHNOLOGY

Describes a cloud-based Enterprise Resource Planning (ERP) solution which delivers every thing to free up capital and provides the flexibility to meet ever evolving operational needs.

SHAILENDRA RAVI. 7 key tech that will influence cloud strategies in future. P.C. Quest. August 2015; 68-70.
Discusses the key trends that will shape-up cloud strategies in future.

Looks at new strategies towards cloud adoption, the challenges in moving data to a cloud infrastructure and how cloud’s model gains prominence amongst enterprises of all hues.

INFORMATION TECHNOLOGY (India)

DUTTA (Sagnik). Digital dispute. Frontline. 32 (16); 21 August 2015; 49-51.
Discusses the significance of network neutrality in the light of the consultation paper published by the Telecom Regulatory Authority of India (TRAI) on Regulatory Framework for over-the Top services in March 2015.

SHINDE (Jayesh). Digital India: why it’s important. Digit. 15 (8); August 2015; 50-53.
Focuses on the challenges that India is facing to realize the dream for Digital India.
INFORMATION TECHNOLOGY (India)

SHINDE (Jayesh). Made in India: Doing it right. Digit. 15 (8); August 2015; 48-49.
Narrates some made in India success stories.

…………. Make in India: And get rich. Digit. 15 (8); August 2015; 54-57.
Discusses how Make in India is going to change India in next 5-10 years.

JOURNALISM, EDUCATION

ASHLEY (Seth). Media literacy in action? What are we teaching in introductory college media studies courses? Journalism & Mass Communication Educator. 70 (2); Summer 2015; 161-173.
Reports the findings of a small survey of instructors, who describe aspects of their course content and pedagogy.

FREEDMAN (Eric) and POULSON (David). Real-world learning of public affairs and environmental journalism: Two models. Journalism & Mass Communication Educator. 70 (2); Summer 2015 187-196.
Explores two of a journalism school’s practice based programmes that provide capital News Service-covering state government, politics and public policy and Great Lakes Echo-covering environmental news in eight states and two provinces.
**JOURNALISM, EDUCATION**

PARKS (Perry). A collaborative approach to experiential learning in university news writing and editing classes: A case study. *Journalism & Mass Communication Educator*. 70 (2); Summer 2015; 125-140.

Examines a creative approach by two journalism professors to enhance experiential learning in separate skills-based news writing and editing courses.

**JOURNALIST, BIOGRAPHY (Great Britain)**


**MASS MEDIA, BIOGRAPHY (India)**

LONG & short of story, BEDI was special. By Vandana Shukla. *Tribune*. 30 August 2015; 11.

**MASS MEDIA, BIOGRAPHY (USA)**


**PRINTING, TECHNOLOGY**


Discusses how 3D printing technology has transformed itself with its varied applications and ushered some revolutionary changes in designing and manufacturing business.
**PUBLISHING, BOOK**


Explores the world of book publishing in India and tries to find out to what extent the old world charms of a book and bookstore can hold themselves in the face of emerging digital media and e-commerce.

**PUBLISHING, BOOK AND INFORMATION TECHNOLOGY**


Finds out how technology has condensed the class room into a phone.

**TELEVISION (India)**


Gives a brief account of the TV entertainment industry in India, its course of development, its characteristics, trends and implications.

**TELEVISION, CABLE, PROGRAMME**

CHUGANEE (Bhakti). Why reality shows persist on TV. *Hindustan Times*. 17 August 2015; 15.

Finds out whether viewers are really watching reality shows which continue to clutter prime time and other slots across general entertainment channels.
HOW TO READ

TO OURS READERS

Kindly note our RENDERING OF ENTRY is as under

Author’s surname (Forename). Title. Source. Volume (N0.); Date month and year; page numbers.

Annotation.

Example:

GHOSE (Bhaskar) Broadcasting as a citizen’s right. Frontline. 20 (21); 24 October 2003; 95-96.

Criticizes charging of licence fee for radio broadcasting in view of right
To freedom of speech and expression.

Note

1. Name of author is replaced by name of the person in case of biographical entries. Name of the person is given in capital letters and underlined in such cases. Name of author is given after the title and is followed after By

Example


2. Repetition of the name of author etc. if occurred immediately on the same page is shown by putting …………. In place of author.

Example:

VIDYANATHAN (P.V). The dream merchant. Screen. 52 (49); 22 August 2003; 13.

Looks at the portrayal of the Parsi Community in Hindi films.

………. Mumbai meri Jaan. Screen. 52 (49); 22 August 2003; 22.

Looks at those aspects of Mumbai city which Hindi films have highlighted
Over the years.

3. In case of entries where name of the author is not known, the title is mentioned in place of author and the first word of the title is given in capital letters

Example:

TRANSMISSION lost and found. Economic Times. 9 October 2003; 22.

A note on experience in Chennai, a month after the implementation of Conditional Access System (CAS)