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

KUMARA SWAMY (V). Ad is where the heart is. Telegraph. 17 May 2015; 13.
Looks at why ad makers and companies are going beyond the conventional by pushing the envelope with advertisements celebrating the differently abled.

Comments on the Supreme Court’s recent directive to restrict the publication of photographs of Ministers and party leaders on government advertisements.

FILM AND LITERATURE

Looks at the trend of adapting books into films that have cut across all Bollywood genres.

FILM AND WOMEN

LADA GURUDEN SINGH. Big girls of B-town. Tribune. 31 May 2015; 8.
Writes about some progressive female-centric films like Queen, Mary Kom, Mardaani, Tanu weds Manu Returns, Piku and Dum Laga Ke Haisha that showcased powerful female characters.

FILM, BIOGRAPHY

**FILM, BIOGRAPHY**


KAMAL HAASAN, ‘I’m a reluctant actor; Talks to Karan Bhardwaj. Pioneer. 11 May 2015; 16.


MANISH MUNDRA, ‘Hindi Cinema is killing itself with formula and masala’.
Talks to Kalpana Nair. Times of India. 24 May 2015; 17.


SHASHI KAPOOR: Prince among actors. By Devesh Sharma. Filmfare. 64 (9); 6 May 2015; 130-136.

MY father, SHASHI KAPOOR. By Sanjna Kapoor. Week. 33 (21); 24 May 2015; 66.

SRIJIT MUKHERJI, ‘For me art is that which disturbs the comfortable and comforts the disturbed. Talks to Vishnupriya Sengupta. Telegraph. 10 May 2015; 11.
FILM, FESTIVAL, INTERNATIONAL (France-Cannes)

CHINTAMANI (Gautam). India calling at Cannes. Tribune. 17 May 2015; 8.
NONIKA SINGH. Hypes justified, believe me, Cannes do without it. Tribune. 17 May 2015; 12.
   Discusses why Cannes Film Festival is important for any film and any country.

   Analyses the stories of films showcased at the 68th Cannes Film Festival held from 13-24 May 2015.

FILM, MUSIC

   Compares contemporary Hindi film lyrics with those of old Hindi songs which had depth of thought and emotion.

FILM, REVENUE

   Finds out why the powerful Kollywood producers’ associations are demanding a share of advertising revenues from digital cinema distribution networks.
FILM, THEME


Writes about Chaitanya Tamhane’s award-winning low-key film Court which has neither romance nor action.


Finds out why the protagonist-Devdas created by Bengali novelist Sarat Chandra about 100 years back, still continues to allure Indian audiences.


Appreciates Page 3, Peepli Live and New Delhi Times among the plethora of inconsequential Hindi films made on and about journalists.


Looks at Satyajit Ray’s, classic Pather Panchali’s enduring appeal.

FILM, VIEWERSHIP

MATHEW (Anand). At the movies then, catching a flick now. Hindu. 12 May 2015; 20.

Discusses how the romance of going to the movie died a slow death with the advent of the multiplex, the Internet and the smartphone.

INFORMATION TECHNOLOGY

DUTTA (Sagnik). Gags in virtual space. Frontline. 32 (10); 29 May 2015; 37-39.

Expresses concern over the procedure of blocking of a large number of websites by the government.
INFORMATION TECHNOLOGY

Discusses the pros and cons of net neutrality, a concept based on the principle of free, unrestricted access to any data on the Net.

MUKHERJEE (Krishna). Internet of Things vs Internet of Threats. Voice & Data. 22 (5); May 2015; 46-48, 50-52.
Focuses on the key challenges like security, scalability and sustainable business model in the deployment of Internet of Things (IoT).

………………… et al. WWW: Net neutrality, OTT-Telco face off.
Voice & Data. 22 (5); May 2015; 22-24, 26, 28, 30, 32,-41, 43-45.
A debate on net neutrality which has abstracts from the public submissions made by various industry associations and telcos to TRAI.

INFORMATION TECHNOLOGY AND COMMERCE

GAUR (Preeti). Giants like Amazon and Alibaba are fueling the growth of e-commerce sector in India. P.C. Quest. May 2015; 28-30.
Assesses the contribution of Amazon and Alibaba in the growth of e-commerce sector in India.
INFORMATION TECHNOLOGY AND NATURAL DISASTERS

JAYAN (T. V) and KUMARA SWAMY (V). Disaster in the time of social media. Telegraph. 3 May 2015; 7.
Looks at the efforts of thousands of tech-savvy volunteers from across the world who have converged to sift through mountains of data to help traditional humanitarian organizations in the crisis in Nepal.

INFORMATION TECHNOLOGY AND SOCIETY

Discusses how IoT (Internet of Things) will change the entire economy in the near future.

Highlights the key trends in the IoT (Internet of Things) which has readily progressed to impact businesses and individuals in several meaningful ways.

JOURNALISM (India)

GEORGE (T.J.S). Media is attacked by Nepalese for just reasons, by our netas to hide their own iniquities. Mainstream. 53 (21); 16 May 2015; 18.
Explores reasons why media is attacked in recent years.
MASS MEDIA, BIOGRAPHY


PRESS FREEDOM (Sri Lanka)

SASHI KUMAR. Sri Lanka: The more things change… Frontline. 32 (8); 1 May 2015; 99-101.


TELEVISION, PROGRAMMES, INDIAN (Pakistan)


Writes about Indian reality shows and soaps that have found Pakistani networks as the biggest buyers of Indian content.

TELEVISION, REPORTING, NATURAL DISASTERS


A critical analysis of Indian television’s coverage of India’s aid efforts in Nepal after the earthquake.
TELEVISION, REPORTING, NATURAL DISASTERS

A critical analysis of the coverage of Nepal’s earthquake tragedy by Indian media.

Throws light on the weak and strong aspects of present TV journalism especially while covering natural disasters.

UPADHYAY (Deep Kumar). ‘Sections of the Indian media were sensationalist in their coverage’. Talks to Sridhar Kumaraswami. Asian Age. 10 May 2015; 7.
Nepalese ambassador to India Deep Kumar Upadhyay talks about the tragedy, Indian assistance and controversies generated, particularly regarding the Indian electronic media’s coverage.
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)