

CURRENT AWARENESS SERVICE

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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.

NATIONAL DOCUMENTATION CENTRE ON MASS COMMUNICATION

NEW MEDIA WING

(FORMERLY RESEARCH REFERENCE AND TRAINING DIVISION)

MINISTRY OF INFORMATION AND BROADCASTING

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ADVERTISING AND INFORMATION TECHNOLOGY

ABBOUD (Leila) and SABA (Jennifer). Ad agencies under the gun from major contract reviews. Asian Age. 25 June 2015; 16.

Focuses on the impact of online ad marketing on ad agencies traditional role and their profit margins.

FILM, BIOGRAPHY(Great Britain)

CHRISTOPHER LEE: Lord of his ring. Pioneer. 12 June 2015; 16.

.....: Master of horror Dracula dies. By Anita Gates. Telegraph.12June 2015; 2.

HORROR legend CHRISTOPHER LEE dies. Asian Age. 12 June 2015; 12.

FILM, BIOGRAPHY (India)

ANAND L. RAI: Long route to success. Pioneer. 1 June 2015; 14.

ASHA BHOSLE: A doyen without equal. By A.C. Tuli. Statesman. 13 June 2015; 3.

DHARMENDRA, 'I am a farmer's son. By Archita Kashyap. Hindu. 28 June 2015; 2.

KANGANA RANAUT: The girl who has kicked a hornet's nest. By Namrata Joshi. Outlook. 55 (22); 8 June 2015; 52-59.

MRINAL SEN: A word in time. By Gopalkrishna Gandhi. Telegraph. 7 June 2015; 12.

PRAN: A versatile performer. By A.C. Tuli. Statesman. 27 June 2015: 4.

NO one was quite like RAJ KAPOOR. By Raj Mehta. Tribune. 21 June 2015: 8.

S.S. RAJAMOULI: The great passionist. By Madhavi Tata. Outlook. 55 (24); 22 June 2015: 52-54.

FILM, BIOGRAPHY (India)

SIRCAR raj. Talks to Suman Sharma. Filmfare. 64 (12); 17 June 2015; 114-117.

FILM, BIOGRAPHY (USA)

WOODY ALLEN: Life has its own agenda. By Nonika Singh. Tribune. 28 June 2015: 8.

FILM, CULT

BANAN (Aastha Atray) and BHAVE (Nihit). Kal aaj aur cult. Hindustan Times Brunch. 7 June 2015: 6-8, 12, 14.

Lists Bollywood's cult films in the crime, comedy, action, thriller, hit, Romance,drama and horror category.

FILM, DOCUMENTARY

NONIKA SINGH. Lights, camera...emotions. Tribune. 14 June 2015: 1.

Discusses new world of documentary making where emotions rule over objectivity.

FILM, INSTITUTES, FTII

JOSHI (Namrata). Big brother's dharma cola. Outlook. 55 (25); 29 June 2015: 64-65.

Presents the views of some prominent film professionals, all FTII alumni, on how they view the appointment of TV actor Gajendra Chauhan as Chairman of Film and Television Institute of India (FTII).

FILM, INSTITUTES, FTII

NONIKA SINGH. Saffron shadow on cinematic creativity. Tribune. 23 June 2015:

9.

Comments on recent controversy over government's decision to appointment TV star Gajendra Chauhan as Chairman of Film and Television Institute of India (FTII).

FILM, REGIONAL (Punjabi)

JASMINE SINGH. Moga to Melbourne. Tribune. 28 June 2015: 1.

Discusses how Punjabi cinema has changed and produced some iconic films like *Jee Ayan Nu* (2002), *Mei Karade Rabba* (2010), *Jihne Mera Dil Luteya* (2011) and *Chaar Sahibzaade* (2014).

FILM, REGIONAL (South Indian)

UDITA. Tamil-Telugu epic the most expensive Indian film ever? Asian Age. 26 June 2015: 16.

Writes about two-part Tamil-Telugu epic *Baahubali*, directed by S.S.Rajamouli for Tollywood and Kollywood markets.

FILM, REVENUE

PILLAI (Sreedhar). Satellite market goes bust. Hindu. 21 June 2015: 4.

Discusses the effect of digital film production on the satellite market and Tamil film producers whose major source of revenue was satellite right of a film sold to a television channel.

FILM, SCRIPT

KUMARA SWAMY (V). Script is king. Telegraph. 14 June 2015: 9.

Discusses the role of script writers in the success of Hindi films like *Piku*, *Tanu weds Manu Returns*, *Dum Laga Ke Haisha*, *NH10* etc.

FILM, SMALL BUDGET

MENON (Vishal). Small films, big problems. Hindu. 21 June 2015: 1.

Discusses the problems being faced by the Tamil small-budget films.

FILM, THEME

CHATTERJI (Shoma A). Ode to anger. Tribune. 7 June 2015; 8.

Looks at recent films *Bombay Velvet*, *Gangs of Wasseypur* and *Ugly* which portray gruesome violence and celebrate it for its own sake.

.....A storm to remember. Tribune. 14 June 2015; 8.

Writes about Gulzar's film *Aandhi* which showcased a woman politician caught between her aspirations and the emotional pull towards her family.

CHINTAMANI (Gautam). Dad's the word. Tribune. 14 June 2015; 8.

Writes about Hindi films like *Daawat-e-Ishq* and *Piku* which have shown father-daughter relationship with a fresh perspective.

JAI ARJUN SINGH. Still timeless. Hindu. 7 June 2015; 3.

Writes about Vijay Anand's romantic drama film *Guide* which turns 50 this year and is as a testament to the possibilities of artistic collaboration.

INFORMATION TECHNOLOGY (India)

MUKHERJEE (Krishna). BharatNet act II. Voice & Data. 22 (6); June 2015; 10-20.

Discusses fundamental principles of BharatNet project which will re-define healthcare and education delivery and give a fillip to IT, Electronics and E-commerce sectors in the country.

PRADHAN (Kunal). Whose internet is it, anyway. India Today. 40 (23); 8 June 2015; 68-71.

Looks into the genesis of the latest controversy over the net neutrality.

INFORMATION TECHNOLOGY AND COMMERCE (India)

E-Commerce in India: Challenges and opportunities. Voice & Data. 22 (6); June 2015; 43-46.

Looks into the current E-Commerce landscape and the sectors key drivers responsible for its impressive growth. Also focuses on some serious challenges being faced by this sector in India.

JOURNALISM, EDUCATION (USA)

ANGUS (Daniel) and DOHERTY (Skye). Journalism meets interaction design: an interdisciplinary under graduate teaching initiative . Journalism & Mass Communication Educator. 70 (1); Spring 2015; 44-57.

Examines a teaching initiative designed to introduce journalism students to elements of social and mobile technology theory and design practice.

JOURNALISM, EDUCATION (USA)

BRONSTEIN (Carolyn) and FITZPATRICK (Kathy R). Preparing tomorrow's leaders: Integrating leadership development in journalism and mass communication education. Journalism & Mass Communication Educator. 70 (1); Spring 2015; 75-88.

Emphasises on the need to incorporate leadership education in new journalism and mass communication curricula in order to prepare students to lead the media revolutions of the 21st century.

CARPENTER (Serena) et al. An examination of how academic advancement of U.S. journalism students relates to their degree motivations, values and technology use. Journalism & Mass Communication Educator. 70 (1); Spring 2015; 58-74.

Examines how academic status relates journalism student's perceptions and behaviors.

MOORE (Jensen) and JONES (Khristen). The journalism writing course: Evaluation of hybrid versus online grammar instruction. Journalism & Mass Communication Educator. 70 (1); spring 2015; 6-25.

Examines introductory journalism writing courses and compares hybrid versus online grammar instruction.

JOURNALIST, BIOGRAPHY

PRAFUL BIDWAI: The writer who did not know fear. By Anand K. Sahay. Asian Age. 26 June 2015: 16.

JOURNALISTS, WORKING CONDITIONS

OMAR RASHID. For regional journalists, it's a fight for survival. Hindu. 29 June 2015: 9.

Looks at the working conditions of regional journalists who operate in an unhealthy climate marked by poor pay, little job security, exploitation and death threats.

MASS MEDIA

TEWARI (Manish). Make way for the new media. Asian Age. 13 June 2015: 7; Deccan Chronicle. 13 June 2015: 11.

Looks at the structure of the Indian media and how it would square up to the challenge of the new media.

PRESS AND INFORMATION TECHNOLOGY

ASAD. Turning the page on print: The future of news is digital. Pioneer. 6 June 2015: 9.

Discusses how the rise of Internet and Smartphone will change the way readers access news and put extra pressure on journalists.

RADIO AND INFORMATION TECHNOLOGY

FARHAD MANJOO. Podcasting grows, but very slowly. Deccan Herald. 22 June 2015: 12.

Writes about podcasting, a digital experiment, where radio-like shows are delivered directly to phones.

TELEVISION AND INFORMATION TECHNOLOGY

VARMA (Smitha). The online streaming revolution. Telegraph. 7 June 2015: 9.

Gives details of digital platforms which provide online streaming and video on demand services via the internet.

TELEVISION, CABLE CHANNEL

SUKUMARAN(Ajay). Paint the Sun red. Outlook. 55 (24); 22 June 2015: 44-48.

Look at the recent controversy over denial of security clearance to Chennai based Sun TV Networks.

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

KISHORE KUMAR. The 24-carat magical voice. By Siddhartha Dey. Screen. 53 (5); 17

October 2003. 13.

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)