

Understanding Media and Arts

A Comprehensive Introduction to the Creative Industry



Editors:

- Dr. Shikha Verma Kashyap
- Dr. Shweta Bajaj
- Dr. Shiv Gopal



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“Understanding Media and Arts: A Comprehensive Introduction to The Creative Industry”

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PREFACE

This book embarks on a journey through the diverse landscape of media and arts, exploring their dynamic interplay within the ever-evolving creative realm. In today's interconnected and digitally driven world, the fields of media and the arts have converged like never before. The lines between traditional and emerging forms of creative expression are blurred, presenting both challenges and unparalleled opportunities. This comprehensive introduction aims to navigate this intricate landscape, providing readers with a holistic understanding of the forces shaping the creative industry. Our exploration begins by laying the foundation for understanding the fundamental concepts of media and the arts. We delve into the historical, cultural, and technological underpinnings that have propelled these fields to their present prominence. From traditional storytelling to cutting-edge digital innovations, every facet of creativity finds its place within these pages. As we journey through this book, you will encounter a rich tapestry of topics. From film and television to music, literature, visual arts, and beyond, each chapter offers insightful analyses, case studies, and thought-provoking discussions. The convergence of various mediums, the impact of globalization, and the influence of digitalization are all examined in the context of their transformative effects on the creative landscape.

"Understanding Media and Arts: A Comprehensive Introduction to the Creative Industry." is not just a textbook; it is an invitation to explore the intersections of culture, technology, and creativity. It encourages readers to question, engage, and envision the future of the creative industry. Whether you are a student aspiring to join these dynamic fields, an academic seeking a comprehensive resource, or an enthusiast simply intrigued by the power of artistic expression, this book offers something valuable for everyone. We extend our gratitude to the scholars, practitioners, and visionaries whose insights have contributed to the development of this work. Their expertise has enriched the content, ensuring that this book remains relevant and reflective of the industry's evolution. Ultimately, this book is a celebration of the human spirit's boundless capacity for creation and imagination. We invite you to embark on this educational odyssey, to discover how media and the arts intertwine, shape our world, and inspire us to transcend the boundaries of possibility.

ACKNOWLEDGEMENT

Kabir says that ‘slowly re mana slowly-be slow, the gardener irrigates a hundred pitchers, the season comes, there are fruits.’ The form in which this book is presented to you today, It has taken a long time to shape it like this. As in nourishing the trees, along with the soil, water, participation of air and sunlight; similarly, in the journey of preparing the outline of this book till its editing, there has been cooperation of many people.

University management, chapter writers, assessment team, technical assistants, the combined efforts of the editors has made this book worthy of editing. Rather, it would be appropriate to say that the enthusiastic cooperation of the management of the university for the publication of the book, the penchant for writers, due diligence of the assessment team, the attitude of the technical assistants and the friendly behavior of the editors have enabled this huge task to be completed in a short time.

Lastly, we thank all those people who have contributed to the publication of this book in any way by word or deed.



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Chapter 1

AI in Education and Learning (AIED): With Perspective of Teaching Practices in Media and Arts Education

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ABSTRACT: *AI in Education and Learning (AIED) presents exciting opportunities in the realm of Media and Arts Education. Integrating AI into this domain fosters personalized learning experiences, where students' interests and learning styles are analysed to tailor creative pathways. AI-generated art and media content inspire novel artistic expression and expand creative possibilities. The synergy of AI, Virtual Reality, and Augmented Reality elevates the learning experience by immersing students in virtual galleries and studios. AI acts as a creative assistant, providing valuable feedback and encouraging exploration of new artistic directions. Multimedia data analysis aids in understanding visual and auditory patterns, enhancing storytelling and narrative generation. Ethical considerations are addressed through AI-driven bias awareness and media ethics education. Collaboration and crowd-sourcing benefit from AI matching students' skills and interests, fostering collective creativity. AI serves as a powerful tool for artistic expression, with students experimenting using neural style transfer and AI algorithms for music composition. Balancing technology and human touch, educators guide students to embrace AI while preserving their artistic vision, ensuring responsible and informed artistic practices in the AI era. This chapter presents the scope and related pedagogical transitions that can aid the faculty teaching in various domains like fine arts, performing arts, fashion design, interior design, cinema, journalism, animation to demonstrate more effectively with inclusion of wide spectrum of performance improving parameters like, less time, accurate data, varsity etc.*

Keywords: *AIED, AI, media, arts,*

INTRODUCTION

AIED stands for "Artificial Intelligence in Education." It refers to the application of artificial intelligence (AI) technologies and techniques in the field of education. AIED aims to enhance the learning experience by using AI to analyze and understand student data, personalize learning paths, and provide adaptive and responsive educational content. Through AIED, AI algorithms can gather and process vast amounts of data on individual student performance, learning styles, and preferences. This data is used to create personalized learning experiences that cater to each student's specific needs and strengths. AIED systems can adapt the difficulty and pace of content delivery, provide real-time feedback, and offer additional support when students face challenges.

Furthermore, AIED enables educators to automate administrative tasks, freeing up more time for personalized interactions with students. It also facilitates continuous assessment, tracking progress in real-time and allowing for timely intervention when necessary. Overall, AIED holds the potential to revolutionize education by making it more accessible, engaging, and effective for learners, while also supporting teachers with valuable insights and tools for enhancing the learning process.



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This chapter precisely focuses upon the AIED with perspective of teaching practices in media and arts education and as an extension to this further would discuss the pedagogical transitions related to various programs and courses falling in this league. It would not discuss the origin of AI, the predictions to the future of AI, the categorization like data driven or knowledge based AI.

A more straightforward definition (for those of us who are neither computer scientists nor legal experts), which builds upon the OECD and AI HLEG definitions, is provided by UNICEF.

“AI refers to machine-based systems that can, given a set of human-defined objectives, make predictions, recommendations, or decisions that influence real or virtual environments. AI systems interact with us and act on our environment, either directly or indirectly. Often, they appear to operate autonomously, and can adapt their behaviour by learning about the context.”

Presently the AI is evolved as one of the tool that has tremendous potential that can enable faster learning, better representation, enhanced comprehensiveness in the expression of ideas and concepts. Students have started relying upon this tool to feel guided outside the classroom without the physical involvement of the instructor. This AI enabled teaching and learning process is somehow is emerging to answer to one leading AI entrepreneur’s expression, Kai-Fu Lee (formerly a senior executive at Google, Microsoft, SGI, and Apple):

“[...] a classroom today still resembles a classroom one hundred years ago. We know the flaws of today's education—it is one-size-fits-all yet we know each student is different, and it is expensive and cannot be scaled to poorer countries and regions with a reasonable student-to-teacher ratio. AI can play a major part in fixing these flaws and transform education [...] With AI taking over significant aspects of education, basic costs will be lowered, which will allow more people to access education. It can truly equalize education by liberating course content and top teachers from the confines of elite institutions and delivering AI teachers that have near-zero marginal cost. [...] I believe this symbiotic and flexible new education model can dramatically improve accessibility of education, and also help every student realize his or her potential in the Age of AI”.

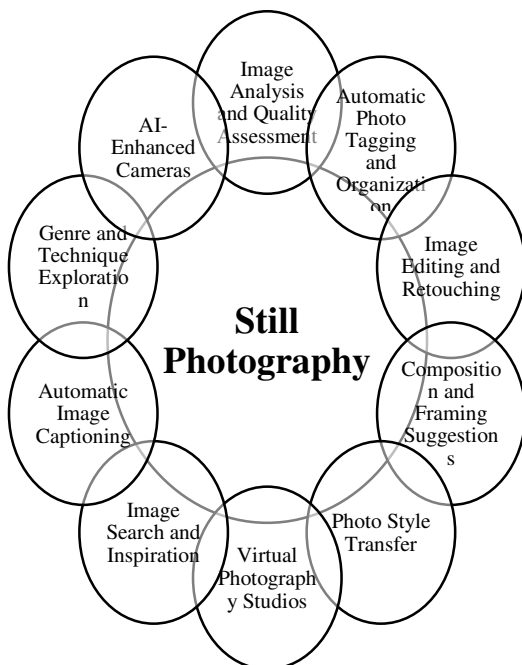


Figure 1.1 - Domain specific (Still Photography) scope for AI integrated teaching.
Source: Authors own

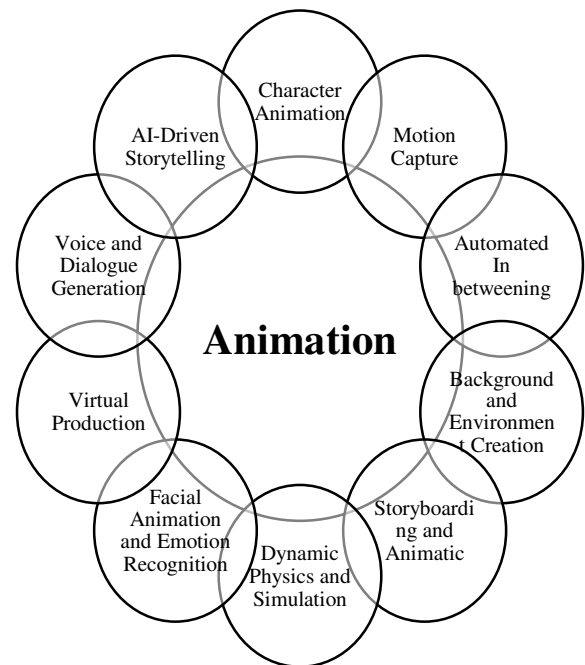


Figure 1.2 - Domain specific (Animation) scope for AI integrated teaching.
Source: Authors own

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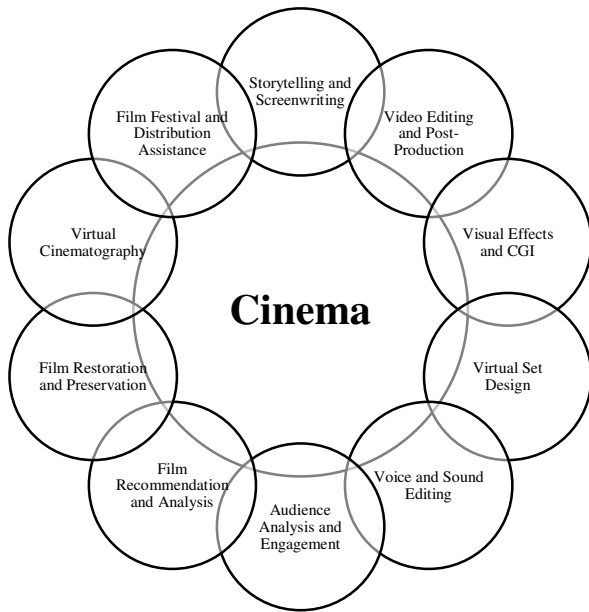


Figure 1.3 - Domain specific (Cinema) scope for AI integrated teaching.
Source: Authors own



Figure 1.4 - Domain specific (Journalism) scope for AI integrated teaching.
Source: Authors own



Figure 1.5 - Domain specific (Fine Arts) scope for AI integrated teaching.
Source: Authors own

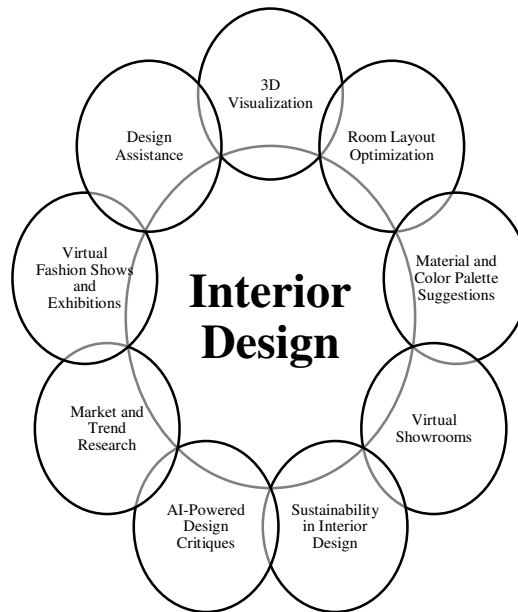


Figure 1.6 - Domain specific (Fashion Design) scope for AI integrated teaching.
Source: Authors own

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AI FOR FACULTY OF JOURNALISM



*Figure 1.7 - Domain specific (Interior Design) scope for AI integrated teaching.
Source: Authors own*

The figure 1.1 to figure 1.7, below highlights the domain specific scope of AI integrated teaching in the field of fine arts, performing arts, fashion design, interior design, cinema, journalism, animation. The same in brief is explained in the sections below.

AI can be a valuable tool for **journalism** teachers in various ways. Here are some ways AI can be utilized to enhance journalism education:

- 1. Fact-Checking:** AI-powered fact-checking tools can help journalism teachers and students verify information and identify misinformation or fake news. These tools can analyze sources and compare claims against known databases to determine the accuracy of the information.
- 2. Content Curation:** AI algorithms can assist journalism teachers in curating relevant news articles and resources for their students. These algorithms can personalize content based on students' interests and help them stay updated on current events and trends.
- 3. Writing Assistance:** AI can aid students in improving their writing skills by providing grammar and style suggestions. It can also offer insights on sentence structure, readability, and writing tone to help students craft better articles.
- 4. Automated Transcription:** AI-powered transcription tools can help journalism students transcribe interviews and recordings, saving time and effort in the data gathering process.
- 5. Data Analysis:** AI can assist in data analysis for investigative journalism projects. Tools like data visualization software and natural language processing can help students make sense of large datasets and draw meaningful conclusions.

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6. News Generation: While AI-generated news articles may not replace human journalists, they can be used as educational examples to understand the potential and limitations of AI in journalism. Students can learn about AI-generated content, ethical considerations, and the importance of human intervention and oversight.

7. Social Media Monitoring: AI tools can help track and analyze social media trends, providing insights into public sentiment and identifying stories that resonate with the audience.

8. Virtual Reporting: Virtual reality (VR) and augmented reality (AR) can be used to simulate reporting experiences, allowing students to practice in realistic environments without leaving the classroom.

9. Automated Video Editing: AI-driven video editing tools can assist journalism students in crafting compelling visual stories by automating the process of selecting clips, adding transitions, and optimizing the overall production.

10. Ethical and Legal Considerations: AI in journalism raises important ethical and legal questions. Teachers can use AI as a topic for class discussions, exploring issues like bias in AI algorithms, privacy concerns, and the responsibilities of journalists when using AI tools.

Discussions: It's essential for journalism teachers to educate their students about the potentials and limitations of AI in the field of journalism, as well as the ethical considerations that come with its implementation. By integrating AI tools into their curriculum, teachers can equip their students with valuable skills and knowledge to adapt to the evolving landscape of modern journalism.

AI FOR FACULTY OF FINE ARTS

AI can be a powerful tool for fine arts teachers, helping them enhance the teaching and learning experience in various ways. Here are some ways AI can be utilized in fine arts education:

1. Art Creation and Exploration: AI can be used as a creative tool to generate artwork, allowing students to explore different styles and techniques. Generative adversarial networks (GANs) and deep learning algorithms can create new art based on existing works or patterns, inspiring students to experiment and find their artistic voice.

2. Artistic Style Transfer: AI can enable students to apply the style of famous artists to their own artwork. Style transfer algorithms can merge the characteristics of different art styles, allowing students to see how their work might look if it were created by a different artist.

3. Feedback and Critique: AI-powered tools can provide valuable feedback on students' artwork, analyzing elements like composition, color theory, and brushwork. These tools can offer constructive critiques, helping students improve their skills and gain insights into their artistic process.

4. Art History and Analysis: AI can assist fine arts teachers in curating and analyzing art history materials, creating interactive virtual galleries, and providing information about artists, art movements, and cultural context.

5. Virtual Reality (VR) Art Experiences: VR technology can be used to create immersive art experiences, allowing students to virtually visit famous galleries and explore art installations from around the world. It can also enable students to create art within virtual environments, providing new perspectives on creativity.

6. Art Conservation and Restoration: AI can aid in art conservation efforts by analyzing and restoring damaged artwork. AI algorithms can help identify areas of deterioration and assist in the restoration process, preserving valuable pieces of art for future generations.

7. 3D Modeling and Sculpting: AI-powered 3D modeling and sculpting tools can enhance students' abilities to create digital sculptures and visualizations, expanding their artistic skills beyond traditional media.

8. Creative Writing and Storytelling: AI-powered natural language generation can help students develop narratives, poetry, and descriptive texts to accompany their artwork, fostering interdisciplinary collaboration between fine arts and language arts.

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9. Data Visualization in Fine Arts: AI can assist students in visualizing and interpreting complex data through artistic representations, making data analysis more accessible and engaging for non-technical audiences.

10. Audience Engagement and Art Promotion: AI-powered social media analytics can help students understand audience preferences and trends in the art world, enabling them to promote their work effectively and build an online presence.

Discussions: While integrating AI into fine arts education offers exciting opportunities, it is essential for teachers to strike a balance between technology and traditional art practices. Encouraging students to explore AI while maintaining the authenticity of their artistic expression can lead to a well-rounded and innovative fine arts education. Additionally, discussing the ethical implications of AI-generated art and its impact on the art world can be valuable for fostering critical thinking and awareness among students.

AI FOR FACULTY OF FASHION AND INTERIOR DESIGN

AI can be a valuable and innovative tool for **fashion and interior design** teachers, providing new ways to enhance teaching and learning experiences in these creative fields. Here are some ways AI can be utilized in fashion and interior design education:

Fashion Design:

1. Virtual Design Studios: AI-powered virtual design tools can enable students to create and visualize fashion designs in a digital environment. These tools can simulate fabric textures, color combinations, and garment draping, helping students refine their ideas before moving to physical prototypes.

2. Fashion Trend Analysis: AI can assist students in tracking fashion trends and consumer preferences by analyzing vast amounts of data from social media, runway shows, and fashion publications. This information can be used to inform design choices and market research.

3. Personalized Styling: AI algorithms can offer personalized fashion recommendations for individual clients, teaching students how to cater to different tastes and body types when designing clothing.

4. Sustainable Fashion Design: AI can aid students in optimizing designs for sustainability, considering factors like material efficiency, environmental impact, and circular design principles.

5. Pattern Making and Grading: AI-powered pattern-making tools can streamline the process of creating patterns and grading sizes, allowing students to focus on design elements and creativity.

Interior Design:

1. 3D Visualization: AI-driven 3D visualization tools can help interior design students bring their ideas to life, allowing them to create realistic virtual representations of interior spaces.

2. Room Layout Optimization: AI can assist students in optimizing room layouts based on factors like furniture arrangement, lighting, and traffic flow to create functional and aesthetically pleasing spaces.

3. Material and Color Palette Suggestions: AI can analyze design concepts and provide suggestions for material combinations and color palettes that harmonize well and achieve the desired mood.

4. Virtual Showrooms: AI and virtual reality can create virtual showrooms, allowing students to showcase their interior design concepts to clients and peers in an immersive way.

5. Sustainability in Interior Design: AI can help students explore sustainable interior design options by analyzing eco-friendly materials, energy-efficient technologies, and green building practices.

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General Use Cases:

- 1. AI-Powered Design Critiques:** AI can provide automated design critiques, evaluating fashion and interior design projects based on predefined criteria and offering feedback on aesthetics and functionality.
- 2. Market and Trend Research:** AI-powered tools can assist students in conducting market research and trend analysis to better understand customer preferences and industry demands.
- 3. Virtual Fashion Shows and Exhibitions:** AI and virtual reality can create virtual fashion shows and interior design exhibitions, enabling students to present their work to a global audience in an immersive and interactive manner.
- 4. Design Assistance:** AI can assist students in generating design concepts and brainstorming ideas, serving as a source of inspiration and expanding their creative thinking.

Discussions: Integrating AI into fashion and interior design education can open up exciting possibilities for students to explore and push the boundaries of their creativity while staying up-to-date with industry trends and sustainable practices. However, it's essential for teachers to strike a balance between using AI as a tool and nurturing students' artistic expression and human-centric design approach. Additionally, discussions on the ethical considerations of AI in the fashion and design industries can help students become responsible and thoughtful designers.

AI FOR FACULTY OF STILL PHOTOGRAPHY

AI can be a valuable tool for still photography teachers, providing new ways to enhance teaching and learning experiences in the realm of photography. Here are some ways AI can be utilized in still photography education:

- 1. Image Analysis and Quality Assessment:** AI algorithms can be used to analyze images for composition, exposure, focus, and other technical aspects. This can help students understand what makes a compelling photograph and identify areas for improvement in their work.
- 2. Automatic Photo Tagging and Organization:** AI-powered photo management tools can automatically tag and categorize images based on their content, making it easier for students to organize and search through their photo collections.
- 3. Image Editing and Retouching:** AI can assist students in photo editing and retouching tasks by offering automatic enhancements, removing imperfections, or suggesting creative effects. This can save time and help students achieve professional-looking results.
- 4. Composition and Framing Suggestions:** AI can provide real-time feedback to students while they are framing their shots, offering suggestions for better composition and visual storytelling.
- 5. Photo Style Transfer:** AI algorithms can allow students to experiment with different photographic styles by applying the characteristics of famous photographers' works to their own images.
- 6. Virtual Photography Studios:** AI and virtual reality (VR) can create virtual photography studios, allowing students to practice their skills in various simulated environments without the need for physical setups.
- 7. Image Search and Inspiration:** AI can help students find inspiring photographs and images related to their photography projects or specific themes, stimulating creativity and supporting visual research.

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8. Automatic Image Captioning: AI-powered tools can automatically generate captions or descriptions for photographs, teaching students the importance of context and storytelling in their work.

9. Genre and Technique Exploration: AI can assist students in exploring various photography genres and techniques by analyzing and presenting examples from different photographers and historical periods.

10. AI-Enhanced Cameras: Some modern cameras are equipped with AI features, such as intelligent autofocus and scene recognition, which can aid students in capturing better shots in challenging conditions.

Discussions: It's important for still photography teachers to ensure that the integration of AI into their teaching aligns with the goals of their photography curriculum. While AI can be a valuable tool to enhance efficiency and creativity, it should not replace the fundamental principles of photography, artistic expression, and the development of a photographer's unique vision. Encouraging students to understand the capabilities and limitations of AI while nurturing their creativity and personal style will lead to a well-rounded photography education. Additionally, discussing the ethical considerations of AI in photography, such as photo manipulation and digital ethics, can help students become responsible and mindful photographers in the digital age.

AI FOR FACULTY OF ANIMATION

AI can be an innovative and valuable tool for animation teachers, providing new ways to enhance teaching and learning experiences in the field of animation. Here are some ways AI can be utilized in animation education:

1. Character Animation: AI-powered animation tools can help students bring characters to life more efficiently by automating certain animation tasks, such as lip-syncing, walk cycles, and facial expressions.

2. Motion Capture: AI can assist in motion capture, allowing students to record real-world movements and apply them to their animated characters for more realistic and natural animations.

3. Automated In betweening: AI can generate in-between frames automatically, speeding up the animation process and ensuring smoother transitions between keyframes.

4. Background and Environment Creation: AI-powered tools can aid in generating background art and environments, providing students with ready-to-use assets to focus on character animation and storytelling.

5. Storyboarding and Animatics: AI can help students create storyboards and animatics by analyzing audio or script inputs and generating rough visual sequences based on the content.

6. Dynamic Physics and Simulation: AI can assist in simulating physical interactions, such as cloth movement, fluid dynamics, and particle effects, adding realism to animated scenes.

7. Facial Animation and Emotion Recognition: AI-powered tools can recognize facial expressions and emotions, allowing students to animate characters with more nuanced emotional responses.

8. Virtual Production: AI and virtual reality (VR) can be used in virtual production pipelines, enabling students to visualize and manipulate animated scenes in real time.

9. Voice and Dialogue Generation: AI-driven voice synthesis can help create character dialogue, enabling students to experiment with different voice styles and personalities.

10. AI-Driven Storytelling: AI can generate storytelling ideas and plot twists, encouraging students to explore new narrative possibilities in their animations.

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Discussions: It's important for animation teachers to strike a balance between using AI as a tool and encouraging students to develop their artistic skills and storytelling abilities. AI can significantly streamline certain aspects of animation production, but it should complement the creativity and imagination of the students rather than replace it. Additionally, discussing the ethical considerations of AI-generated content and its impact on the animation industry can help students become thoughtful and responsible animators in the age of technology.

AI FOR FACULTY OF CINEMA

AI can be a powerful and innovative tool for cinema teachers, providing new ways to enhance teaching and learning experiences in the realm of filmmaking and cinema studies. Here are some ways AI can be utilized in cinema education:

- 1. Storytelling and Screenwriting:** AI-powered tools can assist cinema students in generating story ideas, analyzing plot structures, and even suggesting dialogue for screenplays. This can be a valuable exercise for students to explore various storytelling possibilities and refine their scripts.
- 2. Video Editing and Post-Production:** AI-driven video editing software can help students streamline the post-production process, automating tasks like video trimming, color grading, and visual effects application.
- 3. Visual Effects and CGI:** AI can be used to create and enhance visual effects and CGI elements, providing students with more accessible tools to experiment with complex special effects in their films.
- 4. Virtual Set Design:** AI and virtual reality (VR) can enable cinema students to create virtual sets, facilitating previsualization and enhancing the planning process before shooting actual scenes.
- 5. Voice and Sound Editing:** AI-powered audio editing tools can aid students in cleaning up audio recordings, adding background scores, and balancing sound levels in their films.
- 6. Audience Analysis and Engagement:** AI can help cinema teachers and students analyze audience preferences and engagement patterns, providing insights into how viewers respond to different aspects of a film.
- 7. Film Recommendation and Analysis:** AI algorithms can assist in recommending films based on specific criteria, helping students discover relevant and inspiring works for their studies.
- 8. Film Restoration and Preservation:** AI can be employed in film restoration projects, automating processes like image stabilization, noise reduction, and color correction, thus preserving cinematic classics for future generations.
- 9. Virtual Cinematography:** AI-powered virtual cameras can simulate different filming techniques and camera movements, offering students a safe and cost-effective way to experiment with diverse cinematographic styles.
- 10. Film Festival and Distribution Assistance:** AI can help cinema students navigate the film festival circuit and distribution options by providing information on submission guidelines and industry trends.

Discussions: While AI can offer numerous benefits in cinema education, it's essential for teachers to ensure that students retain a strong foundation in traditional filmmaking techniques and artistic expression. AI should be used as a complementary tool to augment the creative process, rather than replacing the essential skills that come from hands-on experience and storytelling expertise. Additionally, discussing the ethical implications of AI-generated content and its impact on the film industry can help students become responsible and thoughtful filmmakers in the digital age.

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CONCLUSIONS

In conclusion, the integration of AI in Education and Learning (AIED) holds immense promise for the field of Media and Arts Education. By harnessing the power of AI, personalized learning experiences become attainable, catering to individual students' interests and learning styles. AI-generated art and media content open up new realms of creativity, inspiring students to explore innovative artistic expressions. Immersive experiences through AI, Virtual Reality, and Augmented Reality enrich the learning journey, enabling students to step into virtual galleries, museums, and studios.

Ultimately, AI can be considered as a powerful tool for artistic expression, enabling students to experiment with novel techniques and generate unique artworks. As educators guide students to embrace AI while preserving their artistic authenticity, the synergy of AI and Media and Arts Education empowers a new generation of creative minds, ready to shape the future of art and media in the AI era. To concluded these are the tools that can enable the learning faster but at the same time it is of utmost importance that all the stakeholders in the process of teaching and learning must always remember that, system oriented knowledge base limits to some extent but the instructor once trained can use the knowledge base that is developed and experimentally can teach students and students can learn organically. The newer technologies can phase out the need and importance of the instructor who comes with unlimited knowledge base that can be utilized with a zenith level of permutation combination to make the TLP most impactful. The AIED can always enhance the learning exposure and experience.

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Embracing the Exquisite: The Latest Trend on Weddings

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ABSTRACT: *Weddings, the cherished unions of two souls, have evolved over the years, reflecting the essence of the era they inhabit. In the realm of matrimonial bliss, trends come and go, but one constant remains—the celebration of love wrapped in an ever-changing tapestry of traditions and celebrations. As we step into the modern world, where individuality, creativity, and sustainability take centre stage, weddings have undergone a remarkable transformation. The latest trends on weddings have ushered in a new era, where the emphasis is on authenticity, personalization, and meaningful connections. Couples are breaking free from the constraints of conventional norms, daring to infuse their nuptials with their unique stories, passions, and dreams. The chapter will cover the journey through the latest trends that have taken the world of weddings by storm. From intimate gatherings that forge profound connections to eco-conscious celebrations that tread gently on the Earth, Micro weddings, infusion of Technology, choosing unique venues, each trend speaks volumes about the evolution of weddings in the 21st century.*

Keywords: *Trends in Wedding, Micro weddings, Sustainable weddings, Technology*

INTRODUCTION

Weddings these days have evolved from its traditional form and have taken a new shape. Gone are the days of extravagance and ostentation, as couples now seek to savor the beauty of simplicity and intimacy. Micro weddings, with their select guest lists and heartfelt vows, reignite the timeless charm of intimate unions. Yet, these smaller gatherings are far from ordinary, as they provide the perfect canvas for couples to weave their love stories into the very fabric of the event. In the wake of growing environmental awareness, the wedding industry is witnessing a profound transformation towards sustainability. Eco-friendly weddings have become a beacon of hope, showcasing that love can thrive while treading lightly on the planet. From ethically sourced materials to eco-conscious choices in décor and cuisine, these weddings serve as a testament to the harmonious coexistence of love and responsibility. Technology, once deemed an interruption in the holiness of weddings, has become an essential partner in the celebration of love. With the pandemic reshaping the way we interact, virtual elements have become a norm in modern weddings. Couples embrace live-streaming services and cutting-edge virtual reality experiences to ensure that love transcends physical boundaries, uniting loved ones across continents. The allure of traditional wedding venues has given way to a craving for distinctiveness and significance. Couples now search for locations that speak to their souls, embodying their passions and personalities. From enchanting natural landscapes to culturally rich landmarks, the chosen venue becomes an emblem of the couple's love story, etched indelibly into the memories of all who attend.

The heartbeat of the latest wedding trends lies in inclusivity and acceptance. Celebrations have become a delightful blend of cultures, traditions, and identities, embracing diversity with open arms. Love knows no bounds, and weddings are now an ode to unity, where every love story is worthy of celebration. Entertainment and cuisine have transformed into captivating experiences that engage guests on a profound level. Couples opt for interactive food stations, where culinary delights are artfully crafted before their eyes, and innovative entertainment that transcends the realm of mere



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spectatorship. The atmosphere brims with laughter, joy, and unforgettable moments, leaving an indelible mark on the hearts of all present. The chapter will be an attempt towards exploration of the latest trends that have shaped the art of weddings. From the intimate to the immersive, the sustainable to the inclusive, each trend reflects the essence of love's journey in the contemporary world. As we delve into the enchanting tapestry of modern weddings, we find ourselves captivated by the exquisite beauty of love, celebrated in ways as diverse and boundless as the human heart itself.

INTIMATE AND MICRO WEDDINGS

In recent years, there has been a notable shift in the way couples choose to celebrate their love and commitment to each other. The trend of intimate and micro weddings has taken centre stage, captivating the hearts of couples worldwide. As we delve deeper into the concept of embracing the exquisite, these small-scale celebrations are redefining the traditional notion of weddings, making them more personal, heartfelt, and unforgettable.

Intimate Weddings: Intimate weddings are characterized by their guest list, which typically includes only the couple's closest family members and friends. The focus here is on quality over quantity, creating a warm and intimate atmosphere that allows the couple to share their special day with those who mean the most to them. By keeping the guest count low, the couple can engage in meaningful interactions with everyone present, strengthening the bonds between themselves and their loved ones. There are many benefits associated with Intimate Weddings. The first reason for couples to opt for intimate weddings is **Personalized Experience**, with fewer guests, couples can tailor the wedding experience to suit their preferences and interests. From customized vows to hand-picked decorations, every element can be carefully curated to reflect the couple's unique love story. Another important benefit is associated **Reduced Stress and Costs**. Intimate weddings generally require less planning and coordination, resulting in reduced stress for the couple. Moreover, with a smaller guest list, the overall cost of the wedding tends to be significantly lower, allowing couples to allocate their budget to elements that hold greater importance to them. The third benefit of intimate weddings is **Intimate Venues**. Smaller guest counts open the possibility of choosing more exclusive and charming venues, such as cozy boutique hotels, private gardens, or scenic beachside locations. These venues provide a picturesque backdrop for the ceremony, creating a truly enchanting ambiance.

Micro Weddings: Micro weddings take the concept of intimacy one step further, with an even smaller guest list, often limited to immediate family and a few close friends. These weddings are all about creating an intimate and deeply emotional experience, where every guest plays a significant role in the couple's life journey. Micro weddings are vouched for **Intensified Emotional Connections**. With an exclusive guest list, the emotional connections between the couple and their guests are magnified. The atmosphere becomes incredibly personal, allowing for heartfelt conversations, shared memories, and moments of genuine joy. Micro weddings shift the **focus entirely onto the couple**, ensuring that they are at the heart of every moment throughout the celebration. This intense focus on the couple's love story makes the event truly unforgettable for everyone involved. The smaller scale of micro weddings allows for more **experiential elements**. From group activities and interactive games to storytelling sessions about the couple's journey, every aspect is designed to foster an intimate and immersive experience for all.

Both intimate and micro weddings offer an opportunity for couples to break away from convention and embrace a celebration that is truly representative of their love and personalities. By keeping the guest list limited, couples can create an atmosphere of warmth, love, and togetherness that leaves a lasting impression on everyone present. These trends signify a shift towards more meaningful and personal wedding experiences, ensuring that the celebration of love remains as timeless and exquisite as ever.

SUSTAINABLE AND ECO-FRIENDLY WEDDINGS

Environmental consciousness has increasingly become a guiding principle in various aspects of our lives, and weddings are no exception. The concept of sustainable and eco-friendly weddings centres on the principle of minimizing environmental impact while maximizing joy and celebration.

Invitations: Digital invites are gaining popularity as they save paper and have a lesser carbon footprint. There are numerous creative digital invitation solutions available that can provide personalized and interactive experiences for the guests. For those who prefer physical invites, options like seed paper invitations, which can be planted and grow into a plant, are a delightful eco-friendly alternative.



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Decor: Biodegradable and recyclable materials are becoming the preferred choice for wedding decor. Couples are leaning towards using locally sourced flowers, potted plants, and second-hand or rented decorations. Moreover, minimalistic décor, focusing on the natural beauty of the venue, is a trending choice for green weddings.

Venues: Outdoor venues such as gardens, vineyards, or beaches naturally require less decoration and artificial lighting, reducing energy consumption. Choosing a local venue also reduces the carbon footprint associated with travel.

Food and Beverages: Catering is an integral part of any wedding. In sustainable weddings, preference is given to locally sourced, seasonal, and organic produce. It helps support local businesses and reduces the carbon footprint associated with transporting food from distant places. Additionally, couples are becoming mindful of food wastage and are planning their meals accurately to avoid over-ordering.

Wedding Attire: There's an increasing trend of choosing sustainable fashion options for wedding attire. This includes renting or buying second-hand dresses, choosing dresses from sustainable brands, or opting for outfits that can be worn again.

Gifts and Favors: Many couples are steering away from traditional gifts and favors and are encouraging guests to make charitable donations in their name. If physical gifts are preferred, couples often opt for eco-friendly and fair-trade gifts.

Transport: Couples are encouraging guests to carpool, use public transport, or provide shuttles to reduce the carbon emissions associated with travel.

By choosing sustainable and eco-friendly options, couples are not only making a positive impact on the environment, but they are also creating a unique and meaningful wedding experience that aligns with their values and sets an example for others to follow.

TECHNOLOGY AND WEDDINGS: VIRTUAL ELEMENTS

In the ever-evolving landscape of weddings, technology has emerged as a transformative force, reshaping the way couples celebrate their love and how guests participate in these joyous occasions. The incorporation of virtual elements has become a prominent trend, allowing couples to embrace the exquisite by enhancing their weddings with innovative and immersive experiences. One of the significant virtual elements in modern weddings is the use of **live streaming services**. These services enable couples to include guests who may be unable to attend the wedding physically due to distance, health reasons, or other commitments. With live streaming, loved ones from across the globe can still be part of the celebration, witnessing the ceremony and sharing in the joyous moments in real-time. Another technological advancement is **Virtual Reality (VR)**. Virtual Reality is making its mark on the wedding industry, providing couples with innovative ways to create unique and immersive experiences for their guests. VR technology allows couples to design virtual tours of the wedding venue, offering guests a 360-degree view of the space before the event. This fosters excitement and anticipation among attendees and helps them get a feel for the ambiance of the celebration beforehand. **Interactive Guest Participation** is another element which is gaining popularity. Technology is being leveraged to encourage active guest participation during weddings. For instance, guests can share photos and videos on designated event hashtags, creating a real-time album of cherished memories. Some couples even incorporate live polling or Q&A sessions during the wedding, where guests can interact and participate actively in the proceedings. Traditional guest books are being replaced by **Virtual Guest Books** that capture more than just signatures. Couples are now opting for interactive digital guestbook, where guests can leave personalized messages, photos, and even videos. These virtual guest books become heartfelt keepsakes for the couple, preserving warm wishes and loving memories from friends and family. **Augmented Reality (AR)** is finding its way into weddings, adding a touch of magic and creativity to the celebration. From AR-enhanced invitations that come to life when scanned with a smartphone to AR photo booths that overlay virtual props and effects on guests' pictures, these technological touches bring an element of fun and whimsy to the event. The incorporation of virtual elements through technology has become a hallmark of the latest trend on weddings, enriching the celebration with unique and memorable experiences.

OTHER TRENDS IN WEDDING

Unique Venue Selection In the realm of modern weddings, the trend of unique venue selection has gained significant momentum, as couples seek to create memorable and extraordinary experiences for their special day. Embracing the exquisite involves moving away from traditional wedding venues like banquet halls and churches, and instead, opting for



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locations that reflect the couple's personality, interests, and love story. This trend emphasizes individuality, creativity, and a desire to make the wedding day truly unforgettable. Choosing a unique venue allows couples to infuse their wedding with elements Personalization and Expression. Whether it's a location that holds sentimental value, like the place where they first met, had their first date, or got engaged, or a setting that aligns with their shared interests and hobbies, such as an art gallery for art enthusiasts or a botanical garden for nature lovers, the venue becomes an extension of the couple's story. Some Couple choose Unconventional Spaces as wedding spaces by thinking outside the box and considering unconventional spaces. Industrial warehouses, historic buildings, renovated barns, and old theatres are some examples of non-traditional venues that have become increasingly popular. Many couples are opting for **scenic and destination weddings**, combining the joy of celebrating their love with the adventure of exploring new places. From serene beaches to majestic mountains, from tropical islands to ancient castles, destination weddings offer an unforgettable backdrop for the special day. These scenic venues not only provide stunning visuals but also create a relaxed and laid-back vibe, allowing guests to escape the hustle and bustle of daily life and immerse themselves in the celebration.

Inclusive Celebrations: Inclusive celebrations, as part of the latest trend on weddings, represent a movement towards embracing diversity, cultural richness, and a wide range of lifestyles. In the past, weddings often adhered strictly to traditional norms and customs, reflecting a more homogenous society. However, as societies become more interconnected and accepting, couples are now embracing and celebrating the uniqueness of their individual backgrounds and those of their loved ones. Couples from different cultural backgrounds are now coming together in matrimony, and they are keen on showcasing and celebrating the beauty of their respective traditions by **embracing cultural diversity**. This may involve blending ceremonies, rituals, and attire from both cultures to create a harmonious and inclusive experience. For example, a wedding may include elements from a Hindu ceremony and a Christian wedding or incorporate customs from an African traditional wedding and a Western-style reception. Inclusive celebrations provide an opportunity for the couple to pay tribute to their heritage while honouring the diversity that enriches their love story. Inclusive weddings also embrace the idea of **Openness to Alternative Tradition**. Couples are now open to exploring alternative traditions and rituals beyond the conventional ones. For instance, some couples may incorporate elements from ancient hand fasting ceremonies, Celtic traditions, or indigenous rituals. By doing so, they not only create a distinctive and memorable wedding experience but also express their respect and admiration for diverse cultural heritages. Inclusive celebrations in modern weddings represent a paradigm shift towards acceptance, openness, and celebration of diversity. By embracing different cultures, traditions, and lifestyles, couples are crafting wedding experiences that are authentic, meaningful, and inclusive.

Interactive Entertainment:

Interactive entertainment at weddings goes beyond the typical DJ or live band performance. It involves engaging the guests in various activities and experiences that make the celebration more memorable and enjoyable. Instead of having a single band or DJ, couples are setting up multiple **live performance stations** throughout the venue. These stations may feature different musicians, artists, or performers showcasing various talents, such as acoustic guitarists, violinists, caricature artists, or even magicians. Guests can freely roam between these stations, choosing the entertainment that appeals to them the most. **Interactive Photo Booths** is another element in the list. Modern photo booths have evolved into interactive experiences. Guests can use props, backdrops, and digital filters to take fun and creative photos. This not only provides entertainment but also creates lasting memories for the couple and their guests. Setting up **game zones** with interactive and competitive activities can add an element of fun and excitement to the wedding. From lawn games like giant Jenga and cornhole to video game stations or even virtual reality gaming, these zones offer entertainment for guests of all ages. Instead of just having the couple's first dance, some weddings incorporate **dance-offs or guest performances**. This encourages guests to showcase their dance moves and adds a lively and dynamic element to the reception.

Food Experiences:

Food experiences at weddings have taken a delightful turn, moving away from traditional plated dinners to more interactive and engaging dining options. These food experiences allow guests to savour unique flavours, customize their meals, and explore diverse cuisines. Some popular food experience trends at weddings are **food stations and live cooking**. Food stations replace the traditional buffet setup with interactive displays where guests can watch chefs prepare dishes live. Stations may include sushi bars, pasta stations, taco bars, or carving stations, allowing guests to customize their meals according to their preferences. **Food trucks and pop-up stalls** offer a trendy and informal dining experience.



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Couples can hire gourmet food trucks or stalls specializing in a particular cuisine, such as gourmet burgers, artisanal pizzas, or exotic street food. This approach adds a touch of novelty and diversity to the wedding menu. **Themed food and beverage bars** are a hit at weddings. Couples can set up a DIY cocktail bar, a make-your-own dessert station, or even a gourmet coffee bar. These bars encourage guests to experiment and create their own culinary delights.

CONCLUSION

In conclusion, the latest trend on weddings is a testament to the evolving nature of our society and our collective desire to celebrate love in ways that are more meaningful and authentic. This shift away from traditional, cookie-cutter weddings towards more personalized and experiential celebrations showcases a deeper understanding of what truly matters when two individuals come together to start their journey as a married couple. The trend of intimate and micro weddings reflects a focus on quality over quantity, with couples choosing to surround themselves with those who hold a special place in their hearts. Furthermore, the growing emphasis on sustainability and eco-friendliness in weddings highlights our responsibility to protect the planet and make conscious choices in all aspects of life, including special occasions like weddings. The incorporation of technology in weddings is a testament to the adaptability and resilience of human connection. Moreover, the trend of selecting unique and unconventional venues adds an element of personalization and symbolism to weddings. The growing inclusivity and diversity in weddings signify a broader acceptance and celebration of love in all its forms. Couples are embracing their cultural backgrounds, traditions, and lifestyles, creating a beautiful tapestry of rituals and customs that blend harmoniously. Ultimately, the latest trend on weddings demonstrates that weddings can be celebrated in a myriad of ways. By embracing authenticity, individuality, and sustainability, couples are crafting unique and exquisite experiences that not only represent their love but also leave a positive impact on the world around them. As these trends continue to evolve, weddings will undoubtedly continue to be a reflection of the ever-changing dynamics of our society, reminding us that love is a universal language that unites us all.

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A Brief Introduction to Broadcasting Audience Research Council

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ABSTRACT: *This book chapter provides an overview of the Broadcasting Audience Research Council (BARC) in India. BARC is an industry body responsible for measuring and analysing television audience ratings. The chapter highlights BARC's primary objective of providing accurate and reliable viewership data to the Indian television industry. It discusses the BARC India Meter Panel, a measurement system consisting of sample households equipped with specialized People's meters to track television viewing habits. The chapter also describes BARC's mission and vision, as well as its journey in response to the need for a reliable and unbiased television ratings system. It explores the structure of BARC India, including its governing board, technical committee, CEO and executive management. The BARC India measurement system, stakeholders, and impact on the television industry are also discussed. Overall, the chapter provides valuable insights into the functioning and significance of BARC in the Indian television landscape.*

Keywords: *Broadcasting Audience Research Council (BARC), Television audience ratings, Viewer preferences, Measurement system, Stakeholders, Impact on television industry, Transparency and accountability*

INTRODUCTION

The Broadcasting Audience Research Council (BARC) is an autonomous industry body in India that is responsible for measuring and analysing television audience ratings. Established in 9th July 2010, BARC is a joint initiative of broadcasters, advertisers, and advertising agencies in India. The primary objective of BARC is to provide accurate and reliable viewership data to the Indian television industry. This data helps television channels, advertisers, and agencies understand the preferences and habits of television viewers, allowing them to make informed decisions about their programming and advertising strategies. BARC uses a state-of-the-art measurement system called the BARC India Meter Panel, which consists of approximately 44,000 sample households across India. These households are equipped with specialized Peoples meters that track the television viewing habits of individuals. The data collected is then analysed and reported by BARC, providing valuable insights into viewership patterns, channel reach, and program popularity. BARC's audience measurement system is accredited by the Indian Readership Survey (IRS) and is considered the currency for the Indian television industry. The organization operates transparently, with detailed information about their methodology and processes made available to the public. By providing accurate and reliable ratings data, BARC helps stakeholders in the Indian television industry make effective decisions regarding content creation, advertising expenditure, and media planning.

THE MISSION AND VISION OF BARC INDIA

BARC India is built on a robust and future-ready technology backbone. Its mission is to provide currency products to the TV industry and offer a suite of Insight products designed for broadcasters, advertisers, and agencies. BARC India aims to generate big data and insights that power efficient media spends and content decisions in the ever-evolving television sector. The mission of BARC India (Broadcast Audience Research Council India) is to provide accurate and comprehensive television audience measurement data to the Indian broadcasting and advertising industry. Their vision is

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to be the single source of truth for television audience measurement in India, ensuring transparency, trust, and reliability in the data provided. They aim to provide insights and information that empower broadcasters, advertisers, and agencies to make informed decisions and maximize the efficiency and effectiveness of their television campaigns.

THE JOURNEY OF BARC INDIA

BARC India came into existence as a response to the need for a reliable and unbiased television ratings system. In the 2000s, there were two rating agencies, Television Audience Measurement (TAM) and INTAM, providing data for TRPs (Television Rating Points). However, there were major discrepancies and disputes in the data provided by these agencies. In 2001, TAM acquired INTAM, leading to a lack of scrutiny and transparency in the TRP system. This resulted in controversies where channels with significant viewership were not accurately represented in the ratings. These issues raised concerns about the credibility and fairness of the rating system.

Despite being established in July 2010, BARC did not make notable advancements in establishing a transparent television rating system in the country. Additionally, in 2011, TAM Media Research became the exclusive commercial provider of television rating services after MAP stopped offering its services. As a result, in 2012, the Ministry of Information and Broadcasting (MIB) sought recommendations from TRAI to establish extensive guidelines and an accreditation mechanism for Television Rating agencies in India to ensure transparency and accountability in the rating system.

TRAI provided its recommendations to the MIB on 13th September 2013 regarding the "Guidelines/Accreditation Mechanism for Television Rating Agencies in India" following a thorough consultation process. The Authority advocated for the self-regulation of television ratings by an industry-led organization such as BARC. TRAI also advised the implementation of comprehensive guidelines for registering television rating agencies. The Ministry of Information and Broadcasting (MIB) approved the suggestions put forward by the Telecom Regulatory Authority of India (TRAI) and announced the Policy Guidelines for Television Rating Agencies in India on 10th January 2014. As per these guidelines, BARC, an organization led by the industry, was authorized by MIB on 28th July 2015 to carry out television ratings in India. TAM Media Research, however, did not comply with the MIB and stopped its activities. BARC began functioning in 2015 and has since been the only entity offering TV rating services for commercial purposes.

THE STRUCTURE OF BARC INDIA

BARC India operates as an autonomous "not for profit" body and is registered under the Companies Act, 2013. It is governed by a board of directors and comprises representatives from relevant industry associations, including the Indian Broadcasting Foundation (IBF), Indian Society of Advertisers (ISA), and Advertising Agencies Association of India (AAAI). The board of directors consists of prominent individuals from various sectors, including broadcasting, media, advertising, and academia. These individuals contribute their expertise and insights to ensure the effective functioning of BARC India.

The board of directors plays a crucial role in setting the strategic direction of BARC India and overseeing its operations. With their diverse backgrounds and deep industry knowledge, they bring unique perspectives to the table and aid in making informed decisions. Their collective expertise helps in formulating policies, implementing research methodologies, and resolving any challenges that may arise. Additionally, the board ensures that BARC India adheres to its stated mission and objectives, constantly striving for transparency, accuracy, and reliability in the measurement of television and digital audience ratings. Through their commitment and dedication, the board members ensure that BARC India continues to be the trusted and authoritative source for audience measurement in the country. The structure of BARC India is as follows:

1. Board of directors: BARC India is governed by a board of directors known as the Governing Board. It consists of representatives from the IBF, ISA, AAAI, and other relevant stakeholders. The Governing Board sets the strategic direction and policies for the organization.



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2. **Technical Committee:** BARC India has a Technical Committee responsible for overseeing the technical aspects of television ratings measurement. The committee consists of experts from the broadcasting industry, research agencies, and academia. They ensure that the measurement methodology and technology used by BARC India are reliable, accurate, and transparent.
3. **CEO and Executive Management:** BARC India is headed by a Chief Executive Officer (CEO) who is responsible for the day-to-day operations of the organization. The CEO reports to the Governing Board and is supported by an Executive Management team, which includes senior executives from various domains like research, operations, finance, and business.

BARC INDIA'S MEASUREMENT SYSTEM

BARC India owns and manages a transparent, accurate, and inclusive TV audience measurement system. The measurement system is built upon a future-ready technology backbone, ensuring the reliability and credibility of the data generated. The currency products provided by BARC India are essential for the TV industry as they serve as a benchmark for evaluating the performance and popularity of television programs. These products provide valuable insights into audience preferences, viewership patterns, and advertising effectiveness. In addition to currency products, BARC India offers a suite of Insight products designed to cater to the specific needs of broadcasters, advertisers, and agencies. These products provide deeper analysis and actionable insights that help drive efficient media spends and content decisions.

The main elements of BARC India's measurement system consist of a sample panel of households, a watermarking system, and a data analysis system. BARC India employs a sample panel of around 44,000 households throughout India to collect data on TV viewership. These households utilize BARC India's BAR-O-Meter, a device capable of recording both the channels being watched and the duration of viewership. The watermarking system is employed to identify the channels watched within the sample panel, achieved by embedding a distinct code into the video signal of each channel. The BAR-O-Meters within the sample panel detect these watermarks and record the channels viewed. Subsequently, the data collected by the BAR-O-Meters undergoes analysis via BARC India's data analysis system. This system generates comprehensive reports on TV viewership, including ratings, reach, and share data. In order to enhance accuracy and dependability, BARC India consistently updates its measurement system. Recent enhancements include the capability to evaluate out-of-home TV viewing and catch-up TV viewing. It takes four steps to measurement the data. The steps are as

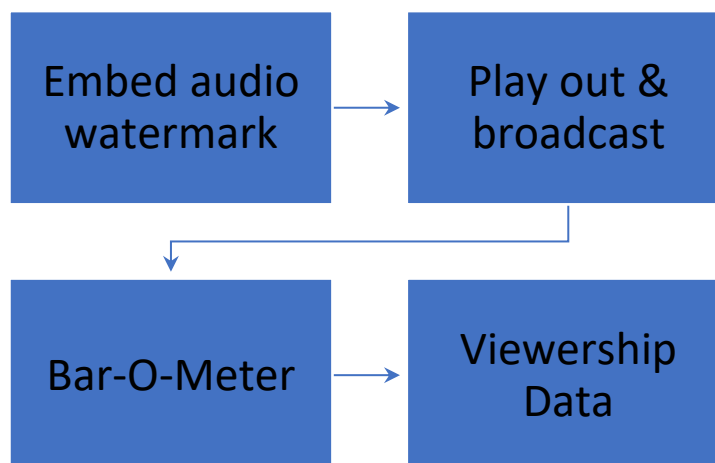


Figure No: 01, BARC data measurement steps

Source: Author's Original

BARC INDIA'S STAKEHOLDERS

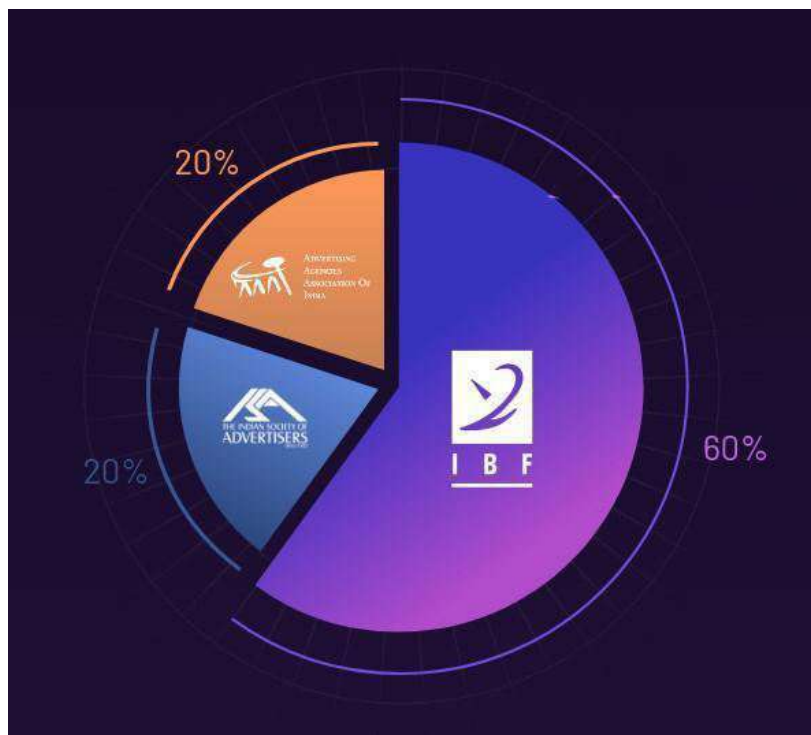


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BARC India's stakeholders are the driving force behind its operations and success. The stakeholders include broadcasters, advertisers, advertising and media agencies, and the viewers themselves. The collective participation of these stakeholders ensures the accuracy and relevance of the data generated by BARC India. The stakeholders actively engage with BARC India through various committees, such as the Core Tech Committee, Oversight Committee, and Disciplinary Committee. These committees comprise industry experts and professionals who contribute their knowledge and expertise to enhance the functioning and credibility of BARC India. BARC India's stakeholders are as follow-

1. BARC India's main stakeholders are broadcasters, who subscribe to their services for analysing viewership data.
2. Advertisers depend on BARC India's data to understand the effectiveness of their TV advertisements and reach their target audience.
3. Media agencies utilize BARC India's data to plan and purchase ad spots, ensuring better targeting and return on investment for their clients.
4. Research agencies analyse BARC India's data to study TV viewership patterns and market trends, helping in the development of market research reports and insights.
5. Regulatory bodies such as TRAI and MIB rely on BARC India's data to monitor and regulate the TV industry.
6. Content creators, including TV channels, production houses, and streaming platforms, use BARC India's data to understand audience preferences and customize their content.
7. Viewers themselves are stakeholders as they use BARC India's viewership data to make informed choices about the content they consume.

These all stakeholders divided into three category Indian Broadcasting Foundation (IBF), The Advertising Agencies Association of India (AAAI) & The Indian Society of Advertisers (ISA). It can be easily understood through this Pie Chart-



Pie Chart No: 1, BARC stakeholder's percentage

Source: <https://barcindia.co.in/about#ourpromoters>

BARC INDIA'S IMPACT ON THE TELEVISION INDUSTRY

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The insights and data generated by BARC India have a significant impact on the television industry. The accurate measurement of TV audiences helps broadcasters make informed decisions regarding content creation, scheduling, and advertising. Advertisers and agencies can leverage the insights provided by BARC India to optimize their media spends and target the right audience effectively. BARC India's measurement system has brought transparency and fairness to the television ratings system in India. It has addressed the challenges and controversies that plagued the industry in the past and has established itself as a reliable and independent source of TV audience measurement.

Here are the main ways in which BARC India has influenced the television industry:

1. **Measurement and Ratings:** BARC India has introduced a reliable and transparent system for measuring television viewership in India. It has replaced the outdated and controversial TAM (Television Audience Measurement) ratings system. Using a sample audience panel and advanced technology, BARC India accurately and comprehensively measures viewership data, providing precise ratings for TV channels and programs. This has allowed broadcasters, advertisers, and content creators to make informed decisions based on real viewership data.
2. **Fair Competition:** BARC India has created a level playing field for broadcasters by offering accurate and dependable ratings. This has enabled smaller and niche channels to compete with established players and obtain a fair share of advertising revenues. The ratings system also encourages innovation and high-quality content, as broadcasters are now motivated to produce engaging and popular programs that attract viewers.
3. **Advertiser Confidence:** BARC India has increased advertiser confidence in the television industry through its transparent and credible ratings system. Advertisers can now make strategic media buying decisions based on accurate viewership data. This has resulted in a more efficient allocation of advertising budgets, leading to better return on investment for advertisers and increased revenue for broadcasters.
4. **Accountability and Transparency:** BARC India has brought a greater level of accountability and transparency to the television industry. The ratings system undergoes audits and is accredited by the Media Rating Council (MRC) of the United States, ensuring the reliability and trustworthiness of the collected and reported data. This has helped build trust among stakeholders and reduced disputes related to ratings.
5. **Industry Standard:** BARC India has become the industry standard for television viewership measurement in India. It is widely accepted by broadcasters, advertisers, and media agencies as the authoritative source of ratings. This standardization has streamlined the buying and selling of advertising inventory, making the industry more efficient and organized.

CONCLUSION

In conclusion, the Broadcasting Audience Research Council (BARC) plays a vital role in the Indian television industry by providing accurate and reliable viewership data. Its mission is to be the single source of truth for television audience measurement in India, ensuring transparency, trust, and reliability in the data provided. BARC's structure includes a Governing Board, Technical Committee, and executive management team, all working towards the common goal of delivering robust measurement systems and insights. BARC India's measurement system, built upon a future-ready technology backbone, utilizes a sample panel of households equipped with BAR-O-Meters to record viewership data. This data is then analysed and reported, providing valuable insights into audience preferences, viewership patterns, and advertising effectiveness. BARC India's stakeholders, including broadcasters, advertisers, agencies, viewers, and regulatory bodies, actively engage with the organization, ensuring the accuracy and relevance of the data generated.

The impact of BARC India on the television industry has been significant. It has replaced the outdated and controversial ratings system, bringing transparency and fairness to the measurement of TV audiences. BARC India's reliable ratings have created fair competition for broadcasters, increased advertiser confidence, and brought greater accountability and transparency to the industry. BARC India has become the industry standard for television viewership measurement, streamlining advertising inventory buying and selling processes. Overall, BARC India's efforts have revolutionized the way the television industry operates in India, empowering stakeholders to make informed decisions and maximizing the efficiency and effectiveness of television campaigns.

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Chapter 4

Colours and Cinema

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ABSTRACT: *The use of colour in films has come a long way since the first coloured film was produced. The historical aspect of this research paper delves into the slow transition from black-and-white photography to colour cinema. It took over three decades for the film industry to fully embrace the use of colour due to the technical, financial, and aesthetic challenges it presented. However, once colour became the norm, it significantly enhanced the viewer's experience, connecting the story to visual reality. The technical aspect of this research paper focuses on the various techniques used by filmmakers to ensure that their colour palettes are well-balanced. The relationships between colours on a colour wheel can be analyzed to determine the best combination of colours to elicit a particular emotion or feeling from the audience. Furthermore, each design element on a set or stage affects how viewers perceive colour, and the composition as a whole is affected by each component. The cultural aspect of this research paper highlights the importance of understanding the diversity of cultural interpretations of colour. While certain colours may have a particular meaning or emotion in one culture, they may have a completely different significance in another. It is crucial to consider cultural diversity when creating films to ensure that the narrative and emotional meaning are universal and can resonate with a global audience. The ethical and psychological challenges associated with the use of colour in films are also discussed in this research paper. Colour has been associated with femininity and viewed as primitive and superficial in Western culture. However, as artists realized the creative potential of coloured film, it gave cinema a new sense of realism and naturalism. Filmmakers also use colour to add drama and sometimes even tell a part of the story, such as Almodovar's use of the colour red. Overall, this research paper provides a comprehensive understanding of the role of colour in films and its impact on the audience.*

Keywords – Aesthetics, Colour, Hue, Film, Psychology

INTRODUCTION

'Kisan Kanya' is the first Indian colour film to be entirely produced in India. This groundbreaking film was directed by Moti Gidwani and produced by Ardeshir Irani. On January 8th, 1937, the most renowned production company in the business, "Imperial Films," released 'Kisan Kanya'. Working on the first coloured Indian film was a significant achievement for each actor. The film's first coloured songs were well received by the public, who became enthralled with them. Colour in films stimulates feelings on several levels, including physical, psychological, and creative. It is critical to consider the three basic purposes of colour in films: to increase realism, to open up a wider range of signifying possibilities, and to create non-realistic effects. According to some historians, it was not until the use of colour for narrative realism established itself as the dominant cinematic form that colour films began to supplement black and white films.

Even when a specific colour is named, it may still express important plot elements while being realistic. In the 1930s, colour was first used in films as a part of Technicolor's marketing campaign to convince the motion picture industry that colour was essential for realism. In films, colour was used to highlight the stars' good looks and beauty, add glamour to the picture, and create a colourful world. As they frequently used it to distinguish between the real world and the world



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of dreams, filmmakers were also concerned about colour. Colour is a fundamental component of visual reality that can be used to enhance the viewer's experience while also being crucial to the story.

Evidence for this can be found in motion pictures like *The Wizard of Oz* (English, 1939) and *Navrang* (Hindi, 1959). The issue with colour as a potential resource in films is that it cannot be made independent of the other elements of the story. Colour, according to some filmmakers, can only be an important component of cinematic realism if it remains connected to the story. Italian filmmaker Bettetini investigated the difficulties that early filmmakers faced as well as the early use of colour in cinema. He discovered that the inability to have complete and secure control over chromatic combinations posed the greatest challenge to the filmmaker when deciding whether or not to use colour. He proposed that the use of colour be linked to realism and that recent technological advancements allow for a less pronounced contrast between the colours of reality and those in a computer-generated image.

WHY COLOUR IS SO IMPORTANT?

Colour is one of the most important components in any composition, including painting, photography, film, and 3D rendering. Colour is important in our daily lives. It can influence thinkers' opinions, behaviours, and reactions. Colour can grab anyone's attention, and it can also change their mood. It has the potential to irritate or calm your eyes. Artists have used colour deliberately over the years to draw attention to their works of art. Its use is one of the most effective ways to make images stand out. However, in order to use colour effectively, one must first understand it. It has been used successfully over the years by filmmakers, artists, and anyone else involved in the field of visual communication to communicate with their audience.

Choosing the right colour for a composition or image is more difficult than it appears. What is "good," "right," or "beautiful" in the context of the other colour values present may not be valid or work with any other imagery. It is critical to choose a colour based on the context of the other colours in the visual rather than selecting it in isolation. It is harder than it seems to pick the right colour for a composition or image. In the context of the other colour values present, what is "good," "right," or "beautiful" might not be true or appropriate for use with any other imagery. Instead of picking a colour on its own, it is crucial to consider it in relation to the other colours in the image.

The second and equally important goal is to create a suitable mood for each scene of the story. Furthermore, the combination of the two—stage elements and lighting—is ultimately what provides the audience with an emotional experience influenced in part by colour perception. Colours are used in films in a variety of ways. Again, the choice of sets, props, and costumes influences how people perceive colour in general. When a filmmaker or cinematographer wants to add colour to an image, they use camera filters rather than lighting, and the filmmaker has the option to correct colours with a colorist at the end of the post-production process.

Many colour choices are made at the very end of the process, even though it is usually much simpler if they are discussed and planned before shooting. Finally, colour is influenced by the sets, costumes, and props used by filmmakers of both theatre and film. But in a theatre setting, lighting is important because it makes what is seen clearer. The perceived colours in film, on the other hand, are the result of a combination of camera-mounted filters and colorist fine-tuning during post-production.

EARLY CHALLENGES

The transition from black-and-white photography to colour cinema took more than three decades, in part because studios were hesitant to use colour for a variety of reasons. First due to its poor quality and limited usefulness, then due to its high costs and low demand, and finally due to artists' stylistic devaluation. Three major factors influenced the introduction of colour in film:

Technical ii. Financial iii. Aesthetic challenges

I. *Technological Challenges*



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The film industry faced technological issues with colour from the 1930s to the 1960s. The majority of studios were unwilling to make the switch to colour, which was thought to be costly, difficult, and unstable for sound. Herbert Kalmus developed a two-color subtractive process in which two negatives capturing red and green lights were placed back-to-back, even after the invention of Technicolor in 1915. This was a turning point in the history of film colour. Colour, unlike sound, was not introduced immediately. The process was expensive, time-consuming, and even limited how much filming and shooting could take place. For example, the weight of the cameras and the constant need for constant lighting made outdoor shooting impossible. Another disadvantage of using colour was that the use of deep focus was limited. Filmmakers lacked the technological know-how and camera tricks required to produce and present colour films that were consistently accurate, let alone assemble intricate camera work in Technicolor. Filmmakers were initially hesitant to fully utilise colour because of this. Technicolor required a lot of effort and technical expertise to produce, despite the fact that it was used in well-known films. Disney films like *Flowers and Trees* and *Gone with the Wind* (for which they received an Academy Award) saw greater success for Technicolor between the 1930s and 1940s. Finally, colour improved visibility and usability. The film business needed to innovate right away if it wanted to continue to be profitable, produce new films, and maintain high levels of audience interest. However, the technique remained pricey, and not all filmmakers were eager to spend that much money on a still-emerging technique.

II. *Financial Issues*

As we can see, throughout the history of colour, each process was tedious and expensive. This slowed the full expansion of colour in the film industry. The costs of colour production were deemed unworthy by most filmmakers, also because audiences were not demanding colour and seemed to like black-and-white films. Another factor was sound; most studios and theatres had invested in the sound equipment for the sound transition prior to colour and were not prepared to retool their facilities this fast. Economic reasons influenced the difficult adaptation to colour film, but the slow demand was nurtured by aesthetic mistrust, and people could not see the potential of screen colour adding something to the actor's performance.

III. *Aesthetic Issues*

For artists, critics, and audiences alike, colour presented ethical and psychological challenges. This is due to the fact that colour was connected to femininity, which was viewed as "primitive," "shallow, vulgar, and superficial." As a result, it was demonised as having extreme prejudice in Western culture and was forbidden from taking certain issues into account. The transition to colour cinematography was hampered by this ingrained anti-colour prejudice. However, as artists realised black-and-white film's creative potential, colour gave cinema a new sense of realism and naturalism, which ultimately led to black-and-white film being abandoned. Colour gave filmmakers artistic tools that expanded their imagination and creativity. For instance, colour can affect the emotions and fantasies of a viewer.

Many filmmakers today use colour to add drama and sometimes even to tell a part of the story. Almodovar frequently depicts passion, love, or even death in his films by using the colour red. This is a great illustration. Due to a number of factors, colour had a difficult historical timeline, but after many years, it was able to flourish in the seventh century. There are many places to view the development of colour film and appreciate the method of historical colour films because it was so challenging to create colour in film and a variety of colour palettes.

COLOR PALLETTE AND AESTHETICS

Cinematographers, for reasons other than aesthetics, choose colour schemes for films. In fact, as viewers watch the images on screen, they are most likely using colour theory to elicit emotional responses. Filmmakers did not have to worry about their use of colour in the past because everything was shot in black and white. However, when colour films became the norm, every filmmaker's Technicolor fantasies became a reality. The use of colour in modern filmmaking can have a big impact on how viewers react to what they are watching. For example, the colour red tends to raise people's blood pressure, whereas the colour blue can be soothing.

Filmmakers employ various techniques to ensure that their colour palettes for films are well balanced. Specific feelings or emotions, for example, can be represented by a single colour. A more developed film colour palette, on the other hand,



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makes it easier to communicate all of a story's themes. Each of the colour palettes that follow refers to the relationships between colours on a colour wheel. An example of how different colour schemes can be used is the idea that analogous colour schemes can be sympathetic and similar. Colour schemes that complement each other are tense and troubled, reflecting conflicting tensions. Colour schemes that are monochromatic are completely uninterrupted, lulling, and harmonious. Triadic colour schemes are not only vibrant but also harmonious and evenly matched.

Every design element on a stage or set, including the furniture, accessories, make-up, carpets, wallpaper, wall paints, and so forth, affects how viewers perceive colour in general. Each element's colour choice by the filmmaker may be bright or muted, creating a very different mood. The composition as a whole is affected by each component. The works of the great masters can serve as a great source of inspiration in this regard. Naturally, filmmakers of stage and screen often draw inspiration from paintings, not just for the colours but also for the lighting and composition. Light and colour go hand in hand. Light's components are colours. Everything that produces light, reflects it, or allows it to pass through has an effect on what can be seen and how the scene appears to be coloured.

From one filmmaker to the next, the way they use colour is very different. A few colour theories can serve as a general guide. Some filmmakers adhere to them, or at least consider them when making decisions, while others have their own unique perspective on colour that may or may not differ from what these colour theories advocate. The factors that influence a filmmaker's colour choice can shift dramatically over the course of their career. Their understanding of colour, culture, experience with colour, questions they ask themselves about colour, likelihood of discussing colour with their lighting designer or cinematographer, the show or film they are directing and its colour requirements, and so on as a result, some filmmakers may use aesthetic guidelines for the use of colour as a guideline, while others disregard or even unintentionally follow them. Furthermore, some may argue that mastering these guidelines is the only way for a filmmaker to develop their artistic skills. The only way for filmmakers to be regarded as true artists, as with all aesthetic standards and guidelines, is if they are able to surpass them. Filmmakers frequently take these factors into account when choosing colours because they find the relationship between certain colours and meaning and emotions to be an interesting topic. Each colour has its own energy because they are all parts of light. Each colour has a unique feeling and influences us in a unique way as a result. A colour typology can be represented in a variety of ways, and these ways have changed over time.

Finally, yet importantly, is the issue of culture and its influence on how colours are interpreted in terms of meaning and emotions. Will a viewer in Japan or India react the same way to a play or a film if colour is inextricably linked to culture? Probably not. It then becomes a challenge to figure out how to make a show or a film as universal in terms of narrative and emotional meaning as possible, even if some of its aesthetic components will remain quite recognizable in terms of their origin and may appear strange or odd to some cultures. However, in my opinion, one of the greatest advantages of cultural diversity is that it offers opportunities for learning about other cultures and, consequently, about our own.

CONCLUSION

The article explores the idea of using colours in films around the world. It was found that it is critical to consider the three main purposes of colour in film: to increase realism, to open wider possibilities of representation, and to create unrealistic effects. The problem with colour as a possible medium for film is that it cannot be made independent of other story elements. According to some filmmakers, colour can only be an important part of film realism if it remains connected to the story. Colour is one of the most important components in any composition, including painting, photography, film, and 3D rendering. Choosing the right colour for a composition or image is more difficult than it seems. For other colour values, what is "good", correct, or "beautiful" may not be true or suitable for use with any other image.

Moreover, it is the combination of the two—scene elements and lighting—that ultimately gives the audience an emotional experience that is partially influenced by colour perception. Again, the choice of sets, props, and costumes affects how people generally see colours. Finally, the sets, costumes, and props of both theatre and film filmmakers affect colour. The use of colour in film was influenced by three main factors: technical, economic, and aesthetic challenges. Many filmmakers today use colour to add drama and sometimes even tell part of the story. Every decorative element of a

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stage or set, including furniture, props, makeup, carpets, wallpaper, wall paint, etc., affects how the audience perceives colours in general.

The colour choice of each element by the filmmaker can be bright or muted, which creates a very different atmosphere. Of course, stage and screen filmmakers often draw inspiration from paintings not only for colour but also for lighting and composition. Everything that generates, reflects, or emits light affects the visible and colourful appearance of the scene. The factors that influence a filmmaker's colour choices can change dramatically over the course of his career. The findings will greatly help the enthusiast filmmaker discover and understand the concepts of colour theory, scheme, and psychology and incorporate them into their respective projects. They can also take the idea further, create it, and experiment with LUTS.

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Artistic and Media Biases in the Media

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ABSTRACT: *The Arts and media in India is responsible for the dissemination of information, the shaping of public opinion, and the holding of politicians accountable for their actions. However, prejudice in the Arts and media continues to be a significant problem in many countries. A news organisation is said to have a bias when it favours particular political parties, ideologies, or causes. When it comes to reporting the news, favouritism can bias the public's understanding of important issues. Media bias could be defined as the unfair promotion of one viewpoint or set of ideas over another in the news media. We can observe media bias in the stories covered by the news, on social media, and in forms of entertainment like films and television. This chapter addresses the issue of bias in Indian media, including its origins as well as its effects on Indian society. The media in India helps to form public opinion, disseminate information, and keep those in power accountable.*

Keywords: *Media Bias, Nepotism, Bollywood, Political Bias, Confirmation Bias,*

INTRODUCTION

Media bias is a significant issue in many countries, distorting news reporting and shaping public opinion. Bollywood, the Indian film industry, is one of the world's largest and most prominent film industries, with a vast audience and significant impact on society. However, it is not free of prejudices, such as ideological, political, regional, and gender biases. Media bias can manifest in various forms, such as political bias, sensationalism, selective reporting, confirmation bias, corporate bias, framing bias, and gender bias.

This chapter delves into these biases, its causes, their consequences, and the imperative for more fair and inclusive media portrayal. Journalists, news outlets, and media organisations' partiality or prejudice in news reporting is called media bias. It occurs when media practitioners favour particular perspectives, ideologies, or organisations over others, skewing coverage of events and issues.

Media bias can manifest in various forms:

There are many types of bias that can be displayed by the media, including political prejudice, sensationalism, selective reporting, confirmation bias, corporate bias, gender bias, and framing bias. Sensationalism places an emphasis on dramatic and emotional aspects of an issue, whereas political bias favours particular leaders or programmes. Selective reporting diminishes or exaggerates the significance of some events in the news, whereas confirmation bias reinforces previously held beliefs. While framing bias influences how news items are interpreted, corporate bias concentrates on specific industries or economic challenges. The gender prejudice that exists in the Indian film business contributes to the perpetuation of harmful sexist stereotypes and reduces the number of possibilities available to female film directors and producers.

Reflections on the Legacy of Media Bias: Film dialogues were analysed using NLP. They said “several commercially successful Bollywood movies are riddled with sexist and misogynist dialogues”. The 2007 single *Jab We Met (When We Met)* compared a lone woman to a gold box. *Wanted (2009)* depicted women seeking money. *Girls chase money, you*



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chase girls. Money attracts girls.” The study¹ compared Bollywood and Hollywood films. The paper stated, “Some gender biases observed in Bollywood are very much present in its Western counterpart; a positive trend is observed in reduced biases with the progress of time; and a similar trend is observed in religious and geographic representation, with a considerable scope for improved diversity and inclusion.”

“Hollywood action films exhibit the most gender bias towards men,” said lead author Ashique Khuda Bukhsh. Bollywood films also favoured sons and light-skinned ladies. Celebrity-endorsed skin lotion "Fair and Lovely" was forced to change its name to "Glow and Lovely" when an ad claimed that women with darker skin tones were less likely to find a spouse.

Filmmakers used their position to change perceptions. In 2020's Chapaak, an acid assault victim's quest for justice led to legislation restricting acid sales. The Chapaak language reflected gender equality. Roshni Sharma, a Jain University political science professor and PhD student, said India's patriarchal structure skews perceptions. Women lack independence and rights. "Good" and "bad" women are ingrained."

No matter what, the news is biased. Others news is pro-Republican and others pro-Democratic. Media literacy requires understanding this. Journalists may think they write with "fairness and balance," but they usually have a bias based on the news supplier (Pavlik and McIntosh, 61). Journalists write swiftly and can point fingers unintentionally due to rapid occurrences. Agenda-setting, according to Shirley Biagi, is when reporters tell people what to talk about but not what to think (Biagi, 268).

The tale may be affected by the urge to publish rapidly. Without all the data and opinions, a scene can be framed differently (Biagi, 269). However, individuals often naively trust one picture of an incident without seeing or reading other reports that may shed a different light on the matter (Vivian, 4). This is called Magic Bullet Theory by Media Impact (Biagi, 269). Tight deadlines also reduce tale variants. Journalists rush to publish, ignoring details. Consensus Journalism is when journalists covering the same topic write similar stories instead of presenting different opinions (Biagi, 268).

Media literacy helps overcome news bias. Getting all the facts and interpreting a news report without bias. Before believing someone, study both sides and assess their bias.

FORMS OF BIAS IN THE MEDIA

1. **Political Bias:** One of the most apparent forms of media bias in India is political bias, where media outlets favor specific political parties or ideologies. Some news channels and newspapers are often accused of being pro-government or pro-opposition, leading to imbalanced reporting of news events.
2. **Sensationalism:** In the race to attract viewership and readership, sensationalism is rampant in Indian media. Sensational reporting exaggerates or highlights certain aspects of a story to make it more appealing or emotionally charged, often at the expense of accuracy and context.
3. **Regional Bias:** India is a diverse nation with various languages, cultures, and regions. Media bias sometimes manifests as regional favoritism, where certain regions receive more attention and positive coverage while others are neglected or portrayed negatively.
4. **Corporate Bias:** Many media organizations in India are owned by large corporate entities. Corporate interests can influence media coverage to serve their business objectives, leading to biased reporting on certain economic and industrial issues.
5. **Ownership and Control:** Powerful individuals and businesses control media in India. Concentration of ownership can influence news narrative and tone.
6. **Journalists and editors** may be influenced by their ideologies. Personal prejudices can taint news reportage.

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7. Favourable Handling: Favouritism extends beyond the casting room. Star children's privilege is sometimes reinforced through preferential treatment on sets, during promotions, and in the media as a result of their parents' or guardians' status in the industry.

8. Nepotism in film Industries: the practice of giving preferential treatment to close relatives or friends, in Bollywood. However, there have been cases of nepotism in the film industry, where those with well-known connections are given preferential treatment over talented up-and-comers.

Despite the prevalence of nepotism in the industry, several actors and directors in India's film industry have made it without the benefit of a politically connected family. Nepotism is a tricky topic that has sparked discussions about how to level the playing field for aspiring actors, directors, and writers in India's film industry.

It's important to note that while nepotism exists in the Indian film industry, there are also numerous actors and filmmakers who have achieved success based on their talent and hard work, without any influential family background. The issue of nepotism is a complex one, and it sparks debates about creating a level playing field for all aspiring artists in the Indian film industry.

EFFECTS OF MEDIA BIAS ON SOCIAL DISCORD

Media bias can lead to polarisation, disinformation, eroded public trust in journalism, and neglect of critical concerns. It affects the representation and possibilities of artists and media workers in India. Media biases can affect the promotion of star kids and influential film families, influence film and entertainment casting selections, portray artists and celebrities, impact film promotion and box office results, expose and represent varied talent, impact artistic expression, and public perception and popularity. To counteract these relationships, media outlets and experts must be aware of their biases and report objectively. The art and media industry should strive to level the playing field for artists and films to prosper and contribute to India's rich cultural fabric.

Addressing Media Biases: Indian filmmakers, producers, performers, media firms, and audiences must work together to address media biases.

1. Media Literacy: Audiences must learn media literacy to identify and evaluate biased content. Media manipulation education empowers audiences to demand more inclusive and unbiased films.

2. Portrayal and Inclusivity: Diversifying filmmaking, both in front of and behind the camera, can disrupt stereotypes and promote true portrayal.

3. Self-Regulation: Media companies and filmmakers should self-regulate to avoid bias and harming society.

4. Industry Accountability: Guidelines and norms of behaviour that prohibit bias and promote diversity can make the film industry more accountable and ethical.

Media bias can harm democracy and society. It shapes political dialogue, public sentiment, and issue perceptions. Biased news reporting, film dialogue erodes harmony in society and public trust in journalism.

Journalists must maintain objectivity, integrity, and accuracy to combat media bias. Transparent editorial policies, fact-checking, and various perspectives in newsrooms can reduce bias and promote more fair and thorough coverage. Media consumers must also be analytical and selective, seeking information from numerous sources to grasp difficult themes.

Media biases in India's Arts and Media industry have far-reaching effects on the country's culture, society, and cohesion as a whole. Important ramifications include the following:

One cause of social polarisation is the biased reporting of public or political concerns, which can in turn increase enmity and violence amongst communities.

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Second, stereotypical views are reinforced when biased characterizations are used to describe persons or groups. This can serve to reinforce prejudice and slow down societal progress.

Thirdly, biases can get in the way of artistic expression by making it more difficult for filmmakers to tell stories from underrepresented or alternative perspectives.

Fourth, a lack of various viewpoints is offered due to underrepresentation of certain groups, sex identities, and geographical areas.

CONCLUSIONS

The issue of media bias in the Indian arts and media business is complex, necessitating a thorough analysis and preventative measures. By understanding and overcoming the biases that exist within the film industry, it has the potential to become a huge force for positive change, resulting in a more progressive and inclusive society. Not only will an appreciation for variety, gender equality, and cultural nuances improve the viewing experience, but they will also contribute to the construction of a more compassionate and harmonious India.

The patriarchal framework of India distorts perceptions, with women lacking independence and rights. Understanding this bias is essential for media literacy because, while journalists may write with "fairness and balance," they frequently have a bias dependent on the news supply. According to Shirley Biagi, agenda-setting is when reporters tell people what to talk about but not what to believe. In India, media bias can lead to polarisation, misinformation, deterioration of public trust in journalism, and disregard of vital issues. It has the potential to impact the representation and opportunities of artists and media workers in India. Biases in the media can effect the promotion of star children and influential film families, limiting opportunities for talented but lesser-known non-film artists. Sensationalism and selective coverage can also impact casting decisions in cinema and entertainment, promoting nepotism and underrepresenting skilled outsiders. By gathering all of the facts and understanding a news report objectively, media literacy can assist overcome news bias.

It is critical to address the issue of media bias in order to keep India's democracy strong and functional. The news media owes it to its viewers to report on all sides of an issue honestly and correctly. Promoting media literacy also assists people in identifying biased and misleading information, which helps them make informed decisions and participate in the democratic process. A diversified and objective media environment is critical to the preservation of democratic values and the development of an informed public in India.

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Introduction of Artificial Intelligence Tools in Animation & Design

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ABSTRACT: *The emergence of artificial intelligence (AI) has transformed numerous industries, including content writing, coding, and data science. Despite this, some remain sceptical of AI's ability to handle creative tasks. Fortunately, advancements in technology have resulted in AI becoming an invaluable resource in animation and design. Innovative tools such as Deep Motion and Dall-E now enable both professionals and amateurs to generate fluid and visually striking motion in mere seconds, a process that previously took days. With Dall-E's Word-to-Image Prompt and Deep Motion's Motion Paint technology, even beginners can create their own concepts and 3D character animations within minutes. However, there are both benefits and drawbacks to using AI. On occasion, the animation produced may lack refinement, and the rendering of hands and feet may prove impossible. This chapter delves into the process of integrating artificial intelligence into animation and design, offering a comprehensive understanding of the topic.*

Keywords- *Dall-E, Deep Motion, AI Design, AI Animation, AI Concept Art, AI Art*

INTRODUCTION

Visual development has experienced a radical shift thanks to the powerful influence of artificial intelligence (AI) in diverse sectors. Industries such as content writing, coding, and data science have undergone revolutionary changes due to AI's transformative capabilities. Although many experts initially believed that AI's potential in creative tasks would take time to manifest, they were pleasantly surprised by AI's ability to excel in the realm of animation content creation. This unexpected breakthrough has ushered in a new era of simplified animation tools. Deep motion, dall-e, gencraft, and numerous other AI tools have emerged, offering a range of advantages and disadvantages to visual development practitioners. This research paper aims to explore the introduction of AI tools in visual development, examining the specific tools being used, the advantages and disadvantages associated with their utilization, and the overall impact of these tools on the field. This paper aims to explore the impact of AI on visual development, uncovering the transformative effects it has had on the industry. Through this exploration, new opportunities and creative pathways have emerged. By automating repetitive tasks and enhancing productivity, AI tools have provided innovative solutions. Deep motion, for example, empowers designers to effortlessly create lifelike animations, eliminating the need for laborious manual processes. Similarly, dall-e enables designers to generate unique and creative imagery by combining different elements. The advantages of using AI tools in design are not limited to efficiency and creativity; they also offer the potential to improve accessibility and inclusivity in design practices. However, alongside these advantages, there are also certain drawbacks associated with the use of AI tools in design. One of the main concerns is the potential loss of human touch and creativity. While AI can assist in generating designs, it may lack the ability to understand and interpret complex human emotions, cultural nuances, and contextual factors. Additionally, there is the risk of over-reliance on AI tools, which may hinder designers' ability to think critically and exercise their creative judgment. In this research paper, we will delve deeper into the introduction of AI tools in design. We will explore the various AI tools being used in the field, examining their

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advantages and disadvantages. By understanding the potential benefits and limitations, we aim to provide insights that can guide designers in effectively incorporating AI tools into their creative processes.

How has artificial intelligence impacted the field of animation and design?

The field of animation and design has experienced a significant impact from the integration of artificial intelligence (AI) tools. The use of AI has completely transformed the animation field by automating different tasks, resulting in greater efficiency and enhanced quality. Rather than spending endless hours manually crafting each frame, animators can now take advantage of AI-powered software to analyze and gain insight from pre-existing animations. This not only expedites the production process but also opens up opportunities for animators to explore various styles and techniques effortlessly, ultimately leading to a wider range of innovative creations. Lowering production costs and increasing productivity and quality in animation, the integration of AI has already been used for tasks like rigging characters and generating motion graphics. This advancement has allowed studios to produce greater content with smaller teams. However, while AI has greatly impacted the field of animation, animators still play a crucial role in producing animation with style and nuance. The latest advancements in AI have raised questions about whether it can replace animators' creativity and artistry in animation, but AI ultimately enhances animators' capabilities by providing additional tools and abilities. As AI algorithms continue to advance, offering more sophisticated and widely available solutions for scene layout, character design, and model generation, the use of AI in animation is expected to grow and further enhance the industry's capabilities. Overall, the integration of AI in animation has significantly improved productivity, quality, and cost-effectiveness, while still relying on the expertise and creativity of animators.

AI TOOLS

DALL·E: DALL·E, a groundbreaking AI model developed by Open AI, has been making waves in the world of technology and design. This innovative system is capable of generating highly realistic images from textual descriptions, pushing the boundaries of what is possible in the realm of artificial intelligence. DALL·E derives its name from the renowned artist Salvador Dali and the animated character WALL·E, a fitting tribute to their artistic and creative contributions. This AI model employs a combination of two powerful techniques: Generative Adversarial Networks (GANs) and Transformers. By integrating these technologies, DALL·E is able to understand and interpret textual prompts, transforming them into visually engaging and lifelike images. The potential applications of DALL·E are vast and varied. From aiding designers in creating custom visuals to enhancing the capabilities of virtual assistants, this AI model opens up a plethora of possibilities. Creative professionals can now collaborate with AI to bring their ideas to life, as DALL·E enables them to visualize concepts that were previously confined to the realm of imagination. With the ability to generate rich and detailed images, DALL·E has the potential to revolutionize industries such as advertising, entertainment, and even healthcare.

DEEP MOTION: Deep Motion is a cutting-edge technology in the realm of visual development that revolutionizes animation by utilizing deep learning algorithms. With its advanced capabilities, Deep Motion empowers animators and designers to create highly realistic and dynamic animations that previously seemed unattainable. The use of Deep Motion in animation opens up a world of possibilities for creative professionals. By harnessing the power of deep learning, animators can achieve fluid, lifelike movements for characters, creatures, and objects. This technology enables animations to incorporate subtle nuances and intricacies that bring visual experiences to life, captivating audiences in ways that were once unimaginable. The deep learning algorithms employed by Deep Motion analyze vast amounts of data to learn the intricacies of human and animal movements. This allows for the creation of animations that accurately mimic the natural patterns and behaviors observed in the real world. From the subtle swaying of a tree branch to the complex gait of a running cheetah, Deep Motion can accurately recreate these movements with astonishing fidelity. One of the greatest benefits of Deep Motion is its ability to automate the animation process. Traditional animation methods often require animators to manually key frame every movement and action, which can be a time-consuming and tedious process. With Deep Motion, animators can leverage the power of deep learning algorithms too.

MAIN APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN ANIMATION AND DESIGN

In the field of animation, and design artificial intelligence (AI) has a wide range of applications that bring numerous advantages to animators and the animation industry as a whole. A major benefit is AI's capacity to automate tasks that used to demand frame-by-frame drawing from animators, thus saving them valuable time and energy. Furthermore, AI-powered algorithms can automate the process of incorporating intricate visual effects into animations, resulting in the creation of

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brehtaking and lifelike animated sequences. Moreover, AI-powered 3D animation has proven to be an invaluable tool for professionals and medical students alike, as it aids in visualizing human anatomy and provides assistance during medical training sessions and surgical procedures. Speeding up the design and development time of animations, artificial intelligence is being utilized to create 3D animation models more efficiently. Also, the use of holographic technology allows for the display of real objects or animations in a free-floating manner, creating immersive and captivating experiences. AI can also be used to generate animations based on specific inputs such as a script or a set of rules, opening up new creative possibilities for animators. However, it is important to note that while AI can automate certain key tasks in the animation process, it cannot fully replicate or replace all the creative and artistic work that goes into animation. Animators bring unique skills and artistic vision to the animation process that cannot be replicated by AI alone. Moreover, algorithms can be used to assist with procedural aspects of animation, such as generating backgrounds and textures, allowing animators to focus more on the creative aspects of their work. Additionally, artificial intelligence can analyze datasets of previously created animations to learn patterns and relationships between different elements, providing valuable insights and inspiration for animators. In conclusion, the integration of artificial intelligence in animation has revolutionized the industry by automating tasks, speeding up production time, and enhancing the overall quality of animations. While AI can assist animators in various ways, it is important to remember that the creativity and artistic vision of animators remain essential in the animation process. The collaboration between AI and animators has the potential to push the boundaries of animation and create even more innovative and captivating content in the future.

Use of artificial intelligence in animation and design

AI has completely transformed character animation by providing new opportunities and improving creativity. Animators previously had to manually create every element of a character, including movements and expressions. But now, thanks to AI, this manual labor has been automated and human behavior can be replicated through machine learning. By analyzing and comprehending human movements, AI algorithms and machine learning are able to create remarkably realistic and lifelike characters. Using this technology has opened up a world of adventures for animators as they enter into uncharted areas for character animation. Along with this, AI has the ability to bring to life entirely new characters and personalities, as it can analyze various examples and create original characters with the help of algorithms. The advancements in AI have led to a wider range of visually appealing and nuanced characters in animated productions. Moreover, AI is not only limited to enhancing the creative process but also plays a role in improving the technical aspects of character animation. It can be used to automate certain aspects of animation, making the process more efficient and time-saving. Furthermore, AI can enhance the rendering quality by reducing noise and increasing detail in character animation. Overall, the integration of AI in character animation has transformed the industry, allowing animators to create more realistic, visually appealing, and unique characters while also streamlining the animation process.

PROS & CONS OF AI TOOLS

PROS: One of the biggest pros of using AI tools in visual development is the time and effort saved. Traditionally, creating animations and visual content required hours of manual labor and expertise. However, with the advent of AI tools like Deep Motion, artists can now accelerate the process and create stunning visuals in a fraction of the time. This not only makes it easier for beginners to get started in the field, but also allows experienced artists to focus on the creative aspects of their work rather than the technicalities.

Another advantage of using AI tools is the level of precision and accuracy they offer. AI algorithms are designed to analyze patterns and generate content that aligns with the artist's vision. This means that artists can rely on AI tools to create complex animations and visual effects that might have been challenging to achieve manually. Additionally, AI tools like Dall-e have the ability to generate unique and creative visuals by combining different elements, allowing artists to explore new trends and push the boundaries of visual development. Moreover, AI tools provide a level of consistency and efficiency that is difficult to achieve through manual processes. With AI algorithms, artists can ensure that their animations and visual content maintain a consistent style and quality throughout. This is particularly useful for large-scale projects where maintaining a cohesive visual aesthetic is crucial. Furthermore, AI tools can also assist artists in overcoming creative blocks and coming up with fresh ideas. These tools can analyze vast amounts

CONS: While AI animation tools have revolutionized the visual development process, there are certain drawbacks that need to be taken into consideration. One of the major cons of using AI tools such as Dall-e, Deep motion, and Gencraft is

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that they do not create 100% perfection in the final product. These tools are capable of generating the in-between stages of animation, but they still require human intervention for final product correction. This means that even though AI can assist in speeding up the animation process, it cannot completely replace the need for skilled animators. In addition to this, the cost of using AI animation tools can be quite high. While there are many free tools available, the software and hardware required to run AI can be expensive. This can be a significant barrier for smaller studios or individual artists who may not have the financial resources to invest in such technology. Moreover, one of the concerns with incorporating AI into the visual development process is the issue of control. AI tools have the ability to understand perspective and create images based on their own algorithms and data. While this can be advantageous in terms of generating unique and innovative visual designs, it can also limit the animator's input and control over the final product. For instance, tools like AI Render and Blender use randomly placed 3D blocks to create images. While this can result in unexpected and visually stunning compositions, it may not always align with the animator's vision or intentions. The AI's interpretation of the visual development may deviate from what the animator had in mind, leading to a lack of creative control. Furthermore, there is the question of the level of perfection achieved by AI animation tools. Despite their capabilities in generating in-between stages of animation, they still require human intervention for final product correction. This means that even with the aid of AI, skilled animators are still indispensable in ensuring the quality and accuracy of the animation.

CONCLUSION

The animation and design industry has experienced a significant transformation due to the integration of artificial intelligence. This has led to improved efficiency, enhanced cost-effectiveness, and higher quality. By automating tasks, AI allows animators and designers to create a larger volume of content without sacrificing the standard of their work. Furthermore, it has opened up new avenues for experimentation and increased the range of creative possibilities. However, it is important to recognize that the creativity and artistic skills of animators are still crucial in crafting animations that connect with audiences and tell compelling stories. AI functions as a tool that complements and amplifies animators' and designer's abilities, streamlining specific aspects of the animation process. However, it cannot substitute the unique talents and vision that animators and visual designers bring to their craft. As AI continues to advance, we can anticipate further innovations and progress in the realm of animation, ultimately pushing the boundaries of what can be achieved in terms of creativity and visual storytelling. In the world of animators and designers, AI is a cherished and indispensable tool. It aids in enhancing capabilities and strengths, so creators can put their unique talents and visions in the limelight. Crafting compelling stories and forging emotional connections with viewers are pivotal tasks for animators and visual designers. AI, however, cannot replicate the human flair and ingenuity in making resonating creative choices. As AI rapidly evolves, we anticipate even more groundbreaking developments in the field of animation. As the animation industry continues to be revolutionized by AI, new possibilities are opening up for animators and designers to explore. This ongoing development will push the boundaries of creativity and visual storytelling, ultimately resulting in more engaging and immersive experiences for audiences. It's truly an exciting time for the creative world.

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India's Future in the Animation and Visual Effects Industry

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ABSTRACT – *The way stories are told through animation and special effects is changing, and this is causing a big growth in the entertainment industry. Despite some money problems in recent times and challenges from the pandemic, there is a strong competition between media and entertainment. Animation and special effects are making content more interesting. Studios that make animations and effects have seen a big increase in the need for home shows recently. In 2020, just the animation part of this grew by 10%, even though the pandemic caused big losses. The total value of this market is now around Rs 24.5 billion. India is second in the world when it comes to entertainment. A study by the Boston Consulting Group and the Confederation of Indian Industries says that India could get 20-25% of the global Animation, Visual Effects, Gaming and Comics market. Because people want better quality in ads, web series, and movies, directors and makers are using animation and special effects more instead of just regular filming. Creators are mixing these effects to make fantasy seem real. To keep this growth, creators could make more content that's full of fantasy and visual appeal. This industry could create 75,000 to 125,000 jobs by 2025 and help the Indian economy. The mix of animation and special effects lets fans and people who want to be animators use their creativity to make successful things.*

Keywords- *Television Industry, Indian industry, future*

INTRODUCTION

The convergence of the future of animation and the evolution of visual effects technology has led to a transformative shift in the storytelling landscape, sparking a notable surge in the entertainment industry. This surge has persisted despite recent financial challenges and production disruptions caused by the early months of the pandemic. In this dynamic environment, a robust competition has emerged within the realms of media and entertainment, where animation and visual effects have emerged as pivotal elements that grant content a distinctive edge. Animation studios and visual effects creators have responded to an escalating demand for captivating content, particularly evident in the realm of home entertainment. The animation segment alone witnessed an impressive growth of 10% in 2020, highlighting a burgeoning market appetite for their offerings. Even in the face of significant initial losses during the pandemic's onset, the market size reached a substantial Rs 24.5 billion.

In recent years, both animation and visual effects have gained significant prominence within the realm of Indian cinema. This surge is attributed to technological advancements and the growing desire for immersive visual encounters. The utilization of visual effects has witnessed an upswing in frequency and complexity, underpinned by these factors. Visual effects has established its role in the Indian film industry through a variety of applications, including computer-generated imagery, green-screen compositing, and other digital manipulations. These techniques serve diverse purposes such as

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amplifying visual impact, enriching storytelling, constructing lifelike settings and characters, and even bringing fanciful content to life. A pivotal catalyst behind the upsurge of Visual effects in Indian cinema is the audience's demand for visually captivating films. Moreover, Visual effects empowers filmmakers to craft scenes and environments that might be arduous or nearly unattainable to achieve through conventional means, thus unlocking novel avenues for creative exploration. The financial viability of integrating Visual effects also fuels its adoption within the Indian film industry. Visual effects permits the creation of intricate visual sequences at a fraction of the cost entailed by constructing tangible sets or relying on practical effects. This economical advantage empowers filmmakers to embark on grander, more authentic, and audacious cinematic endeavors without straining their financial resources.

In essence, the contemporary landscape of Indian cinema is marked by the burgeoning integration of Visual effects and animation. This evolution is a response to the synergy between advancing technologies and the audience's appetite for captivating storytelling. As Visual effects continues to enhance visual narratives, Indian filmmakers are afforded an expansive canvas to transform creative visions into cinematic reality without financial constraints.

INDIAN VFX INDUSTRY AND HOLLYWOOD

The Indian Visual effects publish-manufacturing industry has been playing an increasingly important position in the worldwide publish-manufacturing phase during the last decade. Indian Visual effects groups had been involved in several excessive-profile Hollywood films, providing cutting-edge visual consequences that have helped to create a number of the most memorable scenes in modern-day cinema. Indian Visual effects companies deliver high-quality visible results at an inexpensive cost in comparison to their counterparts within the West. This makes Indian corporations an appealing option for Hollywood studios, enabling them to hold their manufacturing budgets beneath manipulation. Indian Visual effects publish-manufacturing organizations have additionally introduced a unique angle and method to Hollywood. Indian way of life and mythology have been a source of thought for filmmakers around the sector, and Indian Visual effects groups were able to draw in this wealthy subculture to create lovely visual outcomes which are unlike anything else in Hollywood. As an example, Baahubali, RRR, Byomkesh Bakshi to name some.

some of the notable Hollywood films which have featured contributions from Indian Visual effects post-production companies encompass The Avengers, The dark Knight Rises, existence of Pi, Transformers: Age of Extinction, Interstellar, Jurassic world, celebrity Wars: The pressure Awakens, medical doctor extraordinary, Guardians of the Galaxy Vol. 2, and Avengers: Infinity war. The Visual effects industry has been growing hastily in recent years, driven by increasing demand for high-quality visual results in films, television shows, and video games as well. With India's thriving film industry and a large pool of skilled artists and technicians, the use of a has ended up a prime hub for Visual effects production. It's far possible that the market size of the Visual effects enterprise in India has endured to develop due to the fact then.

VFX IN REGIONAL/INDEPENDENT CINEMA

There has been an increasing trend in regional Indian movie content in recent years. Many regional films have been successful in recent years due to their quality of content and storytelling. These films have not only received critical acclaim but have also been commercially successful. With the advancement of technology, it has become easier for regional filmmakers to produce high-quality films. Visual effects techniques, production planning software and other film production tools have become more affordable and accessible, allowing filmmakers to create content consistent with the production quality of mainstream Hindi cinema. Visual effects also helps independent filmmakers produce creative and artistic elements offering immersive experiences.

In recent years, there has been a remarkable rise in the popularity of regional Indian movie content. Numerous regional films have achieved success, driven by their exceptional content and captivating storytelling. These movies have not only earned critical praise but have also proven to be commercially lucrative, demonstrating the power of compelling narratives irrespective of language or region.



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The progress of technology has played a significant role in empowering regional filmmakers to produce high-quality films. Visual effects techniques, production planning software, and other film production tools have become more affordable and accessible, democratizing the filmmaking process. As a result, regional filmmakers can now create content on par with the production quality of mainstream Hindi cinema, levelling the playing field and expanding creative possibilities. Visual effects, in particular, has become a transformative tool for independent filmmakers, enabling them to infuse their works with creative and artistic elements. These visual effects offer immersive experiences, adding depth and richness to the storytelling process. As a result, independent filmmakers can compete on artistic merit, presenting their unique perspectives and captivating audiences with their distinctive visions.

This increasing trend in regional Indian movie content also reflects a changing audience preference. Viewers are actively seeking authentic stories that reflect diverse cultures and experiences. Regional filmmakers are embracing their cultural identities, producing narratives that resonate deeply with local audiences while also appealing to a wider spectrum of viewers. With technology's continuous advancement, the future looks promising for regional Indian cinema. As filmmaking tools become even more accessible and innovative, we can anticipate a further surge in high-quality content and a greater appreciation for the rich cultural tapestry that regional films offer. This positive trajectory not only benefits the film industry as a whole but also celebrates the artistic expressions of different regions throughout India.

GROWING DEMAND FOR TRAINED PROFESSIONALS

To facilitate the growing demand for Visual effects, there is a requirement to build the Visual effects artist workforce. Preparing Visual effects talent for international films can be a challenging task, but there are several key areas targeted to ensure deliverability, like – 1. Understanding of Filmmaking, 2. Technical Skills, 3. Cultural Awareness, and 4. Time and Data Management. By focusing on these key areas, you can prepare your Visual effects talent for facing challenges of working on national & international projects and help ensure that your team is ready to deliver high-quality work on time and within the budget. The entertainment industry has experienced significant transformation due to the rapid growth of animation and advancements in Visual effects technologies. This evolution has given rise to a booming entertainment business, despite facing economic challenges and production disruptions during the pandemic. Notably, animation and Visual effects have emerged as powerful tools, providing content with a competitive edge. The demand for domestic shows has surged in recent years, with the animation segment alone witnessing a remarkable 10% growth in 2020, leading to a market size of Rs 24.5 billion.

India stands as the world's second-largest entertainment market, and experts predict that its animation and visual effects industry could capture 20 to 25% of the global Animation, Visual effects, Gaming, Comic market. Directors and producers now favor cinematic effects and animation over live-action shots due to the increasing demand for high-quality content in commercials, web series, movies, and other platforms. The integration of Visual effects and animation has allowed creators to blur the lines between fantasy and reality, resulting in genuine and captivating illusions. To sustain this upward trajectory, content creators are expected to focus on producing material rich in fantasy and visual essence. Industry projections indicate that this sector could generate 75,000 to 125,000 direct and indirect jobs by 2025, proving to be a significant contributor to the Indian economy. The combination of animation and Visual effects has provided enthusiasts and aspiring animators with a platform to explore their creativity and bring their ideas to life, ultimately leading to the creation of profitable products.

CONCLUSION

In conclusion, the rising demand for Visual effects has highlighted the need to cultivate a skilled workforce of Visual effects artists. To effectively prepare these talents for the challenges of working on both national and international projects, certain key areas require targeted attention. These areas include understanding filmmaking principles, honing technical skills, fostering cultural awareness, and mastering time and data management. By focusing on these facets, Visual effects professionals can be equipped to navigate the complexities of the industry and consistently deliver high-quality work within deadlines and budget constraints. The entertainment industry has undergone a significant transformation with the rapid advancement of animation and Visual effects technologies. This transformation has spurred substantial growth in the entertainment sector, even amidst economic uncertainties and disruptions caused by the

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pandemic. Animation and Visual effects have emerged as influential forces, providing content with a distinct competitive edge. As generation continues to improve, it is possibly that using Visual effects turns into even extra not unusual in the destiny, permitting filmmakers to create an immersive and visually lovely films. The Indian Visual effects submit-manufacturing industry has made widespread contributions to Indian in addition to Hollywood cinema, and its effect is only anticipated to develop inside the years yet to come

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Chapter 8

The Augmenting Role of Social Media as Tools of Election Campaigns in India

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ABSTRACT: This chapter aims to examine the relationship between the use and progress of social media as a campaign tool in Indian politics. In the Indian elections, social media is rapidly becoming the main tool of the campaigns, especially among young generations and youth voters. Due to the rapid effect of Social Media, political groups and candidates reach more voters in a very short period. Unlike traditional media, social media allows politicians to interact with potential voters. Social media also allows parties and candidates to share their beliefs; and by sharing the goals and achievements directly with the voters, they ensure that voters participate directly in the campaign. Social media allows candidate supporters to see behind the scenes of their campaigns and more easily track engagement. This also helped to collect news stories that impacted the main groups. The use and rise of social media are increasing and therefore research on this is important. This study focuses on the effect of social media on the use, increase, and public participation in politics. First, the study aims to investigate the increased use of social media as a means of reaching voters. Second, why do people use social media during the campaign based on uses and interests? The present-day exploration is to examine the relationship between the use and ascent of the diverse media as tools for political parties particularly for election crusade medium in India. In the Indian election system, mainstream media has got an important medium in the crusade. These new forms of media are assumed as an intermediary part in attracting choosers and especially the new generation of youthful grown-ups. Mainstream media helps political parties and campaigners in more effectively to reach a voluminous number of choosers in a short period. Unlike traditional media mainstream media have politician to laboriously fascinate with their implicit choosers. The mainstream media also allows political parties and campaigners to partake in their beliefs; pretensions and accomplishments directly with choosers, making them feel more directly involved with the crusade.

Keywords: Social Media, Election Campaigns, Uses and Gratification Theory, Public Relations, Political Journalism

INTRODUCTION

In recent times, mainstream media have given a chunk of political dispatches during election juggernauts. Since the Internet time began, the message has evolved from gregarious media to converse apartments and immediate messaging. Gregarious media are the most recent and fleetly growing miracle in the environment of Internet messages. During the 2014 administrative general election in India, all political parties and campaigners have considerably employed gregarious media to rally choosers. The recent intensive excrescency and fissionability in the use of gregarious media drew a great deal of concentration from political message experimenters. Of personal interest is to explore the political jolt of gregarious media as a new means that helps people gain political information as well as interact with other people on the trap. In the gregarious media which is multi-dimensionally connected with plentiful hyperlinks, druggies have come suitable to admit process and propagate news and information in a new expressway. The structure of a gregarious media is veritably much non-identical shape prescriptive media, it has people to give news and information in veritably nonidentical expressway. Gregarious media tools are similar to Twitter, Facebook, YouTube, and other gregarious networks and are now considered as politically transformative message technologies as prescriptive media similar to review, radio, and TV. There is a vaticination that gregarious media will transfigure the republic allowing subjects and politicians to give, connect and interact in ways no way ahead.



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Decreasingly, politicians and tagged officers are realizing the authority of gregarious media for communicating political information and interacting with subjects. Gregarious Media has fleetly grown in significance as a council for political activism in its non-identical forms. Gregarious media platforms, similar to Twitter, Facebook, and YouTube give new ways to stimulate citizen engagement in political life, where choices and electoral juggernauts have an intermediary part. Particular message via gregarious media brings politicians and parties near to their implicit choosers. It allows politicians to give briskly and reach subjects in a further targeted manner and vice versa, without the moderate part of mass media. Responses, feedback, exchanges, and debates are generated online as well as brace and participation for offline events. Dispatches posted to particular networks are multiplied when participated, which have a new cult to be passed.

Although the presence of gregarious media is spreading and media exercise patterns are changing, online political engagement is largely confined to people formerly active in politics and on the Internet. Other cults are less responsive. For illustration, TV news together with print and online journals is still the most important source of political information in utmost Indian political parties. Gregarious media has reshaped structures and styles of coincidental political messages by impacting the expressway politicians interact with subjects and each other. Still, the part of this miracle in adding political engagement and electoral participation is neither clear nor simple. The 20th century witnessed the confluence of new forms of messages than any other period in history in the field of mass messages. Electricity, the telephone, the machine, and the airplane made the world more popular to people and transubstantiating our society in the process. As a consecutive new shape of the message has come into being, also the popular worldwide system of a connected network called the Internet is publically popular worldwide, usual people have enjoyed an expanded quality, range, and liberty of entertainment and information content through new message forms.

New forms of message media play an overcritical part in erecting and sustaining, republics, associations, and economics around the world. Gregarious media give subjects the information necessary to make grassed socio-economic and political elections. These new forms of media give voice to women, youths, and marginalized groups, along with their opinions. This new form of message has further openings than the prescriptive mass media. Important of those derived from the new media is a veritably open and popular medium. The new medium lays open valuable liberty of information. The Internet has proven to be one of the most dynamic marvels in ultramodern moments. Internet-grounded new forms of message and information inflow have played an important part in the enhancement of popular society. The present-day exploration to study the part of this trap grounded information and its goods on the electoral process in India. India is witnessing an election with several firsts to its credence. Not only is it the first time that millions of youth are advancing, but it is also the first time the crusade spends of political parties and campaigners are alternate only after the United States, the first time prescriptive mass media channels are squeezing to show off which bone is more special and it's also the veritably first time that gregarious media is consequently laboriously involved in choices process.

The last decade has witnessed unknown Internet prolixity in India. Over the once three times alone, Internet operations in India swelled from 100 to 200 million people, growing far more fleetly than the decade it took to elevate Internet druggies from 10 million to 235 million. A report from the IAMAI estimates that by June 2014 India will reach 243 million Internet druggies, at which point in time it's anticipated to catch the United States as the second largest Internet base in the world. With this rapid-fire excrescency, numerous savants argue that the Internet is a crony, champion, and companion across non-identical points and communities in India. Others argue that the Internet is an arising romantic, egalitarian, and empowering device with the eventuality of steering in a new period of evolution, republic, and positive artistic revision. As in another corridor of the world, the Internet "s socio-profitable jolt is getting more and more visible in India. In tours of gregarious advantages, the Internet is helping people in India in nearly all aspects of life similar to instruction, message, socialization, healthcare, evolution, and entertainment. Indian are rated as one of the most active gregarious media druggies in the world.

India's digital geography is evolving presto, but overall penetration remains low in the world's second most vibrant country, with smaller than 1 in 5 Indians using the Internet in July 2014, says We Are Social in its rearmost report-Social, Digital, and Mobile in India 2014. Social media uses penetration in India is around 8.5 of the entire population. The top 8 metros including lead 53cities represent further than 80 of social media users in India moment. Indian total population at the moment is 1.256 billion, and the civic population is 31, total Internet users in India is 243 million, and Internet penetration is 19. Indian total active social media druggies are 106 million and penetration is 8. Active mobile subscriptions are 886 million and penetration is 70. The rest of India, substantially belonging to the pastoral strata inclusive of lower townships and town lets in substantially devoid of any social media operation as of now. Popular social networking spots like Facebook, Twitter, LinkedIn, and YouTube are the most generally used social

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networking spots in India. Connections, exchanges, sharing, and connecting to others are crucial surrounds and sub-textbooks around which the social media operation revolves. High-end operations like social shopping, e-governance, choices, etc. are picking up still at a slow pace.

Electoral system in India

India is a socialist, temporal, popular democracy and the largest republic in the world. The ultramodern Indian nation country came into actuality on 15th August 1947. India is an indigenous republic with an administrative system of government, and at the heart of the system lays a devotion to holding regular, free, and fair elections. These choices determine the composition of the government; the class of the two houses of Congress, and the country and union home legislative meetings. The presidency and Vice-Presidency are the loftiest body and structure of the system. Conduct of general choices in India for a taking of the people standard involves the operation of the largest event in the world. The electorate exceeds further than 800 million, advancing in roughly further than 800,000 polling positions across the nation extensively varying geographic and non-identical climate necks, located in the snow-sheathe mounts, the comeuppance, and sparsely populated areas. The constitution of India has qualified, the election commission, the supervision, instruction, and control of the exclusive process from time to time. For the conduct of choices to congress and country meetings and to the department of the chairman and vice chairman of India is on veritably grueling effects in India. The election commission can, justifiably, take glory in having successfully conducted the electoral exercise to the satisfaction of all share proprietors and actors, vicelike political parties and campaigners, and the electorate. The country selection is involved daedal political, rallying, and organizational logistics that remain unequaled in the sphere. An election in India is a match between non-identical campaigners from colourful parties out of which the choosers handpick one as their representative. There may also be independent campaigners taking a portion in the election. Delimitation of constituencies, medication of chooser's list, form of nomination of papers, scrutiny of nomination papers and recessions, election juggernauts, voting and counting of franchises, and protestation of results are the procedures of the Indian election system. The choices crusade by colorful campaigners and political parties. Public rallies, bills, flyers division, processions, door-to-door juggernauts, and utilizing mass media announcements and further to reach choosers.

Social media operation in India

Gregarious media in India have come decreasingly popular factors in our youngish generation's lives in moment's ultramodern society. It provides for a new generation to give, change communication, partake in knowledge, and interact with each other anyhow of the distance that separates them. The gregarious media links people across the nation anyhow of differences and geographical boundaries. The contraction of time and room, the confluence of media, and the goods of globalization have made the nation more interactive. The new generation is feeling more comfortable in the use and access of gregarious media for communicating and erecting connections online. The middle-time group and grown-ups are veritably comfortable in the use of this technology because they're growing with a technological period. The youngish generation may not recall how or when they learned to exercise a computer or access the Internet; for as long as they can flashback, those tools were invariably there. Youthful people especially are quick to exercise the new technology in ways that decreasingly blur the boundaries " between their online and offline conditioning. Coincidental media are also developed fleetly as technology changes with new messages technological confines and features.

The new conceptions of youths within the country, who are growing along with new message technologies are arising as a "new generation." Gregarious media relinquishment among Internet druggies in India is around 84 moments. This translates to around 110 million gregarious network druggies in India. The four main gregarious media titans of Facebook, Twitter, YouTube, and Google have played a major part in the 2014 administrative general election in India, with political parties and campaigners contending with each other in breaking up the news, spreading their communication through these outlets in extension to those via prescriptive media. Facebook stoner excrescency will come briskly from Asia- Pacific, where relinquishment classes in India, Indonesia, and Japan far break the worldwide moderate excrescency of 28.2 in 2013.

However, it may be reflected that gregarious networking operation is still a civic miracle with around 84 of these gregarious druggies coming from a civic and semi-urban ground in India. If India has to vault forth in its digital future ahead more and more similar sweats have to be made at the lawn fountainheads balance not precisely in civic India but in

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pastoral as well. India will have to take a cry shortly to convert a voluminous number of their billion fellow-subjects from offline to online first; once that's done the digital ecosystem will witness sale in the common relinquishment classes of gregarious technologies. Gregarious media as druggies who penetrated any of the gregarious network spots via any device at least formerly per month. Similar spots carry spots like Facebook, Twitter, LinkedIn, YouTube, etc. Involving all other new and forthcoming gregarious networking spots. Gregarious media druggies in India are veritably youthful and assimilated to the rest of the other countries in the world. Closely 75 of gregarious media druggies in India are under the time of below 35 times and closely half of them are under 25 times of time. These operation patterns show off the expansion, rigidity, and unborn prospects of the new media in India. Searching for information, and gregarious networking-mail are the top most for the druggies to exercise gregarious media in their day-moment conditioning in India.

Theoretical Frame Work of the Study

Before empirical exploration began, it was believed that the mass media produce a direct, immediate, and important influence on all individual members and cults. Arguably accumulation proposition provides an expiation for the part of the media in changing people's stations about motifs similar to information and politics over some time. In ultramodern and postmodern society there's a harmonious inflow of new products, ideas, and results to furnishing new interpretations and other kinds of inventions. The range of trivial similar to a new haircut can be profoundly similar to a new political testament. According to sociologists, every invention is taken up by people in a particular society in a rather regular process which can be explained by the Uses and Gratification proposition.

The introductory supposition of uses and delectation exploration is that followership members are active and thing acquainted with the capability to estimate different types of functions media may serve, and druggies are considered to laboriously seek out media dispatches to satisfy their social and cerebral want and needs. The rise of uses and delectation exploration thus indicates a shift in media effect exploration by examining „ what people do with media rather than what media do to people. Because of the stoner-centered perspective uses and gratifications exploration has served as a slice-edge theoretical approach “ to more understand the specific provocations for using recently arising communication media. numerous scholars have employed and argued that the uses and delectation approach is to examine how and why people are using the Internet and its interactive operation similar as-mail, bulletin boards, social network surfing, converse apartments, and use of online media. Further, some of the studies have examined the provocation for using political blogs, and social media for information has set up strong motives for political surveillance/ guidance, information dogging/ convenience, social mileage, and entertainment. Further, it examine what factors prognosticated different provocations for penetrating political blogs and set up that political efficacy, political involvement, and strength of party cooperation were significant predictors of provocations for using political blogs and political information in social media.

In recent times the appearance of new forms of communication has brought about the significance of uses and delectation. With the wide relinquishment of new media similar to virtual worlds and social network spots operation, important new exploration from the uses and delectation perspective is arising and important for scholars indicating that findings from the uses and delectation TV studies have formerly been applied in Internet exploration. Experimenters strengthened societies understanding of the uses and delectation proposition by making a distinction between delectation attained and delectation sought when they expanded the conception of delectation. Numerous exploration shows that delectation attained is a better predictor of media use than delectation sought and that if a medium matches or exceeds the delectation sought by a stoner, intermittent use will do.

SOCIAL MEDIA USE FOR POLITICAL MOBILIZATION

Social media are Internet spots where people interact freely, participating and agitating information about each other and their lives, using a multimedia blend of particular words, film land, videotape, and audio. At these web spots, individuals and groups produce and exchange content and engage in person-to-person exchanges. The druggies of social media will appear in numerous forms including blogs and microblogs, forums and communication boards, social networks, wikis, virtual worlds, unsociable bookmarking, trailing, and news. In recent times, we've substantiation the exponential growth of social media around the world. Moment social media similar to Facebook, Twitter, and other social network spots are driving new forms of social commerce, dialogue, exchange, and collaboration. Social media enables druggies to change



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ideas, post updates and commentary, or share in conditioning and events while participating in their wider interests. Social media are now used for a host of different reasons by colorful stoner communities. Social media are decreasingly blurring the boundaries between work and play. And the online shadowing and dispersion of news and views over social media mean that people may now continue to live in a media world long after the end of their working day. Social media outlets are essential to politicians and political parties, enabling them to gain support, encourage participation, and have an open and nonstop dialogue.

Most importantly social media allows the largely motivated people to produce an environment more fluently in which the slightly motivated people can be effective without having to come activists themselves, creating a terrain perfect for politicians to use. The arising social media and its public and political influence have begun to transfigure the political process and crusade tactics. Politicians are now using social media and the Internet and in turn, are permitting a new arena of grassroots politics. Choosers no longer make opinions solely grounded on information available through traditional media and rather seek out fresh knowledge and in some cases fresh means of activism, using their computers and mobile bias. Some of the studies have also set up that mass media use and social media use is appreciatively identified to an individual's voting geste.

The further look to mass media and social media for information, the more likely citizens are to bounce. Eventually, social media simplifies word of mouth and facilitates collaboration cost-effectively and poignantly and as exploration points out, is reaching individualities who are more likely to be motivated to laboriously share in the political process. Several studies have set up how the Internet or social media influences people 's political involvement. Numerous scholars and spectators have illustrated the political involvement of social media druggies in comparison to those of non-users. Still, the studies have reported kindly mixed or inconsistent results. Numerous studies have set up that Internet druggies are more politically interested and active than average, showing that Internet druggies report high situations of political efficacy, are more politically knowledgeable, and are more likely to seek out information about politics than non-users. Other studies of the relationship between the Internet and political involvement report different results, those who visit political websites tend to be interested in crusade news and were likely to bounce for the interested seeker.

As social media have come a primary source of political news and information, the different earnings model offers good offers a good occasion to examine the popular eventuality of the Internet that allows people to gain a wide range of political information and communicate with others in further effective and effective ways. The unique nature of social media is that it integrates several different modes of traditional mass media use and interpersonal communication. In this regard, it's of particular significance to note that social media can be viewed as an effective discussion place in which ordinary people can pierce a wide range of information and communicate with other people to partake the common motifs. Several scholars have argued that cyberspace can be conceptualized as a digressive speaking space in which people can freely express their voices. People are using social media to have political information and to talk with others as well.

CONCLUSION

With the increased growth and popular use of social media, the present study is aimed to examine the political influences of social media during the 2014 Indian Congress election in India. Known as one of the wired countries in the world, people in India are enjoying the loftiest position of Internet connection and online information is perceived as further believable and dependable than traditional media sources. India is ranked 3rd in the use of social networks in the world. Thus, India is an intriguing place where we can examine the political influence of recently arising communication forms like social media. Grounded on the uses and delectation approach, this study first examined the provocations for why people use social media during the political crusade and what factors can prognosticate these provocations for using the social media platform service. It innovated three primary provocations for using social media. Political surveillance/information-seeking, convenience/ entertainment, and social mileage, are harmonious with the once uses and delectation exploration of the Internet and its interactive operations. Signifying the significance of social media for political campaigning in the 16th Congress general election political parties and campaigners have reckoned heavily on social media similar as social media and social networks to engage choosers, novitiate crusade levies, and raise some extent crusade finances also. The crusade brought the limelight on the significance of using social media in new-age political campaigning by exercising colorful forms of social media and new media to reach a new target population. This

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social media was incredibly successful at reaching the youngish population while helping all populations to organize and promote action. The last Congress general election is the substantiation of the effect of web media use and relinquishment and goods.

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The Relationship Between the Artistic Profession of The Actor And The Creative Industry

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ABSTRACT: *This chapter explores the intricate and dynamic relationship between the artistic profession of the actor and the thriving ecosystem of the creative industry. Acting, as a profound form of artistic expression, plays a vital role in shaping narratives, engaging audiences, and reflecting societal values. By adopting an interdisciplinary approach, the paper delves into the fundamental aspects of the actor's craft, the actor's impact on various creative productions, the business and economic dimensions of acting, the actor's role in influencing culture and society, and the evolving future of acting within the creative industry. Drawing upon a wide range of scholarly sources, industry insights, and case studies, this research paper aims to provide a comprehensive understanding of the actor's contribution to the vast tapestry of the creative industry. It explores the training and technique that underpins the actor's artistry, emphasizing the significance of formal education and the application of diverse acting methodologies. Furthermore, the paper investigates the collaborative nature of creative productions, wherein actors work alongside directors, writers, and fellow artists, demonstrating the power of ensemble work in achieving artistic excellence. In this chapter delves into the actor's ability to adapt and exhibit versatility across diverse roles and genres in various mediums, such as theater, film, and television. By examining iconic actors who have successfully navigated multiple creative industries, it underscores the essential role of actors in shaping the artistic landscape. The business aspect of acting within the creative industry is also thoroughly explored, focusing on the audition process, casting decisions, representation, and the economic implications of an actor's career. Negotiation techniques and the influence of agents in an actor's professional journey are scrutinized to unveil the intricacies of this aspect of the actor's profession.*

Keywords- *Acting, Realistic, Theatre, Artistic, Profession, Creative Industry*

INTRODUCTION

Acting, as an age-old form of artistic expression, holds a profound place within the rich tapestry of the creative industry. Actors are not merely performers on stage or screen; they are storytellers who breathe life into characters, evoke emotions, and immerse audiences in the magic of make-believe. The relationship between the artistic profession of the actor and the creative industry is one of symbiosis, where the interplay between artistry, collaboration, business, and social impact creates a dynamic ecosystem that fuels the entertainment and cultural landscape. The purpose of this research paper is to delve into the multifaceted dimensions of acting and examine its pivotal role within the creative industry. By adopting an interdisciplinary approach, we aim to explore the various facets of the actor's craft, the impact of acting on creative productions, the business and economic aspects of the profession, the actor's influence on culture and society, and the evolving future of acting within the creative realm.

The Actor's Craft: Artistry and Technique

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Acting is an art form that demands a deep understanding of human behavior, emotions, and psychology. This section will delve into the essence of acting as a transformative experience, where actors transcend their own identities to embody the essence of diverse characters. We will examine the training and techniques that underpin an actor's artistry, from classical methods to contemporary approaches. Moreover, we will emphasize the significance of formal education, workshops, and constant exploration in refining an actor's skills.

Impact on Creative Productions

Creative productions, be it on stage, in film, or on television, are collaborative endeavors that rely on the synergy of multiple artistic talents. Here, we will explore the actor's integral role within creative teams, their collaboration with directors, writers, and fellow artists. Ensemble work will be scrutinized to highlight the power of collective creativity in producing compelling and resonant performances.

The Business of Acting: Navigating the Creative Industry

Beyond artistic expression, acting exists within a professional landscape that demands business acumen and strategic decision-making. This section will delve into the audition process, casting decisions, and the role of agents and managers in an actor's career. We will analyze the economic implications of an actor's profession, including negotiations, remuneration, and the influence of box-office success on an actor's market value.

Shaping Culture and Society

The influence of acting extends beyond entertainment; it has the power to shape culture and influence societal perceptions. Here, we will examine the social impact of acting, wherein actors often challenge norms, advocate for change, and serve as catalysts for social dialogue. The significance of diversity and inclusivity in storytelling will be explored, as actors can play a pivotal role in promoting authentic representation.

The Future of Acting in the Creative Industry

As technology rapidly advances, the landscape of acting within the creative industry evolves accordingly. This section will contemplate the integration of digital media, CGI, virtual reality, and streaming platforms in the actor's craft. We will analyze the challenges and opportunities presented by these advancements, and how actors can maintain authenticity in a digitally-driven world.

The Actor's Profound Influence on the Creative Industry

In the vast and ever-evolving landscape of the creative industry, one profession stands as a fundamental pillar of storytelling and artistic expression: the actor. With roots tracing back to ancient theatrical traditions, the role of the actor has evolved into a captivating and transformative force within the entertainment world. From stage to screen, actors possess the remarkable ability to embody diverse characters, evoke emotions, and connect with audiences on a profound level. This article delves into the multifaceted impact of actors on the creative industry, exploring their artistry, versatility, collaboration, business acumen, and significant role in shaping culture and society.

The Artistry of Acting: A Transformative Experience

Acting is a nuanced art form that goes beyond memorizing lines and following stage directions. At its core, acting is a transformative experience, where actors delve into the depths of human emotions, empathize with diverse perspectives, and inhabit the essence of their characters. With rigorous training in voice modulation, physicality, and emotional exploration, actors acquire the tools to bring depth and authenticity to their performances. Their artistry enables them to create compelling narratives, evoke empathy, and resonate with audiences, making them an indispensable asset within the creative industry.

The Versatility of Actors: Masters of Adaptation

Actors are chameleons who can seamlessly transition between roles, genres, and mediums. Whether performing in a classical play, a period drama, a sci-fi film, or a thought-provoking indie project, actors showcase their versatility, breathing life into characters across time and space. Their ability to immerse themselves into varied roles makes them

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invaluable to the dynamic needs of the creative industry, allowing for the exploration of a wide array of stories and experiences.

Collaboration in Creative Productions: The Power of Ensemble Work

While acting is often seen as an individual pursuit, its true essence lies in collaboration. Actors work closely with directors, writers, producers, and fellow cast members to craft captivating narratives and breathe life into fictional worlds. The synergy between creative minds fosters a collective journey, where each artist contributes their unique talents to produce captivating and resonant performances. The essence of ensemble work allows for a seamless integration of diverse perspectives, enriching the final product and elevating the creative industry as a whole.

The Business Acumen of Actors: Navigating the Industry

Beyond artistic expression, actors must navigate the business aspects of the entertainment world. Auditions, casting decisions, negotiations, and branding are all vital components of an actor's career. Agents and managers play a crucial role in supporting actors' professional trajectories, guiding them through the complexities of the industry. The economic implications of an actor's success extend beyond their individual careers, influencing box-office revenue, marketing strategies, and the overall financial viability of creative productions.

Shaping Culture and Society: The Social Impact of Acting

Actors have the unique ability to influence culture and society through their performances. By challenging societal norms, advocating for social change, and portraying diverse characters, actors become catalysts for important conversations and reflections. Theater, film, and television serve as mirrors to society, and actors' portrayals help shape public perceptions, empathy, and understanding of various issues. Their influence extends beyond entertainment, making them powerful agents of cultural change.

The Future of Acting in the Creative Industry

As technology continues to revolutionize the creative industry, actors face new opportunities and challenges. Advancements in digital media, CGI, and virtual reality offer exciting possibilities for creative storytelling, but also pose questions about maintaining authenticity in an increasingly technologically-driven world. Furthermore, the rise of streaming platforms and the democratization of content creation provide actors with diverse avenues to showcase their talents, demanding adaptability and innovation.

CONCLUSION

The actor's role in the creative industry is nothing short of transformative and indispensable. Their artistry, versatility, collaborative spirit, business acumen, and social impact shape the trajectory of entertainment, cultural narratives, and societal understanding. As the creative industry continues to evolve, actors remain at its heart, propelling the realm of storytelling forward and leaving an indelible mark on the cultural landscape. Their passion, dedication, and willingness to embrace change ensure that the relationship between actors and the creative industry remains a dynamic force for artistic innovation and social progress. The artistic profession of the actor and the creative industry share a deeply intertwined and symbiotic relationship that spans centuries of Cultural Revolution. Throughout this exploration, it has become evident that actors play a pivotal role in shaping the landscape of entertainment, storytelling, and societal impact. At the core of the actor's craft lies an unparalleled artistry that transcends mere performance. Actors possess the unique ability to delve into the complexities of human emotions, channel diverse experiences, and breathe life into characters that resonate with audiences on a profound level. Their transformative experiences and empathetic portrayals connect with people from all walks of life, fostering a shared sense of humanity. The versatility of actors further enriches the creative industry, enabling the exploration of various genres, roles, and mediums. Their adaptability empowers storytellers to craft narratives that span across time, space, and cultural backgrounds, fostering a diverse range of voices and perspectives. Collaboration emerges as a cornerstone of the creative process, where actors, directors, writers, and artists come together to create captivating and resonant productions.

The collective spirit of ensemble work fosters a vibrant and dynamic environment that thrives on diversity of thought and creativity.

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In the business realm, actors must navigate a multifaceted landscape that demands not only artistic talent but also strategic decision-making. Auditions, casting, representation, and negotiations are all integral components of an actor's professional journey, impacting the trajectory of their careers and the overall success of creative productions.

Beyond entertainment, actors wield the power to influence culture and society. By challenging societal norms, advocating for social change, and portraying diverse characters, actors become agents of cultural transformation. They hold a mirror to society, prompting critical reflections and fostering empathy, understanding, and social dialogue. As the creative industry evolves with technological advancements and shifts in audience preferences, actors face new opportunities and challenges.

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The Impact of Social Media on Film Promotion and Box Office Success In India

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ABSTRACT: *Social media has become an integral part of modern society, reshaping various industries, including the film sector. In India, where the film industry is thriving, social media's impact on film promotion and box office success cannot be underestimated. In recent years, social media has emerged as a powerful tool that has revolutionized the film industry worldwide. In India, the impact of social media on film promotion and box office success has been profound. This chapter explores the various ways in which social media platforms have influenced film promotion strategies and contributed to the success of Indian films at the box office. Social media platforms have transformed film marketing strategies and contributed to the commercial success of Indian films.*

Keyword: *Social media, film promotion, box office,*

INTRODUCTION

Social media has had a significant impact on film promotion and box office success in India. Direct communication with the audience: Social media platforms such as Facebook, Twitter and Instagram provide a direct channel of communication between filmmakers and their audiences. Film production houses, directors and actors can engage with fans, share updates and promote their films. This direct communication helps build a strong fan base and generate buzz around upcoming releases. Viral Marketing and Word-of-Mouth: Social media enables the rapid spread of information and content. Trailers, teasers, posters and behind-the-scenes glimpses of films can be widely shared and broadcast, reaching a large audience in a short amount of time. If the content appeals to the audience, it has the potential to go viral, generate buzz and increase the visibility of the film. Positive word of mouth generated on social media can have a significant impact on a film's box office performance. Influencer Marketing: Influencer marketing has gained a lot of popularity in recent years. Film producers collaborate with popular social media influencers and celebrities to promote their films. These influencers have a large number of followers and can effectively reach and engage with their fan base, thereby generating awareness and interest in a particular film. Their endorsements and reviews can influence public opinion and influence the decisions of movie goers. Real-time Feedback and Insights: Social media platforms allow viewers to express their opinions and share their feedback about movies. Provide a platform for Filmmakers can gather real-time information and gauge public sentiment about their films. This feedback can be used to make necessary changes, improve marketing strategies, and enhance the overall movie going experience.



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Online ticketing and promotion: Social media platforms often collaborate with online ticketing platforms to provide a seamless ticket booking experience. Film promotions, contests and giveaways are often organized on social media, encouraging viewers to engage with the film and participate in promotional activities. These tactics not only boost ticket sales but also create a sense of excitement and anticipation among moviegoers. International Reach and Overseas Audience: Social media platforms transcend geographic boundaries and provide access to a global audience. Indian films, especially Bollywood films, have a significant fan base outside India, especially among the Indian diaspora. Social media enables promotion of the film to these audiences, ensuring that the film's reach extends beyond the domestic market. Social media has revolutionized film promotion and marketing in India, allowing filmmakers to directly connect with their target audience, generate buzz and generate excitement for their films. It has played a key role in achieving box office success by increasing visibility, facilitating audience participation, and harnessing the power of viral marketing and word-of-mouth.

Social media has impacted how individuals connect, share information, and engage with the outside world in modern society. It describes a wide range of online platforms and tools that let users produce, share, and trade material in real-time, changing the dynamics of communication and fostering relationships throughout the world. This revolution has had an influence on many facets of society, including activism, marketing, communication, and politics. Through social media, people, organisations, and communities may interact with new people and promote the interchange of ideas while also sharing their ideas, creativity, and experiences with a wide audience. Due to the extensive use of social media, people now have more power than ever to influence public debate and bring about cultural and societal change.

Film promotion is a vital process that ensures the success and commercial viability of a film. It serves as the primary medium that incurs significant expenses for film producers and stakeholders due to the distribution of conversational messages and production information. Film promotion encompasses various efforts, including advertising trailers and teasers on TV, radio, internet, and social media to create an atmosphere of excitement. Social media campaigns support the program by sharing teasers, photos, videos, and other content to reach a broader audience. Public reviews of the main characters are showcased on social media and media platforms, often accompanied by trending hashtags. Engaging with the audience on social media allows filmmakers to maintain regular interaction and understand their feedback, contributing to the film's success criteria. Media advertising plays a crucial role by showcasing film trailers, teasers, and other promotional content on TV, radio, newspapers, and digital platforms. The ultimate goal of film promotion is to maximize the film's reach and appeal to as many people as possible.

Box office success in India refers to a film's financial performance at the box office, measured by the collection of ticket sales revenue from cinema screenings. It serves as a critical indicator of a film's commercial success and profitability. Numerous factors influence box office success, including the film's budget, star power, marketing and promotional strategies, content, release timing, critical reception, and audience preferences. Key components include gross and net box office collections, opening weekend performance, and lifetime earnings. The Indian film industry exhibits unique aspects, comprising diverse film industries (Bollywood, regional cinema, and niche cinema) with varying audience preferences, a strong influence of songs and music on a film's popularity, challenges posed by piracy, and a star-centric culture where lead actors significantly impact a film's initial box office performance. Understanding these dynamics is crucial for filmmakers and producers aiming to achieve box office success in India.

CONCLUSION

The impact of social media on film promotion and box office success in India cannot be overstated. It has transformed the way filmmakers interact with audiences, increased visibility through viral marketing, leveraged influencer endorsements, and provided valuable real-time feedback. Social media's reach and ability to engage audiences have played a vital role in driving the success of Indian films at the box office, both domestically and internationally. As social media continues to evolve, it will undoubtedly present new opportunities and challenges for the Indian film industry, requiring filmmakers to adapt and innovate their promotional strategies.

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A Comprehensive Introduction to Film Editing

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ABSTRACT: *Film editing is a fundamental aspect of filmmaking and contributes significantly to the storytelling and emotional impact of a film. This research paper provides a comprehensive introduction to film editing, examining the history, technology, and importance of film editing in shaping the cinematic experience. This article aims to provide a comprehensive understanding of the art and technique of film editing by analysing the role of film editors, different editing styles, and the evolution of editing technology. It emphasizes the transformative power of digital technology in editing, while highlighting the continued importance of artistic choices and storytelling in the editing process. Understanding the evolution and possibilities of film and video editing techniques in the digital era is crucial for aspiring editors and filmmakers as they navigate the ever-changing landscape of the industry.*

Keywords: *Evolution of editing, Film editing, Editing styles, Digital editing technology*

INTRODUCTION

Film editing is a complex art that has evolved since the dawn of cinema. The purpose of this study is to provide a comprehensive overview of film editing, from its historical origins to the latest digital advancements. By exploring different editing techniques, styles, and the psychological impact they have on audiences, filmmakers gain insights to harness the power of editing to enhance the storytelling of their films. As technology continues to evolve, the role of film editors remains crucial in shaping the future of filmmaking. This includes selecting, arranging and manipulating shots, scenes and sequences to create a coherent and engaging cinematic experience for the audience. From the dawn of cinema to the modern digital age, film editing has evolved into a sophisticated art form in which editors play a key role in the storytelling process. Film editing can be traced back to the beginning of the film. In the late 19th century and his early 20th century, pioneers such as Thomas Edison, the Lumière brothers, and Georges Méliès experimented with cinema, presenting short films shot in one take. But it was the advent of parallel editing, serial editing, and the use of montages that revolutionized the art of storytelling in cinema. One of his earliest and most influential figures in film editing was the Soviet filmmaker Vsevolod Pudovkin, who introduced the concept of montage in the 1920s. Montage allowed filmmakers to communicate emotions and ideas by lining up shots and manipulating their order, creating new levels of expression and meaning in their films.

SILENT FILMS TO MONTAGES

The beginnings of film editing can be traced back to the days of silent films when this art form was still in its infancy. Films of this era were shot in one take, producing long, continuous scenes with little editing. However, as filmmakers began experimenting with the medium, they realized the potential for storytelling through manipulating film sequences. Russian filmmaker Lev Kuleshov conducted a ground breaking experiment in the early 1920s that created the concept of "montage." Kuleshov's famous experiment consisted of stitching together the same neutral shot of an actor's face with different images, such as a bowl of soup, a child in a coffin, and a woman sitting on a sofa. Surprisingly, the audience noticed that the actors' facial expressions changed depending on the surrounding footage. This experiment demonstrated the power of editing to shape audience perceptions and emotions. The concept of montage later became an integral part

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of the cinematic vocabulary, paving the way for the development of film editing as a complex art form that continues to influence filmmaking today.

THE BIRTH OF CONTINUITY IN FILMS

The birth of the continuity cut and classic Hollywood style can be traced back to D.W.'s pioneering work. Be guided. Griffith is a prominent American film director of the early 20th century. In his seminal film *The Birth of a Nation* (1915), Griffith introduced several innovative techniques that laid the groundwork for modern film editing. He developed the concept of "cross-cutting", interweaving multiple storylines to create parallel action and build suspense. This technique not only improved the flow of the story, but also increased the emotional impact on the audience. In addition, Griffith applied the "180-degree rule" to ensure consistent spatial relationships between characters and their surroundings, maintaining visual continuity from one take to the next. Griffith's approach to continuity editing marked a notable departure from the disjointed and experimental style of his early films.

ROLES OF A FILM EDITOR

Film editors play an important role in the filmmaking process, and their duties include both technical and creative aspects. The main roles and responsibilities of a film editor are:

Craft Story: One of the main responsibilities as a film editor is to shape the narrative of the film. They work closely with the director to understand the vision and intended style of storytelling. Editors carefully select and place shots, scenes and sequences to create a coherent and compelling storyline that captures the essence of the film.

Select and organize your footage: Film editors are responsible for reviewing all footage shot during production and choosing the best settings for each scene. Organize and categorize your materials to make them easier to access and work with during the editing process.

Story composition: Editors play a key role in building the flow and pacing of a film. Decide where to place key plot points, character arcs, and emotional beats to keep the audience engaged and emotionally engaged throughout the film.

Creating Continuity: Editors ensure continuity between shots and scenes to ensure consistent spatial relationships and visual consistency. They pay attention to details such as character and object placement to ensure a seamless and consistent visual experience for their viewers.

Collaboration with director: Film editors work closely with directors throughout the editing process. Receive feedback, make corrections, and work together to achieve your desired artistic vision and storytelling goals.

Manipulate time and space: Editors have the power to manipulate time and space through cuts and transitions. You can condense or expand time, create flashbacks, and build parallel narratives for enhanced storytelling and emotional impact.

Performance improvements: Editors play an important role in shaping an actor's performance. By selecting and arranging your recordings, you can emphasize specific emotions, reactions, and nuances during your performance.

Sound Editing and Design: Sound The film editor works with her designers and engineers to work on the audio elements of the film, such as dialogue, music, and sound effects, to complement the visual elements and contribute to the mood and atmosphere of the film as a whole.

Finish the cut The editor is responsible for delivering the final cut of the film, the culmination of creative decisions, and collaboration with the director and other post-production departments.

EDITING TECHNIQUES AND CONCEPTS

Understanding and mastering these editing techniques and concepts is essential for editors to bring their stories to life and significantly impact the audience's cinematic experience.

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One of his most notable theories is the "Rule of Six," suggested by the famous Hollywood film editor Mr. Walter Murch, which he discusses in his book *In the Blink of an Eye*. A film editing perspective. The Rule of Six, describes the elements that guide March's film editing decision-making process. Based on these criteria, one can decide which takes to use, how to arrange them, and how to create a coherent and emotionally resonant cinematic experience. The six criteria are:

Emotions: Choosing shots that evoke the intended emotion can create a deeper connection between the viewer and the characters and story.

Story: Each edit should move the narrative forward, clarify the plot, and reveal important information to the viewer. This standard ensures that editing is more than just a demonstration of technical skill, it promotes storytelling.

Rhythm: The shots have its own rhythm and tempo that should be timed and paced the cuts to maintain a natural flow and create an engaging rhythm throughout the film.

Eye track: Eye-trail refers to the trajectory a viewer's eyes follow when looking at a screen. The shot placement should capture the audience's attention smoothly and logically so that the audience can understand the story without confusion.

2D position of the screen: The screen is two-dimensional space two-dimensional so the shots should be carefully arranging shots to maintain visual continuity and avoid abrupt changes in character position or gaze to maintain spatial coherence and create a seamless visual experience.

Three-dimensional space: The spatial relationships between objects and characters remain consistent, providing a sense of continuity and realism. March's editorial theory emphasizes the artistic and emotional aspects of a work, emphasizing the importance of serving the story, engaging the audience emotionally, and maintaining visual and rhythmic coherence.

Continuity and unity: Continuity editing ensures that the visual and spatial relationships between shots are preserved, creating a seamless storyline and increasing the viewer's sense of immersion in the story.

Character development: Editing allows filmmakers to choose which shots to shoot and how to portray them, thereby emphasizing character traits, motivations and conflicts.

Visual storytelling: Beyond words, film editing is a powerful visual storytelling tool. Editors can convey information, images, and subtext through parallels and visual metaphors.

Economics of storytelling: Film editing allows filmmakers to streamline the storytelling process by condensing time, events, and information to make it more accessible and engaging to audiences.

Aesthetics and style: Your choice of editing style determines the overall tone and beauty of your film. Whether it's a quick action sequence, a slow dissolve in a love story, or an experimental jump cut in an art film, editorial decisions contribute to a film's unique identity in the storytelling process.

THE EVOLUTION OF EDITING TECHNOLOGY FILM STRIP TO DIGITAL

The move from filmstrips to digital editing systems is a significant milestone in the history of film editing, revolutionizing the way films are made and edited. In the early days of cinema, film editing involved physically cutting and stitching strips of actual celluloid film together to create sequences. The process was tedious and precise, as editors had to manipulate and carefully cut rolls of film to get the desired result. The advent of analog editing machines such as the Moviola in the early 20th century simplified the editing process to some extent, but still required working with physical rolls of film. However, the advent of digital technology in the late 20th century changed the film editing landscape. With the advent of digital editing systems, editors can transfer their footage to a computer and convert it into a digital file. This breakthrough eliminates the need to directly handle physical rolls of film, reducing the risk of damage and making the editing process more efficient. Editors can now access and edit footage digitally, enabling non-linear editing where scenes can be easily rearranged and edited without altering the original footage. The digital editing revolution has also brought many new possibilities. Editors now have access to advanced tools and software that give them precise control over every frame in the film. Visual effects, color correction, and audio enhancements can now be



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seamlessly integrated into the editing process, providing a richer and more dynamic approach to filmmaking. In addition, digital processing systems have provided cost-effectiveness and time-saving advantages. Traditional film editing requires expensive footage, extensive physical handling, and time-consuming manual processes. Digital editing allows filmmakers to work more efficiently, experiment freely, and cycle different versions of their film at no additional cost. The move to digital editing systems has also democratized the filmmaking process. As the cost of footage and physical editing equipment dropped, aspiring filmmakers had the tools they needed to tell their stories on screen, increasing independent filmmaking and creative experimentation. Digital editing systems are now the industry standard, and different software platforms offer a wide range of features to meet the diverse needs of filmmakers. Digital editing capabilities have transformed the art of film editing, empowering editors to push the boundaries of their creativity and deliver visually stunning and emotionally compelling cinematic experiences. From the tedious treatment of filmstrips to the dynamic and eclectic world of digital editing, this shift has arguably played a key role in shaping the modern filmmaking landscape.

THE ADVANTAGES AND CHALLENGES OF DIGITAL TECHNOLOGY IN FILM EDITING

Digital editing offers numerous advantages that have transformed the post-production process in filmmaking. One of the most significant benefits is the flexibility it provides to editors. With non-linear digital editing systems, editors can easily access and manipulate individual frames, allowing for precise and seamless cuts, transitions, and visual effects. The ability to work with digital files also reduces the risk of damaging original footage, providing a safer environment for experimentation and creativity. Additionally, digital editing streamlines the workflow, enabling collaborative editing with multiple editors working simultaneously on different parts of the project. It also facilitates easy revisions and versioning, allowing filmmakers to make changes quickly and efficiently based on feedback. Moreover, digital editing has democratized filmmaking, as it is more cost-effective than traditional film editing. The elimination of film stock expenses and the reduced need for physical handling of reels have lowered the barrier of entry for aspiring filmmakers, fostering a broader range of voices and creative expression in the industry. Digital technology has also expanded the possibilities for visual effects and post-production enhancements, making it easier to achieve stunning and immersive cinematic experiences. However, alongside its advantages, digital editing also poses some challenges. One of the primary concerns is data management and storage. High-resolution digital files can be large, requiring significant storage space and effective backup solutions to safeguard the precious footage. The complexity of digital editing systems also demands skilled technicians and editors who are well-versed in the software, which may require additional training and expertise. Another challenge is maintaining visual consistency when integrating digital effects into live-action footage. The seamless blending of computer-generated imagery (CGI) with real-world elements requires meticulous attention to detail and expertise in visual effects compositing. Furthermore, while digital editing offers a wealth of creative possibilities, the ease of making changes can lead to decision paralysis and an overwhelming number of options. Editors must strike a balance between exploration and adhering to the director's vision to prevent excessive revisions that may dilute the film's intended impact.

MODERN ERA: POST-CLASSICAL AND CONTEMPORARY EDITING STYLES

The modern era of film editing has seen a move away from the rigid conventions of classic Hollywood style to more diverse and experimental editing techniques. The post-classical era that began in the late 20th century brought a new wave of filmmaking that challenged traditional narrative norms. Filmmakers like Martin Scorsese, Quentin Tarantino, and David Lynch have embraced non-linear narratives, jump editing, and elliptical storytelling to push the boundaries of editorial to produce films that are bold, quirky, and thought-provoking. In addition, advances in digital technology have further evolved modern editing styles. Non-linear editing systems have become industry standards, giving editors greater flexibility and control over the editing process. The integration of special effects and CGI has also revolutionized the possibilities of visual storytelling, allowing live-action footage to blend seamlessly with computer-generated elements. Additionally, the rise of documentary film and reality TV has introduced new editorial approaches that emphasize credibility and an “along the wall” perspective. Documentary film editors often combine observational and storytelling techniques to create compelling stories while maintaining a sense of realism. In the modern era, editorial styles have become more diverse and experimental, reflecting the ever-changing landscape of cinema and the creative visions of filmmakers. The digital age has democratized film editing, allowing aspiring filmmakers to experiment with innovative

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techniques and tell stories in unique and compelling ways. As technology advances, so does the art of film editing, ensuring that the present age remains an exciting and transformative time for the world of cinema.

FUTURE TRENDS IN EDITING TECHNOLOGY

Due to rapid advancement in the technology, the future of editing technology offers exciting possibilities that will continue to shape the world of filmmaking.

Real-time editing and collaboration: The advent of fast processors and cloud-based computing makes real-time editing and collaboration all the more important. Editors can work on projects simultaneously regardless of geographic location, promoting more efficient and seamless teamwork.

AI-driven editing tools: Artificial intelligence (AI) and machine learning will play an increasingly important role in film editing. AI algorithms analyze footage, recognize patterns and suggest editorial decisions, streamline the editing process and provide editors with creative insights.

Virtual Reality (VR) Edit: As virtual reality gains traction in the entertainment industry, editing technology will evolve to enable VR content. The editor needs specialized tools to manipulate and assemble his immersive 360 footage, which comes with unique challenges and creative opportunities.

Improved integration of visual effects: Advances in visual effects technology have further improved the integration of CGI elements into live-action footage for a more realistic and seamless effect. Editing systems are becoming more versatile in handling complex visual effects compositions.

Automated color correction and post-processing: AI-powered color grading tools automate and streamline the color grading process, helping editors create more consistent, visually stunning results more efficiently.

Gesture and Voice-Controlled Editing: As natural user interfaces become more refined, gesture and voice-controlled editing tools may emerge, providing editors with hands-free control and enhancing their efficiency and productivity.

Blockchain for Copyright Protection: Blockchain technology may be integrated into editing systems to offer enhanced copyright protection, ensuring that original content and intellectual property rights are securely attributed to their creators.

Augmented Reality (AR) and Mixed Reality (MR) Editing: AR and MR technologies may find applications in the editing process, providing editors with additional context and information directly within their field of view, enhancing their decision-making capabilities.

High Dynamic Range (HDR) Editing: HDR technology will continue to evolve, enabling editors to work with a broader range of colors and brightness levels, resulting in visually stunning and vibrant cinematic experiences.

Adaptive User Interfaces: Editing software may incorporate adaptive user interfaces that adjust to individual editor preferences and workflows, providing a more personalized and intuitive editing experience.

THE SCOPE OF EDITING IN CINEMA

The scope of film editing in cinemas is vast and constantly evolving. From narrative building to evoking emotion, character shaping to establishing visual style, film editing plays a key role in creating a compelling and immersive cinematic experience. As technology advances and storytelling techniques advance, the scope of film editing will continue to expand, providing the world of cinema with endless opportunities for creativity and innovation.

CONCLUSION

A dynamic and integral aspect of filmmaking, editing has immense power to shape stories, evoke emotions and engage audiences. Throughout its history, film editing has evolved from the simple cuts of silent films to the complex and innovative techniques of the digital age. It is the invisible art that brings cinema to life, fusing image and sound to create

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an immersive and unforgettable experience for audiences around the world. In an ever-evolving world of cinema, film editing remains a timeless and powerful tool that continues to shape the way stories are told, capture the essence of the human experience, and leave a lasting impact on generations to come. The future of film editing is an exciting prospect with the integration of real-time collaboration, AI-driven tools, virtual and augmented reality, and enhanced visual effects.

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The Trend of South Indian Remakes in Hindi Films

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ABSTRACT: India is home to many different languages, civilizations, and films that date back a long time. Thus there's a constant exchange of cross-cultural habits, languages, rituals, and even films for that matter. Regional cinema rivals Hindi cinema in both quantity and quality. Therefore, the study makes an effort to illustrate the film industries in southern India, including those producing films in Tamil, Telugu, and Malayalam. Though they all have distinctive individual characteristics, the southern film industry is together referred to as "South Indian cinema." In recent times, the film industry has seen a significant rise in the trend of South Indian movie remakes. Hindi, Telugu, Tamil, and Malayalam are just a few of the languages in which successful South Indian films are being remade over time. However, remakes have been a common occurrence in the international cinema business for many years. Since the advent of the talkie period (1931), the Indian film industry, one of the biggest in the world, has been lured to remakes due to their capacity to guarantee revenues and high grosses. Additionally, remakes give producers and directors a great chance to reimagine a well-known movie. Thus, this chapter is an attempt to understand remakes in the Indian film industry, where the cross-culture influences a wide variety of consumption of these films. It also tries to explore the culturally diverse film industry of India which produces remakes that appeal to a wider range of viewers such as remakes of South Indian cinema in Hindi films. This chapter also focuses on the success and appeal of South Indian cinema as one of the primary causes of this tendency.

Keywords: *Remake, South Indian Films, Hindi Films, Indian film industry, Southern India, cross-culture*

INTRODUCTION

The Indian film industry is known for its vast and diverse range of movies. Over the years, one trend that has gained prominence in the Hindi film industry is the remakes of South Indian films. This book chapter aims to explore the phenomenon of remakes of South Indian films in Hindi films, shedding light on the reasons behind this trend, its impact on the industry, and the reception of these remakes among audiences. South Indian films, especially those produced in the Tamil and Telugu cinema industries, are well-liked not just in their home countries but also throughout India. These films have attracted a wider audience because of their original storytelling, compelling acting, and excellent production standards. When we talk about the reasons behind the growing remakes of South Indian films, one of the key aspects is the availability of successful scripts and proven storylines. By remaking a film that has already achieved success, Hindi filmmakers can reduce the risk associated with producing a new film and increase their chances of commercial success. Additionally, one must understand that remakes provide an opportunity to adapt and localize the story to suit the preferences and cultural sensibilities of the Hindi-speaking audience.

In this chapter, we are going to discuss the recent increase in remakes of South Indian films. The idea of remaking a film from one language to another seems like a new trend now, but this concept had been a regular practice in India for a long time. It seems like a new trend today when we see a large number of South Indian films getting remade into Hindi films, but if we look back in time, in the 60's era, the South industry was remaking a lot of Hindi films at that time. Films like :



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- JohnyMeraNaam – Raja (Tamil), EduruleniManishi (Telugu), ApoorvaSangama (Kannada). SeetaAurGeeta – Vani Rani (Tamil), Ganga Manga (Telugu),
- Bawarchi – Samayalkaran (Tamil)
- Koshish – Uyarndhavargal (Tamil)
- Yaadon Ki Baaraat – NaalaiNamadhe (Tamil), AnnadammulaAnubandham (Telugu)

And many such films were remade into South Indian films from the Hindi film industry. Thus, the practice of remaking films in the Indian film industry is not a new one. However, in this chapter, we will try to understand the recent surge in South Indian remakes in the Hindi film industry in today's time.

CINEMA IN INDIA

We all know the diverse culture and language of India is what makes us a unique blend of linguistic and cross-culture platter. The various languages spoken across various states in India helps to distinguish and identify the cinema or film industry. Hindi cinema, Tamil cinema, Telugu cinema, Malayalam cinema, Bengali cinema, Bhojpuri cinema, and so on would constitute the main classification of Indian cinema. What's interesting is that all these industries a lot of times adapt stories from each other to serve a tried and tested film in one language which is a success. Thus remakes come into play and enable audiences of pan India to have a varied platter of films at their disposal. Additionally, remakes offer a platform for actors and technicians to showcase their talent to a wider audience. Many actors, both established and emerging, have gained recognition and popularity through remakes of South Indian films. This trend has also facilitated cross-cultural collaborations and increased the exchange of talent between different film industries.

ASSIMILATION OF REGIONAL IDENTITY ACROSS PAN INDIA

Another important aspect to ponder upon is when remakes are made from the South Indian film industry to Hindi films the cultural and identity transformations that occur. When South Indian films are remade in Hindi, they serve as a medium through which regional identities are assimilated into the broader Indian identity, contributing to the diversity and unity of the nation. It is quite interesting to understand the socio-cultural implications of remakes in the Indian film industry, if we look at films like Chachi 420, Hera Pheri, Sathiya, Yuva, Bhulbhulaiya, Ghajini, Singham, Drishyam, Drishyam 2, Kabir Singh, Mili, VikramVedha, they all are film whose set up, characters, culture and identity are molded to represent the Hindi speaking people.

We must notice how South Indian films are adapted to suit the Hindi-speaking audience, considering the cultural differences and preferences. How the majority of the film elements, such as set-up, dialogues, songs, and characters, are modified and localized to appeal to the target audience which is Hindi speaking audience. Most of the remakes which are a success in Hindi are because these films could successfully modify and localize the film elements for a Hindi-speaking audience. Not only that, they can understand the cultural sensibilities, preferences, and expectations, and hence by incorporating these elements effectively, the film could resonate with the target audience and create a more engaging and relatable cinematic experience.

THE CURRENT REMAKES OF SOUTH INDIAN FILMS IN HINDI

One of the main reasons for the prevalence of remakes in the Indian film industry is, in fact, the popularity and success of South Indian cinema. Over the years, South Indian films, particularly those produced in the Tamil and Telugu industries, have amassed enormous popularity and praise from critics. Over many decades, many remakes have been made which are considered to be quite a success. Some of these films are Singham- a remake of Singham (Tamil), Sathiya – a remake of Alaipayuthe (Tamil), Bhulbhulaiya – a remake of Manichitrathazhu (Malayalam), Hera Pheri – a remake of Ramoji Rao speaking, Hulchul- a remake of Godfather (Malayalam), RehnaHaiTereDil Me- the remake of Minnale, Nayak – Remake of Mudhalvan (Tamil), Sooryavansham- a remake of Suryavamsam (Tamil), Rowdy Rathore – a remake of Vikramarkudu (Telugu), Kabir Singh – a remake of Arjun Reddy (Telugu) which became quite successful and popular among the Hindi speaking audience. If we look at how South Indian cinema's popularity and success contribute to the prevalence of remakes, we have to count some of these factors such as:



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Innovative Narratives & Unique Storytelling: South Indian films are renowned for their inventive storytelling styles. These films frequently combine several different genres, such as action, romance, comedy, and social themes. Remakes are very appealing because of the films' engrossing storytelling and captivating stories, which capture moviegoers. The innovative narratives and unique storytelling techniques employed in South Indian films have been widely celebrated and acknowledged as one of their defining features. These films often push boundaries, experiment with storytelling conventions, and offer fresh perspectives on various genres.

Strong Performances: South Indian films are renowned for the outstanding acting of the performers who bring the characters to life on screen. The intensity, emotional nuance, and diversity of the performances in these films are frequently commended. Filmmakers are drawn to replicate these films because of the popularity and acclaim these performances have garnered, as they want to have the same impact on the Hindi cinema industry.

Strong Regional Fanbase: South Indian films have devoted and devoted fans both in their regions and throughout India. These films have a huge fan base, and their appeal transcends linguistic boundaries. Fans eagerly await the release of their favourite South Indian films in Hindi, which generates a built-in audience for remakes thanks to the substantial regional fanbase.

Proven Success & Track Record: Many South Indian films have received both critical praise and enormous economic success. These movies have become well-known around the world, shattered box office records, and garnered honourable mentions. These films are appealing for remakes because of their track records of success and because Hindi film directors want to replicate that success in Hindi cinema.

Exchange of Culture and Pan-Indian Appeal: South Indian films frequently highlight the voluminous cultural legacy of the various areas. For the Hindi-speaking audience, the colourful costumes, distinctive traditions, and regional flavours represented in these films offer a welcome change of pace. Hindi remakes of popular South Indian films promote cross-cultural interaction, expose viewers to various regional cultures, and increase the films' pan-Indian appeal.

Another significant factor that influences the audience's reception is nostalgia. South Indian films that were popular in their respective regions evoke a sense of nostalgia among viewers, and this sentiment often translates into positive word-of-mouth and increased footfall at the box office. The remakes tap into the emotional connection that audiences have with the original films, leading to a favourable response. Thus, the remake of the South Indian films mostly receive positive reactions from the audience as the familiarity of the story and characters, coupled with the star power of popular actors, often contribute to the initial excitement and anticipation among viewers. Audiences appreciate the entertainment value, engaging narratives, and high production quality of these remakes. To understand all of the above-mentioned factors, these are some of the films which had been remade recently. Films like Jersey- the remake of the Telugu film named Jersey, Bholu – the remake of the Tamil film Kaithi, VikramVedha- the remake of Tamil film VikramVedha, Good Luck Jerry- the remake of the Tamil film KolamaavuKokila, Mili- the remake of Malayalam language film Helen, Shehzada- the remake of the Telugu hit AlaVaikunthapurramuloore many of the recent films which are remade from south Indian films. However, it is well known that not all of the remakes work at the box office in the same manner as the original. Most of these films mentioned here couldn't garner the massive response they did in the South with the original.

CONCLUSION

The available research on audience responses and box office performances of Hindi remake films of South Indian remakes suggests a generally favourable reception among spectators. When it comes to influencing audience reactions, elements like nostalgia, celebrity power, marketing tactics, regional identity, and cultural preferences are crucial. The success of these remakes at the movie office varies, with some finding significant commercial success while others may not.

In conclusion, we can say that the South Indian films' creative plotlines and distinctive storytelling have been crucial to their popularity and appeal. Apart from this, we can also conclude that as most of these films can be distinguished by their non-linear tales, socially relevant subjects, genre-merging, experimental techniques, strong character development, and visual spectacle, these films add to the rich storytelling legacy of the South industry. Due to this, it attracts a huge

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audience from Pan India, and thus producers from Hindi Cinema are also investing their money in South Indian remakes. Thus, these characteristics of South Indian films have not only attracted favourable reviews but also a devoted following, making South Indian films an important source for remakes in the Indian cinema industry.

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Cultural Heritage of Chhattisgarh

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ABSTRACT: *The history of Chhattisgarh's culture is extensive. The State is home to a very distinct and lively culture. Over 35 diverse tribes, both large and tiny, are dispersed throughout the area. Their pulsating folk music, dances, and dramas are delightful to behold and give a window into the state's culture. Pandwani, a musical retelling of the illustrious Hindu epic Mahabharata, is the state's most well-known dance-drama. Other well-known dance forms from the area include the Panthi, Soowa, and Raut Nacha (cowherds' folk dance). Chhattisgarh's cultural life includes a variety of traditional arts and crafts, tribal dances, folk music, regional festivals and fairs, and entertaining cultural events. The majority of the population in Chhattisgarh are tribal people who have simply and religiously kept their beautiful tribal culture.*

Keywords-*History, Chhattisgarh, Art, Food, Folk Dance, Culture, Tribal, Pandwani, Folk Music*

INTRODUCTION

The central Indian state of Chhattisgarh is a landlocked one. With a population of about 30 million, it ranks as the sixteenth most populated state in terms of size. It shares borders with seven states: Telangana and Andhra Pradesh to the south, Odisha to the east, Madhya Pradesh to the north, Maharashtra to the southwest, Jharkhand to the northeast. It was once a part of Madhya Pradesh, but on November 1st, 2000, it was awarded statehood, with Raipur being named the capital. On the Ramgarh hill in Chhattisgarh, the Sitabega caves, one of the earliest examples of theatre building in India, dating to the Mauryan period of the third century BCE. The oldest painting in India is found in the Jogimara caves, which also house an ancient Brahmi inscription. The message can be read as a declaration of love by a girl or as a dancer-painter collaborating to create a subterranean theatre. This area was formerly referred to as Dakshina Kosala. Both the Mahabharata and the Ramayana make reference to this region. A Shunga era excavation at Malhar has yielded one of the earliest statues of Vishnu.

Between the sixth through the twelfth centuries, this area was ruled by the Sharabhpurias, Panduvanshis (of Mekala and Dakshina Kosala), Somavanshi, Kalachuri, and Nagavanshi. The Chola dynasty's Rajendra Chola I and Kulothunga Chola I conquered Chhattisgarh's Bastar area in the 11th century. Additionally, Chhattisgarh has a very rich cultural heritage.

Tribal residents of Chhattisgarh have kept their rich tribal culture in a modest and pious manner. Oriya culture has an influence on the eastern regions of the state of Chhattisgarh. The state's residents are traditional and uphold a basic way of life based on their long-standing traditions and beliefs. Their eating habits, celebrations and fairs, clothes, jewellery, traditional dancing, and music are all obvious examples of this. Additionally, Chhattisgarh sponsors numerous cultural

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events including the Bastar Lokotsav, Sirpur National Dance and Music Festival, and Chakradhar Samaroh that highlight the state's thriving cultural life. The majority religion in Chhattisgarh is Hinduism. In addition, the state is home to sizable populations of Muslims and Buddhists. Additionally, several of the state's tribes have converted to Christianity while maintaining their own traditions and beliefs. You may say that other religious sects like Satnami, Kabirpanth, and Ramnami Samaj are offshoots of Hinduism. Chhattisgarhi, a Hindi dialect, is the primary language of communication in Chhattisgarh state. Chhattisgarh's official language is Hindi, which is primarily spoken by the state's urban population. In the past, Chhattisgarhi was known as "Laria" by Sambalpuri and Oriya speaking people, but "Khaltahi" among the local hill people. People in Chhattisgarh also speak Kosali, Oriya, and Bhojpuri, and Telugu is also spoken in a few locations within the state. Chhattisgarh, a tribally dense area, has a multicoloured tribal culture that reflects the bright hues of tribal existence. In India, the term "tribal" mostly refers to residents who are considered indigenous in other nations. According to the National Census, these individuals are categorised as "aboriginals" and listed according to tribes. The word "Tribal" is 'Adivasi' (ancient dwellers) in Hindi. Chhattisgarh is home to a large number of the tribes that make up India, as this region was once inhabited by a large number of tribes and was also peppered with tribes in antiquity. The earliest tribal communities in India are in Chhattisgarh, in reality. In the Bastar region of the state, it is also believed that the earliest tribal tribes have existed for over 10,000 years. Generally speaking, tribal people are not Hindus, but they have adopted a number of Hindu cultural elements.

FOLK CULTURE OF CHHATTISGARH.

Chhattisgarh, a state located in central India, is rich in folk culture and traditions. The folk culture of Chhattisgarh reflects the vibrant and diverse heritage of its various tribes and communities. Here are some key aspects of the folk culture of Chhattisgarh:

1. Dance Forms:-

Chhattisgarh is known for its colorful and energetic dance forms. Some prominent folk dances of the state include:

- Panthi: A dance form performed by the Satnami community, known for its religious significance and rhythmic movements.
- Raut Nacha: Performed during the Kartik Poornima festival, it involves men wearing traditional attire and dancing in groups with peacock feathers in hand.
- Karma: Associated with the Karma festival, this dance is performed to appease the deity of the same name, with a focus on agricultural themes.

2. Music:-

Folk music plays an integral role in the cultural life of Chhattisgarh. Instruments like the dholak, harmonium, mandar are commonly used. The songs often narrate stories of love, nature, and daily life experiences

3. Festivals: -

Chhattisgarh celebrates a myriad of festivals, and each community has its unique way of observing them. Some significant festivals include:

- Bastar Dussehra: Celebrated in the Bastar region, it is known for its distinctive cultural display and participation of various tribes.
- Madai: A tribal festival celebrated by the Gond and Baiga communities, it involves dance, music, and rituals to honor village deities.

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4. Chhattisgarh is renowned for its traditional art and craft forms. Some popular crafts include:-

- Bell Metal Craft: The tribal communities of Chhattisgarh are skilled in creating bell metal crafts, including utensils, statues, and jewelry.
- Pithora Paintings: Practiced by the Rathva and Bhilala tribes, these paintings depict stories of deities, animals, and nature on walls and floors.

5. Folk Tales and Mythology:-

The state has a rich repository of folk tales and mythology, which are passed down through generations. These stories often revolve around local deities, heroes, and legends.

6. Cuisine:-

The traditional cuisine of Chhattisgarh is diverse and reflects the use of local ingredients. Some popular dishes include chana bhatura, fara, chousela, and a variety of rice-based preparations.

7. Handicrafts:

Chhattisgarh is known for its handicrafts, including terracotta pottery, bamboo craft, and tribal jewelry. The folk culture of Chhattisgarh adds vibrancy and uniqueness to the cultural landscape of India and showcases the artistic and traditional richness of the state's communities.



Image:- 1 Raut Nacha

Source:- <https://shorturl.at/egvJP>

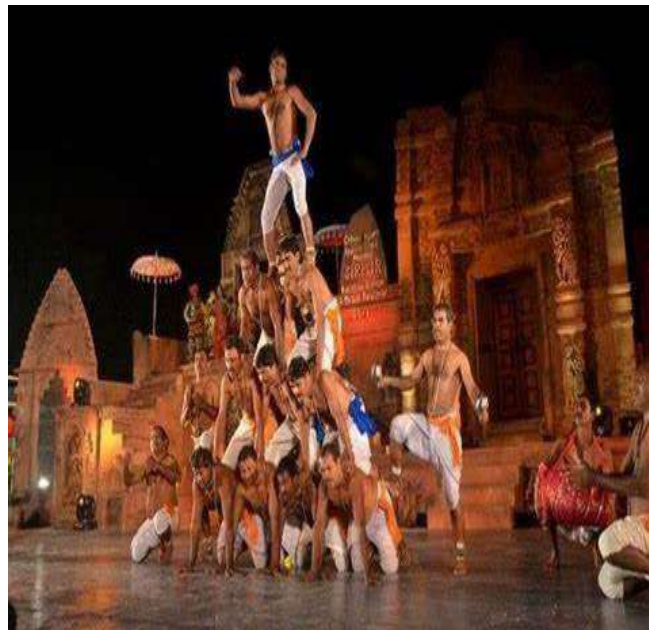


Image-2:- Panthi Dance

Source:- <https://shorturl.at/adzHU>

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Image-3:- Karma Dance

Source:- <https://rb.gy/sgv11>



Image-4 Bastar dussehara

Source:- <https://rb.gy/7x9bh>



Image-5 - Bastar Dussehara

Source:- <https://rb.gy/l1c1n>

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FOODS OF CHHATTISGARH

Certainly! As mentioned earlier, Chhattisgarh has a diverse culinary heritage, and here are more popular foods of the region:

Muthiya: Muthiya is a savory snack made from steamed rice flour and spices. It is often served with chutney and makes for a delightful tea-time snack.

Faraa: Faraa, also known as Chana Faraa, is a dish made from steamed chana dal dumplings. These dumplings are seasoned with spices and sometimes stuffed with a spicy filling.

Kusli: Kusli is a sweet dish made from rice flour, jaggery, and grated coconut. It is typically enjoyed during festivals and special occasions.

Red Ant Chutney: As mentioned earlier, red ant chutney is a unique and spicy chutney made from red ants and their eggs.

Chusela: Chusela is a crispy snack made from a mixture of rice and urad dal flour, spiced with various seasonings.

Bhajia: Bhajia is a deep-fried snack made from gram flour (besan) and vegetables like onions, potatoes, or spinach leaves.

Dubki Kadhi: Dubki Kadhi is a tangy and spiced yogurt-based curry that is often paired with rice or khichdi.

Kodo or Kutki Rice: Kodo or Kutki is a type of millet commonly consumed in Chhattisgarh. It is used to prepare various dishes, including rice-based ones.

Bore Baasi: Bore Baasi is a traditional dish where lentil dumplings are dried and stored for future use. They are then rehydrated and cooked with spices when needed.

Petha: Petha is a sweet candy-like delicacy made from ash gourd (winter melon) and sugar syrup.

Chapura: Chapura is a traditional dish made from roasted and crushed green gram (moong dal) mixed with spices.

Arhar Dal Puri: Arhar Dal Puri is a deep-fried bread made from a dough of lentils and wheat flour. It is a popular dish during festivals.

These dishes are just a glimpse of the diverse and flavorful cuisine of Chhattisgarh. The state's food is influenced by its rich agricultural produce, local ingredients, and the cultural practices of its diverse communities. Whether you are a fan of spicy snacks, unique chutneys, or sweet treats, Chhattisgarh's cuisine has something to offer for every palate.



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Image-6 Chausela

Source:- <https://shorturl.at/afh14>



Image-7:- Dubki Kadhi

Source:- <http://surl.li/jqjsr>



Image- 8 :- Fara

Source:- <http://surl.li/jqjuj>



Image-9:- Muthiya

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Source:- <http://surl.li/ijjvi>

FAMOUS ARTIST OF CHHATTISGARH

Teejan Bai: Teejan Bai is an iconic Pandavani artist, a traditional storytelling art form that narrates the epic of Mahabharata. She is known for her powerful and captivating performances and has received several prestigious awards for her contribution to folk arts.

Jhaduram Devangan: Jhaduram Devangan was a prominent Pardhan Gond artist known for his exceptional skills in Gond painting, a traditional art form of the Gond tribal community. His art often depicted the flora, fauna, and tribal life of Chhattisgarh.

Gangaram Alawa: Gangaram Alawa was a renowned folk artist and Pandavani singer who popularized the traditional art form in Chhattisgarh and beyond. He received recognition for his melodious renditions of Pandavani tales.

Kailash Sarang: Kailash Sarang was a prominent folk artist known for his contribution to the Teejan Bai style of Pandavani. He was admired for his storytelling abilities and the unique touch he brought to his performances.

Nand Kumar Dhruv: Nand Kumar Dhruv was a well-known folk artist known for his expertise in the Karma dance, a traditional dance form celebrated during the Karma Festival in Chhattisgarh.

Chandan Dai: Chandan Dai was a famous folk artist known for her skill in the traditional art of tattooing in the region. Her art was a cherished part of the cultural heritage of Chhattisgarh.

Jhumur Bai: Jhumur Bai was a talented folk artist known for her mastery in the Karma Naach, a traditional dance form performed during the Karma Festival. Her performances were vibrant and filled with energy.



Image-10:- Pandwani Singer Teejan Bai

Source : - shorturl.at/ijDE5

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CONCLUSION

The cultural heritage of Chhattisgarh is a treasure trove of traditions, art forms, and practices that have been nurtured and preserved over centuries. The state's diverse tribal communities and their unique way of life have played a crucial role in shaping its rich cultural tapestry. From colorful folk dances to intricate handicrafts, Chhattisgarh's cultural heritage is a living testament to the creativity and artistic expression of its people. The festivals of Chhattisgarh provide an opportunity for the communities to come together, celebrate their shared heritage, and pass down their customs to the younger generations. These festivals are marked by vibrant celebrations, religious rituals, and cultural performances that showcase the essence of the state's identity. The traditional practices and rituals followed by the people of Chhattisgarh reflect their deep-rooted connection to the land and their reverence for nature. These practices have been an integral part of their daily lives, fostering a sense of unity and harmony with their surroundings.

The architectural wonders of Chhattisgarh, including ancient temples and forts, stand as testament to the state's historical significance and religious heritage. They provide a glimpse into the skilled craftsmanship and architectural brilliance of the bygone eras. The literary heritage of Chhattisgarh, comprising folk songs, ballads, and oral traditions, has played a crucial role in preserving and passing down the cultural knowledge from one generation to another. Overall, the cultural heritage of Chhattisgarh is a vibrant mosaic that reflects the unity in diversity of its people. It serves as a source of pride for the residents of the state and continues to inspire and captivate people from different parts of the world. As the state moves forward, it is essential to protect, promote, and cherish this cultural heritage, ensuring that the rich traditions and practices continue to thrive and evolve for generations to come.

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Visual Understanding

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ABSTRACT: "Visual Understanding" is a captivating chapter that delves into the profound importance and significance of vision from the unique perspective of the human experience. This chapter categorizes certain visions into two distinct categories: Aesthetic and Art, and visual analytical approaches, while also emphasizing the critical need for understanding the world through our visual senses. In the first section, the chapter explores the human fascination with aesthetics and art. It delves into the innate human inclination towards beauty and explores how visual stimuli can evoke emotions, create connections, and facilitate the expression of complex thoughts and emotions. By analysing various artistic masterpieces, the chapter illustrates how the interplay of colours, forms, and compositions can resonate deeply with the human psyche, transcending language barriers and cultural boundaries. The second part of the chapter focuses on the visual analytical approach, highlighting how humans utilize their vision to comprehend and interpret the world around them. Our eyes serve as powerful tools for gathering information, enabling us to process vast amounts of data effortlessly. Visualizations, charts, and info graphics are explored as instrumental aids in understanding complex data, making it accessible and actionable. The chapter demonstrates how visual data representation enhances decision-making processes and empowers individuals in diverse fields such as science, business, and education. The chapter addresses the compelling need for fostering visual literacy in contemporary society. In an increasingly image-driven world, the ability to discern, interpret, and communicate through visuals becomes paramount. The chapter emphasizes the role of visual education in nurturing critical thinking, enhancing creativity, and promoting effective communication across cultures and disciplines. "Visual Understanding" highlights the integral role vision plays in the human experience, exploring its impact on aesthetics, art, analytical thinking, and the pressing need to cultivate visual literacy. By appreciating and harnessing the power of visual perception, individuals can unlock a deeper understanding of themselves and the world they inhabit, transcending boundaries and broadening horizons in the pursuit of knowledge and creativity.

Keywords- *Visual Perception, Aesthetic Expression, Artistic Interpretation, Visual Analysis, Emotional Connection, Visual Communication, Visual Literacy, Cognitive Processing*

INTRODUCTION

In a world inundated with a plethora of information and sensory stimuli, the human capacity for visual understanding stands as a remarkable and defining trait. From the dawning of civilization to the modern age, the human race has relied on its extraordinary visual perception to interpret, communicate, and appreciate the world that surrounds us. This chapter, aptly titled "Visual Understanding," embarks on a captivating exploration of the significance and multifaceted nature of vision from a distinctly human perspective.

Throughout history, the human fascination with visual experiences has been evident in every facet of life. From the earliest cave paintings, which depicted the triumphs and tribulations of our ancestors, to the grandeur of Renaissance masterpieces that captured the essence of the human spirit, art has served as a powerful medium of visual expression. In the first part of this chapter, we shall traverse the realms of aesthetics and art, unravelling the profound impact of visual stimuli on our emotions, thoughts, and cultural identity. As we delve into the captivating world of artistic creation, we shall witness how art transcends time and language, forging connections between disparate souls and igniting the flames of inspiration within the human heart.

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Vision's importance does not merely reside in the realm of artistic beauty; it also plays a pivotal role in the analytical sphere. Humans, endowed with the ability to process immense amounts of visual information, have honed their skills to perceive patterns, make correlations, and draw conclusions. The second segment of this chapter will shed light on the visual analytical approach, showcasing how individuals utilize their sight to decode complex data and unveil hidden insights. By employing visual representations, such as graphs, charts, and info graphics, we have developed a powerful toolset to comprehend intricate information effortlessly. Through this lens, we witness how visual understanding bolsters decision-making, drives scientific breakthroughs, and propels innovation across an array of disciplines.

With the advent of a digitally interconnected world, the urgency to cultivate visual literacy becomes ever more pronounced. The omnipresence of images and visual content demands that we equip ourselves with the ability to discern truth from deception, meaning from manipulation. As we tread into the final section of this chapter, we shall underscore the pressing need to embrace visual education. By nurturing visual literacy, we empower ourselves to traverse the vast landscape of visual media with discernment and critical thinking, enriching our lives with a deeper understanding of the diverse perspectives that shape our global society.

"Visual Understanding" embarks on an awe-inspiring journey, celebrating the magnificence of the human gift of sight. From the enchanting allure of artistic expression to the profound insights drawn through visual analysis, this chapter encapsulates the multifaceted and irreplaceable role vision plays in our lives. As we uncover the intricacies of visual understanding, we gain new perspectives that awaken our souls, expand our minds, and unify us as a species, perpetuating a legacy of visual exploration and enlightenment for generations to come.

HOW VISUAL STIMULI CAN EVOKE EMOTIONS, CREATE CONNECTIONS, AND FACILITATE THE EXPRESSION OF COMPLEX THOUGHTS AND EMOTIONS?

Visual stimuli possess an extraordinary capacity to evoke emotions, forge connections, and facilitate the expression of complex thoughts and emotions, transcending linguistic barriers and resonating deeply within the human psyche. Below are some references and examples that illustrate these powerful effects:

- 1. Emotion Elicitation:** Visuals can evoke a broad spectrum of emotions, from joy and awe to sadness and fear. A study published in the *Journal of Vision* (Doi: 10.1167/14.15.14) found that certain colours and compositions in images can trigger specific emotional responses in viewers. For instance, vibrant colours like red and yellow are associated with feelings of excitement and happiness, while muted tones such as blue and grey may evoke calmness or melancholy. By skilfully manipulating colours, artists can imbue their works with emotional depth, as exemplified in Vincent van Gogh's painting "Starry Night," which evokes a sense of wonder and serenity.
- 2. Forging Connections:** Visual stimuli can bridge gaps between individuals and cultures, fostering connections that transcend words. Iconic photographs, like the one taken during the Tiananmen Square protests in 1989, have become universal symbols of human resilience and the yearning for freedom, resonating with people around the world regardless of language or nationality. Additionally, renowned artists like Frida Kahlo and her self-portraits, which vividly portray her struggles and emotions, have connected with audiences on a deeply personal level, establishing a shared understanding of the human condition.
- 3. Facilitating Expression:** Visual art enables individuals to convey complex thoughts and emotions that may be challenging to articulate through language alone. One remarkable example is Pablo Picasso's masterpiece, "Guernica." Painted in response to the atrocities of war, the artwork powerfully depicts the horrors of the Spanish Civil War, communicating anguish, grief, and protest. The chaotic composition and distorted figures offer a visual language that allows viewers to comprehend the profound impact of conflict on human lives.

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4. **Visual Metaphors:** Visual metaphors are potent tools for expressing intricate concepts and emotions. In the book "Metaphors We Live By" by George Lakoff and Mark Johnson, the authors explore how metaphors shape our understanding of the world. For instance, the metaphor of "time as money" is visually represented in various cultures through imagery of clocks and hourglasses, linking the abstract concept of time to a concrete, visual representation that resonates with people universally.
5. **Therapeutic Applications:** Visual art is employed in art therapy to help individuals process and express complex emotions, particularly in cases where verbal communication may be challenging. Studies in the Journal of the American Art Therapy Association (Doi: 10.1080/07421656.2015.1122744) highlight how art therapy aids in healing trauma, reducing stress, and fostering emotional resilience through creative expression.

Visual stimuli possess a unique ability to tap into the depths of human emotions, establish connections beyond borders, and facilitate the expression of intricate thoughts and feelings. Artists, designers, and communicators alike harness this potent tool to communicate, empathize, and provoke thought, enriching the human experience in ways that words alone cannot achieve.

HOW HUMANS UTILIZE THEIR VISION TO COMPREHEND AND INTERPRET THE WORLD AROUND THEM?

Humans utilize their vision as one of the primary senses to comprehend and interpret the world around them. Our visual system is a complex and sophisticated network that processes visual information in a way that allows us to make sense of our surroundings, recognize objects and patterns, and navigate through our environment. This process involves several interconnected stages, and each step plays a crucial role in our visual understanding. Let's explore these stages in detail:

1. **Visual Reception:** The process begins with the reception of light by our eyes. The eyes consist of specialized cells called photoreceptors, specifically rods and cones, located in the retina. When light enters the eye, it strikes these photoreceptors, which convert the light into electrical signals that are transmitted to the brain through the optic nerve.
2. **Visual Processing in the Brain:** The electrical signals travel along the optic nerve to the brain's visual cortex, located at the back of the brain. The visual cortex is responsible for processing and interpreting the incoming visual information. The primary visual cortex is organized into different regions, each specialized in analysing specific visual features, such as colour, motion, form, and depth. This modular organization allows the brain to efficiently process complex visual scenes.
3. **Feature Extraction:** In this stage, the visual cortex extracts various features from the visual stimuli. For example, the brain identifies edges, lines, shapes, and colours within the scene. The process of feature extraction involves the integration of information from different parts of the visual field to construct a coherent representation of the visual scene.
4. **Object Recognition:** Once the features are extracted, the brain moves to the next level of processing, where it identifies and recognizes objects within the scene. This involves matching the extracted features to stored patterns in the brain's memory, allowing us to recognize familiar objects, faces, and places. Object recognition is essential for our ability to interact with the environment and understand the identity and function of various objects.
5. **Spatial Perception:** Our visual system also plays a significant role in spatial perception, enabling us to understand the layout of the world around us. The brain uses visual cues, such as relative size, perspective, and binocular disparity (the slight difference between the images seen by each eye), to determine the depth and distance of objects in our environment. Spatial perception is crucial for tasks like judging distances, navigating through spaces, and interacting with objects accurately.

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The human visual system is highly evolved and optimized to efficiently process visual information from the environment. Vision is our primary means of gathering information about the world, making it a critical sense for survival and adaptation. The visual cortex's modular organization allows the brain to process multiple aspects of a scene simultaneously, enabling us to process vast amounts of visual data in real-time.

Object recognition, a key aspect of visual understanding, is essential for our daily interactions and decision-making processes. Recognizing familiar objects and faces helps us identify potential threats, locate necessary resources, and navigate through familiar environments with ease. This ability is crucial for our social interactions, enabling us to connect with others by recognizing and remembering faces and expressions.

Spatial perception is equally vital for our survival and everyday functioning. Judging distances and perceiving depth allows us to move through our environment safely, avoid obstacles, and interact with objects efficiently. Spatial perception also contributes to our sense of balance and coordination.

In conclusion, our vision plays a central role in how we perceive, interpret, and navigate the world. From the reception of light in our eyes to the intricate processing in the brain's visual cortex, each step in the visual understanding process is essential for our ability to make sense of our surroundings and interact effectively with the environment. The complexity and efficiency of the human visual system highlight its profound significance in shaping our experiences and understanding of the world.

HOW THE INTERPLAY OF COLOURS, FORMS, AND COMPOSITIONS CAN RESONATE DEEPLY WITH THE HUMAN PSYCHE, TRANSCENDING LANGUAGE BARRIERS AND CULTURAL BOUNDARIES?

The interplay of colours, forms, and compositions in visual art possesses a remarkable ability to resonate deeply with the human psyche, transcending language barriers and cultural boundaries. This phenomenon is rooted in the fundamental ways our brains process visual information and the universal human responses to certain visual stimuli. Let's explore each element in detail and its impact on our emotional and cognitive experiences:

1. **Colours:** Colours have a profound impact on our emotions and psychological states. Different colours can evoke specific feelings and associations, which are often deeply ingrained in human experiences and cultural symbolism. For example, warm colours like red and yellow are commonly associated with energy, passion, and joy, while cool colours like blue and green are often linked to calmness, tranquillity, and nature. The emotional responses to colours are largely cross-cultural, meaning that people from different backgrounds and societies tend to associate specific emotions with certain colours.
2. **Forms:** Forms refer to the shapes and outlines present in visual art. Geometric forms like circles, squares, and triangles may evoke a sense of stability and order, while organic or irregular shapes can elicit feelings of dynamism or chaos. Additionally, the representation of familiar objects or figures in art can create a sense of recognition and familiarity, tapping into our collective memory and shared experiences as human beings.
3. **Compositions:** The arrangement and balance of visual elements within a composition significantly impact our perception and emotional response to a work of art. A well-balanced composition can create a sense of harmony and unity, whereas an asymmetrical or dynamic composition might evoke a feeling of tension or movement. The use of focal points can draw our attention and guide our gaze through the artwork, influencing our emotional engagement with the piece.

The resonance of colours, forms, and compositions with the human psyche is deeply rooted in our evolutionary and neurological makeup. Our brains are wired to process visual information efficiently and to recognize patterns and meaningful relationships in the visual stimuli around us. Throughout human history, visual art has served as a powerful means of communication, transcending language barriers and cultural boundaries to convey complex ideas and emotions.

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The universality of colour-emotion associations suggests a biological basis for our emotional responses to certain colours. Research in the field of psychology has shown that colour preferences and emotional associations tend to be remarkably consistent across various cultures and age groups. For example, studies have found that people tend to associate red with love, excitement, or danger, regardless of their cultural background. This shared understanding of colour-emotion associations allows visual artists to tap into a collective emotional language that resonates with diverse audiences.

Similarly, the impact of forms and compositions on our emotional responses is rooted in our cognitive processing. Certain forms and arrangements may trigger a sense of balance or imbalance, which can resonate with our innate desire for order and coherence. Artists skilfully utilize these principles to elicit specific emotional responses, whether it's creating a sense of tranquillity in a serene landscape or evoking intensity in a dynamic abstract composition.

Visual art's ability to transcend language barriers is a testament to its universality and power as a form of nonverbal communication. When experiencing a piece of art, individuals from different cultural backgrounds can connect with its emotions and themes on a primal level, fostering a sense of shared humanity and understanding.

In conclusion, the interplay of colours, forms, and compositions in visual art taps into our shared human experiences, emotions, and cognitive processes. This unique capacity of visual art to resonate with the human psyche makes it a potent tool for transcending linguistic and cultural differences, fostering cross-cultural connections, and conveying complex ideas and emotions in a universal language understood by all.

HOW VISUAL DATA REPRESENTATION ENHANCES DECISION-MAKING PROCESSES AND EMPOWERS INDIVIDUALS IN DIVERSE FIELDS SUCH AS SCIENCE, BUSINESS, AND EDUCATION?

Visual data representation plays a pivotal role in enhancing decision-making processes and empowering individuals in diverse fields such as science, business, and education. It facilitates the transformation of complex data into easily understandable and actionable insights, allowing individuals to grasp patterns, trends, and relationships more efficiently

1. Science:

a. Data Visualization in Research: Visual representations of scientific data, such as graphs, charts, and heat maps, enable researchers to identify patterns and trends quickly. Whether analysing the results of experiments, tracking changes over time, or exploring correlations, data visualization aids scientists in drawing meaningful conclusions and forming hypotheses.

b. Communicating Findings: Visual data representation enhances the communication of scientific findings to both experts and the general public. Info graphics, diagrams, and illustrations simplify complex concepts, making scientific information accessible and engaging to a broader audience. This facilitates knowledge dissemination, promotes collaboration, and encourages public understanding of scientific research.

2. Business:

a. Business Intelligence and Analytics: Visual data representation is a cornerstone of business intelligence and analytics. Dashboards and interactive visualizations help businesses monitor key performance indicators, track sales, analyse customer behaviour, and identify opportunities for growth. The ability to quickly grasp and interpret data empowers decision-makers to make informed choices and respond to changing market conditions.

b. Data-Driven Decision Making: Data visualization allows businesses to explore data from various angles, uncovering valuable insights that may not be apparent in raw data. By presenting data in visual formats like bar charts, scatter plots, and geographic maps, decision-makers can spot trends, outliers, and potential bottlenecks, leading to more effective and evidence-based decision-making.

3. Education:

a. Enhanced Learning: Visual data representation supports diverse learning styles, enabling students to absorb information more effectively. Visual aids, such as graphs, illustrations, and concept maps, make complex subjects more understandable and engaging, promoting active learning and knowledge retention.

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b. Data Visualization in Teaching: Educators can use visual data representation to present information in a compelling and memorable way. Whether illustrating historical timelines, explaining scientific processes, or simplifying mathematical concepts, data visualization enhances the effectiveness of teaching materials, fostering a deeper understanding of the subject matter.

c. Assessment and Progress Tracking: Visual data representation can aid teachers in monitoring students' progress and identifying areas that need improvement. By using visual tools like progress charts and grade distributions, educators can assess individual and class performance, adapting teaching strategies accordingly.

The effectiveness of visual data representation in decision-making across various fields can be attributed to the way our brains process visual information. Human brains are highly adept at recognizing patterns and trends in visual stimuli, making data visualization a natural and intuitive method for understanding complex information. Additionally, visual representations facilitate the simultaneous processing of information, allowing decision-makers to grasp multiple dimensions of data at once, leading to more informed and confident choices. In science, business, and education, time is often a critical factor. Visual data representation enables quicker comprehension of information, saving valuable time in analysis and decision-making processes. It also fosters effective communication by translating data into a format that is easily shareable and understandable to a wide range of stakeholders. Moreover, visual data representation helps mitigate the risk of misinterpretation or miscommunication that can occur with dense or verbose data. By presenting data in visually appealing and easily interpretable formats, individuals in different fields can make data-driven decisions with greater accuracy and confidence. In conclusion, visual data representation serves as a powerful tool for enhancing decision-making processes and empowering individuals in science, business, and education. Its ability to transform complex data into clear, meaningful insights enables faster comprehension, effective communication, and evidence-based decision-making, contributing to progress and success in various professional domains.

CONCLUSION

In conclusion, the chapter "Visual Understanding" unravels the multifaceted and profound impact of vision on the human experience. From the captivating world of aesthetics and art, where colours, forms, and compositions speak directly to our emotions and forge connections that transcend cultural boundaries, to the realm of visual analysis, where data visualization empowers decision-makers across diverse fields, our visual perception proves to be an unparalleled source of knowledge, inspiration, and communication. Through the lens of visual understanding, we have explored the universal language of visual art, a medium that communicates complex thoughts and emotions, surpassing linguistic barriers and uniting humanity through shared experiences. As we immerse ourselves in the interplay of colours, forms, and compositions, we gain insight into the deepest corners of the human psyche, revealing our collective desires, fears, and aspirations. Visual art, in its many forms, becomes a mirror reflecting not only the beauty of the world but also the complexities of the human soul. We have witnessed the transformative power of visual data representation in science, business, and education, where abstract figures and complex datasets metamorphose into insightful revelations. From guiding ground-breaking research to aiding informed decision-making in the corporate world, visual data representation fosters innovation, efficiency, and progress.

The journey of visual understanding has brought to light the significance of visual literacy in an increasingly image-driven world. As we cultivate this vital skill, we equip ourselves with the ability to discern, interpret, and communicate with greater clarity and precision, breaking down barriers and fostering understanding across diverse cultures and disciplines.

"Visual Understanding" celebrates the gift of sight and its profound influence on the human experience. From the dawn of art in ancient caves to the intricate visualizations of modern science, our capacity for visual perception has shaped our understanding of the world, enriched our lives with beauty and insight, and enabled us to connect with one another in ways that words alone cannot capture. As we conclude this chapter, let us embrace the significance of visual understanding and cherish the power of visual expression and interpretation. May this profound awareness guide us in appreciating the richness of our shared human experience and inspire us to embark on a lifelong journey of visual exploration, creativity, and enlightenment. Through visual understanding, we embark on a path of discovery, forging connections, celebrating diversity, and enriching our lives as we navigate the boundless universe of sight and perception.

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Impact of HRM Practices on Employee Commitment and Organisational Performance: A Study Based On Attitude towards ICT Adoption

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ABSTRACT: *This study explores the relationship between Human Resource Management (HRM) practices, employee commitment, and organisational performance, with a specific focus on employees' attitudes towards Information and Communication Technology (ICT) adoption. The rapid evolution of technology has significantly influenced how organisations operate, making ICT adoption a crucial factor for organisational success. The primary objective of this research is to investigate how HRM practices, such as training and development, performance appraisal, employee engagement, and communication, impact employee commitment to the organisation. Additionally, the study seeks to determine how employee commitment, in turn, affects organisational performance in the context of ICT adoption.*

To achieve these objectives, a mixed-method research approach is employed, combining both quantitative and qualitative data collection methods. A structured questionnaire is administered to a diverse sample of employees across various industries, measuring their attitudes towards ICT adoption, perception of HRM practices, and level of commitment to the organisation. Additionally, in-depth interviews with HR managers and executives provide qualitative insights into the strategies and approaches employed by organisations to foster employee commitment and utilise ICT effectively. The findings of this study are expected to contribute to both theoretical and practical aspects of HRM and organisational performance. Understanding the impact of HRM practices on employee commitment can help organisations design more effective HR policies to enhance employee engagement, productivity, and retention. Moreover, the research aims to shed light on the role of ICT adoption in driving organisational performance, considering the pivotal role of technology in the modern business landscape.

Keywords: *HRM practices, employee commitment, organizational performance, information and communication technology (ICT), Mixed method*

INTRODUCTION

Human Resource Management (HRM) is an associate operation in firms designed to maximize workforce performance so as to satisfy the employer's strategic goals and objectives. Mainly, HRM focuses on management of individuals inside firms, accentuation on policies and systems.

In short, HRM is the method of recruiting, choosing workers, providing correct orientation and induction, conveyance corrects coaching and developing skills.

HRM additionally includes worker assessment like performance facilitating appraisal, correct compensation and advantages, encouragement, maintaining correct relations with labor and with trade unions, and taking care of employee's safety, welfare and health by yielding with labor laws of the state or country involved.

The Scope of HRM

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The scope of HRM is incredibly wide. It consists of all the functions that return underneath the banner of human resource management.

The various functions are as follows –

Human Resources Planning - It is the method by that a corporation identifies what percentage

Positions are vacant and whether or not the corporation has excess employees or shortage of employees and afterward deals with this would be excess or shortage.

Job Analysis Design -Job analysis is outlined because the method of noticing regulation thoroughly the actual job duties and needs and therefore the relative importance of those duties for a given job. Job analysis style may be a method of coming up with jobs wherever evaluations are created concerning the information collected on employment. It provides an elaborate description concerning each and every job within the company.

Recruitment and Selection - With relevance the knowledge collected from job analysis, the corporate prepares advertisements and publishes them on numerous social media platforms and can be called enlisting. A number of applications are received once the advertising is bestowed, interviews are conducted and therefore the worthy workers are elected. Thus, enlisting and choice is one more essential space of HRM.

Orientation and Induction-After the workers are selected, an associate induction or orientation program is organized. The workers are updated concerning the background of the corporate yet as culture, values, and work ethics of the corporate and that they also are introduced to the opposite workers.

Training and Development-Employees have to endure the educational program that assists them to place up a higher performance on the task. Sometimes, coaching is additionally conducted for presently operating veteran employees thus facilitating them to improve their skills more which can be called refresher coaching.

Performance Appraisal-After the workers have completed around one year of service, performance appraisal is organized so as to envision their performance. On the premise of those appraisals, future promotions, incentives, and increments in wage are determined. Compensation coming up with and Remuneration-Under compensation coming up with remuneration, numerous rules and rules concerning compensation and connected aspects are taken care of.

Information and communication technology (ICT) at the geographic point combines electronics, pc systems, and telecommunications; poignant not solely the gathering and transmission of knowledge, however additionally its use in deciding .ICT aims to bring potency towards organization and improve social control. ICT supports a lot of fast and correct identification of issues and opportunities, which will increase the provision of relevant and timely data and, improves the speed and quality of deciding. The objective of this study is to see the impact of knowledge and Communication Technology on the potency of Human Resource Management. It specifically seeks to research however the employment of ICT affects the following human resources management practices; Human resource coming up with, training and development, choice and accomplishment, human resource evaluation and compensation. From the Nineteen Sixties to Nineteen Seventies, the impact of ICT was additionally evident on the management} control and also the approach managers perform their duties. Since the 90's the impact of ICT has fully grown speedily and is influencing the business strategy and overall structure portfolio. Actually the functioning of the whole organization has been modified with the amendment in technology. Future prosperity is probably going to turn on the utilization of scientific and technical information, the management of knowledge, and also the provision of services. Whereas the impact of ICT is apparent on the general organization, this analysis can target ICT connected changes, notably related to Human Resource Management (HRM).

Human resource department manages the foremost vital resource of the organization i.e. the hands. The impact of technology has increased the fight of the hour department within the current times and professionals have less personal or one to 1 contact with structure workers as they once did in times of lesser or without technology. Personal contact was once the cornerstone of client service in HR; but in current times it simply exists for meet and greet relationships. Departments currently follow the result homeward approach and make sure that access to the data is continuous and not reserved to the restricted time slots, and this has been created with the assistance of technology (Doran, 2003). Many of the companies around the world invested with in pc applications to manage worker records, payroll, compensation and edge administration. A standard payoff to such investments clothed to be a lot of economic data management (Broderick & Boudreau, 1992). Historically it was thought that solely few of HR's processes were thought of eligible for automation,

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however it's been found that several workflows associated with the management of hours were ideally appropriate for automation (Doran, 2003). Till the primary decade of 21st century, most of the practices are virtually modified and completely laid low with ICT together with paperless workplace (Doran, 84: 2003; Wali, 2010), timely group action, automatic work practices (Wali, 2010), telecommuting (Baloh & Trkman, 2003; Wali, 2010), dealings process, electronic reportage and chase applications (Broderick & Boudreau, 1991), e-recruiting, web primarily based staffing and worker development (Baloh & Trkman, 2003). The work practices of human resource departments are not simply restricted to their own department; these practices ultimately have an effect on the entire organization and its workforce. Any amendment within the practices, such as ICT primarily based hour practices ultimately have an effect on the practices and policies of the general organization. ICT acts as a tool for Managers to implement and enforce policies (Wali, 2010). Once these ICT connected changes in HRM practices are enforced in a very systematic and coordinated manner they're termed as Human Resource data Systems (HRIS).

REVIEW OF LITERATURE

There are contrasts in inspiration factors between Slovak representatives as far as gender, age, and occupation position. Because of the exploration results, huge quantities of genuinely critical contrasts between singular representative classifications were noticed. Bosses should zero in on making singular inspiration programs for representatives concerning their necessities regarding sexual orientation, age, and occupation position. It is suggested that endeavours centre their inspiration programs around supporting inspiration factors identified with financing, shared connections, and working conditions. Our outcomes can be utilized in the directors' dynamic cycles to make inspiration programs since each of the three territories (age, gender, work classification) and their shared corporations are covered there. The focal point of the examination will be set on different corporations, not just as far as sexual orientation, age, and occupation position, yet also as far as instruction, rank, or territorial association; this can be viewed as the exploration limit. (Silvia Lorincová 2020). The examination uncovers alternate points of view of postal representatives about the reception and utilization of IT at work. Gender, age, and experience go up to affect the acknowledgment levels of the representatives towards IT use in their work environment. These elements thus need to be considered by the (HR) staff while creating HR systems in the postal office. (Payal datta 2018). We can express that the fundamental part of the executives of any association is to hold quality representatives. Notwithstanding, the age and word related order of workers should be considered inside HRM systems. During the time spent inspiration, chiefs should consider further social territories as well (gender, training, status). It brings about the more confounded administration of HR related with meeting endeavour objectives. Along these lines, the issue of individual inspiration programs made for singular workers custom-made to representatives' necessities should be examined. (Silvia Lorincová 2018)

The profits expected of ICT for improvement have not emerged because an enormous piece of the total populace—60%—remain disconnected. The principle advantage it distinguishes is the upright organization impact through a high introductory fixed capital (e.g., in setting up an online internet business stage) however low or almost zero extra negligible expense for ensuing use by new participants. The report in any case leaves out the conversation on approaches to encourage access to those parts of innovative change inside which ICT plays one segment of a bigger socio-hierarchical move. (Kambaiz Rafi 2018). Respondents thought that adaptability is exceptionally esteemed and significant for work execution. It empowers them to adjust the requests in work just as close to home life at home. All the while, it communicates signals through which workers feel more esteemed. What's more, in the end, influences work execution straightforwardly through commitment. Respondents thought about it as a significant part of occupation execution just as higher work commitment. Harmoniously, our examination expands on the significance of FHRM as a significant middle person between the detailed predecessor and result. (Chandra Sekhar 2017). E-HRM really increments hierarchical execution essentially in practically all the zones. E-HRM Usage can support association productivity, viability, monetary capacity and so on. It can make an Association centre more around the work instead of everyday assignment which will further increment hierarchical Execution. With the new period of the twenty-first century, E-HRM can be utilized in such countless creative ways that we scarcely figure out how to start to expose it. With the presentation of Artificial Intelligence, there are endless Potential outcomes in E-HRM. (MD. Tanjil Ahmed 2019)

This examination uncovers that workers who have Inward locus of control conviction that authoritative responsibility Is important for worker execution, though, representatives who have an outer locus of control conviction that authoritative responsibility doesn't assume a significant part in worker execution. Also, research on LOC uncovers that internal locus



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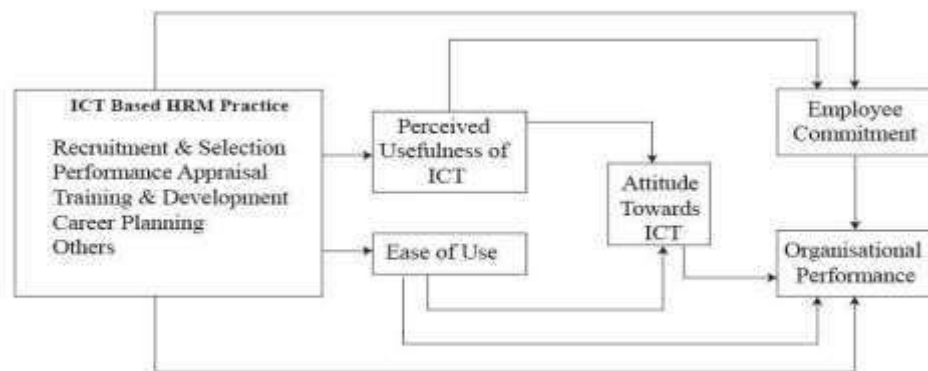
LOC is vital likewise with this worker take the dependable of the relative multitude of credits and claims, face challenges and rouse him/her to accomplish the set objectives though, representative with outer locus of control sit tight for the outside circumstance to come in his/her courtesy. It is a significant obligation of the trough to help their workers in agreement and mould their locus of control since locus of control can be changed with appropriate preparation and viable correspondence. (Amir Ali Khushk 2019) This exploration reminds that every association has its own special atmosphere that is seen with regards to the particular association. Additionally, the impact a lot that an authoritative atmosphere can welcome on the representative exhibition ought to be consistently mindful. It is essential to comprehend what the necessities of the workers are while making also, executing the objective of improving the authoritative atmosphere. Consequently, the arrangement of the importance of authoritative atmosphere and representative execution can't be overlooked to distinguish the achievement or disappointment of the organization and execute the appropriate projects that help up the presentation level in the association in both long and present moment. (Yee Poh Li 2017) The initiative nature of administrators is a significant factor that decides the commitment and execution of workers in the association. Of late, the administration writing features the part of the groundbreaking authority in assuming a critical job in representative execution in various sorts of ventures across the world. Because of this reason, an examination is done to research the part of ground breaking authority on worker commitment and execution in the ICT industry in the UAE as the nation has been giving a lot of significance to the improvement of this industry because of its urgent job in information the executive's application, which is one of the great targets of the leaders of this nation now. The investigation demonstrates that there is a considerable effect of the ground breaking initiative on representative commitment and worker execution in this industry in the UAE.(Srinivasa Raghavan Murali 2020)

The exploration paper talks about the idea of Human Assets Management Practices with regards to turning material businesses in Tamil Nadu. In this investigation, five HRM rehearses were tried to recognize sway on the association responsibility. According to the findings, out of five HRM rehearses; all the variables have extraordinary sub-factors affecting the authoritative responsibility of the workers inside material businesses. Among all the factors, preparation and advancement, remuneration and advantages and government assistance exercises have the best effect on the authoritative responsibility. (Chenniappan Loganathan 2017)

Rationale of the study

ICT in common parlance has emerged as a communicable medium and has acquired almost every sphere of life. May it be daily life or an organizational activity; it has emerged as an unavoidable wing of practice. ICT is thoroughly practiced in organizations mainly related to human resources management practices. However adopting ICT based HRM practices has been a challenge for employees across organizations. The motivation behind the study lies in studying the usefulness of ICT based HRM practices in organization and ease of use towards these practices. Attitude of the employees towards this ICT based HRM practices opens avenues for commitment among employees and organizational performance. Altogether the integration of ICT blend in the traditional means of human resource practice has provided suitable avenues and interest behind this study.

Framework



Conceptual Framework

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Objectives

Research Objectives:

1. To study the ICT based factors relating to HRM practices in selected manufacturing companies in Chhattisgarh.
2. To study the effect of ICT based HRM practice on attitude towards ICT employee commitment and organisational performance.
3. To study the effect of perceived usefulness of ICT and ease of use of ICT towards attitude formation, employee commitment and organisational performance.
4. To study the effect if attitude towards ICT on employee commitment and organisational performance.
5. To study the mediating and moderating effects of perceived usefulness of ICT, ease of use and attitude towards ICT in the link between ICT based HRM practice and employee commitment.
6. To study the mediating and moderating effects of personal usefulness of ICT, ease of use and attitude towards ICT in the link between HRM practices and organisational performance.

Hypothesis

1. Practice of ICT-based answer impact as it would emerge as a positive mediator of attitude towards ICT employee commitment and organisational performance
2. Perceived usefulness and ease of use of ICT would emerge as a positive predictor of attitude formation employee commitment and organisational performance
3. Attitude towards ICT or employees would lead to positive employee commitment and organisational performance
4. Perceived weakness of ICT, ease of use and attitude towards ICT would moderate the link between ICT based HRM practice an employee commitment
5. Perceived usefulness of ICT ease of use and attitude was ICT would moderate meditate the link between ICT based on performance?

Methodology

Research methodology helps the researcher to solve the research problem systematically. For the following we use population, sample size, research design, sampling technique, statistical tools etc. for the solution of the research problem.

Population: - The population of the study will be employees of the private manufacturing firms of Chhattisgarh state which will include both the small and medium scale Industry.

Sample: -The sample of the study will be individual employees of different managerial level as an Administrative, Technical and Executive of selected private manufacturing firms of Chhattisgarh state.

Sample Size: - The sample size of the study will be 300 respondent employees.

Research Design: - In this study, Co relational research design will be used which is helpful to figure out the relation between two or more variables.

Sampling Technique: -Cluster and Judgmental technique will be used in this study.

Statistical Software: - The statistical software for the data analysis will be SPSS and AMOS.

Strategical Tools: -Strategical tools will be regression INNOVA descriptive and inferential statics and as per the suitability others will be used.

Expected Outcome of the Study

The culmination of this study offers a compelling vision, suggesting that the incorporation of Information and Communication Technology (ICT) into human resource management practices holds the promise of fostering a distinct paradigm shift in how employees perceive and engage with their organizational roles. The findings propose that as organizations embrace ICT-driven methodologies, a ripple effect of amplified utility and perceived value is poised to resonate deeply within the workforce. A cornerstone finding of this study underscores the symbiotic relationship between this heightened sense of utility and the development of a positive attitude towards ICT integration. As employees begin to recognize the tangible benefits and transformative potential that ICT tools bring to their professional endeavors, a natural inclination towards these technological tools is expected to crystallize. This inclination, in turn, has the potential to evolve into a profound commitment to the overarching mission of the organization.

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Moreover, this research postulates that the perceived usefulness of ICT tools, coupled with their seamless integration into daily operations, can emerge as pivotal enablers of not only robust employee commitment but also heightened organizational performance. When employees discover that technology amplifies their capabilities, streamlines tasks, and reduces complexities, they are more likely to align their commitment with the organization's objectives. This alignment, in turn, can catalyze amplified productivity and enhanced outcomes on the organizational spectrum. Importantly, the study illuminates the transformative power of cultivating a positive attitude towards ICT-oriented practices. Such an attitude not only fortifies employee commitment but also serves as a catalyst for broader organizational performance elevation. By nurturing a work environment where employees not only embrace but enthusiastically champion technological tools, organizations position themselves at the forefront of innovation and adaptability. The culmination of this study presents more than just findings; it unfurls a comprehensive model that has the potential to reshape the very contours of human resource management theory. The insights gleaned from this research serve as a potent foundation for the construction of new paradigms that seamlessly meld technology and employee commitment. In doing so, the study serves as a guiding compass for future managers and decision-makers, aiding them in formulating strategic decisions that are not only attuned to contemporary dynamics but also poised for future relevance. In summary, this research weaves a narrative that navigates the intricate intersection of ICT-infused human resource practices, the fabric of employee commitment, and the tapestry of organizational excellence. By casting a spotlight on the intricate interdependencies between these domains, the study empowers organizations to chart a course towards a dynamic workplace ecosystem where commitment flourishes, driven by the harmonious marriage of technology and strategic foresight.

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A Healthy Life Needs a Healthy Food - Comparative Study Between Fresh Foods Versus Canned Foods

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ABSTRACT: *Fresh food and canned food are very different from each other. Fresh food has not been dried, smoked, salted, frozen and canned. There are so many way to processing of food, but majorly only two way of safe processing, first one is boiling water bath and second one is pressure canned method on their low acidic nature food like red and white meat, fish and shall-fish and dairy products and all vegetable and also high acidic food include like fruits. Both fresh food and canned food have its disparities and likenesses. Fresh food loses the majority of nutrients. Fresh food is healthier in eating compared to canned food. If we are talking about prices the canned foods are much expensive, because in canned food they added modifiers to increase their shelf-life and also they need packaging, whereas in fresh food they are cheap in prices, but we have to finish as soon as possible As we come to know that fresh food has normally good flavor and taste whereas canned food does not have a reasonable flavor and tastes. Fresh food has more nutritive value as compared to processed food (Canned food), whereas fresh food is healthier in comparison to canned food. Fresh food costs less as compared to canned food. There is no consistency among fresh food as it is not available throughout the year but this is not the case in canned food. Fresh food can't be stored for a long time without refrigerators but canned food can be stored. It is easy to cook canned food as compared to fresh food. The choices of food selection totally depend on personal choice, because fresh food has its nutritive value whereas in case of canned food the food value is not up to mark.*

Keyword: *Fresh food, canned food, modifiers, nutritive value, storage time*

INTRODUCTION

Food is the most imperative element in keeping us alive and vindicating our better health. Aliment that we expend chooses the way our body is. A lot of food and by having unhealthy food will just prompt illness that our body on occasion can't hold up under. Therefore, settling on which food is better for our health is the main concern.

The current trend is pushing fresh, organic foods for nutrition and health, but verity be told, fresh vegetables aren't inescapably more nutritional than canned. A 1997 study by the University of Illinois Department of Food Science and Human Nutrition set up that mimetic fruits and vegetables give as important salutary fiber and vitamins as the same corresponding fresh foods, and in some cases, indeed more.

Furthermore, most people don't have home auditoriums able to supply the food to them. Numerous fruits and vegetables grow only in certain corridors of the world, under specific temperature and moisture surroundings, and at particular times of the time. In addition, fruits and vegetables are generally over 90% water and, once they're gathered, begin to suffer advanced rates of respiration, performing in humidity loss, quality deterioration and implicit microbial corruption. Numerous fresh fruits and vegetables have a shelf life of only days before they're unsafe or undesirable for consumption. Storage and recycling technologies have been employed for centuries to transfigure these perishable fruits and vegetables

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into safe, succulent and stable products. While canning the food it slows down the respiration of food production and it allows to increase the shelf lives of food. Canning serves to transfigure perishable fruits and vegetables into products that can be consumed time round and transported safely to consumers all over the world, not only those located near the growing region. As a result of processing, respiration is arrested, thereby stopping the consumption of nutritional factors, the loss of humidity and the growth of microorganisms. The first ideal of fruit and vegetable processing is to insure a safe product, but processors also strive to produce the loftiest- quality products. Depending on how processing is carried out, it may affect changes in color, texture, flavor and nutritive quality, the study of which is the subject.

Canning is a system of conserving food in which the food contents are reused and sealed in a watertight vessel. Canning provides a shelf life generally ranging from one to five times, although under specific circumstances it can be much longer. A snap- dried mimetic product, similar to mimetic dried lentils, could last as long as 30 times in a comestible state. In 1974, samples of canned food from the wreck of the Bertrand, a steamboat that sank in the Missouri River in 1865, were tested by the National Food Processors Association. Although appearance, smell and vitamin content had deteriorated, there was no trace of microbial growth and the 109- time-old food was determined to be still safe to eat. (Muhammad, E, 1974).

Eating is an exertion that we as humans do at least two times a day. In the current scenario there are so many varieties of food available for a day, still we are confused about what to cook?

Although there are numerous different foodstuffs, they're divided into two main orders; fresh food and canned food. There are so many differences in Fresh food and canned food differ there taste and prices.

Review of Literature

Fresh food is food which has not been saved and has not been putrefied yet. For vegetables and fruits, this means that they've been lately gathered and treated duly postharvest; for meat, it has lately been massacred and butchered; for fish, it has been lately caught or gathered and kept cold. Dairy products are fresh and will spoil snappily. Therefore, fresh rubbish is rubbish which has not been dried or interspersed for aging. estranged cream may be considered" fresh".

Fresh food has not been dried, smoked, interspersed, firmed, canned, pickled, or else saved. Farther, Canning is a system of conserving food in which the food contents are reused and sealed in a watertight vessel. Canning provides a shelf life generally ranging from one to five times, although under specific circumstances it can be much longer. A snap- dried mimetic product, similar as mimetic dried lentils, could last as long as 30 times in an comestible state

Foods are placed in jars or other similar containers and heated to a temperature that kills the microorganisms that produce food that can be stolen as part of the canning process. During this heating process, the jar is compelled to release air; when it cools, a vacuum seal is produced. This hoover seal stops air from entering the product again and bringing potentially harmful microorganisms with it.

Safe Canning styles: There are two safe ways of processing food, the scorching water bath system and the pressure canner system

- The scorching water bath system is safe for tomatoes, fruits, logjams, jellies, pickles and other preserves. In this system, jars of food are hot fully covered with boiling water (212 °F at ocean position) and cooked for a specified quantum of time
- Pressure canning is the only safe system of conserving vegetables, flesh, flesh and seafood. In a specialized pressure cooker that is heated to at least 240 °F, food jars are set in 2 to 3 elevations of water.

The fundamental reason for pressure processing is a bacteria known as Clostridium botulinum. Though the bacterial cells are killed at boiling temperatures, they can form spores that can rebel these temperatures. The spores grow well in low acid foods, in the absence of air, similar as in mimetic low acidic foods like flesh and vegetables. When the spores begin to grow, they produce the deadly botulinum toxins (venoms). The only way to destroy these spores is by pressure cooking the food at a temperature of 240 °F, or over, for a specified quantum of time depending on the type of food and altitude. Foods that are low acid have a pH of further than 4.6 and because of the peril of botulism, they must be prepared in a pressure canner.



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The low acidic foods include

- Flesh
- Seafood
- Dairy products
- All vegetables

High acid foods have a pH of 4.6 or lower and contain enough acid so that the *Clostridium botulinum* spores cannot grow and produce their deadly poison. High acidic foods can be safely canned using the scorching water bath system.

The high acidic foods include

- Fruits
- Duly pickled vegetables

Certain foods like, tomatoes and figs, that have a pH value near to 4.6 need to have acid added to them in order to use the water bath system. This is fulfilled by adding bomb juice of citric acid.

- **Water Bath Canners**

A water bath canner is a large kitchen pot, with a tight fitting lid and a wire or rustic rack that keeps jars from touching each other. The rack allows the scorching water to flow around and under jars for a more accurate processing of the contents. The rack also keeps jars from hitting each other and cracking or breaking.

However, clean cotton dish napkins or analogous can be used to pack around jars, If a rack isn't available. If a standard canner isn't available any large essence vessel may be used as long as it's deep enough for 1 to 2 elevation of hastily boiling water to cover the jars. The periphery of the canner should be no further than 4 elevation wider than the periphery of your cook stove's burner to insure proper heating of all jars. Using a marshland kettle that fits over two burners isn't recommended because the middle jars don't get enough heat. An electric ranges, the food cans must be flat bottoms. Out-of-door fire recesses with a solid grate will also work still close attention is needed to ensure proper boiling temperature.

Pressure Canners

A pressure canner is an especially- made heavy pot with a lid that can be closed brume-tight. The lid is fitted with an articulation (or gentle- incline), a dial or weighted pressure hand and a safety fuse. Newer models have a redundant cover- cinch as an added palladium. There might or might not be a gasket. The pressure cooker features a rack as well. Make sure to read the operation instructions because each type differs from the others.

Canned Food

Fortunately for those who calculate on accessible bags from the freezer aisle, studies suggest canned veggies have just as numerous nutrients (if not further) as their fresh counterparts. Fresh fruits and veggies produce enzymes (trypsin and chymotrypsin) that beget loss of color, flavor, and nutrients just after crop. However, if your fresh harvest spoils before you can consume it, canned and firmed fruits and vegetables are more dependable options. Retailers have to apply a fairly high periphery to fresh yield to compensate. The nutrient content of canned and firmed fruits and vegetables is similar to fresh and, in some cases, it may be advanced than fresh. Fruit and vegetables begin to lose nutritive value from the first moment they're picked, and canning and indurating installations are located near granges for that veritably reason. It can, still, occasionally take weeks to transport fresh yield from the ranch to store shelves, during which period numerous of the precious nutrients can be lost. For this reason, after being picked, fresh food is typically treated with preservatives to prevent it from rotting while also exposing consumers to additional unnecessary chemicals. At the same time, fresh studies show that canning increases the vacuity of certain antioxidants in foods and vegetables. Canned cups are generally low in impregnated fat and calories while containing high fiber content, which can reduce the pitfalls of heart complaint or diabetes. Canned pumpkin, for illustration, contains advanced attention of beta carotene than fresh pumpkin, and the immersion in sludge of lutein, an antioxidant that has been linked to a reduction. The heat from the canning process also aids in the formation of cataracts and macular degeneration. Beyond these essential benefits, barrels are also being set up to be salutary to promoting a healthier life among consumers. Canned products remain the perfect chief foods to stock over on and have on hand at any time; they're available time- round 24/7 and give an easy means for people to consume the recommended diurnal quantities and kinds of fruits, vegetables, flesh and so on. From ready- to serve gravies, consumers are presented with a variety of products available in barrels. Single- serve barrels, for illustration, allow consumers to enjoy portion- controlled refection's and healthy snacks straight from the package, in the process saving time and trouble associated with preparing a separate dish and drawing up. For this growing trend,



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CROWN Food Packaging North America's single-serve, coliseum-shaped barrels make it easy to consume healthy packaged foods.

Fresh Food VS Canned Food

Both fresh and mimetic foods have its difference and likenesses and individualities will pick between the two counting upon their requirements and precedence.

- Flavor

Fresh food - Is typically brimming with flavor and taste in light of the fact that they keep up the maturity of vitamins and minerals and they're consumed within a short period of time. As it were, fresh food has a more noteworthy taste likewise, enhance as they're expended with no added seasoning. Canned food, on the other hand, constantly doesn't have a reasonable flavor and tastes contrastingly to fresh food as chemical have been added to them to expand timeframe of realistic usability.

- Nutrients

In light of the fact that fresh food loses the maturity of its supplements while in the process from the estate to the request so it has lower nutrients as compare to canned food. Generally canned food has further aliment than fresh food; canned food still has its supplements put down in it.

- Healthy

Fresh foods are healthier as compare to processed food, because it includes no additives or preservatives, food is better to consume than canned food. Still canned food isn't as sound as eating fresh food. This is on account of canned food contains multitudinous chemicals in it to cover it from turning sour. These chemicals can thus make a man sick and in the long run it may indeed prompt growth in the event that it's expended regularly.

- Cost

Fresh food is less expensive and it's in range of every existent. Canned food is more precious as compare to fresh food and it can't be swung by everyone. Thickness There's no thickness among fresh food as it isn't available throughout the time. Canned food is remained harmonious and available throughout the time.

- Storage

Fresh food can't be stored without refrigerators. Canned food can be stored in shelf for longer time period.

- Cuisine time

As cuisine time for fresh food is more and it requires further work on it. Still, it's easy to cook and serve the canned food and it requires lower time to cook.

Conclusion

In addition to tasting better, fresh food is better for the body, as it has further nutritive value. Fresh yield retains all of its vitamins, minerals and enzymes, making it much better to eat than produce that has lost utmost of its nutritive value through being firmed. There are numerous advantages to eating healthy, and vulnerable boosts and good moods are only the morning. However, do kids understand why eating fresh foods is "better" for them? What's the difference from a tomato from the grocery stores one grown in a theater (or bought at a original planter's request)? The difference between a grocery-bought tomato and a home-grown bone?

The one from an original theater is important healthier. Fungicides and other hard chemicals are not an issue, and any diseases or repellants can be covered locally. Purchasing and eating lately-grown fruits and vegetables is the stylish way to insure no preservatives, chemicals, or colorings have been added to your food. Produce actually loses its nutritive value over time, so the hastily it's eaten, the further nutrients that can be gained from it. Foods that have been canned, bagged, firmed, etc. have been amended with chemicals known as preservatives in order to protract their shelf life. These types of foods frequently contain other complements similar as hormones, colorings, artificial flavors and sugars, etc.

Consuming these complements makes it harder for a digestive system to do its job. Chemicals that are unknown to the body protract the digestive process and keep factual nutrients from being digested.

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Food Affluence in the Middle East

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ABSTRACT: *The Middle East region faces many food security challenges. These problems continue with water scarcity, population growth in the region, climate change and unemployment. It is worth noting that these events are interrelated and self-motivated, so the problem is very difficult. Recently, the virtual water theory has been suggested as the best way to solve this problem. However, this study found that many social, cultural, economic, and political factors influence its meaning. Current trends show that the region is dependent on food products and this trend will increase in the future. In addition to the importance of the various challenges faced by the region in ensuring food security, this study also suggests possible ways such as public administration to improve the level of education and knowledge that can be used to solve security problems.*

Key words: *Food, water scarcity, climate, unemployment, Economy*

INTRODUCTION

Most important in this context is food insecurity, which endangers the people living there. More importantly, about 60 percent of the area is considered very dry or very dry. Therefore, food production in the region cannot depend on rain-fed agriculture. Arguably, the region is thought to be facing more food shortages than any other part of the world. In this context, the World Bank (2008) concluded that all countries except Syria have been among the world's largest exporters since 2006. A comparative study by Yemtsove (2008) found that the region exported rice in 2007 equivalent to 2007. The increase in grain import is due to the increase in the population in the region. It is worth noting that these countries can be considered the countries with the largest population. In addition, increasing international imports are expected to increase food consumption in the region. This situation is exacerbated by the lack of water in the area. According to Naff (1995), this is the most important threat to food production and overall food security in the region. The aim or purpose to write this chapter is the reader get the knowledge of the region, the challenges faced by the Middle East region like lack of water, food, harsh weather conditions, overpopulation, excess food imports, So that in future all the issues will be overcome.

FOOD SECURITY

Current trends and a number of studies, including Dyson (2006), show that the food security problem in the Middle East remains multifaceted. Recently, the region has seen an unprecedented increase in food. This is because the lack of water makes farming very expensive. Food production improved due to the government's long neglect of agriculture. First, foreign food prices are low, so the government can send cheap food, support it and make it available to the public at a cheap price. However, that has already changed since food prices skyrocketed around the world. More than ever, the government realized that food distribution was too costly and supported accordingly. This is more difficult for low-income countries such as Jordan, Egypt and Palestine (Dorosh, 2008). In particular, Dyson (2006) states that this leads to conflicts, as evidenced by the conflicts in Egypt and Jordan. This puts the public at greater risk because terrorist groups use the opportunity to gain public trust by providing subsidized services.

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Table 1: Trends: Percentage of population experiencing malnutrition Country

Country	2006	2007	2008
Yemen	34%	53%	84%
Egypt	24%	25%	45%
West Bank and Gaza	31%	53%	65%
Lebanon	15%	27%	31%
Jordan	14%	25%	29%
Ukraine	11%	8%	7%
Syria	4%	2%	3%
Palestine	16%	28%	33%

FOOD SAFETY INDICATORS

Food aid and the rate of rice consumed at home are important indicators of food safety. Most of the latter are imported from one country. In this context, it is believed that countries that tend to import grain products often face a high risk of food insecurity in the face of dwindling international reserves. That being said, national wealth is also an indicator of global food security. In this context, FAO (2009) argues that rich countries are able to meet their food needs in a sustainable way. This has nothing to do with the fact that domestic consumption can make up a large part of the delivery. Mr Abet (2006) also argues that rich countries are generally not adversely affected by malnutrition and are less likely to be affected by food insecurity. In most cases, they survive even when the price rises, as they are more easily predictable when the market is competitive.

First Aid: In this context, Benson, Minot, Pender and Robles (2008) defined food aid as the strongest indicator of food insecurity in a region. Basically, he thinks every country that chooses food has a problem. In particular, six out of nine countries in the Middle East in 2008 were dependent on food aid. Food aid to Iran and Syria is considered insignificant for the country as it represents less than 0.15%. However, FAO (2008) sees Yemen and Lebanon as intermediate recipients of aid. Especially in Lebanon and Yemen, 2.4 percent and 2.9 percent of household food consumption came from food aid. Jordan and Palestine are considered the largest recipients of food aid in the region. According to FAO (2009), food aid to Palestine since 2008 has increased to 32 percent of the total food supply. Jordan apparently got 15 percent of his food in 2008, too.

Grain imports: In this regard, the country is divided into three large groups: countries that import less than 50% of the country's food, countries that import 51-84% of domestic consumption, and finally importing countries. 85% domestic use. It is worth noting that the first group consists of only two countries, Syria and Iran. According to FAO (2009), these countries accounted for only 10% and 30% of all domestic products, respectively, in 2008. Similarly, the second group includes two countries, Yemen and Saudi Arabia. In particular, Saudi Arabia imports 66 percent of its domestic food, while Yemen gets 75 percent of its food needs from grain (FAO, 2009). The rest of the country is in the third category.

Wealth levels: Level of wealth regarding the level of wealth, FAO (2009) considers that the level of wealth varies by region. In particular, it shows that the per capita incomes of Kuwait, United Arab Emirates, Saudi Arabia and Israel are over \$10,000. After that, Syria, Iran, Jordan and Lebanon are considered middle income between 3000-7000 dollars. Finally, the populations in Palestine and Yemen are considered lower with incomes of US\$730 and US\$800 respectively (FAO, 2009). Based on the above indicators, it is important to recognize that food security differs between countries in the Middle East. Especially UAE, Kuwait and Saudi Arabia exhibit high levels of food production. This has nothing to do with their high confidence in delivery. Their food security can be attributed to their high income, which allows them to buy all the food they want. It was developed by a stable global economy. Also, recent trends show that despite its growing population, Saudi Arabia is reducing its dependence on food imports. In addition, Iran and Syria can also be considered food safe as they produce more rice than other countries. Lebanon is considered poor in terms of food production due to its over-reliance on food aid. It is also more dependent on food distribution. On the surface, Palestine and Jordan can be considered food insecure. Palestinians in particular have the lowest incomes and depend more on food aid and more on imports.

Import and Export: Import and export problem in the Middle East The import and export situation of the region is very different. More importantly, Rutan (2002) argues that imports may increase compared to exports. In particular, rice and other types of rice have been identified as the main food source in the region. Evidence shows that rice made up 22



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percent of all imports during 2008-2009. Barley, on the other hand, constitutes 25% of the region's total imports. It is also understood that the region is an important source of vegetable oil and other edible oils. In particular, this is expected to be almost 12% of all shipments in the 2008-2009 period. Furthermore, FAO (2009) suggests that these costs are expected to increase in the future. It is important to note that population growth and diversification has led to greater consumption of animal and dairy products than in the past, as well as a diversification in nutrition. In addition, Gleick (2000) determined that urbanization also leads to changes in nutrition patterns. It is believed that city dwellers prefer good food, livestock and dairy products over wheat and rice. The increase in imports in the region is due to the increase in food demand and the decrease in the resources used for food production. Evidence indicates that births have increased from 36.4% in 2000 to about 44.2% in 2007 (WHO, 2008). This means shipments must increase by 3.5%. They are taken from cereals and feed grains, followed by cotton, tobacco, and finally dairy products and livestock. Cline (2007) noted in his analysis that the region also exports fruit, nuts, rice, fodder grains and vegetables. Exports now account for about 34 percent of total production. Except for a few vegetables and fruits, these products are only sent to EU countries. The current situation of food insecurity in the Middle East is further threatened by the effects of climate change. These will be the hardest for local farmers who depend on rain-fed agriculture, according to the report. Among the four main aspects of food security that can be affected are nutrition, accessibility, stability and handling. Therefore, it is expected that affected persons will suffer from malnutrition and other nutrition-related diseases. In particular, FAO (2008) states that changes in precipitation patterns may affect important local food crops such as wheat and rice. This means that the food available to the population will decrease. Countries such as Yemen and Palestine were chosen as being at highest risk due to growing population, low income and water scarcity. In terms of the food supply, climate change affects the key elements used in food production. The rural population is thought to be the segment most affected by many factors such as loss of livestock, continuous cultivation and reduction of natural resources from fishing and forests. In addition, changes in weather conditions result in the emergence of new pests and diseases that eventually affect crops, trees and livestock. This has a direct impact on food quantity and quality and leads to higher food prices (WHO, 2008). In addition, climate change associated with changes in weather patterns has many impacts on the assets and resources of urban and rural livelihoods. These were very bad for the local food. In this context, FAO (2009) states that Middle Eastern countries are struggling with chronic drought, increased precipitation and other factors associated with abnormal weather patterns. Depletion of food and water can lead to sanitation problems and malnutrition. From a health perspective, this leads to conflict and increases the stress of communities moving to other areas in search of food (WHO, 2008). The World Bank (2008) also mentions the concept of "recently hungry people" about climate change. This is due to the loss of food supply followed by an increase in the price of food. Therefore, there is a segment of the population that can afford food but cannot pay for it due to price increases. This will lead to malnutrition.

Virtual Water: As mentioned earlier, water problems in the Middle East are significant. There is very little water for production in the region. It has now been determined that 60-80% of the water can be used for agriculture (Benson et al., 2008). Undoubtedly, water is essential for environmental health and economic well-being. However, the Middle East is experiencing famine in this important commodity. Although FAO (2009) states that water scarcity is a global problem, it should be noted that the Middle East is a region affected by this problem. In this case, the land is considered to have a dry percentage and receive little rainfall. In addition, the demand for water in the region is increasing due to the increasing population risk. This strained the already limited water resources. Available data show that 16% of the population do not have access to safe drinking water. They also report that more than 80 million people in the region do not have adequate sanitation (FAO, 2009).

Moreover, although the water resources in the region are overused, some countries in the region have jeopardized the availability of water resources through overuse. Water pollution, pesticides and fertilizers, large waste along the coast, discharge of industrial and municipal waste into rivers and other water sources, and irregular and continuous water shortages have led to shortages. Sort and fill. In this context, Dyson (2006) acknowledges that these wastes not only pollute freshwater supplies, but also expose people to health risks. With the predicted increase in population, the demand for water resources will increase. The data show that if population growth is not stable, by 2030 these countries will only have enough water for local production and not for agriculture (FAO, 2009). This may make it difficult for the region to have food security for its citizens. The best option in this case is cheap virtual water distribution. This uses high quality foods that help ensure food security in the region.

Virtual water use refers to the importation of consumer goods that require large quantities of water to produce (Naff, 1995). These usually come in the form of staples that can be easily transported and stored for a long time. They come from countries that have a large amount of water and arable land that can be used for food production. These staples include cooking oil, dry food, baked beans, food and frozen fish and meat products. Then they put them in silos, cold

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storage and warehouses. This ensures that these countries have a minimal amount of agriculture to meet the demand for vegetables and salads. In contrast, this requires less water than locally produced rice.

Cline (2007) concluded in his review that the global economy in general is characterized by too much water. For example, it is said that it takes 1000 tons of water to grow one ton of rice. Basically this is a virtual value for the water contained in the rice. Likewise, it takes 1,200 tons of water to produce one ton of corn or rice. The World Bank (2008) pointed out that all countries have the right to exchange virtual water, since virtual water has a great value in economic transactions. Virtual water is considered very important because the country cannot meet all household food needs. In this respect, virtual water is considered to be very helpful in restricting food intake. Participation in international trade means that almost every country exports and imports virtual water.

In this context, it should be recognized that in rural areas of Palestine, Israel, Syria and Jordan, part of the population depends on agriculture for their livelihood. However, Ruttan (2002) argues that the region has transformed from a large agriculture-based economy to one based on trade, commerce and industry. In particular, it is recognized that Israel's agricultural sector accounts for an insignificant 2% of GDP. Additionally, the World Bank (2008) argues that agricultural cooperation in the region stems from conflicts arising from a lack of action and political priorities in other sectors. In addition, it has been determined that the level of employment in the business sector has increased. The business sector has seen hope for this, especially since the region was at peace.

But even when using the virtual water strategy, Middle Eastern countries will face many problems. In the international market, Dyson (2006) pointed out that these countries are always at a disadvantage for various reasons. First, they do not have the resources to compete effectively with subsidized farmers in the North. This means that the cost of production in a local area can replace the cost provided by the international market. Later, Yemtsove (2008) noted that the harsh climate did not allow them to produce on a large scale as their competitors in the climate zone. To practice large-scale agriculture, these countries often prepare large quantities of water for irrigation. Most of the time, this is due to environmental, financial and social factors.

It is estimated that Jordan can supply about 6 billion cubic meters of virtual water per year (Buchwald & Shuval, 2000). Considering the scarcity of water resources, water-consuming agricultural products such as rice are frequently exported. It also exports services and produces products that require less water as a strategy to deal with unforeseen situations from water resources. Still, it devotes about 70 percent of its water to agriculture. It may be noted that this spring, if Jordan reduces its water distribution and other levels of support, this will affect its food import strategy. In particular, food prices will rise and fewer calories will be produced for the poor. Essentially, it cannot raise enough money to cover its import costs.

Another limitation of the use of virtual water is that increased food production can undermine the country's political independence. In this context, the World Bank (2008) said that the concept of self-interest is the basis of the country's policy in the region. Therefore, any discussion of water scarcity is mostly political. Also, the environmental impact of using the virtual water concept is huge. In particular, the abandonment of rural areas and the distribution of water resources to the urban population can affect the country's vegetation. On the face of it, this has had a negative impact on wildlife, which has also migrated to the tourism sector. In addition, FAO (2008) concluded that there will be a reduction in oxygen and carbon dioxide. In particular, it contributes to climate change by increasing the carbon dioxide level in the region.

It also found that religious restrictions hinder the full implementation of the virtual water strategy in the region. In this context, Mrabet (2006) states that religious practices are commonly used to pay for water. The Qur'an teaches that water should be distributed to those who cannot afford it. Also, strictly followed religious teachings show that man is a companion of many forces. Given that farmers in rural areas of the Middle East are poor and dependent on rain-fed agriculture, the government will have a hard time changing this, as it can impoverish farmers.

However, it should be understood that food security will be affected as the population of the region continues to increase. Also, a large number of people can afford to live in big cities. From now on, urban water demand will increase due to the need to improve living conditions. In addition, Cline (2007) noted that most of the water available in the region is used to produce crops that are of little value in terms of economic importance and sensitivity derived from beneficial crops. The analysis also shows that the urban water supply in the region is often lacking. Against this background, he argued that

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fresh water resources used in agriculture should be redistributed to urban areas to meet the urgent needs of the rapidly growing population. It is worth noting that the best solution is not to pay rural farmers for their water use or to fire them from farming. Instead, WHO (2008) suggested that the region should invest in technological developments such as drip irrigation. These facilitate the use of available water.

FORECAST CALCULATION

However, economic modelling has determined that regional food demand will likely exceed supply. Therefore, the current import dependency of the region will continue in the future. This will ultimately make the region less vulnerable to global production-related food shortages. It is estimated that the dependence on food imports in particular may increase by 63 percent. The 63 percent by 2030 and increasing food shortages in the Middle East (FAO, 2009). Future growth of dairy and meat products is also expected to increase. The World Bank (2008) stated that the driving force of the increase in imports in the region will be population growth and low income.

CONCLUSION

It is clear from the analysis that food security issues in the Middle East are complex. This is due to a combination of factors such as climate change, population growth and most importantly water scarcity. Combined with the lack of political will to invest in agriculture, these factors have led to poor agriculture in the region. It is also clear that the complexity of the countries involved is very different. This affects the health of people in these countries. On the face of it, high-income countries have little flexibility because they can easily afford food, helping to keep it affordable by raising prices. Essentially, the regional cuisine relies on imported foods. In particular, it imports more rice than any other food item. However, imports of dairy products and meat are also increasing due to urbanization and diversification. What is clear is that the problems in the region seriously affect the health of its citizens. Participation in the virtual water market has been suggested as the best way to deal with the effects of water scarcity. However, this approach faces challenges ranging from the social and cultural to the economic and religious. These issues need to be resolved before the virtual water concept can be implemented. In addition, the region can diversify the economy to increase employment and income, control population growth by providing effective family planning services to the public, and raise public awareness through education, public relations and education to bring about full change mentality of the population. More importantly, they will help solve food security problems in the region.

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Unveiling the Foundations: An Exploration of Elements of Interior Design

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ABSTRACT: The book chapter "Unveiling the Foundations: An Exploration of Elements of Interior Design" gives a thorough look at the main parts of interior design that make it what it is. The first part of the chapter talks about how design is the core of all work, even if it wasn't done on purpose. It looks at the complicated connections between design and things like art, knowledge, and physical arrangements. This shows how diverse and complicated the field is. The most important part of the chapter is the detailed look at the five basic elements: point, line, shape, texture, and color. Each element is talked about in detail, and examples are given to show how they work together to create visually appealing and aesthetically pleasing interior areas. Also, the chapter goes into detail about how dots and lines work together, where they go, and how they direct the eye within a design. Shapes, whether they are geometric or organic, are looked at in terms of how they add order and a natural feel to indoor compositions. Texture's role in improving both the visual and physical experience is carefully examined. The chapter also looks at the power of color through color theory, explaining how the choice of colors affects how people feel and how they understand a design. It ends by stressing how important it is to understand these basic elements, which allow interior designers to make places that are harmonious, useful, and interesting.

Keywords- Interior Design, Elements, Foundations, Point, Line, Shape, Texture, Color, Aesthetics, Functionality, Artistry, Composition, Spatial arrangements, Creativity, Harmony, Form and function, Design principles, Visual appeal, Artistic expression, Interplay, Geometric shapes,

INTRODUCTION

Interior design, which can be seen as both an art form and a functional subject, has a significant impact on the environments in which we choose to live. It is a domain in which artistic expression can coexist with practicality and where beauty can coexist with meaning. The book chapter titled "Unveiling the Foundations: An Exploration of Elements of Interior Design" takes the reader on an enthralling journey of discovery as it attempts to solve the mysteries surrounding this fascinating industry. The first part of this chapter delves into the nature of design itself, examining its pervasive presence in our surroundings even when it appears to be absent. It reveals the complex links that design has with other disciplines, such as art and knowledge, as well as the methodical way in which elements are arranged inside a space for optimal effect. From this more comprehensive point of view, the chapter lays the groundwork for a more in-depth investigation of the fundamental concepts that comprise the fundamental components of interior design. This chapter focuses on five fundamental aspects, namely point, line, shape, texture, and color, and throws light on each of them. Each component receives a thorough analysis, and concrete examples are provided to explain why it is important to include that component when composing works that are compelling and aesthetically pleasing. The reader will get a comprehensive grasp of the craftsmanship that lies behind interior design as they go through the interaction of dots and



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lines, the art of molding geometric and organic forms, and the transformational power of texture and color. In this effort to decipher the foundations, the chapter challenges designers, architects, artists, and enthusiasts alike to unearth the ageless knowledge and the possibility for creative expression that are concealed within these essential features. Interior designers may unlock the key to constructing spaces that seamlessly mix form and function by first understanding the essence of design's building blocks. This allows interior designers to leave an everlasting mark on the places that we call home. This chapter is meant to serve as both a helpful resource and a source of inspiration for anyone who is interested in designing interior spaces that are both appealing and purposeful, where aesthetics and utility come together in perfect harmony

THE BASIC ELEMENTS OF DESIGN

The basic elements of design are the foundational components that artists and designers use to create visual compositions. These elements serve as building blocks and can be combined in various ways to achieve a desired aesthetic, convey meaning, and communicate ideas effectively. The main elements of design are:

Point: The point is the simplest and most basic element. It is a single, isolated position in space and has no length, width, or depth. In design, a point can serve as a focal point, mark the beginning or end of a line, or create emphasis within a composition.

Line: A line is a series of points connected together. It can vary in length, width, and direction, and can be straight, curved, horizontal, vertical, or diagonal. Lines play a crucial role in defining shapes, directing the viewer's gaze, and creating movement and rhythm in a design.

Shape: Shapes are two-dimensional forms that are enclosed by lines or boundaries. They can be geometric (circles, squares, triangles) or organic (irregular and flowing). Shapes are fundamental to visual composition and can be used to organize content, convey meaning, and create balance in a design.

Texture: Texture refers to the surface quality of an object or image. It can be visual or tactile. Visual texture is the illusion of texture created through artistic techniques, while tactile texture is the physical feel of a surface. Texture adds depth, interest, and realism to a design.

Color: Color is perhaps the most influential element in design. It is created by the reflection and absorption of light by objects. Colors can evoke emotions, convey messages, and set the overall mood of a design. Understanding color theory and its psychological effects is crucial for effective design.

ELEMENT – POINT

A point may be indicative of a position in space and might be represented visually or might have no length and breadth at all. Point indicate the beginning or ending of a line or a point of convergence or divergence within a composition. Using a technique called **Pointillism** as shown in figure - 2, can even be used to create value. Many of the other element of art could not exist without point. A line requires at least two points. A geometrical shape has a vertices or corner point where the faces of the shape converge and even a circle has a centre point.



Fig – 1 Example of Pointillism



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Source: <https://zsofiasarhidai.com/blog/pottyok-pottyok-pottyok/>

CHARACTERISTICS OF POINT

1. Point indicates and marks a position in space.
2. Point is the first and simplest element of visual design.
3. Visual attention is created.
4. The point serves as the focus of a visual, highlighting or drawing attention to important information.
5. Conceptually, it has no length, width, or depth and is therefore static, centralized and directionless.

THE RELATIONSHIP BETWEEN DOT AND DOT

Things get more interesting when we add more than one dot and they interact with each other. 2 dots near each other shift the emphasis of the relationships of the dot with its surrounding space to the relationship and interaction between dot and dot. 2 dots imply a structure. As the space between dots decreases the tension between them increases. As that space approaches zero the tiny bit of space itself becomes more important than either dot or any other interval of space on the page. All the tension is held in that tiny bit of space. As dots get closer together, they start to be seen as a single object. Their identity moves to that of the single object instead of the multiple identities of distinct objects. If we allow the dots to continue to get closer until one dot overlaps the other, the tension in the space between them decreases, replaced by a new tension based on the appearance of depth.

One dot overlapping another creates a figure/ground relationship. One dot is now in the foreground and the other is pushed into the background. Overlapping dots form more complex shapes than either of the individual dots. This resulting cluster of dots is in itself a new dot with a different form. Dots further apart emphasize the structure between them instead of the identity of either dot. If you then add more dots in close proximity to a pair of dots it also emphasizes the structure of all the dots instead of the identity of a single dot or dot pair. Dots working together can form an endless variety of arrangement and complexity. They can become lines and curves. They can form complex shapes, patterns, textures, and any other structure imaginable. Dots in combination can even imply direction and movement, bringing us to lines. A Line of dots and lines connecting and separating dots

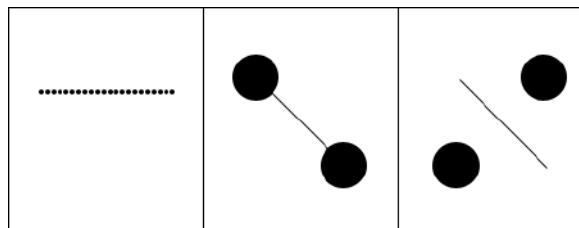


Fig – 2 Example of Relation of Dots

Source: <https://vanseodesign.com/web-design/points-dots-lines/>

ELEMENT – LINE

Line is a series of points. It creates a path. Lines are the most basic of all the elements of design. Lines can be long or short, straight or curved. They can also be horizontal, vertical, or diagonal. Some lines are solid, dashed, thick, thin, or of variable width. A line's ending can be ragged, blunt, or curved. Line is an essential element in the planning and furnishing of any interior. It is the most basic component in design, and the artist must establish the orientation of lines on their canvas before beginning to paint. Horizontal, vertical, diagonal, and curved lines can be combined to produce a pleasing aesthetic, while architects and interior decorators must also work with them to create beauty within a building or in other design projects. Lines carry different meanings depending on their direction as well as their quality; usually, a blend of all four types of lines is present. People may also have subconscious connections between man and line based upon certain actions taken by one's body.



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- a) **Vertical lines:** are straight up and down and perpendicular to horizontal lines.

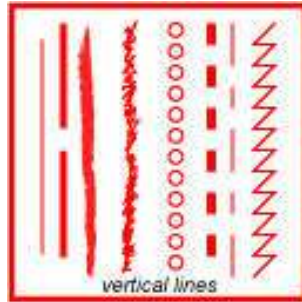


Fig – 3 Vertical lines

Source: <https://havenmediaarts.weebly.com/element-of-line1.html>

- b) **Horizontal lines:** are straight up and down and perpendicular to vertical lines

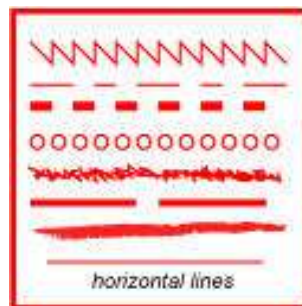


Fig – 4 Horizontal lines

Source: <https://havenmediaarts.weebly.com/element-of-line1.html>

- c) **Diagonal lines:** are lines that straight in any direction except vertical or horizontal



Fig – 5 Diagonal lines

Source: <https://havenmediaarts.weebly.com/element-of-line1.html>

- d) **Zigzag lines:** are a series of diagonal lines joined end to end



Fig – 6 Zigzag lines

Source: <https://havenmediaarts.weebly.com/element-of-line1.html>

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- e) **Curved lines:** are lines that bend in any amount of degree; they may be gently wavy to tightly wound spirals

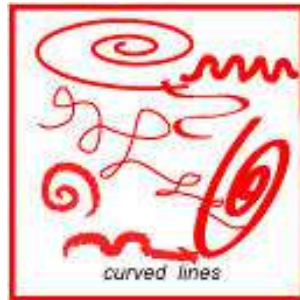


Fig – 7 Curved lines

Source: <https://havenmediaarts.weebly.com/element-of-line1.html>

USES OF LINE IN DESIGN: Lines play an important role in design as they serve multiple purposes and enhance the visual appeal of the page. First, lines are used to organize content by separating or grouping text elements to improve readability and visual structure. You can also add texture to your design with different types of lines suggesting rough or smooth surfaces. Additionally, lines act as effective landmarks, directing the viewer's gaze to specific areas on the page, acting as arrows, and using other techniques to direct the flow of attention. . Creating a sense of movement is also a valuable use of line, achieved through wavy lines that mimic water, and varying line weights to give the illusion of shape and movement. Lines are also used in designs to make bold statements. This is achieved by using lines of varying sizes and contrasts. In addition, lines can convey universal meaning, with dashed lines associated with coupons, wavy lines with water, and spirals with dynamic activity. Lines can act alone as rules and guides, effectively separating and organizing elements, highlighting content, and providing a framework for the overall composition. They can also be combined with other graphic elements to create patterns, set mood, add visual texture, encourage movement, define shapes and enhance the overall aesthetics of your design.

CHARACTERISTICS OF LINE: Lines, whether drawn by the human hand or naturally occurring in the environment, have a deep symbolism in their character. The horizon line evokes a feeling of calm stillness and calmness and conveys a sense of calmness and peace. Vertical lines, in contrast, stand tall and symbolize greatness and strength. Combining horizontal and vertical lines within a square or rectangle provides structure and stability and increases order. Diagonal lines, on the other hand, add dynamism to the composition by directing the viewer's gaze in a particular direction and suggesting movement and fluidity. A gentle flow of shallow curves evokes a feeling of relaxation, while deeper curves represent a more intense emotional state and can even become violent in some situations. In addition, a series of diagonal lines with abrupt changes in direction disrupts the design, evokes a sense of energy and excitement, and captures the viewer's attention. These properties make line an essential tool for visual communication and expression, bringing emotion and meaning to designs.

LINES THAT EXPRESS INFORMATION:

Placing lines in specific configurations can effectively convey valuable information. Several formats are widely recognized as reliable carriers, including maps, graphics, floor plans, and calligraphy. Maps make clever use of lines to represent geographic features and spatial relationships, making locations easier to navigate and understand. Charts use lines to visually represent trends and patterns in data, making complex information more accessible and insightful. A floor plan uses lines to outline the layout of a building or room and to articulate the design of the structure. Finally, calligraphy uses lines skillfully to create a beautiful writing style that conveys written messages with an artistic flair. Each of these applications demonstrates line's versatility as a powerful tool for expressing and disseminating information across disciplines and contexts

ELEMENT – SHAPE



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A shape is an enclosed object which can be created by line but define their edges. Shape is a two-dimensional area confined by a actual line or implied line (an edge for example). In drawing shapes are created when the ends of lines are joined to enclose areas.

TYPES OF SHAPE

- a) **Geometric shapes** or **mechanical shapes** are shapes that can be drawn using a ruler or compass, such as squares, circles, triangles, ellipses, parallelograms, stars, and so on. Mechanical shapes, whether simple or complex, produce a feeling of control and order.

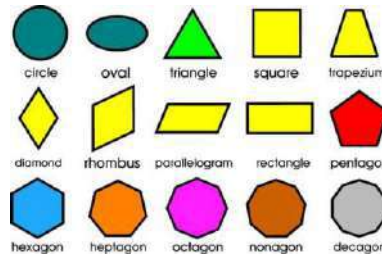


Fig – 8 Types of Shapes

Source <https://www.pinterest.com/pin/35395547047925317/>

- b) **Organic shapes** are irregular shapes that are often complex and resemble shapes that are found in nature. Organic shapes can be drawn by hand, which is why they are sometimes subjective and only exist in the imagination of the artist.

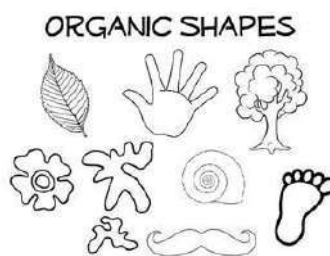


Fig – 8.1 Types of Shapes

Source: <https://bootcamp.uxdesign.cc/so-todays-designers-even-know-the-basic-elements-of-design-6d83830abaa6>

ELEMENT – TEXTURE

Texture in art refers to the surface quality of an artwork that evokes sensations associated with touch and sight. We encounter different textures every day and describe them as rough, smooth, silky, glossy, flaky, and more. Some textures are real and are called real textures or real textures and correspond to their appearance, while others are called visual textures or implied textures and are the illusion of a particular texture. In art, textures serve many purposes. B. Create visual interest and focus within the composition, introduce contrast to increase design impact, and achieve visual balance. A thorough understanding of texture, one of her seven elements of art, enhances the quality of drawings and paintings. There are two types of textures. One is 3D textures, which relate to how an object feels when touched, and the other is 2D textures, which relate to the look and feel of an object. Visual textures simulate the illusion of 3D surfaces. Some textures mimic real surfaces, while others are fictitious and consist of 2D patterns created by repeating lines and shapes. Textures can be categorized as 'gritty', which reflects light unevenly, and 'smooth', which reflects light uniformly. It also has a matte finish that reflects a soft, dull light, as opposed to a glossy finish that reflects bright light. Artists often use techniques such as impasto, in which colours are layered to create textured effects. When representing textures through drawing and painting, it is important to pay attention to values (light and dark tones). Because these values



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contribute to the illusion of texture and add depth and realism to your artwork. Mastering the use of textures enhances the expressiveness of your art, making it multifaceted and captivating to the viewer's senses.

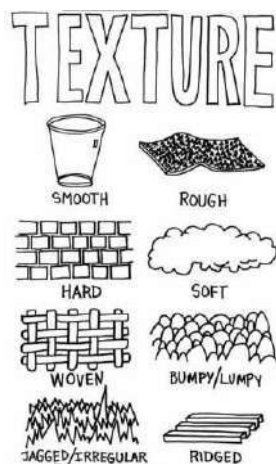


Fig – 9 Types of Texture

Source: <https://www.pinterest.com/pin/331577591308623343/>

ELEMENT – COLOUR

Color is the element of art that refers to reflected light. Color theory is defined as a theory because it cannot be proved. Theories are generally accepted, despite the fact that they cannot be proven. Laws are accepted because they can be proven. If color theory is simplified, it can be broken down into 3 parts- The color wheel, color value, and color schemes. Each part of color theory builds on the previous. Understanding each section of color theory fully, will help you better understand its importance in the creation of art.

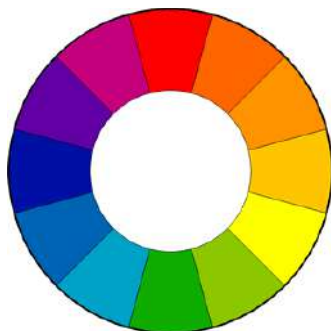


Fig – 10 Colour Wheel

Source: <https://coloranddesign.community.uaf.edu/07-hue-vs-value/>

THE COLOR WHEEL

The color wheel was developed by Sir Isaac Newton by taking the color spectrum and bending it into a circle. If you follow around the color wheel, you will find the same order of the color spectrum- red, orange, yellow, green, blue, indigo (blue-violet), and violet. Some remember it by the acronym ROY G. BIV.

The color wheel is made up of three different types of colors - Primary, Secondary, and Tertiary.

The primary colors are red, yellow, and blue. They are called primary for a couple of reasons. First, no two colors can be mixed to create a primary color. In other words, primary colors can only be created through the use of natural pigments. Secondly, all other colors found on the color wheel can be created by mixing primary colors together.



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The secondary colors are orange, green, and purple. Secondary colors are created by mixing equal parts of any two primary colors. Yellow and blue will give you green. Red and blue will create purple (violet). Red and yellow will give you orange.

Tertiary colors are created by mixing equal parts of a secondary color and a primary color together. There are six tertiary colors- red-purple, red-orange, blue-green, yellow-green, blue-purple, and yellow-orange. Notice that the proper way to refer to tertiary colors is by listing the primary color first and the secondary color, second.

CONCLUSION

In summary, the design journey begins at a single point, evolves through the use of lines and planes, and finally culminates in the creation of complex spaces. Each of these basic elements plays an important role in coordinating activities, arranging elements, and integrating people and things, while considering important factors such as circulation, functionality, aesthetics, usability, and timing. Lines, in their many forms, greatly contribute to the visualization and understanding of design concepts. They have important functions such as guiding directionality in space, promoting symmetry, and promoting linear distributions. The introduction of levels brings the design closer to its final expression, giving shape to the spaces essential for harmonious coexistence. These levels define the amount of both positive and negative energy that must be carefully integrated into our functional planes. For architects, artists and engineers, a thorough understanding of these fundamentals is essential to the success of any design project. Understanding their importance helps designers plan and execute projects effectively, creating spaces that inspire, serve purpose, and leave a lasting impact. Understanding the importance of starting from a single point and progressing through lines and planes unlocks the potential to create spaces beyond the ordinary and incorporate the extraordinary into your designs. By recognizing and harnessing the power of these basic building blocks, we chart the path to turning artistic visions into tangible and meaningful realities.

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Chapter 19

The Significance of directions and orientation in Vastu based design

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ABSTRACT: *The ancient Indian method of building design known as Vastu-Based Design is discussed in this chapter. It focuses on employing positioning and directions to make a calm living space. Vastu Shastra, also known as the "science of architecture," offers recommendations based on ancient Vedic literature for creating places that will benefit both architects and residents in terms of success, happiness, and positivity. It allows energy to flow easily and forges a connection with the cosmos by aligning buildings with the cardinal directions and the elements. The key principles of Vastu-Based Design are explained in the chapter. In order to make people happy and healthy, it discusses harmonizing the five elements—Earth, Water, Fire, Air, and Space—and how they relate to various directions. To ensure that the structures are beneficial to people's health, it also takes into account the dynamic nature of the Earth, including electromagnetic fields and geopathic stress zones. It discusses the significance of directions in Vastu Shastra, the importance of having the proper orientation, and how to channel positive energy. Architects and homeowners may create environments that not only look lovely but also make people feel well in their bodies, spirits, and minds by adhering to the Vastu principles. The effectiveness of Vastu-Based Design is finally covered, including how it fosters happiness, success, and goodwill while respecting cultural history. It also discusses how utilizing natural resources properly promotes sustainable existence. Vastu-Based Design is a holistic approach to creating homes and workplaces that maximize energy flow, enhance health, provide prosperity, and foster a feeling of identity and happiness.*

Keywords- *Vastu based design, harmony, orientation, cosmic energies.*

INTRODUCTION: UNDERSTANDING VASTU BASED DESIGN

Vastu-Based Design, a timeless wisdom that originated on the Indian subcontinent, has been practiced in the fields of architecture and design for generations. Fundamentally, Vastu-Based Design is an age-old architectural technique that highlights the critical role that orientation and directions have in producing livable spaces that encourage harmony, wellbeing, and a positive flow of energy. This chapter explores the foundational ideas and essential components that support this renowned method, illuminating its applicability and significance in contemporary design. Vastu-Based Design is built on the foundation of Vastu Shastra, which is frequently referred to as the "science of architecture." This profound art, which has its roots in ancient Vedic literature, provides detailed instructions on how to design rooms that not only look good but also resonate with cosmic energy and natural forces. This understanding has been used by architects and homeowners to design rooms that are more than just physical structures and serve as havens for the mind, body, and spirit.

The idea of aligning a building with the cardinal directions and their respective elements is at the core of Vastu-Based Design. According to this alignment, energy flows smoothly, fostering a symbiotic link between the built environment and the larger universe. In addition to serving as compass points, the four cardinal directions—North, South, East, and West—also serve as powerful symbolic representations of the underlying forces and energies that shape the cosmos. The prosperity and well-being of the people living in a building are thought to be influenced by each direction, thus it is

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important to carefully analyze these impacts in order to create a balanced and healthy living environment. The significance of each cardinal direction and its corresponding element in Vastu-Based Design will be thoroughly examined in this chapter. For instance, the North, which symbolizes the Water element, is frequently regarded as lucky and associated with growth, prosperity, and limitless possibilities. In contrast, the South, which is associated with the Fire element, is viewed with caution, however some of its characteristics can be used to your advantage. In order to create an atmosphere that promotes serenity, productivity, and general wellbeing, it is essential to understand these linkages and how they relate to various locations inside a building.

It also includes the Panchabhutas, which are the five elements of Earth, Water, Fire, Air, and Space and are a fundamental component of Vastu-Based Design. Architects and homeowners aim to nurture happiness and well-being by developing a harmonic balance of these factors through suitable orientation. Vastu-Based Design aims to align structures in a way that supports the physical and mental well-being of individuals who inhabit them, acknowledging the dynamic character of the Earth with its electromagnetic fields and geopathic stress zones. We must comprehend how crucial it is for Vastu-Based Design to take into account a building's placement in relation to the movement of the Sun during the day and the changing of the seasons. The design can maximize the use of natural light and energy efficiency by carefully positioning rooms and openings, creating hospitable living spaces that rely less on artificial lighting and heating.

THE ROLE OF DIRECTION IN VASTU SHASTRA

The idea of directions is fundamental to Vastu Shastra, an ancient science of architecture and design, and it shapes how a building's interior spaces are organized and how energy flows through them. It is thought that a building's alignment with the cardinal directions and their corresponding elements has a significant influence on the happiness and prosperity of its occupants. The happiness and prosperity of a building's occupants are believed to be significantly influenced by the alignment of the building with the cardinal directions and their related elements. The four cardinal directions—North, South, East, and West—are said to be symbolic representations of the forces and energies at work in the cosmos to maintain its equilibrium. Each direction has a certain element attached to it that affects the energy that rules that region. To establish a calming and well-balanced living atmosphere, it is essential to comprehend and follow these correlations.

1. North (Uttara): The Water element is related to the North direction. It is seen as lucky and stands for expansion, prosperity, and possibilities. According to Vastu Shastra, positioning the main entrance or significant rooms like the living room or study in the north is thought to draw good fortune and prosperity.
2. East (Purva): The East direction represents new beginnings and enlightenment and is linked to the Air element. Having apertures like doors and windows in the East lets the morning sunlight and fresh air to enter the premises, giving a sense of cheerfulness and vitality. This is believed to be quite auspicious in Vastu Shastra.
3. South (Dakshina): The Fire element is related to the South direction. Even though Vastu Shastra views it as a rather unfavorable direction, it can still be used for certain things. For instance, it is frequently advised to place the kitchen in the Southeast, a sub direction of the South, as this direction corresponds with the Fire element required for cooking.
4. West (Paschim): The Earth element is related to the West direction. Due to its reputation for providing stability and support, it is frequently thought to be appropriate for specific spaces like bedrooms. Bedroom placement to the West may encourage sound sleep and emotional wellbeing.

When orienting a structure, the angular directions—also known as sub-directions or intercardinal points—are taken into consideration. These regions are the Northeast (NE), Southeast (SE), Southwest (SW), and Northwest (NW). Vastu-Based Design may successfully utilize the distinctive energy that each of these sub-directions carries.

IMPORTANCE OF PROPER ORIENTATION IN VASTU BASED DESIGN

Vastu-Based Design places a premium on a building's orientation since it has a substantial impact on how energy flows through the space and how well its occupants are able to live there. The cardinal directions and their respective elements are aligned with the structure through proper orientation, which also ensures that the building's design is in harmony with

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cosmic forces. To create a balanced and fortunate living environment, it is essential to comprehend the significance of right orientation.

1. **Energy Flow and Balance:** According to Vastu-Based Design, a building's orientation affects how cosmic energies affect the interior space. The flow of positive energy (prana) is improved by aligning spaces and openings in accordance with the cardinal directions, which each correspond to a certain element. The inhabitants' physical, mental, and emotional health are thought to be promoted by this balanced energy circulation.
2. **Utilizing Solar Energy:** The best possible use of natural resources, notably sunlight, depends on proper direction. The main living areas of a structure, including living rooms and offices, can receive a lot of morning sunlight by being oriented towards the East. This exposure to natural light has a good impact on both the circadian rhythm and overall productivity in addition to producing a pleasant and lively atmosphere.
3. **Ventilation and Airflow:** The orientation of a building affects its cross-ventilation and airflow. It is possible to promote a healthier indoor atmosphere and lessen the need on mechanical ventilation systems by strategically placing windows and openings toward the East and West.
4. **Temperature Control:** In areas with diverse climates, good orientation can help with temperature control. For instance, in hot regions, positioning windows and openings on the South and West sides of the structure helps reduce direct exposure to the sun's heat during the day's hottest hours, keeping the interiors cooler.
5. **Natural Element Alignment:** By aligning a structure with the cardinal directions, the five elements of Earth, Water, Fire, Air, and Space are brought into balance. This alignment is said to activate the beneficial qualities connected to each element, boosting the overall energy balance and fostering a supportive living environment.
6. **Impact on the Soul and Mind:** Vastu-Based Design acknowledges the spiritual and psychological facets of human existence. The right perspective can support spiritual development and a sense of inner calm. For instance, it is thought that placing prayer or meditation locations in the Northeast will promote introspection and help people connect with higher awareness.
7. **Long-Term success:** It is generally accepted that a building built according to Vastu principles and with the appropriate orientation draws favorable cosmic energy, bringing success and abundance to its people. To maximize success and progress, many people—including businesses—have sought Vastu consultancy for their buildings.

It is impossible to overestimate the significance of the right orientation in Vastu-based design. It serves as the cornerstone for building a peaceful home that harmonizes with cosmic energies and natural forces. Architects and homeowners can optimize energy flow, improve occupant well-being, and nurture a thriving and balanced environment for both the physical and spiritual sides of life by honoring the cardinal directions and the related components.

HARNESSING POSITIVE ENERGY: VASTU GUIDELINES FOR DIRECTION

By aligning a building with the cardinal directions and their respective elements, a building can harvest positive energy according to the ancient architectural approach known as Vastu-based design. It is claimed that a building's strategic orientation will maximize the flow of cosmic energy, fostering harmony, wealth, and well-being for its occupants. To design rooms that resonate with the natural forces of the universe, architects and homeowners can refer to the Vastu Shastra for crucial instruction.

1. **Auspicious Entryways:** In Vastu-Based Design, a building's main entrance is given a lot of weight because it is thought to be the entrance for energy. The direction of the East, which is connected with fresh starts and optimism, should be the main entrance's preferred orientation. An entrance that faces east lets early light enter the house, promoting vitality and good feelings. The North and Northeast, on the other hand, are likewise advantageous orientations as they encourage auspicious energies.
2. **Placing Important Spaces:** According to Vastu Shastra, certain rooms and parts of the house should be placed in accordance with their corresponding directions. For instance, the puja (prayer) room is best positioned in the northeast corner because this area is revered and ideal for spiritual rituals. Due to its associations with stability

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and restful sleep, the southwest is frequently advised for the master bedroom. These rules can help each space's energies function better and serve their intended purposes.

3. Utilizing the Sun's Power: The Sun, a potent energy source, is a key component of Vastu-Based Design. The East is seen to be a great position for areas where family members congregate in the morning, like the dining room or breakfast nook, because it is associated with the rising Sun. By orienting living spaces towards this direction, people can benefit from the Sun's uplifting energy and have a great start to the day.
4. Balancing the elements: The five elements of Earth, Water, Fire, Air, and Space are important in the natural world, and Vastu-Based Design acknowledges this. A harmonious environment is created when these elements are present in balance and are oriented properly within the living area. For instance, because the North is connected to the Water element, placing a fountain or aquarium there can encourage the flow of good energy.
5. Dealing with challenging Directions: While certain directions are deemed to be helpful, others may present difficulties. For instance, the Fire element's South direction might not be appropriate in all situations. The drawbacks of difficult directions can be reduced, though, with the right design modifications and fixes. To balance the energies in certain locations, remedies can involve using particular hues, materials, or artifacts with symbolic meaning.
6. Understanding the Inter-Cardinal Directions: Vastu-Based Design takes into account the Northeast (NE), Southeast (SE), Southwest (SW), and Northwest (NW) in addition to the cardinal directions. These directions include special energy that can be used for particular objectives. For instance, the Southeast is favorable for the kitchen because it is linked to affluence.

By following Vastu guidelines for direction, Architects and homeowners can design living spaces that are in tune with the natural energies of the universe by adhering to the Vastu principles for direction. These concepts offer a holistic approach to architecture and design that aims to maximize the wellbeing and prosperity of people and their communities. They go beyond simple superstition. The right orientation in Vastu-Based Design acts as a link between the physical and metaphysical realms, enabling residents to live lives that are balanced, peaceful, and full of positive energy.

Ancient concepts that are said to improve harmony, wealth, and well-being for residents are incorporated into the material to produce positive energy through Vastu rules for direction. Designing entryways to face East to attract morning light, which encourages vitality and cheerfulness, is one practical example. Important areas like the puja room should be located in the northeast to produce a spiritual atmosphere, while the master bedroom should be located in the southwest to encourage stability and peaceful sleep. People can experience upbeat energy by leveraging the Sun's power through East-facing living places. The North can be balanced by adding aquariums or fountains to promote the flow of positive energy. Design alterations and symbolic components are used to deal with difficult instructions in order to lessen their harmful consequences. Inter-cardinal considerations, such as positioning the kitchen in the Southeast for prosperity, enhance favorable energies even more. Overall, living spaces that are directed according to Vastu principles resonate with natural energies, promoting balanced, tranquil, and happy lives for people.

REALIZING THE BENEFITS: SUCCESSFUL APPLICATION OF VASTU BASED DESIGN

Vastu-Based Design is a popular option for architects and homeowners seeking harmonious living environments due to its successful application and many advantages. Vastu-Based Design promotes the flow of good energy within the building by following the rules of appropriate orientation and direction, encouraging a sense of well-being and prosperity among its occupants. The cardinal directions' alignment with their corresponding components improves the flow of energy generally, which benefits both bodily well-being and mental equilibrium. In order to improve indoor air quality and lessen dependency on artificial lighting and ventilation systems, Vastu-Based Design places a strong emphasis on optimizing natural resources, such as sunlight and fresh air. This promotes greater health and wellbeing. It is a popular option for organizations seeking success because to the thoughtful positioning of key sections, such as the main entrance and office spaces, which is thought to inspire financial prosperity and abundance. Vastu-Based Design also promotes peaceful and encouraging living and working environments, which supports good relationships between family members and coworkers.

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The addition of spiritual components—such as the prayer room in the northeast corner—encourages spiritual development and introspection and creates a tranquil environment for thought and meditation. Vastu-Based Design's eco-friendly and sustainable features also complement contemporary green construction techniques, which is advantageous for both the environment and the building's occupants. The architecture celebrates a responsible approach to design that saves resources and leaves a less ecological footprint by encouraging sustainable living. Vastu-Based Design is used by many people as a way to connect with their cultural heritage and traditions, going beyond its practical advantages. By incorporating these antiquated methods into modern architecture, living spaces gain a stronger sense of cultural identity and continuity. Vastu-Based Design's effective implementation highlights its all-encompassing approach to architecture and design. This age-old method optimizes energy flow, improves health and wellbeing, generates prosperity and good relationships, and ties people to their cultural heritage by utilizing the significance of directions and orientation. Using the concepts of Vastu-Based Design enables architects and house owners to design rooms that not only awe with their visual appeal but also nourish the mind, body, and soul, eventually enhancing the quality of life in these spaces.

Even while Vastu-Based Design has its roots in traditional Indian beliefs and traditions, it's vital to remember that not all of the assertions made by Vastu supporters have full scientific backing. However, some features of vastu-based design are in line with studied and established principles of architecture, environmental psychology, and sustainable design. The following data and studies help to support the significance of appropriate orientation in architecture and design:

1. **Solar Energy Use:** Studies have indicated that positioning buildings to receive as much natural light as possible might benefit inhabitants. According to studies, being around natural light enhances happiness, productivity, and general wellbeing. An energy-efficient orientation can help maximize the use of solar energy for passive lighting and heating. (Source: "Lighting for homes: A review," *Renewable and Sustainable Energy Reviews*, Volume 28, 2013)
2. **Ventilation and airflow:** By strategically positioning windows and other openings to encourage cross-ventilation, you may improve the quality of the air within your home while using fewer mechanical ventilation systems. An interior environment that is both healthy and comfortable must have adequate ventilation. (Source: "Natural ventilation in non-domestic buildings: a performance evaluation," *Building and Environment*, Volume 61, 2013)
3. **Temperature management:** It is generally acknowledged that certain orientations can help reduce solar heat gain and improve thermal comfort inside buildings, while the influence of orientation on temperature management may vary depending on the environment. According to studies, properly oriented buildings require less energy for cooling and heating. (Source: "Impact of Building Orientation on Energy Consumption for Space Conditioning of Residential Buildings," *Energy and Buildings*, Volume 42, 2010)
4. **Biophilic Design:** The Vastu principles of incorporating natural components into the constructed environment are in line with biophilic design, which emphasizes a connection with nature. According to research, include natural factors can improve mental health, reduce stress, and enhance cognitive function. Examples of such natural elements include views of the outdoors and access to green spaces. (Source: "Biophilic Design: An Introduction," *International Journal of Architectural Research*, Volume 9, 2015)

CONCLUSION

In conclusion, Vastu-Based Design is an age-old architectural principle that has endured and is still incorporated in modern design techniques. Cardinal directions and their related elements are aligned according to the basic principles of Vastu-Based Design to produce environments that resonate with cosmic energy and natural forces, promoting peace, wellbeing, and good energy flow. Architects and homeowners can construct more than simply physical structures by embracing Vastu Shastra, the science of architecture that has its roots in ancient Vedic literature. Vastu Shastra emphasizes the importance of orientation since each of the four cardinal directions is linked to distinct energies that might affect a location's people's prosperity and well-being. A balanced and healthy living environment can be created by comprehending these connections and placing significant places properly. In addition, the five elements' alignment—Earth, Water, Fire, Air, and Space—improves a building's overall energy balance and promotes a comfortable living environment.

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It is impossible to overestimate the significance of the right orientation in Vastu-based design. It is easier for positive energy (prana) to flow smoothly when areas and openings are properly aligned with the cardinal directions. This also maximizes the utilization of natural resources like sunlight and fresh air and ensures better ventilation and temperature regulation. Additionally, it encourages inner peace and reflection by acknowledging the psychological and spiritual facets of human existence. Vastu principles can be used by architects and homeowners to design homes that harmonize with the natural energy of the universe, resulting in lives that are harmonious, peaceful, and pleasant for everyone who lives there. Vastu-Based Design is a popular option for both residential and business projects since it not only promotes success and plenty but also improves physical and mental wellbeing. Some Vastu-Based Design ideas, such as the value of solar energy utilization, ventilation, and temperature management, are in accordance with well-established architectural and environmental psychology principles, even though not all of them may have scientific support. Vastu-Based Design also aligns with biophilic design, which is believed to enhance physical and emotional welfare, by using natural components.

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Chapter 20



Information Age Navigation: Media Literacy

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ABSTRACT: *This chapter examines the significance of media literacy in navigating the Information Age's complex digital landscape. Due to the proliferation of digital media platforms and the abundance of available information, media literacy has become an essential skill for analysing, evaluating, and interpreting media messages. It explores various facets of media literacy, such as media analysis, information literacy, visual literacy, digital literacy, news literacy, and critical thinking. It also highlights the significance of media literacy in nurturing critical consumption, empowering individuals, and encouraging active citizenship. By acquiring media literacy skills, individuals are able to effectively navigate the Information Age, identify credible sources, resist manipulation, and make informed decisions. This chapter equips readers with the insights and strategies necessary to navigate the media landscape in the Information Age.*

Keywords: *Information age, media literacy, digital, media analysis, visual literacy, fake news*

INTRODUCTION

In the era of the Information Age, when the massive amount of digital content and media platforms have revolutionized the way in which we gain access to and consume information, media literacy has become an essential skill for navigating this complicated terrain. To be able to make educated judgments, differentiate between credible and deceptive sources, and actively participate with the various forms of media that we come into contact with, it is vital to have the ability to critically examine, evaluate, and understand the messages that are presented in the media. This chapter digs more into the idea of media literacy and the significance of the skill in navigating one's way through the Information Age. The phrase "Information Age" refers to the era that we are currently living in, which is marked by the rapid improvements in technology, notably the widespread accessibility and wealth of information that can be obtained through digital platforms. Because of the proliferation of user-generated material, online news outlets, and social media platforms, individuals are now subjected to a diverse array of media messages. As a result, it is absolutely essential to be equipped with the skills necessary to efficiently handle this information overload. Literacy in the media refers to the acquisition of a set of skills and information that enables individuals to critically engage with the content of various forms of media. Understanding the production of media messages, examining media techniques and strategies, and evaluating the authenticity and dependability of sources are all required components of this task. Individuals gain the ability to make educated judgments, detect biases and prejudices, and resist manipulation in the media landscape when they learn abilities in media literacy. This empowers individuals to do all of these things.

The numerous facets of media literacy, such as media analysis, information literacy, visual literacy, digital literacy, news literacy, and critical thinking, will be discussed in this chapter. It will place an emphasis on the significance of media literacy as a means of encouraging critical consumption, creating individual empowerment, and promoting engaged citizenship. Individuals are able to traverse the Information Age with self-assurance, judgment, and a critical frame of mind if they have the abilities necessary for media literacy.

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To be media literate is to be able to critically and competently access, assess, and produce media messages. Media literacy is the capacity to comprehend the multifaceted nature of media, to identify its persuasive power, and to act responsibly in light of that knowledge. Media literacy is more crucial than ever in today's culture, when the media plays such a pivotal role in moulding beliefs, values, and practices. The ability to evaluate media messages critically is a key reason why media literacy is so important. Given the abundance of data at our disposal, it is crucial to learn how to identify trustworthy information. People who are media literate are better able to evaluate the credibility of the information they see online. By training themselves to think critically, people can more effectively evaluate the veracity of claims made in the media.

Understanding how to spot propaganda and false information is another crucial part of media literacy. In today's media environment, when information travels at the speed of light via social media and online platforms, false information and skewed narratives are all too common. People who are media literate are better able to identify biases, spot propaganda, and assess the reliability of various news outlets. Individuals can safeguard themselves against being duped by misleading or inaccurate information by learning to be critical consumers of the media. Individuals that are media literate are better able to weigh their options and make wise choices. Being able to critically engage with media information is essential in a society where media influences our perceptions, beliefs, and behaviours. People who are media literate are better able to assess the influence of various forms of media on their beliefs and behaviours. Individuals can exercise agency and avoid being misled by media manipulation if they increase their knowledge of and ability to recognize persuasive strategies.

The capacity to find and assess credible information is an essential part of a well-rounded media education. In this era of overwhelming information, it is more important than ever to evaluate the credibility and reliability of sources. Those versed in the media are better able to verify information, get perspectives from a wide range of voices, and determine the credibility of news stories. People's ability to judge the credibility and objectivity of information will greatly improve as a result of this training. The ability to understand and produce visual content is an essential part of modern media literacy. Given the pervasiveness of images and videos in today's media landscape, it is vital to comprehend the visual features and their potential influence. The ability to understand and interpret visual messages, identify visual narrative tactics, and evaluate the ethical implications of visual representations are all hallmarks of those with high levels of visual literacy. Knowledge of how to get around online is an essential part of media literacy in the modern era. As the internet and other digital mediums consolidate their grip on the media industry, the ability to use them effectively is becoming more and more crucial. Being able to participate in online debates, as well as knowing how to secure one's personal information online, evaluating material available on the web critically, and being a good digital citizen are all aspects of digital literacy. Those who have taken the time to educate themselves on the fundamentals of digital media consumption can do so with greater peace of mind. Awareness of and engagement with media stereotypes and biases are also essential components of media literacy. Racism, sexism, classism, and other forms of prejudice are frequently reinforced in the media. People may do more to counter the narrow narratives given in the media if they are aware of their own prejudices and actively seek out alternative points of view. People who are media literate are better able to evaluate content critically and advocate for greater diversity, equality, and accuracy in the media they consume.

Media literacy also includes knowing how to decipher advertisements. Commercials attempt to convince and sway the decisions and actions of customers. Individuals with a high level of media literacy are better able to analyze the claims and promises made by advertisers, as well as identify the commercial motivations underlying messaging. People can avoid being misled by marketing strategies and make more informed choices if they have a basic understanding of how advertising works. In this day of fake news and information manipulation, knowing how to evaluate news sources critically is an essential aspect of being media literate. To be news literate means to be able to analyse news sources critically, spot bias, check facts, and tell the difference between reliable journalism and disinformation. An informed citizenry that takes part in democratic processes and makes educated contributions can be fostered through news literacy. Individuals can become more involved in media production and advocacy through increased media literacy. Having the ability to produce one's own media content is a powerful means of self-expression, public participation, and debate. Literacy in the media equips individuals to effect positive social change by raising the profile of underrepresented groups and challenging established narratives.

Media literacy, then, is a must-have ability in our digital age. As a result, people are better able to analyse media messages, spot bias and misinformation, and make decisions based on accurate information. Individuals can better safeguard themselves from manipulation, interact with media information, and make informed and responsible contributions to society if they acquire media literacy skills. The purpose of this chapter was to equip readers with the media literacy skills

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they'll need to succeed in today's ever-changing digital environment by examining the relevance of media literacy and its many facets.

Defining Media Literacy: Knowledge of how to analyse, evaluate, comprehend, and create one's own media content is known as "media literacy." It requires critical reading, listening, and watching of many forms of media. To be media literate, one must be able to access, evaluate, and analyse media with nuance and understanding. Examining the target demographic, the message's stated goal, and any inherent biases in the media is just the beginning of what this tool can do for the critical thinking process. Customers that are media literate are better able to make sense of today's chaotic media landscape. Now, it also encompasses online mediums, social media, and DIY media. Literacy in the media is more crucial than ever in today's information-rich culture. Realizing that media messages are influenced by commercial considerations, cultural norms, and ideological biases. Taking into account the deliberate narrative, content, and informational decisions are made by media producers.

Media literacy is being able to spot examples of discrimination, stereotyping, and misrepresentation in news reports about individuals, communities, and entire regions. Supporting multiple viewpoints in the media while questioning accepted ones. It also includes,

- a. Decoding the meanings of messages sent through various forms of media.
- b. Detecting attempts at manipulation using symbolism and context.
- c. The societal, cultural, and personal effects of the media.
- d. Recognizing the impact that media has on one's worldview, actions, and relationships.
- e. The ability to think critically so as to avoid being swayed and make up one's own mind.
- f. Realizing the value of media literacy for informed, involved citizenship.
- g. The democratic duties and rights of media users and creators.
- h. Advancing reforms in media ethics and practices.

1.2 The Need for Media Literacy in the Information Age: Media literacy is vital in the information age due to the rapid development of technology and the ubiquitous availability of media material. In the information age, media literacy is crucial due to the volume and accessibility of information and its possible implications.

- a. **Information overload:** The digital age has made information readily available. Eric Schmidt, former Google CEO, found that "Every two days now we create as much information as we did from the dawn of civilization up until 2003." This information saturation makes it hard to separate fact from fiction. Media literacy helps people assess source authenticity and make educated judgments.
- b. **Misinformation and Fake News:** Social media platforms propagate misinformation and fake news quickly. Due to its ability to influence elections and public opinion, fake news has garnered attention. MIT showed that bogus news reports are 70% more likely to be retweeted than real ones. Media literacy helps people spot and assess misinformation and avoid being misled.
- c. **Digital Manipulation and Bias:** Today's media can be readily controlled and prejudiced. Social media algorithms and targeted advertising create echo chambers and filter bubbles. Media literacy helps people detect and question biased narratives, encourages multiple perspectives, and critically assess media information. Media shapes public opinion, social discourse, and political narratives. It shapes perceptions of current events, social issues, and prominent figures. Media literacy helps people evaluate information and avoid deception. Media literacy helps people identify prejudice, propaganda, and have educated dialogues.
- d. **Digital Citizenship and Online Safety:** The information era has created new digital citizenship and online safety problems. Online fraud, cyberbullying, and privacy breaches are common today. Media literacy teaches people how to safeguard their privacy, behave responsibly online, and avoid risks.

Media literacy in the information age is necessary due to information overload, misinformation and fake news, digital manipulation and bias, social and political discourse, and digital citizenship and online safety. Media literacy helps people navigate the complicated media landscape, critically analyse information, and make educated decisions. Media literacy skills enable digital citizenship.

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DEVELOPING MEDIA LITERACY SKILLS

In the information age, media literacy helps people critically examine media messages, evaluate sources, and navigate the complicated media landscape. This section discusses media literacy skills and techniques with pertinent references.

2.1 Media Analysis and Evaluation: Media analysis is analyzing media content. It involves recognizing persuasive strategies, underlying themes, and target audiences. Media analysis helps people spot biases, preconceptions, and hidden agendas. Media analysis encourages critical thinking and successful media engagement, according to Aufderheide and Firestone (2011). Media literacy requires information literacy and source evaluation. Assessing source credibility, correctness, and reliability. Finding reliable sources in a sea of information is crucial. Information literacy helps people evaluate information, according to Martínez-Alemán and Wartman (2009).

2.2 Visual Literacy: Visual literacy is the capacity to understand and comprehend media images. Visual elements like images, films, and graphics communicate meaning, provoke emotions, and shape interpretations. In today's visual media landscape, Buckingham (2003) emphasizes visual literacy.

2.3 Digital Literacy and Online Communication: Digital literacy is the ability to use digital platforms, communicate online, and evaluate digital content. Understand privacy settings, evaluate online sources, and practice responsible digital citizenship. Hobbs and Jensen (2009) emphasize digital literacy in media literacy, especially for online media consumption and involvement.

2.4 News Literacy: Critically assessing news sources and substance. It helps people identify trustworthy journalism from propaganda. News literacy helps people manage the complicated news world, according to Wineburg et al. (2016). Media literacy requires critical thinking. It entails examining assumptions, arguments, and evidence. Critical thinking helps people evaluate media messages. Jenkins et al. (2016) encourage critical thinking in media literacy education to challenge assumptions and have informed debates. Media literacy and curriculum integration can teach these abilities. Kellner and Share (2007) found that media literacy education promotes critical thinking and media participation.

MEDIA LITERACY AND CRITICAL CONSUMPTION

Media literacy helps people critically analyse and participate with media messages. Media literacy helps people identify and confront media bias and prejudices. It stimulates media criticism of different groups and communities. Media literacy combats bias, promotes diversity, and empowers people to question prevailing narratives, according to Van Dijck (2013).

3.1 Analysing Persuasive Techniques: Media messages often use persuasion to change audience perceptions and attitudes. Emotional appeal, loaded language, and selective framing are identified and analysed by media literacy. Understanding these tactics helps people critically analyse media information and spot attempts to influence their beliefs. McGuire (2018) found that media literacy improves critical thinking and persuasion.

3.2 Challenging Manipulative Advertising: Media literacy helps people reject manipulative advertising. Advertising methods including celebrity endorsements, fear appeals, and glorified lifestyles are recognized. Media literacy helps people critically assess advertising, make informed consumer choices, and resist marketing practices. Deighton (2016) highlights media literacy in recognizing and fighting advertising's persuasive power.

3.3 Verifying News Sources: People become able to identify trustworthy news sources in the age of fake news with media literacy. It entails assessing news content's reliability, accuracy, objectivity, and the news organization's competence. Wineburg et al. (2016) stress the necessity of media literacy in navigating the complicated news landscape and evaluating news sources.

Media literacy requires fact-checking and verification of media content. It promotes critical thinking, cross-referencing, and information reliability. Newman et al. (2017) demonstrate how media literacy promotes digital citizenship and equips people to ethically navigate the information age. Media literacy education promotes critical consumption. Media literacy education encourages critical thinking, challenging assumptions, and informed dialogues, according to Jenkins et al. (2016). Media literacy encourages media critique. Recognizing media bias and stereotypes, analyzing persuasive techniques, challenging manipulative advertising, distinguishing credible news sources, fact-checking, and promoting

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media literacy education can help people critically evaluate and engage with media content. Media literacy empowers consumers to make informed choices in the complicated media ecosystem.

MEDIA LITERACY AND EMPOWERMENT

Media literacy empowers people to critically evaluate media messages and participate in the media ecosystem. This section discusses media literacy and empowerment with appropriate references.

Increasing civic participation and social change: Media literacy encourages civic engagement and societal transformation. Understanding media biases and persuasive strategies allows people to challenge dominant narratives, advocate for marginalized voices, and engage in democratic processes. Jenkins et al. (2016) found that media literacy promotes civic involvement and empowers people to change. Media literacy efforts can empower and empower others. Media literacy programs improve critical thinking, media manipulation awareness, and media consumption. Media literacy interventions enable critical media consumption, according to Livingstone et al. (2015).

4.2 Media Literacy and Youth Empowerment: Since young people consume and create media, media literacy is crucial to their empowerment. Young people can critically analyze media messages, reject manipulation, and express themselves through media output by developing media literacy skills. Tyner (2014) found that media literacy helps youngsters navigate the media ecosystem and participate in digital culture.

4.3 Media Literacy for Marginalized Groups: Media literacy gives underprivileged communities a voice and challenges power structures. Media coverage helps marginalized communities confront prejudices, campaign for their rights, and influence their narratives. Media literacy empowers vulnerable populations and promotes social justice, according to Martinez-Roldán et al. (2018). Media literacy and critical consumption are forms of resistance. Critical consumers can uncover biases, question authority, and modify media material. Alvermann et al. (2017) found that media literacy helps people fight oppressive systems and establish new perspectives.

In an era where media plays a central role in our lives, media literacy has become a crucial skill for individuals of all ages. This chapter has provided a comprehensive overview of media literacy, including its foundations, development of key skills, and its applications in critical consumption and empowerment. By cultivating media literacy, individuals can navigate the information age with confidence, make informed decisions, and contribute to a more informed and responsible society.

CONCLUSION

Last but not least, "Information Age Navigation: Media Literacy" stresses the importance of media literacy in navigating the Information Age's intricate digital terrain. Due to the proliferation of digital media and the sheer volume of available data, the ability to critically engage with media messages, evaluate sources, and make educated decisions is more important than ever. Individuals can better distinguish between credible and false information, avoid being manipulated, and contribute to the media landscape when they acquire media literacy skills. Media analysis, information literacy, visual literacy, digital literacy, news literacy, and critical thinking are only few of the facets of media literacy that have been discussed in this chapter. Individuals equipped with these characteristics can more effectively engage with the media environment of the Information Age. Individuals can develop into conscientious consumers and producers of media content by learning to critically analyze media messages, evaluate the authenticity of sources, and comprehend the impact of visual and digital media.

The value of media literacy goes far beyond the enhancement of individual agency. Initiatives to increase people's media literacy could spark social change, encourage participation in civic life, and give a voice to the hitherto silenced. Society may benefit from an informed and responsible citizenry that is able to question and fight for more representative media by nurturing media literacy skills in the classroom and raising awareness of the importance of media literacy. Media literacy is a crucial skill for thriving in the Information Age and should be incorporated into curricula at all levels. Media literacy initiatives should be given high priority by policymakers and included into curriculum and educational programs by educators and the media. In doing so, people will improve their ability to critically evaluate media content, adjust to a dynamic media landscape, and contribute to the construction of the information and media landscape.



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Chapter 21

Instagram is an Addiction

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ABSTRACT: *In the current digital era, Instagram addiction is an increasing worry. This issue is the excessive and compulsive usage of the Instagram site, which has detrimental effects on people. The scrolling feature or doom scrolling, auto play feature which lets you watch videos on Instagram without lifting your finger, all these features are fuelling the addiction. Instagram addiction is the perfect example of 'internet addiction' that has aftermath like extensive use of Instagram or feeling left out that mirrors behavioral addictions as well. Instagram has developed into a site where some users find it difficult to regulate their usage because of its visually enticing material, rapid validation, and curate feed. This essay examines the social dynamics, psychological triggers, and design of the Instagram platform that contribute to addiction. It also looks at the telltale signs and symptoms of Instagram addiction, such as obsession, spending too much time there, putting off chores, and damaged relationships. Instagram's features generate a dopamine-driven feedback loop that fosters obsessive behaviors. Establishing sound limits, engaging in conscious engagement, and, if necessary, seeking support are all necessary to manage Instagram addiction. Addressing this issue and promoting a balanced approach to social media usage in the digital age require awareness of and knowledge of the addictive nature of Instagram.*

Keywords: *Social Media, Social Platform, Instagram, Instagram addiction, Social Behaviors.*

INTRODUCTION

An individual's life and well-being are significantly impacted by compulsive and excessive usage of the Instagram platform, which is referred to as Instagram addiction. Instagram has grown to be a medium that some people find difficult to limit their use of because of its visually appealing material, frequent affirmation through likes, and a curated feed that keeps users interested. Instagram's ability to elicit psychological and emotional reactions is what makes it so addictive. Users might get obsessed with the platform, thinking about it nonstop, and feeling compelled to check it frequently. Spending inordinate amounts of time browsing through the feed, viewing stories, and interacting with postings can result from the need for external validation and acceptance. A person's life can suffer from Instagram addiction in a number of ways. Consequences include neglected responsibilities, damaged relationships, and diminished productivity. Instagram's culture of continual social comparison can promote feelings of inadequacy, low self-esteem, and even mental health problems.

Instagram's features, such as infinite scrolling and immediate feedback through likes, create a dopamine-driven feedback loop that increases the desire to continue using the service. This might lead to an obsessive need to frequently check Instagram due to the fear of missing out on significant events or trends. This 'fear of missing out – aka FOMO' is the latest fear circulating among the people who are active on social media. Neglecting sleep, no ME time, even taking phone to toilet shows how much people want to be on the map. People are increasingly becoming nocturnal and they are actually appreciating it or one can say taking it as an achievement. The busiest time on Instagram is from mostly at midnight so this explains the change in sleeping habits. Understanding the warning signs and symptoms of Instagram addiction is essential for finding solutions. These could include obsessive Instagram use, reckless behavior, putting off chores, troubled relationships, mood swings, and futile attempts to cut back. Establishing sound limits, engaging in conscious engagement, and, if necessary, seeking support are all necessary to manage Instagram addiction. Instagram dependence can be lessened by taking breaks from the app, participating in offline activities, and cultivating real-world interactions.



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WHAT IS INSTAGRAM?

Users of the popular social media site Instagram can post stories, videos, and images with their followers. It was introduced in October 2010 after being developed by Kevin Systrom and Mike Krieger. Instagram first became well-known as a smartphone application for sharing edited photographs, but it has since developed into a comprehensive platform with many functions.

Users can open an Instagram account and personalize it by uploading a profile photo, a bio, and other details. Then, they may upload pictures and videos straight from their smartphones or make use of the app's built-in camera to share them. In order to improve the appearance of images, Instagram also provides a large selection of filters and editing tools. Instagram added the "Stories" feature in 2016, which enables users to submit images and videos that vanish after 24 hours, in addition to static postings. Shared more casually and momentarily, this function has grown particularly popular.

Additionally, Instagram offers a number of social features that promote participation and communication. Users can send direct messages to other users, like and comment on postings, and follow other accounts to see their posts in their news feed. Additionally, the platform added tools like IGTV (Instagram TV) for sharing longer videos, Reels for making short videos, and the Explore page for finding new accounts and content based on users' interests. Instagram has developed into a vital medium for engaging with various groups, influencer marketing, brand promotion, and individual expression. It is accessible as a mobile app for iOS and Android devices, and a web browser can be used to access a small number of its functions.

HISTORY OF INSTAGRAM

Kevin Systrom and Mike Krieger founded Instagram, which went live in October 2010. When Systrom realized that the location-based smartphone app Burbn's photo-sharing feature was the most well-liked among its users, he came up with the concept for Instagram. Systrom made the decision to change course and concentrate entirely on photo-sharing after realizing the potential of a separate platform, which resulted in the development of Instagram. Within a year, the app had amassed millions of users thanks to its fast rise to fame. Instagram's initial popularity can be due to its ease of use and straightforward design, which makes it simple for users to take, edit, and share photographs with their friends and followers. Users of the app were able to improve the look of their images using a number of filters and editing tools. Facebook purchased Instagram in April 2012 for about \$1 billion. With the help of this acquisition, Instagram was able to enhance its reach and functionalities by gaining access to Facebook's substantial resources and user base. Despite being purchased by Facebook, Instagram had its own distinct platform and carried on with independent operations. Instagram has added a number of new features and improvements over the years. Short movies could now be shared, expanding the app's capabilities beyond only images, in 2013. Instagram launched Stories in 2016, allowing users to share fleeting images and videos that vanish after 24 hours, much like Snapchat. One of the biggest social media networks in the world, Instagram cemented its position as one in 2018 when it achieved 1 billion monthly active users. IGTV, which allowed users to submit and view longer-form videos, and the Explore tab, where users could find content based on their interests, were features that the platform added as it continued to develop.

Instagram has shifted its emphasis in recent years to emphasize online buying and e-commerce. It featured functions like Checkout, which allowed users to make purchases straight within the app, and Shopping Tags, which allowed companies to tag products in their posts. Beyond personal usage, Instagram has become widely used by brands, influencers, and celebrities to connect with and communicate with their audience. It has developed into a key platform for content development, brand promotion, and visual storytelling. Instagram continues to be a popular social media site as of the knowledge cutoff in September 2021, constantly modifying and introducing new features to improve the user experience.

INSTAGRAM ADDICTION: WHAT IS IT?

Instagram addiction, often referred to as social media addiction or Instagram dependency, is the compulsive and excessive usage of the Instagram platform that has a negative impact on a person's day-to-day activities and general well-being. It is characterized by a strong urge to check Instagram frequently, post things there, and interact with other users, which often leads to neglecting other commitments, relationships, and activities. This addiction not only distracts young individuals but also affects the grown ups and matured people. People living life on Instagram are far from reality and the sad part is they are forced by some unseen and unrealistic pressure to live such life. With time society establishes new norms for every age group and in today's society the trending norm is 'to have an Instagram account', if you aren't on Instagram, you aren't 'living in time'. Such compulsions have become normal and unfortunately we ARE living up to it. There are some real life examples that substantiate the claim of an addiction. One of the problems that Instagram



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addictors face is called 'doom scrolling' or mindless scrolling that takes up substantial amount of time. Thewellnesscorner.com wrote an article specifically on instagram story addiction. They have highlighted the psychology behind this addiction. Another example is an article published by healthline.com that deals with this addiction problem in detail. Several personal experience shared by people on Quora.com are perfect examples to show how much danger the addiction of Instagram holds in real life. 'Instagram addiction and the Big Five of personality: The mediating role of self-liking' by Kagan Kircaburun and Mark D. Griffiths published in National Library of Medicine, an official website of US Government has conducted proper research where they used following methods : the Instagram Addiction Scale (IAS), the Big Five Inventory (BFI), and the Self-Liking Scale. This research article throws light extensively.

WHY IS INSTAGRAM SO ADDICTING?

Instagram's addictiveness is influenced by a number of features and psychological aspects. These factors contribute to Instagram's addictive qualities:

- 1. Visual Appeal:** Instagram is a very visual medium that displays engaging images and videos. The platform is made to display visually appealing content that piques users' curiosity and interest.
- 2. Likes and validation:** Users who utilize Instagram's "like" feature receive immediate feedback and approval for their posts. Getting likes might make you feel rewarded, which encourages you to keep sharing and looking for other people's approval.
- 3. Social comparison:** Social comparison may result from Instagram's emphasis on sharing highlights and carefully crafted moments. Users may make comparisons between their lives, appearance, or accomplishments and those of others. This comparison-making can lead to feelings of envy, inadequacy, or the need to project an idealized picture of oneself.
- 4. Fear of missing out (FOMO):** Instagram's real-time updates and Stories can make users anxious about missing out on significant occasions, get-togethers, or popular subjects. This anxiety may result in a compulsive need to check Instagram frequently in order to stay current and avoid feeling left out.
- 5. Dopamine release:** Dopamine, a neurotransmitter linked to pleasure and reward, is released as a result of using Instagram. A dopamine-driven feedback loop can be produced by features like scrolling through the feed, getting notifications, and finding new material, which increases the urge to keep using the platform.
- 6. Personal Connection:** Instagram's ability to link users with friends, family, and influencers promotes a sense of community and personal connection. This feature may inspire a desire to continue using the platform and interacting with others.
- 7. Endless Scrolling:** Infinite scrolling on Instagram encourages users to keep scrolling through their feeds, keeping them interested and making it simple to lose track of time.
- 8. Curated content and an algorithm-driven feed:** Instagram's algorithm adjusts the feed to display content depending on a user's interests and engagement history. Users are more likely to come across information they find appealing thanks to this well curated experience, which increases the possibility of continued use.

It's crucial to remember that while Instagram might be addictive, not every user will become dependent on it. Depending on personal factors like personality traits, mental health, and coping methods, each person's susceptibility to addiction can differ. Understanding Instagram's potential for addiction and establishing appropriate boundaries, such as time limits, conscious involvement, and a preference for in-person encounters, can help users keep a healthy relationship with the app.

INSTAGRAM ADDICTION SYMTOMS & SIGNS

Individuals may exhibit different signs and symptoms of Instagram addiction or excessive use. The following are some typical signs that someone may be experiencing Instagram addiction:

- 1. Instagram preoccupation:** Constantly thinking about Instagram, having a strong want to check it frequently, and feeling restless or anxious if you can't access the social media site.



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- 2. Spending too much time on Instagram:** This involves spending a lot of time looking through the feed, watching Stories, and commenting on posts—often to the detriment of job, school, relationships with others, or self-care activities.
- 3. Neglected obligations:** Ignoring obligations at work, school, or home because I use Instagram excessively. This can involve skipping deadlines, working less efficiently, or putting off crucial chores.
- 4. Neglecting interpersonal relationships and face-to-face contacts in favor of using Instagram:** This has an adverse effect on real-world relationships. As a result, there may be tension in one's relationships with one's loved ones, friends, or romantic interests.
- 5. Mood swings and emotional distress:** Having mood swings like impatience, restlessness, anxiety, or despair when you can't access Instagram, when you get unfavorable comments, or when there isn't much response on your posts.
- 6. Compulsive checking:** Feeling a strong need to often check Instagram, even in socially awkward or disruptive circumstances, such as during meals, critical discussions, or significant events.
- 7. Comparison and self-esteem issues:** Constantly comparing oneself to others on Instagram, feeling inadequate, having poor self-esteem, or worrying about not having as many followers, likes, or appealing photos as others are all examples of comparison and self-esteem difficulties.
- 8. Escapism and avoidance:** Using Instagram as a means of escape or avoidance from problems, stress, or unpleasant feelings in real life. This may operate as a diversion from overcoming personal difficulties.
- 9. Sleep disturbances:** Forgoing sleep or staying up late to use Instagram can result in sleep deprivation, which has a detrimental impact on both physical and mental health.
- 10. Failed attempts to cut back:** Repeated attempts to limit or regulate Instagram use but failing to uphold restrictions or quit using the app completely.

It's crucial to remember that while some of these symptoms may suggest addiction, specific situations and contexts can vary. However, it may be advantageous to seek professional assistance or support to address and manage Instagram addiction if these behaviors and symptoms continue, have a major negative impact on day-to-day functioning, and cause distress.

CONCLUSION

In conclusion, Instagram addiction is a phenomena characterized by compulsive and excessive usage of the site, having detrimental effects on a person's life in a variety of areas. Instagram has the potential to become an addiction for some users, thanks to its visually appealing material, rapid validation, and curate feed. Instagram's ability to elicit psychological and emotional reactions, such as the ongoing need for validation, fear of missing out, and social comparison, is what makes it so addictive. The platform's characteristics, such as endless scrolling and likes that provide rapid feedback, drive compulsive behaviors. In addition to neglecting obligations, strained relationships, lost productivity, and detrimental effects on self-esteem and mental health, Instagram addiction can have a significant impact on one's wellbeing. For people to address and control their usage of Instagram, they must be aware of the warning signs and symptoms of the addiction. Gaining control over Instagram use and recovering a sense of balance in your life requires establishing healthy boundaries, engaging in mindful engagement, and asking for help when necessary. In the end, it is critical for people to keep a healthy relationship with social media sites like Instagram while being aware of its potential addictive aspects and adopting proactive measures to priorities real-life relationships, self-care, and general wellbeing.

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An Informative Study in Indian Classical Singing Styles

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ABSTRACT: *Vocal music has evolved with time, as well as its genres. This chapter states about the various classical and semi classical Singing styles of India. This chapter portrays the chronological variation in the culture of Music in India, the specialties and basic differences of various musical genres of Indian classical Music. Prabandha Gaan was the aboriginal Singing style that comes under Nibaddha Gaan from which the dhrupad style of music evolved. The Name Dhrupad, was derived from Dhruva and Pada. It is known as the masculine song as it requires immense strength to sing Dhrupad. Dhamar is a song mainly sung in the context of Hori, where Radha and Krishna are the main characters. It is of colorful nature .Khayal is the most popular form of music now; it allows the musician to improvise the Ragas according to their imagination. Tarana means melody or tune is sung after bada khayal and chota khayal, the distorted ancient words are used for its representation. Trivat is actually where the Tarana is sung with mridang, there are no lyrics in it. Chaturanga is a singing style where there are four Angas, first khayal and then Tarana , then Sargam and small lyrics of Mridangam and pakhawaj. Thumri is of the semi-classical genre, it is also known as Laghu Sangit, mainly with expressions of Shringar rasa, it does not contain the purity of ragas. Dadra is a type of Thumri. Tappa, a classical music form introduced by the camel herders of Punjab, its nature is fickle and doesn't take any rest throughout the song.*

Keywords- *Indian Classical Music, Dhrupad, Dhamar, Khayal, Trivat, Chaturang Thumri, Dadra Tarana*

INTRODUCTION

Vocal Music of India mainly consists of folk music, classical music and semi-classical music. As per the history of music the two main categories of music - folk music and classical music evolved in India. But as a result of mixing these categories or making some changes to them, sub-genres like Semi-classical music also continued to be practiced in some form or the other. The classical aspect of music has been going on since ancient times. Various singing styles and traditions took root under Indian classical Music. In ancient times, Prabandha Gaan was prevalent in India and gradually Dhrupad, Dhamar, Tappa, Khayal, Thumri etc are now in vogue. One song differs from another on the basis of singing style or methods of singing. Whenever we hear a singer singing, we try to identify his singing style. We recognize the song he is singing and understand which song he is singing. To identify the singing style, we need to know the Parts of the song. Singing Styles can be divided into a maximum of four parts. Like – Sthayee, Antara, Samchhari and Aabhog. Prabandha Gaana was of four stanzas or parts, which also was known as Dhatu or Tuk. The Dhatus of Prabandha Gaan were like-Udgrah, Melapak, Dhruva and Aabhog. The Dhrupada has four parts or stanzas Like – Sthayee, Antara, Samchhari and Abhog. The Khayal and Thumri are of two Parts or stanzas – Sthayee and Antara. Light classical, Semi classical, film songs, folk songs etc vary in their stanzas.

PRABANDHA GAAN

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Prabandha is an ancient singing style in Indian music. During the time of Muni Bharata the Dhruvgeeti was in existence. Before Dhruva Geeti there were singing styles like- Shuddha Gatha, Paanika, Nayak etc. In the Matanga Period the Prabandha Geet-style fully came into existence. The description about the use of Pravandha was found in Brihaddeshi. It is absolutely true that the scripted compositions in the Hindustani and Carnatic music systems of the modern period are similar to the Prabandha Gaan of ancient times. The word Prabandha is very ancient. In the scriptures, distinctions have been given between 'Anibaddha' and 'Nibaddha' Gaan. Nibaddha Gaan means the song free from Taala, and Anibaddha Means bound by Taala. The explanation of Nibadha has been going on from ancient texts to modern times. Nibadha - Nibadha are adjectives and 'song' is the noun in which both these adjectives are applied. Nibadha - Anibuddha has the general meaning of 'tied' and 'not tied', that is, the song in music which moves with the help of rhythm is Nibiddha and the one who prepares the basis of the pre-plan of that song can be considered as an untied song. By the way, the work of rhythm has been done with Nibadha and Alapti with Anibuddha. There are three types of Nibaddha Gana, viz. Prabandha, Vastu and Rupaka. These three names can be considered synonyms of each other. Because they have the same meaning. The only difference is that the 'Bandha' which has all the four Dhatu and six Angas is 'Prabandha' and in which the number of Dhatu and Angas is less then it is 'Vastu'. Where the drama is reflected in the song, it should be understood as 'Rupaka'. In our Shastra the Prabandha is visualized as a Purusha. Just as Vata, Pitta, Kapha are considered to be Dhatus in a man's body, in the same way Prabandha is considered to be four or five Dhatus of a man. In Ayurveda, six parts of the human body have been considered. The Prabandha Purusha also has six parts. The four Dhatus of Prabandha gaana were there. Udgraha, Melapak, Dhruva and Abhog. These can be understood as parts of a song. Nowadays, in most of the songs, four stanzas are there like Sthayee, Antara, Samchhari and Aabhog. Similarly 'Udgraha' is the first part of the song. Which was sung before 'Dhruv', 'Dhruv' is the ancient form of today's 'Sthayi' which was to be sung again and again after each stanza till the end of the song? There is a place of 'Melapak' between 'Udgraha' and 'Dhruv' which means the one who unites. The last part of the song is called 'Abhog'. The fifth Dhatu named Antara is believed to be between Dhruva and Abhog. Prabandha can be made from two, three or four Dhatu. Today Dhruvpad or Khayal, everyone's restrictions start from Dhruv (permanent). That is, what we call the face becomes the pole. In Dhruvpad, the second part is called Antara which is the link between Dhruva and Abhog. In today's Dhruvpad only Dhruva Antara and Abhog are alive from the Dhatu of Prabandha. Udgraha and Melapak have disappeared from today's Nibadha system. Angas of Prabandha have been considered as six. As- Swar, Virud, Pad, Ten or Tenak, Pat and Taal. Without Swara and Taal in these six parts, there can be no creation of Prabandha. Therefore, they are an essential part of any composition. Pada, Virud and Tenaka are the differences of songs related to literature. According to these Angas Jati had been considered, like- Medini Anandini Deepani, bhavani and Taravani.

DHRUPAD

Till date, it has not been decided when and by whom Dhruvpad was invented. There are many opinions of scholars in this regard. Most of the scholars are of the opinion that Raja Mansingh Tomar of Gwalior composed it in the fifteenth century. This much can be said with certainty that Raja Mansingh Tomar contributed a lot in the promotion of Dhruvpad. He also opened a school to teach Dhruvpad. In the time of Akbar, Tansen and his Guru Swami Haridas, Nayak Baiju and Gopal etc. used to sing only Dhruvpada. The word Dhruvpada came from Dhruva and Pada. According to 'Natyasastra', when Varna Alamkaar, Kriya, Yati, Vani etc are mutually related and called as Dhruva, those songs where characters, ornaments, song-action, yeti, speech, rhythm etc. are mutually related, are called 'Dhruv'. The Pada which include this rule are called 'Dhruvpad' or 'Dhruvpad'. Dhruvpad is a song of serious nature, it puts a lot of effort on the throat and lungs. That's why people call it a masculine song. As the Dhruvpad music originated at Brajbhoomi, composition mostly used Braja language and the theme of Dhruvpad was Braj Raas. Later, in the Mughal period, in the influence of Khyal Urdu vocabulary also had been added with Dhruvpad compositions. Dhruvpad's singing style is perfect in itself. Four styles of Dhruvpad singing are considered- Gouhar Bani, Khandar Bani, Nauhar Bani, Dangur Bani. Dangur Bani and Gauhar Bani are prevalent in the above four Banis. Dhruvpad is the rich singing style of India. There is the importance of the high priest in this. Sundar and Santh Aalap are the souls of Dhruvpad. Aalapachari of nom-tom is the specialty of Dhruvpad singing. In ancient times, words like "Thou hi Anant Hari" were used. Later these words were replaced by Nom-Tom. The words are mostly associated with worship of God. Gamak has a special place. In this singing, there are also rasas like Veera, Bhakti, Shringar etc. Everyone is familiar with the name of 'Dagar brothers'. Umakant and Ramakant Gundecha have set a new example in Dhruvpad singing. He has perfected Dhruvpad singing. His Dhruvpad singing is very sweet, beautiful and soulful. He has also included the singing of the verses of Surdas, Meeran etc. in Dhruvpad. Zia Fariduddin Dagar was counted among the famous

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Dhrupad singers of India. Fariduddin Dagar, son of the famous dhrupadiya singer Ustad Ziauddin Dagar, along with his late brother Zia Mohiuddin Dagar (renowned Rudra Veena player) was instrumental in reviving the Dhrupad style of singing. The biggest achievement of Ustad Fariduddin Dagar was that he created the maximum number of stars in the field of music. His disciples Pt. Umakant-Ramakant Gundecha, Pt. Hrithik Sanyal, Uday Bhawalkar, Pushparaj Koshti are today such diamonds of Dhrupad,.

DHAMAR

In which the song is sung with the pomp of Hori, it is called Dhamar song. This is a song sung in Dhrupad style. Most of the verses related to Hori are composed in the song written in Dhamar Taal of fourteen matras. Radha and Krishna are the heroes of this song. Its birth place is considered to be Braj. It is also called 'Pakki Hori' because it is related to Phag. This singing style is a Rangarang tradition of singing style that is why 'Dhamar' is also called 'Dhamal-Dhamar' and 'Ghamari'. The meaning of dhamaal is to make a bang. The derivation of the word Dhamar is from the root 'Dham' of the Sanskrit language. When 'Dham' is suffixed with Ach, the word 'Dhamar' is formed. The purpose of Dhamar is to move away from seriousness and create a colorful atmosphere; hence its style is rhythmic. Dhamar song is a collective song, which is sung in groups. Basically the Dhamar song is a Holi related song. This is a song full of Shringar rasa. Its style is rhythm-oriented, which has two parts, Stayee and Antara. Dhamar Geet, Dhrupad and Khayal represent the middle position. Dhamar has its origin in Dhammali Prabandha, which is first mentioned in Sangeet Shiromani.

KHAYAL

Khayal means imagination, in this, the nature of the raga is established by imagining the rhythm and rhythm of many groups of voices in the rules of the raga. In Khayal singing compositions of Vilambit, Madhya and Druta laya are sung. In Khyal, 'Akar' means 'A', 'Ukar' means 'U' and 'Ikar' means 'E' is done through Varnas.. Compositions are sung by selecting verses on the basis of bhava and rasa of the raga, which is embellished with the use of aalap, bol aalap, bol taan, Sargam and taans. The composition or bandish of Vilambit laya is called Bada Khayal. Ektal, Tilwada, Jhumra Taala are used for Vilambita or Bada Khayal. The composition or bandish of medium and fast rhythm is called Chhota Khayal. Middle rhythm and quick rhythm are composed in Teen taal, Ektal, Adachartaal talas. 'Tarana' is sung in a very fast rhythm. Since the pronunciation of words cannot be kept pure in very fast rhythm, meaningless words like Dani-Tani, Dim, Tan, Tanan, Dere, Na Dritom etc. are used. There is a tradition of singing Tarana only after Bade and Chhote Khayal, because according to the rules of Laya Shastra, Slow, Medium and fast rhythms are used respectively. It is a soft and melodious singing style. In this, the tabla is used for Taala. Khayal singing style is a popular singing style of modern times. The word Khayal is a Persian language word. It means thought or 'imagination'. Some scholars also consider the meaning of Khayal as voluntary, so we can say that following the rules of Raga, it is Khayal to describe and expand the form of Raga in many ways according to imagination. There are many opinions about when this style of song started – according to most popular opinion, Khayal was invented by Amir Khusro, but looking at the texts of that time, it is known that Qawwali was popular at that time. A group of scholars consider Niyamat Khan as the inventor of Khayal. Irrespective of the differences, this style has become the most prominent singing style in modern times. Along with the Dhrupad singing style, Khayal singing was also promoted in the middle ages. Niyamat Khan took this singing style forward. Gradually, the promotion of Dhrupad started decreasing and the popularity of Khayal singing started increasing. In khayal singing, the first Alapa as an Introduction is recited.. Bada Khayal is sung after the Aalap. It is in Vilambit Laya and it is mostly sung in three beats, one beat, etc. After this, a Chota khayal is sung. Its rhythm is fast. In khyal singing, in addition to the characteristics of raga, the singer uses kan, Meend, etc.

TARANA

On considering the word Tarana from a historical point of view, the characteristics of Hindustani music are revealed. Tarana is related to both swara and varna. Looking at it from this point of view, it appears that the word Tarana is not of Hindi or Sanskrit but of Persian. According to scholars, the origin of Tarana is from the word 'Tarannum'. 'Tarannum'. is an Arabic word which means melody, happy, voice etc. When a poet sings his composition, he uses a special type of tune, which is called 'Tarannum'. There are many opinions about the invention of Tarana, some people consider Amir Khusro as the inventor of Tarana. Singers used to sing Tarana after the presentation of Bada and chota Khayal. This singing has been said to be a distorted form of ancient words of praise like Om, Tat, Sat etc. Nom-tom, Tanan, nadir, dir, dani, tadani etc.

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are used in the lyrical set composition of Tarana. It is sung in all taals of khayal and in all ragas in Madhya and Drutalaya. The speed of Tarana gradually increases and ends after coming to its maximum speed. The main function of Tarana is to prepare skillfulness, rhythm and pronunciation. Singing at a fast tempo brings cleanliness in the speech. Tarana is sung after Chhota Khayal. The singing style of Tarana is similar to that of Khayal.

TRIVAT

When the lyrics of Mridang are used in a Tarana, then that specific singing style is called Trivat. It is a singing style performed on the stage of classical songs of Hindustani music system. In ancient times, this singing style of Trivat is believed to have originated from a Prabandha called Kewad of Alikram Prabandha. Trivat in the south is called by another name Cholluketu. In the context of its origin, it is believed that it is a result of mixing of styles like Mridang, Tabla etc. and Trivat compositions were composed by virtuosos. Like Tarana in Trivat style, it is also common to sing it in a fast rhythm. The way the lyrics of Mridang or Pakhawaj are sung by the singer in different rhythms, similarly the lyrics are played in the same rhythm by the Mridang or Pakhawaj player, in this way wonderful rasa is created when sung with Mridang. This process is especially considered to be vocal and rhythmic. There is no poem or Rachna in Trivat, but the lyrics of the Tarana are sung with the help of Mridang or Pakhawaj and sung with voice and rhythm.

CHATURANGA

Chaturanga is a Singing Style of Hindustani music system. It is known from its name that it has a combination of four Angas. Therefore, this singing style Chaturanga, created with the cooperation of four Angas, is mainly sung with Khayal Anga, but in this, Tanas are used less or less as compared to Khayal. There are differences among the scholars regarding the origin of Chaturanga. The invention of Chaturanga is believed to have originated from the Matang period, which means its practice began during the Matang period. Therefore, the chaturanga style has been going on since the time of Matangmuni. Chaturanga consists of four Angas, as a result of which it is known as Chaturanga. In this, first there are the verses, the lyrics of the song, the Sargam, and finally the words of the tabla or mridang or any other language. Their description is as follows. The first part consists of the words of a song or poem., the second part is called Tarana, in which the lyrics of the Tarana are sung., the third part is called the Sargam, in which the Sargam of a particular raga is sung, the fourth part is of Mridangam and Pakhawaj, in which small Paran of the lyrics of Mridangam and Pakhawaj are sung.

THUMRI

Thumri is a special category of Indian semi classical genre. This song is termed as Laghu-Rag Sangeet. The subject of this song is romantic thoughts of people. Apart from the usual love theme, Radhakrishna's Leela is specially found in thumri. As a result, there is an expression of Shringara Rasa. Apart from this, some devotional thumris are not rare. In the context of Indian raga music, it takes place after Dhrupad, Khayal or Tarana. Many consider it as laghu-raag music because, according to the scriptural rules, Dhrupad, and Khyal preserve the purity of Raga, or express various aesthetic forms of Raga, Thumri does not do so. In this song, the emphasis is on the expression of the words. Thumri creates a special appeal by expressing that feeling in various ways with the melody. Small taans, Murkis, Khatkas, Gitkiri are used to vary the tone. For all these reasons thumri is not sung in all ragas. Thumri is usually sung in selected ragas like Bhairavi, Pilu, Khambaj, Gara, Tilak-Kamod etc. Kaharba, 16 Matra Jat, Dipchandi, Addha, Dadra etc. are used as auxiliary rhythms in the Thumri movement. Tabla is used as a percussion instrument in this song. At the beginning of this song, the beat just keeps going. Towards the end, the tabla player plays very loudly. Early in the history of thumri it was a Part of Baithaki Gaan. Nowadays, Classical Musicians usually perform thumri after the khayal. Tanpura, Sarengi, Surmandal etc. used to accompany this song. Later the use of harmonium started with this song. The earliest example of a thumri song is found in Fakirullah's Raag Darpan, written in the 17th century AD. At that time thumris of special tune were sung in ragas like Baroa and so on. This song was known as Thumri at that time. The verses of old Thumri songs were composed in Awadhi or Braj Bhasha. Later, verses of this song were written in almost all the languages of North-Eastern India. In the 19th century, Nawab Wazed Ali Shah (1822-1897) of Lucknow gave this song a place in his court. As a result, in favor of the Nawab, this song was given a special status in the court. At that time the Baiji, (expert dancers) of the court used to perform this song for the entertainment of the princes with dance accompaniment. Gradually this song spread to different parts of India. Among them, Banaras and Kolkata took a special place in Thumri practice. But at one time this song was most popular in Lucknow. With the passage of time, there are differences in the expression style of Thumri depending on

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the region. This distinction is considered to be two Angas. One of them is the Purvi Anga, the other is the Punjabi Anga. In the Purvi Anga, the binding of speech and melody is complementary to each other, but the Thumri of the Punjabi Anga has more melodic ornamentation. Many believe that the influence of the Punjabi Tappa influenced thumri songs to some extent. Only Punjabi thumri uses tan. Thumri song was prevalent in undivided Bangladesh. Nawab Wazed Ali Shah had a role in this too. Nawab Wazed Ali Shah was forced to spend his life in exile in the Metia Buroj area of Kolkata due to the conspiracy of the British. Even in his life in exile, music gatherings were held in his court. According to this source, Kathak dancers and thumri artists used to attend the court. Following Wazed Ali Shah, many kings and maharajas of Bangladesh also earnestly brought Baiji, or kept Baiji permanently. At one time keeping the baiji became an integral part of the Babu-culture of Kolkata. Apart from Kolkata, Thumri was spread to different parts of Bangladesh, Allahabad, Kanpur, Patna, Agra, Baroda, Delhi etc. Among the famous Baijis of the early period were Niki, Asran, Jinnat, Begumjan, Hingula, Mirzajan, Nannijan, Supanjan etc. It is known that Niki Baiji became famous by performing dance songs in the Baganbari of Raja Rammohan Raya in 1823 AD. The names of Srijan, Mushtari, Mashkajan, Gaharjan, Jaddan, Janaki or Chappanna Churi, Zoro, Abdan, Nachmi, Neelam, Roshanara, Astari, Rasulun, Kali, Hira, Keshar, Saraswati, Munni, Kanijan, Amirjan, Gangu, Vidyadhari, Siddheshwari, etc., are among the later famous Baijis. The earliest development of thumri was in Banaras. Prominent thumri artists in Banaras were Moti, Roshanara, Siddheshwari Devi, Girija Devi and Pandit Channulal Mishra. Gaharjan, Begum Akhtar, Sova Gurtu, Prabha Atre etc. have won praise as thumri artists of this organ. Apart from this, some renowned Classical Musicians enriched thumri songs. Their thumri, distinguished by the mood of the raga and the virtuosity of the singing style, have acquired a distinguished dignified form. The notable artists among them are Abdul Karim Khan, Fayaz Khan, Najakat-Salamat Ali Khan, Barkat Ali Khan, Bade Ghulam Ali Khan, Bhimsen Joshi and others.

DADRA

Dadra is actually the Thumri style of singing. Dadra is also a Shringar rasa-oriented song, its nature seems similar to Thumri. This is the reason why Dadra style of singing is mostly sung in thumri ang ragas. It has often been seen that singers singing Thumri sing Dadra. It has enough power to entertain people. Dadra is a special singing style of Uttar Pradesh. The singers here are proficient in Dadra singing. Dadra language corresponds to one or the other dialect of Eastern Hindi. Earlier this singing was sung only in brothels, now this style of singing is also sung by eminent singers. In Dadra style, like other singing styles, there are two parts, Sthayee and Antara. Dadra is usually sung in ragas like Kafi, Pahadi, Khamaj, Maand etc. In Dadra singing, instead of paying special attention to the purity of the raga, attention is focused only on the color. Emotional songs in Dadra have elements, taal, raga etc. These ragas are also used in Dadra and Thumri.

TAPPA

Tappa is considered to be a Sanskrit word, which means - to jump, to jump. It is very popular in Punjab. Basically this has been the folk singing style of Punjab, which has become popular all over India after being adorned with various specialties. It has gained a prominent place in the singing style of Indian classical music. This singing style is predominated with Shringar Rasa. This singing style was first promoted by Ghulam Nabi Shori, hence he is considered its inventor. In this, the words of the song are very few; it has two parts called Sthayi and Antara, like Khayal with beautiful form of Khatka, Murki, Meend Taal etc. can be seen in this. It originated in the hilly regions of Punjab and developed side by side with Thumri in the court of Awadh. The songs of this Tappa singing style were introduced by the camel herders of Punjab. Due to his attractiveness, it occupied a place in classical music. Some scholars have considered this style of singing to be related to a song called Besra. The nature of Tappa singing style is fickle. The voice and rhythm do not rest anywhere in this. The Taala used in this is of 8 Matra or 16 Matra Jat.

CONCLUSION

There are three types of Nibaddha Gana, viz. Bandha, Vastu, and Rupaka, which can be understood as parts of a song. In most songs, four stanzas are there like Sthayee, Antara, Samchhari, and Aabhog. Dhrupad was invented in the fifteenth century by Raja Mansingh Tomar of Gwalior. Dangur Bani and Gauhar Bani are prevalent among four Banis. Umakant and Ramakant Gundecha have set a new example in dhrupad singing, with their songs being sweet, beautiful, and soulful. Zia Fariduddin Dagar was instrumental in reviving and creating the maximum number of stars in the field of Dhrupad

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music. Dhamar is a Ranganang song sung in Dhrupad style with verses related to Hori. Radha and Krishna are the heroes of this song, which originated in Braj and is related to Phag. The word Dhamar comes from the root 'Dham' of the Sanskrit language. The song is rhythm-oriented and has two parts, Stayee and Antara.. Khayal is a Persian singing style that uses imagination to establish the nature of a raga. It is popular in Vilambit, Madhya, and Druta laya. Compositions are selected based on bhava and rasa of the raga, embellished with the use of various techniques. The style is soft and melodious, and the tabla is used for Taala. There are many opinions about when this style of song started, but it has become the most prominent singing style in modern times. Tarana is a type of Hindustani music that is related to both swara and varna. Its origin is believed to be from the word 'Tarannum' which means melody, happy, voice etc. It is sung in all taals of khayal and in all ragas in Madhya and Drutalaya. The main function of Tarana is to prepare skillfulness, rhythm and pronunciation. Trivat is a singing style in Hindustani music system that originated from a Prabandha called Kewad. It is believed to be a result of mixing of styles like Mridang, Tabla etc. The process is vocal and rhythmic, and there is no poem or Rachna in Trivat. Chaturanga is a Hindustani singing style consisting of four Angas. It is mainly sung with Khayal Anga, but Tanas are used less. Its invention is believed to have originated from the Matang period. Chaturanga consists of verses, lyrics, Sargam, and words of the tabla or mridang. Thumri is a popular Indian raga music that expresses romantic thoughts and devotional themes. It is not considered laghu-raag music and is usually sung in selected ragas like Bhairavi, Pilu, Khambaj, Gara, Tilak-Kamod etc. Tabla is used as a percussion instrument in this song. The earliest example of a thumri song is found in Fakirullah's Raag Darpan, written in the 17th century AD. Thumri was given a special status in the court of Nawab Wazed Ali Shah in the 19th century. It spread to different parts of India, including Banaras and Kolkata, but there are differences in the expression style depending on the region. The distinction is considered to be two Angas: Purvi Anga and Punjabi Anga. Dadra is a Shringar rasa-oriented singing style that is mostly sung in Thumri ang ragas. It has two parts, Sthayee and Antara, and is usually sung in ragas like Kafi, Pahadi, Khamaj, Maand etc. Emotional songs in Dadra have elements, taal, raga etc. Tappa is considered to be a Sanskrit word, which means - to jump, to jump. It is very popular in Punjab. Basically this has been the folk singing style of Punjab, which has become popular all over India after being adorned with various specialties. It has gained a prominent place in the singing style of Indian classical music. This singing style is predominated with Shringar Rasa. This singing style was first promoted by Ghulam Nabi Shori, hence he is considered its inventor. In this, the words of the song are very few; it has two parts called Sthayi and Antara, like Khayal with beautiful forms of Khatka, Murki, Meend Taal etc. can be seen in this. It originated in the hilly regions of Punjab and developed side by side with Thumri in the court of Awadh. The songs of this Tappa singing style were introduced by the camel herders of Punjab. Due to his attractiveness, it occupied a place in classical music. Some scholars have considered this style of singing to be related to a song called Besra. The nature of Tappa singing style is fickle. The voice and rhythm do not rest anywhere in this. The Taala used in this is of 8 Matra or 16 Matra Jat. Various singing styles in India underwent an evolution through the ages. Most of the classical singing styles in India derived from the Pravandha Gaan, which was the first ever set composition in India.. The Prabandha Geet-style came into existence during the Matanga Period and is similar to the scripted compositions in modern Hindustani and Carnatic music systems.

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Chapter 23

The Significance of North Indian Classical Taal System and Bolparan: Unveiling the Rhythmic Essence

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ABSTRACT: To explore the significance of the North Indian Classical Taal System and Bolparan in Indian classical music. The Taal system serves as the rhythmic backbone, providing a framework for compositions, improvisations, and synchronization in ensemble performances. Bolparan, the language of rhythm, aids in the learning, memorization, and creative expression of complex rhythmic compositions. These rhythmic elements' historical background, structure, and cultural importance are discussed, highlighting their role in musical expression, communication, and therapeutic benefits. Understanding the North Indian Classical Taal System and Bolparan deepens our appreciation for the rhythmic essence that permeates Indian classical music, ensuring the preservation of this ancient art form for future generations. This article also explores the therapeutic qualities of the North Indian Classical Taal System's rhythmic patterns. These patterns have long been associated with healing and meditation practices, generating a trance-like state and promoting tranquillity and well-being through repetition and precise rhythmic play. Both performers and listeners benefit from the cathartic experience offered by the system. The repetitiveness of Taals mesmerizes listeners, inducing a contemplative state that clears the mind and fosters inner serenity. Performers deeply engage with the rhythmic flow, experiencing immediate attachment, relief, and emotional release. Understanding the historical background, unique characteristics, and prominence of the North Indian Classical Taal System and Bolparan deepens our appreciation of the rhythmic essence within Indian classical music. These rhythmic elements contribute to the preservation and enrichment of this ancient art form for future generations.

Keywords: North Indian Classical Taal System, Hindustani music, rhythm, Bolparan, Indian classical music, musical expression

INTRODUCTION

The intricate rhythmic patterns and long legacy of Indian classical music are well known. The North Indian Classical Taal System, periodically referred to as the Hindustani Taal System, is at the heart of this musical heritage and is of vital significance. In Hindi, the word "rhythm" is referred to as "taal," and it describes a rhythmic cycle that forms the basis of both compositions and improvisations. It gives musicians a foundation for navigating challenging rhythmic patterns and keeping synchrony throughout ensemble performances. Additionally, the transmission of intricate rhythmic compositions across generations is greatly aided by Bolparan, the language of rhythm. The rhythmic framework of North Indian classical music is the Taal system. The term "Taal" refers to a cyclical framework that divides musical time into rhythmic cycles. A summary of the Taal system's beginnings and historical progression is provided in this part, with special attention paid to the system's foundations in traditional Indian music.

The North Indian Classical Taal System centers on the rhythmic cycles known as Taals, which are composed of a set number of beats divided into smaller rhythmic components known as Matras. Each Taal is further divided into Taali, which designates places within the Taal, and Vibhag, which represents bigger divisions of beats. Talas are made up of



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fundamental pieces called bols. The number of beats in a rhythm is defined by matra. Talas can range from 3 to 108 Matras in length. They are played in a series of cycles. Sum refers to the first beat of each cycle. This beat is frequently symbolized with a specific symbol such as a 'X'. This is the cycle's most emphasized beat. Taali (clap) represents other emphasized elements of the tala, whereas Khali (empty) portions are performed in a soft way. In Vishnu Narayanan Bhatkande notation, they are represented by a 'O'. Tali is frequently denoted with a number reflecting the beat measure. Vibhagas are separate portions or stanzas of a tala. The use of Bolparan, mnemonic syllables that stand in for various rhythmic patterns, is a distinctive element of this technique. Bolparan is a rhythmic language that makes learning, memory, and artistic expression a breeze. The term "Bolparan" refers to the phonetic phrases used to recall the Taal's rhythmic rhythms. Bolparan are the technique phrases used to represent a Taal's rhythmic rhythms. Bolparan is essential in the learning and memorizing of complex rhythmic compositions. Musicians rely on mnemonic syllables to precisely internalize and repeat complicated patterns. While Bolparan can be used for learning and memory, it can also be used for artistic expression within the context of a Taal. Musicians may manipulate and experiment with Bolparan to generate unique rhythmic variations, giving their performances a distinctive touch.

HISTORY OF TAAL

Taal is mentioned for the first time in the Samaveda and Rigveda texts. All of the verses have the same metric structure and order. However, because these texts were performed orally, the notion of Taal was not elucidated until Bharat Muni's 'Natyashastra' was penned. Taal was exhibited with hand movements throughout the oral tradition, as stated in the Sama and the Rigveda, while singing. Later, solid metal or clay instruments (idiophones) such as a bell, cymbal, gong, wooden block, thali, Khartaal, and so on made their appearance as worthy musical accompaniments. These instruments produce sound by hitting them against one other or against a wood item. The "Natyashastra" by Bharata and "Sangeet Ratnakar" by Sarangadeva, alongside several other ancient texts on music, establish the historical foundation for the North Indian Classical Taal System. It has evolved over the years owing to the contributions of renowned scholars like Amir Khusro, Swami Haridas, and Raja Mansingh Tomar. The Taal system is a cornerstone of Indian classical music, flourishing under royal patronage throughout the Mughal Empire and rising to additional prominence during the Bhakti and Sufi movements.

TAAL: A LANGUAGE THAT UNIFIES MUSICIANS

Taal is a global language for musicians that allows for seamless communication and cooperation. It serves as a common foundation for musicians from all backgrounds to collaborate and create unified musical arrangements and performances. The taal system creates a sense of rhythmic coherence and helps musicians to properly synchronize their performances. With its global language of rhythm, the Taal system serves as a strong instrument for communication and collaboration among artists from all backgrounds. Musicians can use the Taal system as a common base for their musical relationships, regardless of language obstacles or cultural differences. It facilitates smooth communication during rehearsals, performances, and collaborations by providing a shared vocabulary and knowledge of rhythmic patterns. Furthermore, the Taal method promotes rhythmic coherence among artists. Musicians can efficiently synchronize their performances by following to the rhythmic framework of a Taal. The Taal system serves as a guide, ensuring that all artists are on time and have a consistent musical expression. This synchronization improves overall performance quality by producing a coherent and immersive musical experience for both performers and listeners. In simple terms, the Taal system acts as a link amongst artists, across cultural and language boundaries. It encourages artist cooperation, togetherness, and mutual understanding, allowing for the production of harmonious musical compositions and performances. The Taal system enriches the musical experience and fosters artistic relationships within the worldwide community of musicians by offering a common language of rhythm.

IMPORTANCE OF TAAL IN COMPOSITION

The North Indian Classical Taal System is essential for composition and improvisation. Composers use elaborate rhythmic patterns inside taals to communicate diverse feelings and moods, such as the famed Hindustani classical maestros Raag Bhimsen Joshi and Ustad Zakir Hussain. Similarly, performers showcase their technical proficiency and ingenuity by using taals as a basis for melodic improvisations.

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The taal framework offers a rhythmic structure for both composers and performers, providing structure and consistency. Composers can experiment with different taals to produce unique rhythmic patterns, while performers can use these rhythmic frameworks to inspire their melodic improvisations. The North Indian Classical Taal System, which drives the interplay between composition and improvisation, creates an interesting and captivating musical experience that captivates both the artists and the listener.

the North Indian Classical Taal System is an effective tool that allows composers to communicate their musical ideas and performers to demonstrate their technical proficiency and aesthetic expression. It enriches compositions and improvisations with dimension, intricacy, and rhythmic richness, improving the entire musical experience within the sphere of Indian classical music.

THERAPEUTIC BENEFITS OF TAAL

The North Indian Classical Taal System's rhythmic patterns have long been connected with healing and meditation practices. Taals generate a trance-like state and promote a sense of tranquilly and well-being due to its repetitive nature and precise rhythmic play. As a result, the method has therapeutic value since it provides a cathartic experience for both performers and listeners. Taals' repetitiveness has a mesmerizing effect that induces a contemplative state in listeners. The predictable rhythmic patterns serve as a center for mindfulness and focus, which helps to clear the mind and produce a sense of inner serenity. Performers are able to fully immerse themselves in the rhythmic flow as they interact with the taal system, feeling an immediate attachment to the music and experiencing a sense of relief and emotional upheaval.

Similar to how listeners might profit from the taal system's healing properties, they feel a sensation of calmness, stress reduction, and enhanced emotional well-being as they interact with the patterns of rhythm and let the music carry them away. The taal system's exact rhythmic interaction fosters a feeling of harmony and order that resonates with the human mind and offers a calming and uplifting experience. The North Indian Classical Taal System has therapeutic benefits that go beyond just promoting personal health. The rhythmic patterns of taals have been used in music therapy and other therapeutic contexts to encourage rehabilitation, emotional expression, and general wellbeing. It has been noted that the rhythmic vibrations produced by the taal system have a significant effect on the human body and psyche, boosting the sensation of harmony and balance on a whole.

PROMINENCE OF BOLPARAN AND NORTH INDIAN CLASSICAL TAAL SYSTEM IN INDIAN CLASSICAL MUSIC

The tabla is one of the primary percussion instruments used in Hindustani music. The revolutionary Taal with tabla is important because it enables any singer, musician, or dancer to practice anywhere and whenever they choose.

1. They offer the groundwork for rhythm, establishing a framework for musicians, singers, and dancers to maneuver complex compositions and improvisations.
2. They are essential for each composition and improvisation, enabling performers and composers to craft complex rhythmic patterns and demonstrate their technical mastery and originality.
3. The Taal system serves as a unifying language that facilitates interaction and cooperation between musicians from various cultural backgrounds.
4. The Taal system's rhythmic rhythms have long been linked to spiritual and therapeutic advantages, bringing about a state of serenity and fostering a sense of well-being.

We can better appreciate the rhythmic spirit that permeates Indian classical music if we are aware of the historical backdrop, distinctive characteristics, and prominence of the North Indian Classical Taal System and Bolparan. These rhythmic components aid to shape and deepen the rich legacy of this ancient art form, preserving it for future generations.

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CONCLUSION

The North Indian Classical Taal System and Bolparan that serve as the rhythmic framework and rhythmic language respectively, take center stage in Indian classical music. They create the structure for musical composition, improvisation, and interaction. The complexity and beauty of Indian classical music is better appreciated with the understanding of the rhythmic components. As the rich heritage of Indian classical music continues to evolve, the North Indian Classical Taal System and Bolparan will remain integral components, perpetuating the legacy and preserving the essence of this art form for generations to come.

The rhythmic foundation of this rich musical legacy is formed by the North Indian Classical Taal system and Bolparan. Understanding the structure, components, and cultural importance of Indian classical music gives significant insights into its complexity and beauty. We may increase our awareness for the rhythmic essence that pervades this ancient art form by appreciating the function of Taal and Bolparan in musical performance, learning, and creative expression. The Indian classical Taal system is crucial in the field of Indian classical music. It acts as a rhythmic backbone for the music, giving structure, coherence, and synchronisation. Taal's abstract nature lets players to experiment with and construct elaborate rhythmic structures, improvisations, and emotions, allowing them to express their creativity and originality.

Taal allows for dynamic interplay between musicians, promoting cooperation and synergy. It preserves Indian classical music's cultural history and traditions while providing space for creativity and progress within a disciplined framework. Taal's aesthetically pleasing rhythms attract listeners and offer depth to the song. Furthermore, Taal's abstract character acts as an all-encompassing language, bridging linguistic and cultural barriers and facilitating communication and collaboration among artists from various backgrounds. The Indian traditional Taal system is an essential component that enhances and enriches the art form, resulting in a profound and enthralling musical experience for both performers and listeners.

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Mastering the Sweep Picking: A Crucial Skill for Electric Guitarist

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ABSTRACT: *This chapter demonstrates the understanding of **Sweep picking**, an essential guitar playing technique. In music, Sweep or sweep picking is commonly played guitar playing technique. To play fast and technical riffs, licks, arpeggios, Guitar players use this technique to play a set of notes in a smooth sweeping motion. Usually to play arpeggiated patterns in rock or metal style playing, guitarists use this technique to make fast and fluid sounding licks or patterns. In this pattern the hand will perform simultaneously to do the pattern smoothly. The left hand or the fretting hand will play the specific patterns of the notes and at the same time the right hand will play the note pattern in a sweeping motion. This is an advanced kind of playing technique for professional guitar players. So make sure that you already learnt the intermediate techniques like basic arpeggios or hammer on pull off, essential legato licks. Classical guitar players also use this style but the technique is little different to playing classical guitar. So in this chapter is presenting the most important or essential patterns of sweep picking techniques of electric guitar.*

Keyword:- *Articulation, Phrase, Sweep picking, Slur, Rock Guitar, Hammer on, Pull off, playing technique, shredding.*

INTRODUCTION

Sweep picking, this guitar playing idea or the techniques came from the jazz culture in the 1940's. It was first played by popular jazz guitarists Les Paul, Tal Farlow, Chet Atkins and Barney Kessel in the time of 1950's. But thereafter this technique was popularized in the rock period in 1970's by the shred guitar player. Guitarists like Richie Blackmore of Deep Purple band, Stephen Richard Hackett, first used this technique in electric guitar and then gradually it has been developed by many shred guitar wizards like Yngwie Johan Malmsteen, Eddie Van Helen, Steve Vai etc. Famous rock metal guitar player Jason Baker developed many variations with sweep picking, in his album Sarrena arpeggios he showed tremendous variations of extended sweep picking intervallic arpeggios. Nowadays this is an essential shredding or speeding tool of many shred guitar players. Also it can be used to produce different picking accents. To produce an aggressive picking sound, it can also be used to produce melodies. So in this chapter we will see the basics of sweep picking or the important practice patterns of sweep picking. In this chapter all the given exercises or the sweep arpeggios are in different chord or arpeggio shape. Following the picking signs are as well as important, because sweep picking itself is a unique picking style. But it is also important to do maximum practice with this technique because this is a completely different picking style so it will take time to master.



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Exercise 1: D major diatonic 2nd Shape arpeggios

Moderate ♩ = 120

Fig: 1= 2nd Shape diatonic sweep arpeggios
Source: Author's original

The exercise no. 1 is based on 2nd shape chord. It is based on D major diatonic arpeggios. Chords are D major, E minor, F# minor, G major followed by A major, B minor, C# diminished and at the end D major once again but now in the higher octave. All the chords are given at the top of the notation line. To play this exercise understanding the picking technique is very much important. In the first bar of the exercise, at the first two triplets given picking strokes are down all the way. But the down strokes are have to play in a sweep motion not separately. Then at the 1st string there is a pull off from 5th fret to 2nd fret and at that moment the picking motion will be change from down to upwards the again in the same way the right hand picking will goes down from in sweeping motion. At the top of the bar no. 6, there is a sign “Sim”, it means similarly in music. It says similarly the picking motion will follow to the remaining bars. This is a basic pattern of 2nd shape sweep picking arpeggios. Some other extended 2nd shape arpeggios patterns are there which has developed by many new age guitar players like Jason baker, Marty Friedman etc. In this chapter we will see the all the essential techniques which is important for a beginner sweep learner.



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Exercise 2: 2nd Shape chord shifting diatonic arpeggios

Sweep chord shifting

Moderate ♩ = 120

Fig: 2= 2nd Shape diatonic chord shift sweep arpeggios
Source: Author's original

This exercise is as same as like the previous exercise, based on 2nd shape but in this exercise we can see some slides. Starts from the D major 2nd shape. The sweep goes down with D major and slide toward and come up to the next chord to Em, then again slide towards to the next mentioned bar. In the next bar again it goes down with the F#m chord, slide forward and comes up with the G major 2nd shape, by a pull off at 1st string and comes up to the next chord. Similarly in the 3rd bar goes down with F#m 2nd shape arpeggio, Slide forward to te next chord, Pull off at the 1st string ad come up to G major chord. In the 3rd bar also it is going through A major to B minor and in the 4th bar, same as like the previous bars, from C# diminished to D major. The C# diminished arpeggio shape is little different than other arpeggio road map, because it is sounding little bit different. Diminished arepeggio has many other different arpeggio shapes which has been found in Neoclassical music.



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Exercise 3: Arpeggios in one octave

Moderate ♩ = 120

1 2 3 4 5 6 7 8 9

Fig: 3= 2nd Shape one octave arpeggio runs

Source: Author's original

It is also important that practicing all the arpeggio shapes in 1 octave. In this exercise we can see the same 2nd shape arpeggio in D major diatonic but now it is in one octave. It is also can be played as fast runs in the genre of rock, metal, neoclassical etc. In this example as we can see that is it on major but it is important to play this in Minor chord progression. After practicing in quarter note it is important to practice it in fast tempo. Next example (Figure no. 3) is given in 16th notes. So guitar players can use this in a fast tempo Metal or Rock songs.

10 11 12 13

Fig: 4= 2nd Shape 16th note arpeggio runs

Source: Author's original

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Exercise 4: 3rd shape sweep arpeggios

Fig: 5= 3rd Shape diatonic arpeggios
Source: Author's original

The exercise no. 3 is based on 3rd shape chord so it is a 3rd shape arpeggio shape in sweep picking scape. It based on the key of C major diatonic scale, so the chords are C major, D minor, E minor, F major, G major, A minor, B diminished. The pattern will start from the 5th string. In the 1st shape 1st note have to do down stroke and left hand finger would be 1st finger, and then the next note has to be played with hammer on, finger would be 5th, after that to the next four string with down stroke, 3rd finger can be used as bar shape, so the ascending arpeggio is going with the down stroke but not separately, it has to be played in sweeping motion. After the 1st string 3rd fret, the next fret is again on the 1st string but the fret is 8th, for the last note of the arpeggio the finger would be 4th, and the stroke would be upward. Again for the descending the same fingers has to be use but strokes are upward, which has been given in the notation (Figure no. 5). For all the major chord arpeggios in the diatonic scale all the finger pattern and stroke pattern will be the same. But there is little bit different in the minor chord and as well as in the diminished chord. In the second bar the chord is D minor. There is only a little difference in between the Major or Minor arpeggios of 3rd shape. On the 2nd string the finger would be 2nd, because we all know that in the 3rd note of the minor chord is flatten, so there is a little difference in the minor chord. But the diminished arpeggio shape is completely different than others. In this notation the last second last bar is based on B diminished chord. The first note simply the 2nd note has to be play with hammer on, next 2 strings again with down strokes but again there is a hammer on the 3rd string 16 fret followed by the 2nd string with down strokes. After that



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on the 1st string again it is down stroke. But in this arpeggio shape only one note is given. But also the next chordal note can be played.

Exercise 5: 1st shape sweep arpeggios

Moderate ♩ = 120

Fig: 6= 1nd Shape diatonic arpeggios on the key of G
Source: Author's original

In the exercise 5 (Figure no. 6) the patterns are based on the key of G major diatonic scale and the chord or the arpeggio shape is based on 1st shape pattern. So the diatonic chords are G major, A minor, B minor, C major, D major, E minor, F# Diminished. All the six string will be in use for the first shape scale. In the first bar the G major arpeggios will start from

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6 strings with down strokes, on the 5th string the first note will be played by down strokes and the next note of the same string will be played by hammer on, then the next 4 notes will play with down strokes, and all the down strokes feel will be in sweeping motion. At the first string the first note will be played by down stroke but the second note of the string will be played by an up stroke followed by a pull off towards to the six string with upward sweeping motion. The finger pattern of this shape is important because performers have to practice stretch exercises to perform this arpeggio patterns. All the Major arpeggio pattern are same and in the minor arpeggios, the third degrees are flat only. But the diminished arpeggio's pattern is different, because in a major or minor triad has 3 note 1, 3, and 5th but the diminished has 4 note arpeggio. So in this pattern the strokes are also different, here in this notation (figure 6) as we can see some sweeping strokes combined with some hammer on and pull off. In the last bar only the ascending is given, end up with a slide and aggressive vibrato at the fret no. 22.

CONCLUSION

Sweep picking technique is one of the most important technique or articulation in music, not only in guitar, it also can be played in other musical instruments like violin, classical guitar, banjo etc. All the given exercises in this chapter, are the most important basic patterns for guitar. Every guitar learner should practice this exercises. After practicing all the pattern every guitar player will be able to play the hardcore technical difficulties in neoclassical, metal etc. After mastering the basic performers will be able to improvise with this pattern and they can make their own unique sweep picking licks. Economy picking is also very similar to this technique but economy picking is little more advance than this. The balance or the combination of right hand and left is the most important point of this pattern. But it should to practice very slowly with the metronome or drum beat. Guitar players also should follow all those legendary guitar players, who are the master of these techniques. Yngwie Johan Malmsteen, Jason Baker, Marty Friedman, Steve Vai, John Petrucci these are monsters of this technique. Yngwie Malmsteen has shown his uniqueness in his instrumental song "Arpeggios from hell". Jason Baker has shown his extraordinary ideas in his instrumental "Sarena". They have invented their own and unique sweep picking licks. Practice is the only thing to master, the sweeping motion and the co-ordination of both hand. Definitely slow practice with the metronome is recommended for best results.

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The Art of Music Arrangement

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ABSTRACT: *This book chapter takes readers on an appealing journey into the fascinating and transformative world of music arrangement. With a focus on diverse genres and the techniques used by arrangers, it unveils the secrets behind attractive harmonies, inspired transformations, and profound sonic impact. By exploring the creative decision-making process and emphasizing collaboration, the chapter inspires musicians, composers, and enthusiasts to hold the magic of arranging melodies, harmonies, and rhythms. Whether evoking emotions, enhancing musical unity, or rejuvenating compositions, the art of music arrangement is a powerful tool for releasing creativity and leaving a lifelong imprint.*

KEYWORDS: *Instrumentation, Orchestration, Harmony, Melody, Texture, Artistic Interpretation*

INTRODUCTION

Music arrangement is a gentle and complex skill that blows new life into compositions. It is an art form that needs a deep understanding of musical elements, creative intuition, and technical skills. In this chapter, we will delve into the world of music arrangement, discovering its purpose, techniques, and the principles that govern its practice. Whether you're a composer, performer, or aspiring arranger, this chapter will serve as a guide to cracking the potential of music arrangement. Music arrangement is the process of adjusting and reconcepting a musical composition for a different collective, instrumentation, or style. It involves making creative decisions about melodies, dynamics, harmonies, rhythms and other musical elements to shape the overall sound and emotional impact of a portion. The area of music arrangement is to enhance the original composition while staying true to its core. Arranging music serves several purposes. It allows musicians to interpret existing compositions in their own exceptional way, adding personal expression and style. Arrangements can also provide specific performance circumstances, such as adapting orchestral works for smaller bands or altering jazz songs into pop forms. Moreover, music arrangement is a great implement for teaching, discovering different genres, and accumulate the range of musicians.

Important Practices in Music Arrangement:-

1. **Instrumental Selection:** Endowed with the power to shape sonic landscapes, the careful selection of instruments and voices is a pivotal consideration in musical arrangement. Thoughtfully evaluate the timbre, range, and expressive capabilities of each instrument, crafting a harmonious tapestry of sound that resonates with the desired emotional palette.
2. **Structural Innovation:** The arrangement's overarching structure provides the framework upon which the composition finds its shape. Meticulously craft introductions, interludes, and endings that seamlessly weave into a coherent whole. Explore the creative possibilities of extending or condensing sections, presenting a compelling musical narrative.

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3. **Melodic Transformation:** Unleash the potential of the original melody through imaginative transformation techniques. Embellishments, counterpoint, and re-harmonization bestow a symphony of color, complexity, and unexpected beauty upon the arrangement.
4. **Rhythmic Manipulation:** The artful manipulation of rhythm breathes life into an arrangement, shaping its very pulse. Experiment with rhythmic subdivisions, syncopations, and polyrhythms, infusing the music with an irresistible energy and momentum.
5. **Dynamic Artistry:** Mastery of dynamics empowers arrangers to shape the emotional contour of the composition. Through deftly crafted crescendos, decrescendos, and accents, arrangers take the listener on a captivating journey. Employing a variety of articulations such as legato, staccato, and marcato imparts expressiveness and crystalline clarity to the arrangement.
6. **Harmonic Exploration:** Delve deep into the original composition's harmonic architecture, exploring its inner workings. By skillfully employing chord substitutions, extensions, and inversions, arrangers infuse the arrangement with novel harmonic nuances, evoking diverse emotional landscapes.

MUSIC ARRANGEMENTS KEY STEPS:-

Creating Catchy Melodies:-

1. **Dynamic Creation:** Practice changes in volume and intensity to make your chorus and build-up sections more exciting. Form tension and release in your music to keep listeners involved.
2. **Mixing Sounds:** Fuse electronic and acoustic instruments to create a modern pop sound. Enhance layers and textures to make your arrangement more interesting and thrilling.
3. **Alteration with Bridges:** Craft bridges that provide a contrast and effortlessly lead back into the chorus. Acquire how to transition between different parts of your song flawlessly.

Rock 'n' Roll Energy:-

1. **Phrases and Solos:** Explore guitar riffs and phrases and solos that bring intensity and excitement to your rock arrangement. Tryout with distortion and effects to give your music a raw and stubborn edge.
2. **Magic of Trio:** Harness the energy of electric guitars, bass, and drums, which are key to the rock genre. Create a strong foundation with powerful drumbeats and solid bass lines.
3. **Playing with Dynamics:** Master the art of changing the volume and intensity of your music to create tension and release. Use dynamic shifts to keep listeners on their toes.

Jazzing Up the Arrangement:-

1. **Creativeness & Improvisation:** Allow musicians to showcase their skills through improvised sections. Discover the ways to include improvised parts into a structured jazz arrangement.
2. **Vocal Richness:** Use extended chords and transformed tensions to create the rich harmonies found in jazz music. Try with different chord progressions to add color and depth to your arrangement.
3. **Beats and Swing:** Hold the swing beats and rhythms and modification that express jazz music. Stable individual instruments with the group to create a cohesive sound.

Classical Expression:-

1. **Merging Melodies:** Study the art of counterpoint, where multiple melodies link harmoniously. Use counterpoint techniques to add density and depth to your classical arrangement.



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2. **Instrumentation:** Explore the world of orchestral arrangements and use different instruments to remind emotions. Pay devotion to the timbre and color of each instrument to create a intense musical experience.
3. **Sensitive and Expressive Dynamics:** Custom changes in volume and rhythm to remind different moods throughout your arrangement. Make sure each musical line is clear and clear-cut.

Grooves and Vibes:-

1. **Vocal Charmed:** Discover the combination of vocals into your electronic arrangement. Blend vocals effortlessly with the electronic soundscape for an fascinating fusion.
2. **Modulating the Sound:** Study with synthesizers, drum machines, and effects to shape your electronic sounds. Add movement and difference using automation to keep your arrangement interesting.
3. **Communicable Grooves:** Make appealing bass lines and rhythms that make people want to dance. Chain electronic and organic elements to create unique and attractive sounds.

Ethics of Authentic Music Arrangement:-

1. **Musical Integrity:** Retain the musical integrity of the arrangement by ensuring that the modifications, additions, or reinterpretations enhance the emotional impact or artistic quality of the original piece. Avoid making changes that compromise the soul or meaning of the music.
2. **Personal Consistency:** As an arranger, maintaining personal honesty is crucial. Be honest and consistent about your role and contributions to the arrangement. If you incorporate the work of others or use existing arrangements, be transparent about it and offer suitable credit.
3. **Artistic Analysis:** Arrangement includes adding personal touches and creative choices. However, it is essential to strike a balance between artistic expression and maintaining the intended message and ambiance of the piece. Extreme changes that knowingly turn from the original may reduce its artistic integrity.
4. **Creative Authenticity:** Once arranging music, it is vibrant to uphold the original composer's creative vision. While arrangers have the freedom to infuse their own understanding, it is crucial to preserve the core and honesty of the original piece.
5. **Research and Cultural Understanding:** When working with music from different cultures, engage in thorough research and seek to understand the cultural context, traditions, and significance of the music. This helps create well-informed and respectful arrangements that honor the cultural heritage.
6. **Imitative vs Transformative:** Aim for a transformative arrangement that brings a fresh artistic perspective to the original composition. Avoid creating imitative works that merely replicate or mimic the original without important creative input.
7. **Copyright Agreement:** Arrangers must ensure they have the lawful right to arrange and modify the music. Copyright law precautions the original composition and the rights of the composer, so obtaining proper permissions or licenses is necessary to avoid any breaches.

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By understanding the values and techniques discussed in this chapter, you have the tools to create appealing music arrangements in various genres. Let your imagination run wild as you explore new possibilities and push the boundaries of your creativity. With practice and experimentation, you can create arrangements that resonate with audiences and bring your music to life in exciting and inimitable methods.

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Chapter 26

Architectural Photography as Art: The Intersection of Creativity and Precision

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ABSTRACT: Architectural photography stands as a powerful testament to the intersection of creativity and precision in the realm of visual arts. Beyond being a mere documentation of buildings, this form of photography evolves into an art form, where photographers weave together their artistic vision and technical expertise to capture structures in their most captivating and evocative light. In this chapter, we embark on a journey into the world of architectural photography, exploring the profound significance it holds within the creative industry and the multifaceted dimensions that make it an extraordinary form of artistic expression. This chapter also highlights the indispensable role of technical excellence in architectural photography. Creative vision alone is not sufficient; it must be executed with precision. Photographers carefully select the most suitable cameras, lenses, and equipment to ensure the highest level of detail and clarity in their images. They employ advanced techniques like manual focus and focus stacking to achieve perfect sharpness in every element of the architecture, while also utilizing tilt-shift lenses and camera movements to correct distortions and achieve impeccable perspectives.

Keywords: Architectural Photography, Creativity, Precision, Art

INTRODUCTION

At the heart of architectural photography lies the ability to embrace creativity in composition. This transcends the mundane and challenges photographers to break free from conventional norms, seeking unique angles and perspectives that breathe life into inanimate structures. It is through this creative lens that buildings and spaces are transformed into visual narratives, communicating emotions, stories, and cultural histories that resonate with audiences on a profound level. As we delve into the nuances of composition, we encounter the artistic principle of the "rule of thirds," which forms the foundation of many visually appealing compositions. However, we don't stop there – we venture into uncharted territories of the creative mind, exploring compositional techniques such as the golden ratio and leading lines that imbue architectural photography with an extraordinary sense of harmony and balance.

Architectural photography also relies on the interplay of light and shadow, a dance that adds depth, drama, and mood to images. Photographers master the art of capturing the ethereal light during golden hours, as well as embracing the enigmatic charm of nighttime architectural photography, where artificial lighting paints buildings in a magical glow. The precise balance between light and shadow serves as a canvas for photographers to create emotive and visually captivating representations of architecture. Beyond the aesthetics, architectural photography becomes a medium to tell stories. These visual narratives go beyond the physicality of buildings, delving into the heart of architectural intent and design. Through their lens, photographers unravel the rich tapestry of buildings' histories and cultural significance, immortalizing them as symbols of societal progress and human ingenuity. The creative vision of photographers takes us from chaotic urban landscapes to coherent compositions, where architecture speaks with clarity and purpose.

As we delve further into the realm of architectural photography, we witness its profound impact on the creative industry. These stunning visual representations influence architectural appreciation, offering audiences a deeper understanding and appreciation of the built environment that surrounds them. Moreover, architectural photography plays a significant role in

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marketing architectural projects and real estate developments, as it becomes a persuasive tool in communicating the vision and potential of these structures. Furthermore, the creative industry thrives on the preservation of cultural heritage, and architectural photography plays a crucial part in this endeavour. By capturing historical buildings and unique architectural features, photographers contribute to the conservation of cultural identity, reminding us of our past and the need to safeguard it for future generations.

EMBRACING CREATIVITY IN COMPOSITION

Breaking away from conventional angles: One of the keys to creative architectural photography is to avoid the usual, clichéd perspectives that people commonly associate with buildings. Instead, photographers should seek out unique angles and viewpoints that showcase the architecture in a fresh and captivating manner. This might involve climbing to higher vantage points, shooting from ground level, or exploring less-traveled paths to find an unconventional angle that highlights the building's most striking features.

Example: Rather than taking a straightforward front-facing shot of a famous landmark, a creative photographer might choose to photograph it from an adjacent building's rooftop, capturing an unusual perspective that emphasizes the landmark's relationship with the surrounding urban landscape.

Rule of thirds and beyond: The rule of thirds is a fundamental principle of composition, dividing the frame into a grid of nine equal parts using two horizontal and two vertical lines. Placing key elements of the architecture along these lines or at their intersections can create a visually pleasing and balanced composition. However, going beyond the rule of thirds, photographers can experiment with other compositional techniques, such as the golden ratio or leading lines, to add more depth and visual interest to their images.

Example: In a photograph of a modern building, the photographer might position the building's main entrance and a striking vertical element (like a tall window or column) along the golden ratio points, creating a sense of harmony and balance in the composition.

Exploring lines, shapes, and patterns: Architecture is full of lines, geometric shapes, and repetitive patterns that lend themselves to compelling compositions. Creative photographers use these elements to their advantage, using leading lines to draw the viewer's eye into the frame, capturing the interplay of shapes, and highlighting captivating patterns found in the building's design.

Example: In a photograph of a contemporary office building, the photographer might frame the shot in a way that accentuates the building's sleek lines, leading the viewer's gaze from one corner to another, guiding them through the image and making it visually engaging.

Incorporating nature and surroundings: Architecture often exists in harmony with nature and the surrounding environment. Including elements of the natural world, such as trees, plants, water bodies, or even the sky, can enhance the aesthetics of architectural photography. These elements can soften the rigid lines of buildings, add color and contrast, and offer a sense of context to the architecture.

Example: When photographing a modern eco-friendly building, the photographer might include lush greenery surrounding the structure, showcasing its integration with nature and promoting its sustainability features.

By embracing creativity in composition and exploring these various subpoints, photographers can elevate their architectural images beyond simple documentation, transforming them into artistic representations that captivate viewers and leave a lasting impression in the world of architectural photography.

THE POWER OF LIGHT AND SHADOWS

The importance of light and shadow on architectural photography can be understood through below mentioned points:

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1. **Capturing the golden hour:** The golden hour, which occurs shortly after sunrise and before sunset, is a magical time for architectural photography. During this period, the sun's rays are diffused and cast a warm, golden glow on buildings, enhancing their textures and creating a soft, inviting ambiance. Photographers often plan their shoots around these times to capture architecture at its most captivating and visually appealing. For Example: A skilled architectural photographer may position themselves to capture the stunning silhouette of a historic building against the vibrant hues of the setting sun during the golden hour, accentuating the building's intricate details and the natural beauty of the sky.
2. **Conquering challenging lighting situations:** Architectural photography often presents complex lighting scenarios, such as high-contrast situations where parts of the building are in bright sunlight while others are in shadow. Photographers must employ various techniques to handle these challenging conditions and ensure that all aspects of the building are well-exposed. For Example: When photographing a modern skyscraper against a bright, sunny sky, a photographer might use a graduated neutral density filter to balance the exposure, preventing the building's upper floors from being overexposed while retaining detail in the sunlit areas.
3. **Nighttime architectural photography:** As the sun sets and darkness descends, architectural photography takes on a new dimension. Skyscrapers, monuments, and cityscapes come alive with artificial lighting, creating stunning nocturnal scenes. Long exposures and careful management of light sources allow photographers to capture the captivating atmosphere of cities at night. For Example: In a photograph of a city skyline at night, the photographer might use a long exposure to capture the trails of car lights, reflecting the vibrant energy and constant movement of the urban environment.
4. **Silhouettes and shadows:** The interplay between light and shadow can evoke powerful emotions and add drama to architectural images. Silhouettes, where the building's dark outline contrasts against a bright background, create a sense of mystery and intrigue, while carefully placed shadows add depth and dimension to the composition. For Example: A photographer capturing a traditional temple at sunset might position themselves to include the temple's elegant silhouette against the colourful, vibrant hues of the sky, infusing the image with a sense of tranquillity and spiritual contemplation.

By harnessing the power of light and shadows, architectural photographers elevate their images to convey more than just the physical appearance of buildings. They use these techniques to evoke emotions, showcase the dynamic relationship between structures and their surroundings, and present architecture as an ever-changing art form influenced by the passage of time and natural elements. The mastery of light and shadows in architectural photography not only showcases the aesthetic qualities of buildings but also enhances their narrative and cultural significance. With skilful control over lighting conditions, photographers can evoke a wide range of emotions and tell compelling visual stories that connect audiences to the architectural wonders of the world. As we explore the subpoints of "The Power of Light and Shadows," we gain a deeper appreciation for the artistry and technical prowess that define architectural photography as a powerful and evocative form of creative expression.

TELLING STORIES THROUGH ARCHITECTURE

The photographer tells stories through architecture by understanding the architectural intent. Effective architectural photography goes beyond merely capturing the physical appearance of buildings. It involves understanding the purpose and intent behind the design and construction of these structures. Photographers must delve into the architect's vision and the contextual factors that influenced the design. By comprehending the intended use, historical significance, and cultural context, photographers can infuse their images with a deeper narrative that resonates with viewers. For example, when photographing a historic church, the photographer researches the architectural style, the era it was built in, and any unique features that reflect the religious and cultural beliefs of that time. By incorporating this knowledge into the composition, the resulting image becomes a visual representation of the building's role as a place of worship and its historical importance to the community.

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Architecture can evoke a wide range of emotions, from awe and inspiration to tranquillity and nostalgia. As storytellers through their lens, photographers have the power to evoke these emotions in viewers through their compositions. By carefully selecting angles, lighting, and framing, photographers can emphasize specific elements that elicit the desired emotional response. For example, when capturing a contemporary art museum, the photographer might focus on the building's sleek lines and minimalist design, evoking a sense of modernity and sophistication. Alternatively, a more whimsical angle that highlights an intriguing architectural feature could elicit curiosity and wonder in the viewer.

Many buildings hold deep historical and cultural significance, serving as symbols of a community's heritage and identity. Photographers play a vital role in preserving and communicating this significance through their images. By capturing architectural details that reveal the passage of time or elements that represent cultural traditions, photographers contribute to the collective memory and appreciation of a place's history. For example: When photographing a centuries-old castle, the photographer might focus on weathered stone walls and intricate carvings, emphasizing the building's age and the stories it carries from past generations.

Complex architectural structures can be visually overwhelming, with a multitude of lines, shapes, and textures competing for attention. Skilled photographers have the ability to distil this complexity into a coherent and aesthetically pleasing composition. They use framing, selective focus, and creative use of negative space to guide the viewer's gaze and create a harmonious visual experience. For example, when photographing a bustling cityscape with towering skyscrapers, the photographer might strategically frame the image to include a central focal point, such as a prominent landmark or a unique architectural feature, which serves as an anchor for the viewer's eye amidst the urban chaos.

Through their storytelling prowess, photographers elevate architectural photography from a simple representation of buildings to a deeper exploration of human ingenuity, cultural heritage, and emotional connection. By embracing the nuances of architectural intent, evoking emotions, recognizing historical and cultural significance, and mastering the art of coherence, photographers breathe life into architecture, enabling viewers to engage with these structures on a profound and meaningful level.

PRECISION AND TECHNICAL EXCELLENCE

Architectural photography involves precision and technical excellence that photographers need to acquire. Selecting right for architectural photography is one of the important aspects of the same. In architectural photography, having the right gear is essential to ensure precision and high-quality results. Photographers typically opt for cameras with large sensors and high resolution to capture fine details and produce images with ample room for cropping and post-processing. Full-frame DSLR or mirrorless cameras are popular choices due to their superior image quality and versatility. Additionally, lenses with minimal distortion and excellent sharpness, such as prime lenses or tilt-shift lenses, are commonly used for their ability to accurately represent architectural lines and geometry. A professional architectural photographer might use a full-frame DSLR camera with a 24-70mm f/2.8 lens, offering both wide-angle coverage for expansive shots and moderate telephoto reach for capturing intricate details.

Another important aspect to attain precision is by Achieving perfect focus. Sharpness and focus are critical in architectural photography, especially when capturing intricate architectural details. Photographers often employ manual focus techniques to ensure precise control over the focal point. Additionally, in situations where a large depth of field is required to keep both foreground and background elements sharp, focus stacking can be used. This involves capturing multiple images with different focal points and later combining them in post-processing to achieve optimal sharpness throughout the frame. When photographing a historic building's ornate facade, a photographer may use focus stacking to ensure that both the intricate carvings on the building's surface and the surrounding environment are perfectly sharp in the final image.

The third technical aspect in architectural photography is Camera movements and tilt-shift lenses. Architectural photography often involves capturing buildings from unique angles, which can lead to converging lines and distortions. To avoid these perspective distortions, photographers use tilt-shift lenses or camera movements (e.g., perspective control) in view cameras. These specialized lenses and camera adjustments allow photographers to maintain parallel lines and achieve precise perspective correction, especially when photographing tall buildings from a close distance. When

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photographing a skyscraper from ground level, a tilt-shift lens enables the photographer to keep the vertical lines of the building straight, avoiding the perspective distortion that would occur with a standard lens.

Last and most importantly, post-processing plays a vital role in architectural photography, enhancing images while preserving their integrity. Photographers use software like Adobe Photoshop or Lightroom to fine-tune exposures, adjust colors and contrast, and correct lens distortions. However, it is crucial to strike a balance between enhancing the image's visual appeal and maintaining the accuracy of the architectural subject. During post-processing, a photographer might adjust the white balance to bring out the warm tones of a building's facade while ensuring that the colors remain faithful to the original architectural design.

Precision and technical excellence in architectural photography not only result in visually stunning images but also emphasize the photographer's dedication to capturing architectural beauty with utmost accuracy and attention to detail. By mastering the appropriate gear, focusing techniques, perspective control, and post-processing skills, photographers ensure that their work stands as a testament to the architectural marvels they capture, while inspiring others to appreciate the profound artistry within the built environment.

ARCHITECTURAL PHOTOGRAPHY AND THE CREATIVE INDUSTRY

Architectural photography plays a crucial role in fostering a deeper understanding and appreciation of the built environment. Through skillful composition and capturing the essence of architectural design, photographers can convey the beauty, functionality, and historical significance of buildings and spaces. These images serve as visual narratives that connect viewers to the cultural and historical context in which the architecture exists. By highlighting the diversity of architectural styles from different regions and time periods, architectural photography helps broaden cultural awareness and promotes a sense of pride in local heritage. In the realm of real estate and architectural development, captivating architectural photography can be a powerful marketing tool. High-quality images of properties, interiors, and architectural projects help attract potential buyers, investors, and clients. Striking visuals that showcase the unique features and aesthetics of buildings can significantly influence purchase decisions. In the creative industry, architectural photographers work closely with architects, designers, and real estate professionals to create compelling visual representations that emphasize the strengths of a property or project.

Architectural photography plays a pivotal role in urban development and city planning. Images of architectural landmarks, urban landscapes, and iconic buildings can inspire urban planners, policymakers, and architects to envision and execute transformative projects. These photographs provide valuable insights into the existing cityscape and can stimulate discussions on how to improve urban environments, enhance public spaces, and promote sustainable development. As cities evolve, architectural photography captures their ever-changing character and preserves the historical layers of urban development. Historical buildings and architectural landmarks are not only symbols of cultural heritage but also essential components of our collective identity. Architectural photography contributes significantly to the conservation and preservation of these structures. By capturing detailed images of historical architecture, photographers aid in documentation and archiving efforts. These visual records become invaluable resources for historians, conservationists, and restoration specialists to study, analyze, and restore important structures. Moreover, powerful photographs of endangered or decaying architectural sites can raise awareness about the importance of preservation, encouraging the public and authorities to take action to safeguard these cultural treasures for future generations.

Therefore, architectural photography's role in the creative industry is multi-faceted. It elevates our appreciation of architecture by presenting it as an art form, helps market properties and architectural projects, influences urban development, and contributes to the conservation and preservation of cultural heritage. Through their creative lens, architectural photographers shape the way we perceive and engage with the built environment, leaving a lasting impact on society and the creative landscape.



CONCLUSION

The conclusion reiterates that architectural photography transcends mere documentation and enters the realm of art. By exploring various creative approaches to composition, lighting, and storytelling, photographers can elevate their images beyond the ordinary, turning buildings and spaces into captivating works of art. This artistic dimension of architectural photography sets it apart from straightforward visual documentation, allowing photographers to express their unique perspectives and visions. It emphasizes the significance of architectural photography as an art form that requires both technical expertise and creative vision. It highlights the profound impact of architectural photography on the creative industry, cultural appreciation, and preservation. The conclusion emphasizes the harmonious fusion of creativity and technical precision required in architectural photography. It stresses that photographers must master both aspects to produce compelling and impactful images. While creativity fuels innovative compositions and emotional storytelling, technical precision ensures that the architectural subjects are portrayed accurately and with utmost clarity. This blend of creativity and precision makes architectural photography a unique and demanding art form.

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Chapter 27

Introduction to Raw Image Processing: Unleashing the Power of Unprocessed Data

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ABSTRACT –An introduction to the world of raw image processing, highlighting its importance and potential for unlocking the power of unprocessed data. It explores the intricacies of raw files, demystifies their intricacies, and discusses their advantages over-processed image formats. By providing a comprehensive overview of raw image processing, this chapter equips readers with the knowledge and skills to harness the creative possibilities offered by raw data. From understanding the technical aspects of raw files to exploring basic tools and techniques, such as exposure compensation and color grading, photographers have precise control over every aspect of their images in post-processing. This chapter also emphasizes the importance of establishing a consistent workflow that streamlines the editing process, maximizes productivity, and ensures consistent, professional results. By diving into the realm of raw image processing, photographers can unlock the true potential of their unprocessed data and turn it into breathtaking photos.

Keywords- *Raw image processing, unprocessed data, Advantages, Techniques, Workflow, Creative possibilities.*

INTRODUCTION

In the field of digital photography, RAW image processing is the key to unlocking the full potential of RAW data. Modern cameras capture a wealth of information and preserve the essence of the moment in RAW files. A comprehensive introduction to the art and science of RAW image processing, this chapter explains the inner workings of RAW files and their advantages over processed formats. Ultimately, you'll have the skills to turn raw footage into stunning photographs. RAW files provide unprocessed information and offer a high level of detail, dynamic range, and color fidelity that can be precisely controlled in post-processing. Shooting in RAW format allows you to fine-tune exposure, white balance and color correction. This chapter focuses on technical aspects and techniques of RAW image processing. RAW data is captured directly from the camera's sensor, resulting in larger files and richer scenes. To understand the intricacies of RAW image data, RAW file structures such as metadata, color space, and bit depth are explored. Next, in this chapter, we'll cover the most important techniques and tools for RAW image processing, covering adjustments such as white balance, exposure compensation, noise reduction, and sharpening. Learn about popular software applications and their specific features. This chapter focuses on creativity and shows how photographers can inject their artistic vision into every pixel by manipulating color, contrast and tonal range. Transform your RAW images into expressive, striking photos using techniques like selective editing, graduated filters, and local adjustments. This emphasizes the importance of establishing a consistent and efficient RAW image processing workflow. It guides readers through a systematic approach that streamlines the editorial process and ensures professional results. Adopting a structured workflow allows photographers to maximize productivity, minimize errors and unlock the true potential of their raw images. This chapter highlights the endless possibilities of raw image processing as a playground for creativity and artistic expression. It serves as a comprehensive guide, giving you the knowledge and tools you need to harness the power of raw images and transform them into stunning photos. The aim is to explore the intricacies of raw image processing and discover the extraordinary potential hidden in raw data.

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UNDERSTANDING RAW FILES

Raw image files act as unedited digital negatives taken with a digital camera. They are characterized by a unique quality that sets them apart from other image formats. Unlike compression formats such as JPEG, RAW files retain all of the original data captured by the camera's sensor, preserving the highest levels of image quality and post-processing flexibility. When comparing RAW files to other image formats such as JPEG (JOINT PHOTOGRAPHIC EXPERTS GROUP) and TIFF (TAGGED IMAGE FILE FORMAT), the main difference is the amount of information they contain. Raw files store not only pixel values, but also various data such as metadata, color space information, and bit depth. This wealth of data gives photographers more leeway and control during the post-processing stage. From a technical point of view, RAW files consist of various components. First, metadata provides valuable information about an image. B. Camera settings, date and exposure details. This metadata is important for organizing and classifying your images. A color space then defines the range of colors that can be represented in an image. Raw files typically use larger color spaces such as Adobe RGB or ProPhoto RGB, providing a wider color gamut for precise color adjustments. Finally, bit depth refers to the number of bits used to represent each pixel's color information. Higher bit depths provide a wider tonal range and smoother transitions between colors, resulting in better image quality and less banding. Understanding the definition, characteristics, and technical aspects of RAW files is fundamental to entering the world of RAW image processing. This knowledge enables photographers to make informed decisions during the processing stages, unlock the full potential of their raw data, and ultimately gain the understanding they need to achieve their desired creative vision.

BENEFITS OF RAW IMAGE PROCESSING

RAW image processing has many advantages that allow photographers to maximize image quality and precisely control the final output. One of the main advantages is maintaining the highest image quality. Raw files store the original data captured by the camera sensor and do not lose any information due to in-camera processing or compression. This data storage allows photographers to extract details, resulting in sharper images with improved definition. Another important advantage is better control over exposure and dynamic range. RAW files contain a wider range of tonal information, allowing photographers to make precise exposure adjustments to restore detail in both highlights and shadows. This level of control is especially useful in difficult lighting conditions where maintaining a balanced exposure is critical. Raw image processing also allows you to fine-tune white balance and color accuracy. Unlike other formats that automatically make color adjustments during capture, RAW files give you the flexibility to make precise adjustments in post-processing. This allows the photographer to achieve the desired color balance and accurately reproduce the perceived scene.

In addition, raw image processing allows flexible adjustment of noise and sharpness. Having access to RAW data allows photographers to use advanced noise reduction techniques to reduce unwanted image noise while preserving important details. Similarly, the ability to tweak the sharpening parameters gives you a level of control to keep your images sharp and clear without introducing artifacts or over-sharpening. Another notable advantage of RAW image processing is the preservation of highlight and shadow detail. RAW files preserve more dynamic range, allowing photographers to recover details from overexposed or underexposed areas. By carefully adjusting exposure and using techniques such as shadow and highlight recovery, photographers can achieve more balanced and visually appealing images with a wider range of tonal information. . In summary, RAW image processing has many advantages that improve the photographer's quality and control over the final image. Maintaining the highest image quality, better control over exposure and dynamic range, fine-tuning white balance and color accuracy, flexibility in adjusting noise and sharpness, and preserving detail in highlights and shadows make RAW image processing essential. These are just a few of the benefits that make it one. Photographers who want to maximize the potential of their images.

ESSENTIAL TOOLS AND TECHNIQUES

To harness the power of raw image processing, it is essential to become familiar with the tools and techniques available. Raw image processing software serves as the main tool for working with raw files, providing a wide range of features and functions. These software applications offer a user-friendly interface, intuitive controls, and a comprehensive set of tools

designed specifically for manipulating raw images. Basic settings play a fundamental role in raw image processing. White balance correction allows photographers to ensure accurate color representation by adjusting the color temperature and tone of the image. Exposure Adjustment allows fine-tuning of the overall brightness and tonal range, ensuring optimal

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exposure for the subject. Contrast and tone control improves the visual impact of images by adjusting contrast levels and fine-tuning tonal distribution. In addition to basic adjustments, advanced techniques improve the quality and appearance of raw photos. Noise reduction techniques help reduce unwanted image noise while preserving important details. Sharpening techniques improve image clarity and bring out fine details, resulting in a more refined and polished appearance. Lens correction corrects distortions, chromatic aberrations, and other optical anomalies to ensure accurate, distortion-free image rendering. Locally adjusted and graduated filters allow for precise editing of specific areas of the image, providing greater creative control and selective enhancements.

An important aspect of raw image processing is the concept of non-destructive editing. By working with adjustment layers and masks, photographers can alter their images without permanently altering the original data. This non-destructive approach allows for easy testing, the ability to review and modify adjustments at any time, and maintain the integrity of the raw data. Working with layers also allows for precise control over the application of various adjustments, ensuring a polished and professional end result. Understanding these essential tools and techniques provides photographers with the knowledge and skills to maximize the potential of raw image processing. By leveraging the power of raw image processing software, mastering basic adjustments, using advanced techniques, and applying non-destructive retouching methods, photographers can enhance their images & take their vision to the next level, turning their creative vision into reality with incredible precision and control.



Fig.No.1 – Image showing User interface of Adobe Photoshop camera raw processing.

Image Source - https://amateurphotographer.com/wp-content/uploads/sites/7/2022/06/boxout2_advantages.jpg

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DEVELOPING AN EFFECTIVE RAW IMAGE PROCESSING WORKFLOW

A well-structured and efficient RAW image processing workflow is essential for photographers looking to streamline post-processing. The workflow includes several key steps that ensure a systematic and streamlined approach to working with RAW files. The first step in the workflow is importing the raw files into the software. Files are transferred from the camera's memory card to the specified folder in the RAW development software. Then organize and select the images you want to process. It is important to review and evaluate the images, select those that best reflect the intended vision, and discard those that do not meet the desired criteria. Organizing your images into logical folders or collections also helps you track your editing progress. Building a systematic workflow is critical to maintaining consistency and efficiency. This includes defining the logical sequence of processing tasks such as: B. Adjust exposure, white balance and other important adjustments. Developing a personalized workflow makes the editing process a natural one, freeing photographers to focus on their creative vision without unnecessary complexity.

Optimizing the editing process is another important aspect of an effective RAW image processing workflow. This involves using keyboard shortcuts, presets, and batch processing techniques to speed up repetitive tasks and save time. Using the software's automation features, for example, synchronizing settings across multiple images further increases productivity and ensures consistent results across a series of photos. Finally, saving and exporting the final processed image is the final step in the raw image processing workflow. Choosing the right file format and settings is important depending on how you intend to use the image. RAW files can be saved as high-quality TIFF (tagged image file format) or JPEG (Joint Photographic Experts Group) files, depending on the desired output. In addition, saving or backing up the original RAW files means that you can always access the edited images and process them again as needed. Developing an effective RAW image processing workflow helps photographers keep their editorial work organized, efficient, and consistent. This allows you to focus on your creative vision, unleash the full potential of your raw images, and easily create stunning, professional-quality photos.



Fig.No.2 – Image showing developing an Effective Raw Image Processing Workflow.

Image Source - <https://i0.wp.com/digital-photography-school.com/wp-content/uploads/2014/11/nat-coalson-digital-photo-editing-workflow-image-1-diagram-H.png?w=600&h=1260&ssl=1>

UNLEASHING CREATIVITY IN RAW IMAGE PROCESSING

Processing RAW images offers photographers many creative possibilities and can turn RAW shots into stunning works of art. By harnessing the power of RAW files, photographers can explore artistic possibilities and push the boundaries of their creativity. One of her ways to get creative is by enhancing her color and tonal range. RAW files contain a wealth of information that allows photographers to precisely adjust and enhance the colors in their images. This includes fine-tuning hues, saturation levels, and tone distribution for vibrant, visually stunning photos. By extending the tonal range, photographers can create images with depth and dimension that represent the full spectrum of light and shadow. Creative manipulation of contrast and texture adds another layer of artistic expression to raw image processing. Adjusting contrast can create dramatic or subtle effects that emphasize certain elements and enhance the overall mood of the image. Texture manipulation allows photographers to bring out intricate details and add depth and tactile quality to their photos. Creative control over contrast and texture opens up endless possibilities to evoke specific emotions and visual impact.

Selective editing and local adjustments allow photographers to enhance or alter specific areas of an image. Using this technique, you can fine-tune and emphasize key elements in your image while maintaining overall balance. By selectively adjusting the exposure, sharpness, and color of specific areas, photographers can create a focal point that captures the viewer's attention and adds a sense of visual storytelling and impact to the image.

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Gradient filters and vignette integration open up even more creative possibilities for raw image processing. Graduated filters let you seamlessly adjust exposure and color in different areas of your image. Darken the sky or balance the foreground and background exposure. Vignettes, on the other hand, give a subtle darker or lighter effect around the edges of the frame, drawing attention to the central subject and adding drama and vintage appeal. Unleashing creativity with RAW image processing means pushing the boundaries of reality and giving photographers the opportunity to express their unique vision and style. By exploring artistic possibilities, enhancing color and tonality, creatively manipulating contrast and texture, utilizing selective editing and local adjustments, and incorporating gradient filters and vignettes, photographers can transform raw images into can be turned into a compelling visual masterpiece that reflects your artistic flair and leaves a lasting impression on the viewer.

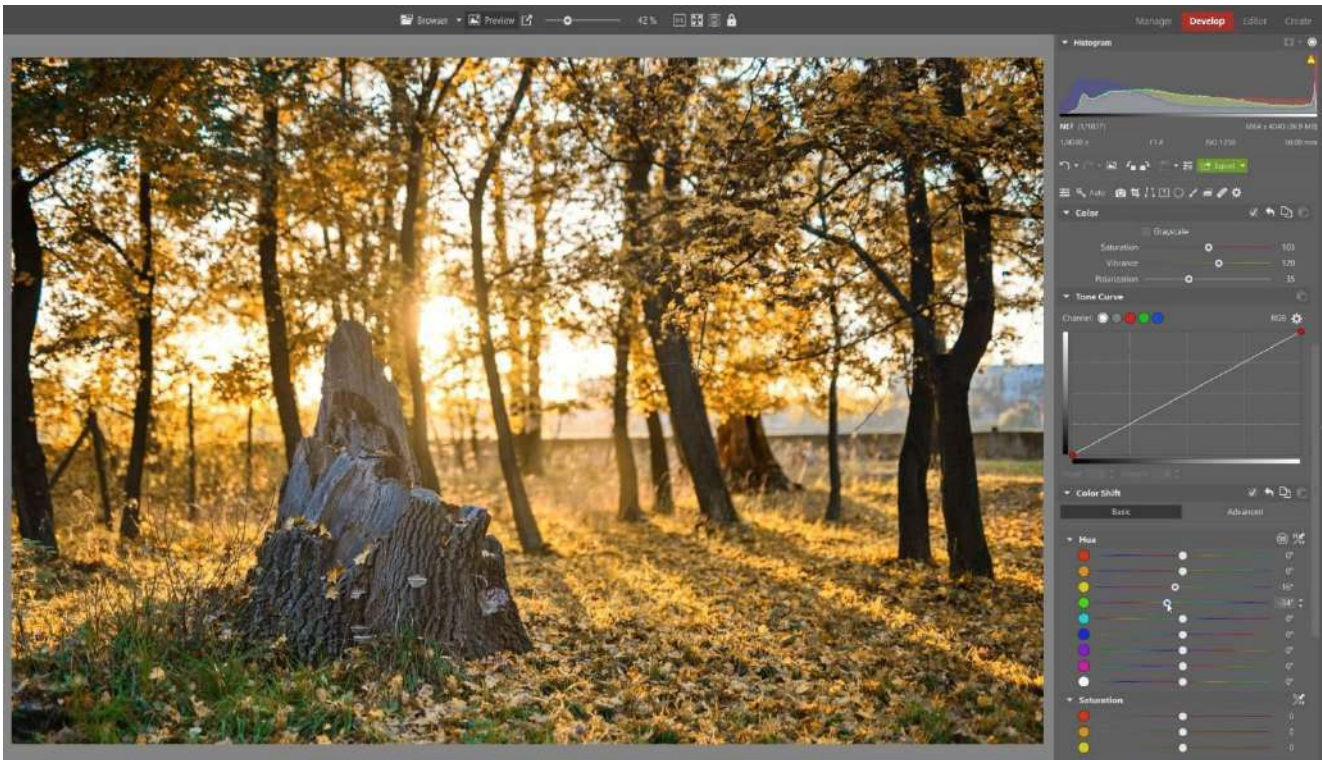


Fig.No.3 – Image showing creative way in camera raw processing.

Image Source - https://learn.zoner.com/wp-content/uploads/2021/10/color-correction.jpg?fidl=2019-06-mag-en&utm_source=learn.zoner.com&utm_medium=referral&utm_campaign=how-to-develop-raw-files&utm_content=text

CONCLUSION

In conclusion, RAW image processing is an indispensable skill for digital photographers seeking to unleash the full potential of their RAW data. The chapter provides a thorough exploration of the intricacies of RAW files and their advantages over processed formats, highlighting the rich information, dynamic range, and color fidelity that can be harnessed through precise post-processing. By understanding the technical aspects of RAW file structures and mastering essential processing techniques, photographers gain the ability to fine-tune exposure, white balance, color correction, and more, giving them full control over their creative vision. The chapter emphasizes the importance of establishing a consistent and efficient RAW image processing workflow, which not only enhances productivity but also ensures consistent, professional results. By following a structured approach, photographers can minimize errors and confidently transform their RAW images into expressive and striking photos. Ultimately, RAW image processing serves as a playground for creativity and artistic expression, enabling photographers to inject their vision into every pixel. Techniques like selective editing graduated filters, and local adjustments empower them to create breathtaking images that resonate with their audience. With the knowledge and tools provided in this comprehensive guide, photographers are well-equipped to tap into the extraordinary potential hidden in RAW data. By mastering RAW image processing, they can elevate their photography to new heights and create images that captivate and inspire. The journey into the realm of RAW image processing promises endless possibilities and rewards, making it an essential skill for any digital photographer seeking to create exceptional and unforgettable photos.



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Conceptual Methodologies of Photo-Voice & Photo-Elicitation and its Implementation in Academics

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ABSTRACT – Since the introduction of Educational Technology in the last century, both photography and other new informational and audio-visual technologies have found their way into the sphere of education as potential facilitators of learning; as tools rather than as a subject of study and reflection. Perhaps due more to external social pressure than the commitment of education professionals and experts, new technological devices have been incorporated into the classroom as other markets, such as domestic appliances or business, have become saturated. In other words, cameras, video recorders, and computers, for example, were introduced into educational centers once they had already been widely known and used in other settings, such as businesses or the home. This chapter focuses on methodologies, implementation, and conceptual differences between Photo-Voice and Photo-Elicitation. Although these products, unlike whiteboards or overhead projectors, are not specifically manufactured for the classroom, in Educational Technology their more teaching-related characteristics and advantages have been highlighted.

Keywords- Education system, research, Photography, photo-voice, photo-elicitation.

BACKGROUND AND NEED OF PHOTO-ELICITATION & PHOTO-VOICE

Teaching is a continuous journey of exploration into instructional methods, aimed at solving educational challenges and enhancing the approaches through innovation and refinement. Educators must regularly update their theoretical and practical knowledge to stay well-informed about the latest advancements in various fields of knowledge that influence their diverse and intricate teaching techniques. Consequently, in-service training becomes imperative, enabling teachers to develop personally and professionally, ensuring they deliver comprehensive and culturally relevant education to their students.

According to Villegas-Reimers' international review in 2018, the concept of in-service training is evolving and can vary from one country to another. In developed countries, it encompasses all training activities offered by academic institutions with the primary goal of enhancing educators' professional knowledge, skills, and attitudes to improve their effectiveness in teaching children (Bolam cited in Villegas-Reimers, 2019, p. 55).

In India, in-service education occurs at various educational levels. The presence of strong values and professional resources among teachers and professors is a crucial factor in achieving quality education. This implies that these essential elements should be part of their initial undergraduate education as well as integrated into the activities aimed at updating and refining their in-service training (Braslavsky, 2021).

In 2015, Academic Institution boards in Spain, at both regional (autonomous community) and national levels, undertook a comprehensive study focusing on twenty-first-century teachers. This study highlighted various challenges

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faced by educators in their in-service education, some of which have been noted by other researchers as well. In recent years, the combination of photography with narrative and dialogue, referred to as photo-voice and photo-elicitation, has been increasingly incorporated into research practices and the practicum stage across different domains, including education. In this chapter, we will investigate and compare these approaches, exploring their potential as valuable resources in the in-service education of teachers.

CONCEPTUALIZATION AND METHODOLOGICAL DEMARCATION

The inception of photo-voice as a practice is universally attributed to Wang and Burris, who explored its application in health promotion. Their seminal work, published in 1997, introduced the photovoice concept, methodology, and utility in the participatory needs assessment. Subsequently, in 2006, Wang further acknowledged that they had developed this approach and defined its role within participatory action research. The authors characterize this method as a subtle and adaptable process, capable of aligning with diverse participatory objectives, groups, or communities, addressing a wide array of issues or challenges.

Photovoice is defined as "a process by which individuals can identify, portray, and enrich their community using a specific photographic technique" (Wang & Burris, 1997, p. 369). It goes beyond the mere use of photographs for communication or instruction; rather, the photographs serve as a medium for participants to express their viewpoints on a particular problem or community matter, reflecting their personal and social experiences. Through dialogue, these perspectives are communicated to social and political leaders who have the power to effect changes and improvements. Visual imagery thus becomes a powerful tool for vulnerable populations to communicate their needs, issues, or viewpoints on social matters that affect them. Participants contextualize and discuss these opinions, and the process can catalyze social action to enhance community well-being.

Photovoice, as a knowledge-producing practice, encompasses three primary objectives:

- a) Allowing individuals to document and contemplate the strengths and concerns of their community.
- b) Encouraging critical dialogue and knowledge-sharing about significant community issues through group discussions based on photographs.
- c) Influencing policymakers by using photovoice as a participatory method.

As described by the authors, photovoice aims to capture living folk wisdom, observations, and community stories through visual and oral means. Photography serves as the medium through which individuals can express their political voice. The concept of photovoice draws inspiration from several sources, including the theoretical literature on education for critical consciousness, particularly the ideas of Paulo Freire, feminist theory, a community-based approach to documentary photography, and health promotion principles (Wang, 2006; Wang & Burris, 1997).

This methodology is structured as a nine-step approach, where the first two steps can be interchanged:

1. Select and gather a target audience of policymakers or community leaders and create a photovoice group with an ideal size of 7 to 10 individuals.
2. Familiarize the participants with the photovoice methodology and engage in a group discussion covering topics such as cameras, power dynamics, and ethical considerations.
3. Secure informed consent from participants, ensuring they fully comprehend the project's goals, significance, potential risks, benefits, voluntary nature of participation, and the right to withdraw at any point for any reason. Explicitly state that photographs revealing specific individuals will not be disclosed without separate written consent from both the photographer and the individuals depicted. For minors, obtain consent from their parents or guardians, including youth participants. Also, propose initial themes for the photographs.
4. Provide participants with cameras and review how to use them. Allow time for participants to take photographs.
5. Hold meetings to discuss the photographs and identify common themes. This discussion is divided into three stages: selecting photographs, contextualizing or storytelling, and coding issues, themes, or theories. These stages are carried out for each round of photographs taken by the participants. The number of photovoice rounds can vary based on facilitators' and participants' preferences, overall project scope, budget, and practical considerations.



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6. Collaborate with participants to plan a format for sharing photographs and stories with policymakers or community leaders, such as a PowerPoint slide presentation or an exhibition.

Rabadan and Contreras (2014) state that participatory photography is commonly recognized worldwide as a photovoice. However, Doval (2015) has highlighted that the academic literature often uses various terms to refer to photovoice, and there is occasional confusion with the concept of photo-elicitation.

The potentialities of photovoice, as described in various studies, especially Wang and Burris (1997), can be summarized as follows:

- a. We enable change by providing insight into the reality that communities and groups of people are experiencing.
- b. make their voices heard by visually presenting the reality of the illiterate.
- c. Uncover unfamiliar behaviors and social context within the community, such as attitudes, moments, and ideas.
- d. Involve participants from different backgrounds, including ordinary people and outsiders, in the Photo Voice process.
- e. To benefit an individual and her social network. • Assess community needs, resources, and assets.
- f. Identify deficiencies in the theoretical underpinnings of social programs and policies based on insights gained through participatory methods.
- g. To evaluate the beliefs, philosophies, approaches, goals, and values that underlie different programs and motivate changes for improved social practices.
- h. To encourage problem-solving, organization, and social action that promote personal and community well-being.

Over the past 20 years, Photovoice has been used in a variety of fields including art, community development, social action, health, gender studies, and education. It has proven particularly beneficial for children, adolescents, young people, and vulnerable populations. Doval (2015) focuses on issues studied in education, including teaching and learning strategies, educational and intellectual disabilities, autism, education in orphanages, entitlement to education, co-education, education, literacy, and other general and specific issues. and leadership awareness and higher education. However, Photovoice is still very little used in Spain and very little research has been published so far. Rabadán and Contreras (2014) point out that using participatory photography as an educational experience can be difficult.

AN OVERVIEW OF PHOTO-ELICITATION: CONCEPTS AND METHODOLOGIES

Photo-elicitation is believed to have originated from an article on mental health written by John Collier in 1957. In this article, he introduced the term while comparing interviews based on photographs with traditional interviews used as controls. Collier demonstrated the advantages of using photo interviews in terms of the quality of information they provided. Subsequently, he continued to explore this type of open interview and utilized it in various anthropological investigations, leading to further publications.

Harper (2002) offered a widely cited definition of photo-elicitation, traced its history of development in anthropology and sociology, and assessed its current usage and future potential. Essentially, photo elicitation involves incorporating a photograph into a research interview. Harper suggested that photo-elicitation should be seen as a postmodern dialogue, emphasizing the authority of the subject over the researcher.

Photo-elicitation is an uncommon method in anthropology studies, although it has played a more significant role in visual sociology. Unfortunately, mainstream research methods have overshadowed their potential and benefits. Nevertheless, photo-elicitation has also been effectively employed in other fields like psychology, education, and organizational studies.

The photographs used in this research method can vary in their representation, and they lie along a continuum. Harper has identified the great potential of photo-elicitation in eliciting different information, feelings, and memories compared to traditional empirical research, thus expanding its possibilities. Additionally, it facilitates a common understanding

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between researchers and subjects, avoiding misunderstandings in in-depth interviews. Therefore, photo-elicitation is a valuable tool for researchers who want to broaden their perspectives in various fields.

NATURE OF PHOTO-ELICITATION

Photo-elicitation includes looks in discourse both almost and with pictures, inspiring recollections, encounters, sensations, and feelings. It combines visual and verbal information collection methods, drawing from perception and study strategies. This integration adjusts with the inquiry about strategy and the particular issue beneath examination, all of which work inside a specific worldview directing the inquiry. The need for such joining has driven perplexity and disparities within the logical writing when alluding to photo-elicitation, being labeled as a technique, strategy, procedure, or investigative device traded.

The contrasts in approaches to photo-elicitation basically stem from the fundamental paradigmatic setting of the inquiry. When utilizing photo-elicitation in a study, analysts have to make an arrangement of choices, which Lapenta (2011) diagrams in three key questions:

1. Who will make or select the pictures to be utilized in the interviews?
2. What will be the substance of these pictures?
3. Where and how will the pictures be utilized?

The answers to these questions depend on the inquiry about worldview, and it is through this paradigmatic focal point that any situations with respect to the application of photo-elicitation can be settled.

Photo-elicitation is fundamentally established in a hermeneutical or interpretative worldview from an epistemological viewpoint, pointing to get it the noteworthiness and meaning behind people's objects, behaviors, and activities. On the other hand, photovoice takes it a step advance, adjusting to the basic worldview due to its hypothetical establishment and classic approach in exploratory subjective thinks about, which is arranged inside the post-positivist system. Inside a comprehensive epistemology, photo-elicitation can be connected in different ways, counting Gadamer's hermeneutical approach and interpretative and helpful viewpoints

The photo-essay stage and the meet and elicitation stage may be taken after by classification in a few cases.

The strategy of photo-elicitation is characterized by the following steps:

1. Distinguishing the investigative issue and building up communication and exchange with members to include them within the extent. Arranging the information collection processes and planning sessions.
2. Giving preparation or a presentation on the method of photo-elicitation.
3. Obtaining educated assent to require and utilize the photos.
4. During the photo-essay stage, photos are taken or compiled from a source, taken after the foreordained sum and timeline
set up amid the arranging stage.
5. The meet and elicitation stage include interaction between analysts or group individuals and members, pointing to verbally evoke the noteworthiness and meaning of the pictures for the members. In a few cases, this stage can be taken after by advance questions to extend the request, including the classification of photos and coming about accounts.
6. The information gotten is analyzed and translated by interpreting recordings, establishing analysis categories, and utilizing substance examination to classify data from the accounts. Furthermore, typical elucidation based on semiotics is among the approaches utilized for information translation.

SIMILITUDES AND CONTRASTS BETWEEN PHOTOVOICE AND PHOTO-ELICITATION

The different wordings and numerous implications related to different photo-elicitation strategies can be clarified and recognized through the paradigmatic viewpoint.

Both photo-elicitation and photovoice share common components by combining perception and study strategies, utilizing both visual and verbal dialects. They include taking photos taken after story sessions, notwithstanding the number of stages within the handle. Usually why photovoice is now and then considered



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a frame of photo elicitation.

Be that as it may, the essential distinction between photovoice and photo-elicitation lies in their fundamental standards. Photovoice is established within the basic worldview, which shapes its participatory and community-based nature. Community individuals deliver the photos, communicating their encounters fundamentally and looking to spread their translation and noteworthiness to political and societal pioneers to bring around positive alter.

On the other hand, photo-elicitation is essentially based on the interpretative worldview and its different conventions, in spite of the fact that it can be connected to the post-positivist worldview. This paradigmatic distinction impacts the researcher-participant-image group of three. In classic photo-elicitation with a post-positivist, subjective approach, the analyst takes on an outside and order part, creating photos, whereas the participants' collaborative part is constrained to giving answers, and the photos serve as objective data inputs or inventories.

Within the interpretive paradigm, differences are watched within the other two approaches to photo-elicitation. In reflexive photography, the subjects being met either take or select the pictures, with the objective of understanding their viewpoints and encounters. The substance and work of these images are the primary centers of the approach.

CONCLUSION

Photo-elicitation, as outlined in the preceding sources, embodies a rich tapestry of approaches that collectively underscore its profound potential. This innovative technique emerges as a dynamic tool capable of amplifying research endeavors in numerous ways. At its core, photo-elicitation facilitates the articulation of tacit knowledge, allowing participants to convey subtle nuances and unspoken dimensions that might evade traditional verbal expression. This inherent capacity to unearth implied information adds a layer of depth and richness to the research process, augmenting the comprehensiveness of findings. One of the most captivating facets of photo-elicitation lies in its fusion of visual and verbal elements. By synergizing these two modes of communication, it fosters a holistic and multidimensional understanding of the subjects under scrutiny. Visual stimuli, in the form of photographs or images, serve as catalysts that ignite participants' reflections and elicit narratives that delve into the heart of the phenomena in question. This interplay between the visual and the verbal not only deepens researchers' insights but also encourages participants to explore the intricacies and subtleties of their experiences, leading to a more nuanced portrayal of the matters at hand. Furthermore, photo-elicitation emerges as an adept instrument for both unveiling and resolving issues. Through visual prompts, participants are guided to share their perspectives on challenges, thus shedding light on hitherto unrecognized problems. This unveiling, in turn, lays the groundwork for subsequent discussions aimed at resolving these issues. The technique becomes a bridge to traverse the terrain of complex problems, enabling participants to dissect their intricacies and devise potential solutions.

The transformative potential of photo-elicitation extends to participants themselves. Empowered by visual cues, they are emboldened to question established knowledge, explore novel vantage points, and even construct hypothetical frameworks. This intellectual freedom opens up avenues for fresh insights and encourages the co-creation of knowledge between researchers and participants. The profound impact of photo-elicitation is also evident in its ability to unveil the inner landscape of participants' beliefs and misconceptions. As visual stimuli prompt discussions, the underlying thought processes, assumptions, and interpretations are laid bare. This revelation offers researchers a unique lens through which to understand the cognitive frameworks that shape participants' perceptions and judgments. Moreover, the technique brings to the forefront the experiential aspects of participants' lives. By capturing the essence of their lived experiences through imagery, photo-elicitation elucidates the contexts in which these experiences unfold. This insight not only paves the way for personal growth and development but also equips researchers with a deeper understanding of the factors influencing participants' behaviors and decisions. In fostering adaptability within researcher-participant relationships, photo-elicitation facilitates a dynamic and collaborative exchange. Participants are not mere subjects but active co-creators, contributing to the research process with their unique insights and perspectives. This participatory dynamic enhances the authenticity and relevance of the findings.

Ultimately, photo-elicitation serves as a conduit for optimizing research activities. The fusion of visual and verbal modes enhances understanding, enabling researchers to fine-tune interventions and strategies based on a heightened comprehension of the subject matter. This innovative technique, with its multifaceted potential, stands poised to reshape

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the landscape of research, offering a novel lens through which to explore the intricate tapestry of human experiences and phenomena. In spite of the promising potential, photovoice and photo-elicitation have as it were as of late been coordinated into in-service instruction and are not commonly utilized in this setting. Be that as it may, considering existing investigations and distributions on these methods, they are accepted to be profitable devices for preparing instructors at all instruction levels. By consolidating cognitive, hypothetical, and commonsense components, as well as comparing values, these procedures can contribute to teachers' proficient and individual development. A few of the values include mindfulness of implied experiential knowledge, reflection on thoughts, speculations, and convictions, investigation of modern viewpoints, reflection on values and feelings, and the determination of educating hone predicaments, among others. Photovoice and photo-elicitation have both potential and impediments inborn to the epistemological worldview in which they have a place. To conclude, the participatory request worldview proposed by Heron and Reason (1997) shows up to be a perfect system for applying these strategies. This approach seems to lead to an unused, value-added application of photo-elicitation in educator preparation and instruction that's truly participatory and community-based.

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Controversial Photography: A Step towards Societal Development

(A descriptive analogy of historical photograph 'Cotton Mill Girl' captured by Lewis Hine in 1908)

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ABSTRACT: This book chapter delves into the world of controversial photography, exemplified by the powerful images captured by Lewis Hine. The chapter explores how photography serves as a potent catalyst for social change, relying on its perceived truthfulness to advocate for transformative shifts in society. Through thought-provoking photographs, Hine exposed the harsh realities of child labor and the vulnerability of marginalized communities. These evocative images sparked emotions, challenged societal norms, and initiated critical conversations, driving the passage of crucial child labor laws in the United States. The chapter also examines the ethical considerations in capturing sensitive subjects and the global impact of photography in fostering cultural understanding and unity. Ultimately, it emphasizes the enduring legacy of photography as an art form intertwined with activism, urging us to embrace our responsibility in shaping a more just and compassionate world.

Keywords – Controversial Photography, child labor, social change, activism, critical conversations

INTRODUCTION

Photography is a powerful tool for social change, having an important role in shaping society. Throughout history it has been used to record events, people and places. Some of the photographs are controversial because they depict sensitive or taboo subjects that make us question our beliefs and values. These photos have sparked discussions and debates about the role of photography in society.

For example, the civil rights movement that took place across the United States from 1954 to 1968 was documented by photographers as they continued to clash with white forces in their struggle to end racial segregation. One of these hotly contested areas was Birmingham, Alabama.

Photos are important because they can open doors in people's minds and convey messages. It is a universal language: Anyone can look at a picture, decipher its meaning, and be influenced by it. Photography evokes emotions and insights and has a positive impact on society.

ABOUT THE PHOTOGRAPH

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Fig 1 – Cotton Mill Girl(The historical photograph)

Image source - <https://www.artic.edu/artworks/23336/sadie-pfeifer-a-cotton-mill-spinner-lancaster-south-carolina>

In 1906 the National Child Labor committee hired Lewis Hine, to document scenes of child labor. In a South Carolina cotton mill, Hine discovered 48-inch-tall Sadie Pfeifer and photographed her directly next to the dangerous machinery that she faced each day. Though she is bathed in light, her small form is nearly overwhelmed by the rows of spools in front of her, their repeating forms evoking the monotonous, mechanical nature of factory work. Hine's images originally appeared in periodicals, posters, and booths at anti-child labor conventions. In 1914, 35 states ruled to prohibit the employment of children under the age of 14 and to require an 8-hour workday for individuals under 16. These photographs, therefore, represent one of the first instances of photography helping to enact social change.

THE POWER OF CONTROVERSIAL PHOTOGRAPHY

Photography can evoke emotions and challenge societal norms.

Photography's control lies in its capacity to inspire feelings and challenge societal standards through compelling visual narration. By capturing minutes and stories in a single outline, impactful photos evoke compassion and sympathy from watchers, interfacing them with the encounters and battles of the subjects. Thought-provoking pictures shed light on shameful acts, imbalances, and pressing social issues that might go unnoticed. They energize watchers to address winning convictions and standards, displaying elective viewpoints and starting discussions for alter.

Photography serves as an authentic conservation medium, capturing both triumphs and tragedies and encouraging us to learn from the past. Numerous photographers utilize their craft as a form of activism, mixing imaginativeness with backing to motivate activity and advance changes in society. By reflecting the diversity and richness of cultures and breaking stereotypes, photography cultivates social understanding and advances inclusivity. Striking pictures serve as discussion starters, starting talks, raising mindfulness, and empowering collective problem-solving.

Eventually, photography's capacity to bring out emotions and challenge societal norms mobilizes people and communities to contribute to positive societal development through donations, volunteering, and promotion efforts. It remains a strong drive in cultivating a more compassionate and understanding society.

Its potential as a catalyst for social change.

Controversial photography has an exceptional capacity to serve as a catalyst for societal change. Through its compelling visuals, it has the control to raise mindfulness and draw attention to critical social issues that might otherwise remain unnoticed. These thought-provoking photographs inspire strong emotional reactions, cultivating compassion and sympathy within viewers, compelling them to put through sincerely with the subjects portrayed. Controversial photography moreover challenges prevailing presumptions by going up against audiences with awkward realities, provoking them to address their convictions and reevaluate societal standards. By initiating discussions and debates, these photographs advance critical thinking and more profound understanding of complex social problems, ultimately motivating activism and persuading people to require activity towards positive change.

Furthermore, controversial photography shapes public opinion, impacting policies and institutions because it captures pivotal moments in history and highlights the requirement for quick action. It holds authorities responsible by uncovering wrongdoing and abuses of power, cultivating straightforwardness and equity. Through the portrayal of marginalized communities and their battles, this frame of photography intensifies their voices, empowering them to demand change and advocate for their rights. With a worldwide reach, controversial photographs rise above social boundaries, uniting

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people around shared concerns and cultivating a sense of global community and collaboration. As these impactful photographs ended up becoming a part of our historical record, they serve as an enduring legacy, motivating future eras to proceed working towards a more fair and impartial world.

LEWIS HINE'S IMPACT

Hine's photographs exposed the harsh realities and influenced public opinion.

Lewis Hine was an educator who completed his training in New York and Chicago and started a photography project on Ellis Island with mentees from the Ethical Culture School in New York. The value of documentary photography in education motivated him to become a sociological photographer, setting up a studio in upstate New York in 1912.



Fig 2 – Lewis Wickes Hine (1874-1940)

Image Source - https://en.wikipedia.org/wiki/Lewis_Hine

For about 10 years Hine contributed to exhibitions and the organization's publication as the photographer for the National Child Labor Committee. Declaring that he "wanted to show things that had to be corrected," utilized photographs as a narrative device. Around 1920, however, Hine changed his studio exposure from "Social Photography by Lewis W. Hine" to "Lewis Wickes Hine, Interpretive Photography," a more imaginative approach to his image-making. In 1936 Hine got the opportunity to head photography for the National Research Project of the Works Projects Administration, but unfortunately his work was never completed. His final years were stamped by proficient battles due to lessening government and corporate support, and he died in 1940 at the age of sixty-six.

VISUAL IMPACT OF THE PHOTOGRAPH

In this evocative photograph by Lewis Hine, a young girl clad in a worn dress stands unflinchingly next to a gigantic cotton loom in a plant where she works. The photographer's deliberate vantage point emphasizes the stark difference between the little figure of the child and the gigantic industrial machinery that overwhelms her. Tall windows to the right enlighten the scene, uncovering the tremendous spinning machine that extends into the distance, overwhelming the room and casting an imposing shadow over the young laborer. Hine's magnificent composition skillfully captures the magnitude of the child's environment, highlighting the cruel reality of child labor in this era.

Eminently, Lewis Hine's devotion to uncovering child labor conditions drove him to enter manufacturing plants and warehouses beneath false pretenses, gambling his safety to report the lives of child laborers. Equipped with a hidden pad and pencil, he fastidiously recorded the names and statues of his subjects. The girl in this photograph, Sadie Pfeiffer, stood just forty-eight inches tall when Hine captured this haunting image. Through his lens, Hine uncovered to middle-class America the brutal truth of almost the working conditions persevered by children, successfully shedding light on the loathsome practice of child labor.

The visual impact of Hine's photographs, including this strong portrayal of Sadie, played a significant role in driving social change. His pictures, commissioned by the National Child Labor Committee, stirred public emotions and impelled discussions about child labor's harsh reality. Eventually, they got to be instrumental within the realm of crucial child labor laws within the United States, stamping a noteworthy step towards ensuring the welfare and assurance of young

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laborers. Lewis Hine's effective legacy perseveres as a confirmation of the transformational potential of photography in supporting a fairer and compassionate society.

MESSAGE OF THE PHOTOGRAPH

Lewis Hine's muckraking photographs stand as a powerful model of documentary photography, a genre that depends on the perceived honesty of pictures to advocate for societal change. Through the lens of his camera, Hine depicted a stark reality – a societal ill in need of cure. Direct and courageous, his subjects faced the camera frontally, looking relentlessly into the lens. Their environment became a haunting backdrop: the very manufacturing plants, farmland, or cities where they work day after day.

In these reminiscent portraits, Hine breathtakingly captured the particulars of his subjects' lives, highlighting their uncovered feet, worn-out dresses, dirtied faces, and tiny stature compared to the monstrous industrial machinery that encompassed them. Each detail talked volumes, distinctively articulating the critical conditions and powerlessness that characterized these children's existence. The pictures served as unapologetic confirmations of the cruel realities and uncertainty that stamped their young lives, compelling viewers to stand up to the shameful acts of child labor.

With each photo, Hine called society to bear witness to the situation of these young laborers. Their candid gazes into the camera held a plea for acknowledgement and action. Through the raw control of his photography, Hine made a resolute articulation about the critical need for change, clearing the way for social alter and impelling the section of pivotal child labor laws within the United States. His work remains a persevering testament to the potential of photography to awaken the collective inner voice and drive important change in the interest of a more fair and impartial world.

CONCLUSION

In conclusion, the power of controversial photography as illustrated by photographers like Lewis Hine lies in its ability to act as a compelling catalyst for societal change. These thought-provoking images lay uncovered societal treacheries and inspire powerful emotions, stirring empathy and compassion within viewers. By challenging prevailing norms and shedding light on marginalized voices, controversial photography ignites crucial conversations, drives activism, and shapes public opinion. Through its timeless impact and enduring legacy, controversial photography remains a powerful constraint in inspiring positive societal transformation, urging us all to be advocates for a more fair and compassionate world.

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Chapter 30

Exploring the Role of Innovative Media and Arts Approaches in Enhancing English Language Education

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ABSTRACT: *In the rapidly evolving landscape of media and arts, the integration of these trends into English language instruction has become increasingly significant in fostering student's language skills, cultural understanding, and creativity. This chapter aims to identify and analyse the latest trends in media and arts and their relevance to English language education, with a focus on enhancing authentic language input and meaningful communication. The field of English language education is undergoing a transformation, driven by the integration of innovative media and arts approaches. The chapter begins by defining innovative media and arts approaches and exploring their importance in catering to diverse learning styles and preferences. It delves into the rising prevalence of mobile devices and social media integration, the increasing popularity of video-based language learning, the use of interactive digital media and gamification as motivational tools, and the potential of virtual reality (VR) and augmented reality (AR) technologies. It discusses how these approaches facilitate language acquisition through authentic and meaningful language input, foster cross-cultural understanding through exposure to diverse English language content, encourage creativity and critical thinking, and engage and motivate learners in their language learning journey. The chapter concludes by emphasizing the transformative potential of innovative media and arts in English language education. The future of English language education looks promising as we influence the power of innovative media and arts to create engaging and immersive language learning experiences, preparing learners to confidently navigate a globalized and interconnected world.*

Keywords: *Innovative media, Arts approaches, Language acquisition, Cultural understanding, transformative, influence.*

INTRODUCTION

In the digital age, innovative media and arts play a crucial role in transforming the landscape of English language education. The constant evolution of new technologies, social media platforms, and interactive digital media provides educators with exciting opportunities to engage learners in immersive language learning experiences. This chapter explores into the significance and impact of innovative media and arts in English language education. It examines how these approaches can enhance language learning and teaching practices, fostering students, language proficiency, cultural awareness, and creativity. The chapter will explore the changing role of media and arts in promoting authentic English language input and communication. By analysing the impact of technology on English language and literature, as well as the influence of digital platforms on news and journalistic content, it seeks to shed light on how media trends shape language usage and cultural expressions. The profound influence of technology on language acquisition, the transformation of journalism in the digital era, and the interplay between media formats and linguistic norms are explored to understand the dynamics of language evolution and communication in contemporary society. By grasping these intricacies, we can foster a more inclusive and genuine language environment in an ever-changing world. As learners

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explore diverse English language content from various cultures, they develop a deeper understanding of global perspectives, fostering a sense of global citizenship and intercultural competence. Together, these innovative approaches hold immense promise in revolutionizing English language education and shaping the language learners of tomorrow.

UNDERSTANDING INNOVATIVE MEDIA AND ARTS APPROACHES

Definition and Importance:

Innovative media and arts approaches in English language education refer to the integration of various cutting-edge technologies and artistic methods to enhance language learning experiences. These approaches utilize digital media, interactive platforms, virtual reality, augmented reality, and creative arts to engage learners in immersive and dynamic language practice. The emphasis is on creating authentic and meaningful language input that resonates with learners' interests, thereby catering to diverse learning styles and preferences.

Significance:

- a) **Personalization:** Innovative media and arts approaches allow educators to tailor language learning content according to individual learner's needs and interests. This personalization fosters a deeper connection between learners and the learning materials, enhancing motivation and engagement (Duan & Marchand, 2018).
- b) **Active Learning:** Interactive digital media and gamification in language education encourage active participation, where learners become active creators and users of language. This active learning fosters better retention and application of language skills (Hamdan et al., 2013).
- c) **Real-world Context:** Video-based language learning and virtual reality technologies provide learners with real-world language use situations, helping them practice language skills in authentic contexts (Szudarski, 2018).
- d) **Cultural Awareness:** Exposure to diverse English language content from different cultures through innovative media helps learners develop cultural sensitivity and appreciation, facilitating global citizenship (Zhan & Zhang, 2020).

CURRENT CHALLENGES IN ENGLISH LANGUAGE EDUCATION

In the digital age, English Languages faces challenges and lack in many ways in the field of media and arts. Such as:

- a) **Limited Authenticity:** Traditional language teaching methods often lack authentic language input, limiting learners' exposure to real-life language use scenarios (Sert & Bozdogan, 2015).
- b) **One-size-fits-all Approach:** Conventional approaches may not cater to individual learning preferences and abilities, leading to disengagement and limited progress for some learners (Kaur & Hegde, 2019).
- c) **Passive Learning:** Lectures and rote memorization dominate traditional language classes, hindering active language practice and critical thinking development (Nezakatgoo & Behforooz, 2017).
- d) **Cultural Disconnect:** Standardized language materials may not adequately represent diverse cultural contexts, resulting in a limited understanding of different cultures (Hidayati, 2020).

EMERGING TRENDS IN MEDIA AND ARTS FOR ENGLISH LANGUAGE EDUCATION

Mobile Learning and Social Media Integration:

Rising Prevalence: The increasing availability and affordability of mobile devices have led to their widespread use in language learning. According to a study by Pew Research Centre (2019), 81% of adults in the United States own a smartphone, making it a highly accessible tool for language learners.

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Enhanced Accessibility: Mobile learning allows learners to access English language content anytime and anywhere. Social media platforms like Facebook, Twitter, and Instagram have become channels for language practice, enabling learners to engage with authentic language input and native speakers (Ranalli, 2018).

Informal Language Practice: Social media integration encourages informal language practice, where learners interact with native speakers in a more relaxed and authentic setting. This informal exposure helps learners develop conversational language skills and cultural awareness (Reinders & Benson, 2017).

Video-based Language Learning:

Increasing Popularity: The popularity of video-based language learning has surged due to its engaging and immersive nature. Platforms like YouTube and language learning apps offer a vast array of video content for learners of all proficiency levels (Chun & Plass, 2016).

Real-world Language Use: Video-based language learning provides learners with authentic and real-world language use scenarios. Watching videos featuring native speakers helps learners grasp natural pronunciation, intonation, and cultural nuances (Wang & Teng, 2019).

Visual and Contextual Learning: Videos offer visual aids and context that enhance learners' comprehension and retention. Learners can associate language with visual cues, improving their vocabulary and comprehension skills (Jian & Carr, 2019).

Interactive Digital Media and Gamification:

- **Motivational Tool:** Interactive digital media, games, and simulations appeal to learner's intrinsic motivation, making language learning enjoyable and engaging (Ke, 2017).
- **Skill Development:** Gamification elements, such as rewards and progress tracking, encourage learners to consistently practice and develop their language skills (Zhang & Hsu, 2016).
- **Language Immersion:** Interactive digital media and games immerse learners in language-rich environments, replicating real-life language use situations and fostering language fluency (Gromik, 2018).

Virtual Reality (VR) and Augmented Reality (AR):

Immersive Learning: VR and AR technologies provide learners with immersive and realistic language learning experiences. Learners can explore virtual environments, engage in language conversations, and practice language skills in culturally authentic settings (Chen et al., 2017).

Virtual Language Exchanges: VR facilitates cross-cultural language exchanges, where learners can interact with native speakers from different countries in a virtual space (Kang, 2020).

Cultural Simulations: AR can overlay digital content onto the real world, enabling learners to experience cultural scenarios and practice language skills in context (Xu & Jun, 2020).

DIGITAL PLATFORMS HAVE A SIGNIFICANT IMPACT ON LANGUAGE USAGE AND CULTURAL EXPRESSIONS.

Examples of digital platforms include:

- **Social media platforms:** Popular social media platforms, such as Facebook, Twitter, Instagram, and TikTok, have become influential in shaping language usage and cultural expressions. They provide a platform for users to communicate, share content, and express themselves in various languages and cultural contexts.
- **Online streaming platforms:** Platforms like Netflix, YouTube, and Spotify have revolutionized the way people consume media and entertainment. They offer a wide range of content in different languages, allowing users to access diverse cultural expressions and language experiences.

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- News websites and online journalism platforms: Digital platforms for news and journalism, such as CNN, BBC, and online news portals, have transformed the way information is disseminated and consumed. They provide access to news and cultural content from around the world, influencing language usage and cultural expressions.
- Online learning platforms: Platforms like Duolingo, Babbel, and Coursera have made language learning more accessible and interactive. They utilize digital technologies to provide language instruction, allowing learners to engage with different languages and cultural contexts.
- Collaborative platforms: Platforms like Wikipedia and Wikimedia Commons enable users to collaboratively create and share knowledge in multiple languages. These platforms contribute to the preservation and dissemination of cultural expressions and language diversity.
- These digital platforms have not only facilitated language usage and cultural expressions but have also influenced the way people communicate, learn, and engage with different languages and cultures. They have opened up new opportunities for cross-cultural interactions and have contributed to the globalization of language and cultural experiences.

ADVANTAGES OF INNOVATIVE MEDIA AND ARTS APPROACHES IN ENGLISH LANGUAGE EDUCATION

Enhancing Language Proficiency:

- Authentic Language Input: Innovative media and arts approaches provide learners with authentic and real-life language input, including videos, podcasts, social media interactions, and virtual simulations. This exposure to authentic language use enhances learners' listening, speaking, reading, and writing skills (Li, 2019).
- Contextual Language Practice: Language learners engage in meaningful language practice within the context of interactive digital media, language games, and storytelling activities. This contextual learning reinforces language usage and improves learners' language fluency (Chun & Plass, 2016).
- Real-world Application: Learners can apply their language skills in practical scenarios, such as engaging in virtual language exchanges or exploring culturally immersive experiences using virtual reality. This application of language in real-world contexts solidifies learners' language acquisition (Chen et al., 2017).

Fostering cultural understanding:

- Diverse Language Content: Innovative media and arts approaches expose learners to a wide range of English language content from various cultures and regions. This exposure promotes cultural diversity awareness and sensitivity (Zhan & Zhang, 2020).
- Cross-cultural Communication: Virtual language exchanges and social media interactions enable learners to communicate with speakers from different cultural backgrounds, fostering intercultural dialogue and understanding (Kang, 2020).
- Global Citizenship: By understanding and appreciating different cultures through innovative media, learners develop a sense of global citizenship and become more open-minded individuals (Reinders & Benson, 2017).
- Creative Expression: Through digital media creation, creative writing, and visual arts, learners are encouraged to express themselves creatively, strengthening their language abilities (Gromik, 2018).
- Problem-solving Challenges: Gamified language learning and interactive activities present learners with problem-solving challenges, encouraging critical thinking and language use in context (Ke, 2017).
- Collaborative Projects: Innovative media and arts approaches often involve collaborative projects, promoting teamwork and communication skills while using the English language (Nezakatgoo & Behforooz, 2017).

Engaging and motivating learners:

- Interactive and Immersive Learning: The interactive nature of digital media, virtual reality, and augmented reality captivates learners' attention and creates an immersive learning experience (Xu & Jun, 2020).

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- Gamification Elements: Gamified language learning apps and activities incorporate elements such as rewards, badges, and progress tracking, motivating learners to actively participate and achieve language learning goals (Zhang & Hsu, 2016).
- Personalization: Innovative media and arts approaches allow learners to engage with content that aligns with their interests and preferences, fostering a sense of ownership and motivation (Duan & Marchand, 2018).

CONCLUSION

Innovative media and arts approaches in English language education hold immense promise for revolutionizing the learning experience. By integrating cutting-edge technologies and artistic methods, these approaches offer engaging, authentic, and personalized learning experiences. Learners benefit from exposure to authentic language input, real-world language use scenarios, and culturally diverse content, enhancing their language proficiency and cultural understanding. Moreover, these approaches stimulate learners' creativity and critical thinking skills through creative expression and problem-solving challenges. The interactive and immersive nature of these approaches captures learners' interest and motivation, fostering active participation in language learning. Embracing these emerging trends opens new horizons for language learners worldwide, empowering them to thrive in a globalized and interconnected world. The future of English language education looks promising as we leverage the power of innovative media and arts to create transformative language learning experiences.

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Protein: The Building Blocks of Life

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ABSTRACT: *This chapter titled "Protein - The Building Blocks of Life," provides an extensive exploration of protein's pivotal role in human health. Starting with an overview of protein's various functions, it emphasizes the significance of proteins as structural components, enzymes, hormones, and immune system regulators. The chapter outlines the sources of protein, delineating between animal and plant-based sources, and their respective contributions to our diet. It proceeds to elaborate on the process of protein digestion and absorption, underscoring the journey from intake to utilization. The narrative then bridges into a discussion on the impacts of protein on human health, noting the potential risks associated with both deficient and excessive consumption. Lastly, it presents the recommended protein intake based on demographic and lifestyle factors, highlighting the importance of a balanced, protein-rich diet. The chapter sets the stage for further discussion on the nuanced roles of different proteins and the importance of protein quality.*

Keywords: *Protein, Human Health, Structural Components, Enzymes, Hormones, Immune System Regulators, Animal-Based Sources, Plant-Based Sources, Digestion.*

INTRODUCTION

The fact that the word "protein" comes from the Greek word "protos," which means "first," reflects how essential it is to living things. The term "building blocks of life" is commonly used to refer to these macronutrients, which normally consist of a total of twenty distinct amino acids. This statement refers not only to the role that proteins play in the construction of muscles, but also to the larger, more important activities that proteins play in our bodies. Proteins play a role in practically every activity that is necessary for life, from their role as structural components of cells to their role as enzymes that speed up biochemical activities to their role as antibodies that protect the body from diseases. Proteins are essential for life. This chapter delves into the world of proteins, their varied roles, dietary sources, digestion processes, and their overall impact on human health. The human body can synthesize many of the amino acids needed to form proteins, but nine of them, termed 'essential amino acids', must be obtained through our diet. The requirement for these essential amino acids emphasizes the importance of a balanced, protein-rich diet. It's also critical to note that not all dietary proteins are the same. The quality, digestibility, and amino acid composition of proteins vary widely among different food sources, with implications for health. A significant part of the field of nutrition science is dedicated to understanding these nuances to provide the best dietary recommendations. Through the subsequent sections of this chapter, we will embark on a journey that will uncover the complexities of proteins, their multifaceted functions, how they are digested and absorbed, and why they are so crucial to our well-being. We will also cover protein consumption and the hazards of protein deficit and excess. This chapter aims to establish a thorough and nuanced awareness of protein's role in human health and nutrition.

FUNCTIONS OF PROTEIN

Proteins are essential macronutrients that are responsible for an extensive variety of actions that are carried out within the body. Proteins are constructed from long chains of amino acids. These crucial functions include, but are not limited to, acting as structural components, enzymes, hormones, regulators of the immune system, transporters, and many others.

Structural Role

Proteins are critical components in the formation of the framework that makes up our body. For instance, the proteins collagen, keratin, and elastin are essential constituents of skin, hair, and nails, in addition to connective tissue. Elastin



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gives skin and other structures their flexibility, while collagen gives them their structure and strength. Keratin is responsible for the hardness and structural integrity of hair and nails.

Enzymes

Proteins act as enzymes, catalyzing and accelerating critical biochemical reactions. Amylase, lipase, and pepsin are examples of digestive enzymes that aid in the breakdown of carbohydrates, lipids, and proteins in food into more manageable sizes for absorption by the body.

Hormones

Proteins make up a substantial portion of hormones. Protein hormones like these have a role in the regulation of a wide variety of physiological functions. Insulin, for instance, is a protein hormone that controls the amount of glucose in the blood, while growth hormone (also known as somatotropin), which is another protein hormone, increases human growth, cell reproduction, and cell regeneration.

Immune Response

Proteins are crucial to our immunological response. Antibodies are specialized proteins that assist the body in recognizing and neutralizing external invaders such as bacteria and viruses, thereby contributing to the development of immunity in humans.

Transport and Storage

Proteins play a vital role in the transport and storage of various substances. Hemoglobin, a protein found in red blood cells, carries oxygen from the lungs to the body's tissues. Another protein, myoglobin, stores oxygen in muscle cells, making it readily available during physical exertion. Furthermore, lipoproteins transport fats in the blood, and transferrin carries iron.

Energy Production

Proteins are a potential source of energy for the body, despite the fact that carbohydrates and fats are the body's preferred sources of fuel for energy. Approximately four kilocalories of energy can be extracted from each gram of protein.

DIETARY SOURCES OF PROTEIN

Proteins are essential components of our diet, and they can be obtained from a wide variety of both animal and plant-based sources.

Animal Sources of Protein: Animal products are high-protein. They are called "complete" proteins because they include all nine essential amino acids that humans cannot synthesize. Growth, maintenance, and repair require these critical amino acids.

Meat and Poultry: This category includes beef, pork, chicken, turkey, and other types of meat. They are high in protein and also provide other nutrients like iron, zinc, and vitamin B12

Fish and Seafood: Protein-rich seafood includes oily fish like salmon, tuna, and sardines as well as shellfish like shrimp, clams, and oysters. Omega-3 fatty acids are provided, which are good for the heart and brain.

Eggs: Eggs are a highly nutritious food option. One large egg has roughly 6 grams of protein, so they are quite filling. Eggs are a great source of several different vitamins and minerals, including omega-3 fatty acids and vitamins A, D, E, and B12.

Dairy Products: Foods made from milk, such as cheese and yogurt, are rich in protein. In addition to promoting strong bones, they are a good source of calcium.

Plant Sources of Protein: Even though the majority of plant-based proteins are considered to be "incomplete" due to the fact that they are missing one or more of the essential amino acids, it is possible to get all of the required amino acids by eating a wide variety of plant-based proteins throughout the day.

Legumes: Peas, beans, and lentils are all included in this group of legumes. They are a wonderful source of a wide variety of vitamins and minerals, in addition to having a high concentration of protein and fiber.



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Nuts and Seeds: Some examples of nuts and seeds that contain a significant amount of protein include almonds, walnuts, chia seeds, flax seeds, and hemp seeds. In addition, they are a good source of fiber and healthful fats.

Whole Grains: Foods like quinoa, brown rice, and oats are not only good sources of protein but also provide fiber and various B vitamins.

Soy Products: Tofu, tempeh, edamame, and soy milk are all derived from soybeans and are high in protein. They are among the few plant sources that offer all nine essential amino acids.

Vegetables: Certain vegetables like spinach, broccoli, and asparagus also provide a decent amount of protein.

PROTEIN DIGESTION AND ABSORPTION.

The digestion of proteins begins in the stomach, but involves a series of steps:

Ingestion: Protein ingestion is the intake of protein-rich foods like meat, dairy, legumes, and nuts. These foods contain long chains of amino acids (the building blocks of proteins) linked together by peptide bonds.

Gastric digestion: In the stomach, hydrochloric acid denatures the proteins, which means it changes their shape so enzymes can act on them more efficiently. Then, an enzyme called pepsin, which is activated by the acidic environment, breaks down the protein into smaller peptide chains.

Pancreatic digestion: The partially digested proteins enter the small intestine in the form of peptides. Here, pancreatic enzymes known as proteases (such as trypsin, chymotrypsin, and carboxypeptidase) further break down these peptides into smaller peptides and individual amino acids.

The absorption of proteins, or more accurately, the amino acids and small peptides resulting from protein digestion, happens primarily in the small intestine:

Brush Border Enzymes: The smaller peptides are broken down further into individual amino acids by brush border enzymes (aminopeptidases) on the surface of the enterocytes (intestinal cells).

Absorption into Enterocytes: These amino acids and some small peptides are then absorbed into the enterocytes. This is achieved through various transporters that can recognize and carry specific types of amino acids into the cell.

Transport into Bloodstream: Once inside the enterocytes, the small peptides are completely broken down into individual amino acids. These amino acids are then released into the bloodstream through the other side of the enterocyte.

Transport to Cells: Once in the bloodstream, the amino acids can be transported to various cells throughout the body. The cells take up these amino acids and use them to produce their own proteins as needed.

After absorption, amino acids can be used for various functions within the body:

Protein Synthesis: Amino acids are used to build new proteins within the body. This includes structural proteins, such as collagen found in connective tissues, as well as functional proteins like enzymes and antibodies.

Energy Production: If the body is in a state of starvation, or there's an excess of amino acids, they can be used to produce energy. The amino group is removed in a process called deamination, and the remaining molecule can enter pathways to produce ATP, the body's energy currency.

Conversion to Other Compounds: Amino acids can also be converted into other biologically important compounds. For example, the amino acid tryptophan can be converted into serotonin, a neurotransmitter.

PROTEIN AND HUMAN HEALTH

Adequate protein intake is vital for good health. It supports growth and repair, aids in maintaining lean muscle mass, and contributes to satiety, or feelings of fullness, which can help manage body weight. However, excessive protein consumption, especially from animal sources, can be associated with health issues like kidney disease and osteoporosis, among others. Therefore, balance and moderation are key. Proteins play a multitude of roles in maintaining and



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promoting human health. They are considered the building blocks of life and are essential for a variety of functions in the body. Here's a detailed explanation of how proteins contribute to human health:

Growth and Repair: Proteins are critical for growth and repair of tissues in the body. They're particularly important during periods of rapid growth, such as in infancy, childhood, and pregnancy. Furthermore, they assist in repairing body tissues that have been damaged due to injury or surgery.

Production of Enzymes, Hormones, and Other Biochemicals: Many proteins function as enzymes, speeding up biochemical reactions in the body. Others, like insulin and glucagon, act as hormones, helping to regulate various body functions. Proteins also play a role in the production of neurotransmitters, which allow nerve cells to communicate with each other.

Immune Function: Proteins are involved in the immune response. Antibodies, a type of protein, help fight off infections by recognizing and neutralizing harmful substances. Without adequate protein, the immune system can become weakened and less able to fend off infections and diseases.

Fluid and Electrolyte Balance: Proteins in the blood help maintain fluid balance, which prevents edema (swelling caused by fluid accumulation). They also help to maintain electrolyte balance between body fluids.

Acid-Base Balance: Proteins act as buffers to help maintain the body's pH within a narrow range, which is essential for the body's overall function.

Energy Supply: While carbohydrates and fats are the body's primary energy sources, proteins can be used as a source of energy when these nutrients are in short supply. The body can break down proteins and use them to make glucose, a type of sugar that the body uses for energy.

Transport and Storage: Certain proteins, such as hemoglobin and lipoproteins, function as transport proteins. Hemoglobin, for example, transports oxygen from the lungs to the rest of the body, while lipoproteins transport fats and cholesterol in the blood.

Body Structure: Proteins like collagen, elastin, and keratin play crucial roles in the body's structure. Collagen provides strength and structure to tissues (like skin, cartilage, and bone), elastin allows tissues to resume their shape after stretching, and keratin forms hard structures like nails and hair.

RECOMMENDED PROTEIN INTAKES

Protein requirements can differ significantly based on various factors, including age, sex, body weight, physical activity level, and overall health status. Understanding these requirements is crucial for maintaining good health and preventing both deficiency and excess. Dietary Reference Intakes (DRIs): In the United States, the Dietary Reference Intakes (DRIs) established by the Food and Nutrition Board of the Institute of Medicine serve as a guideline for nutrient intake. For protein, the DRIs include: Recommended Dietary Allowance (RDA): The RDA is the average daily level of intake sufficient to meet the nutrient requirements of nearly all (97%-98%) healthy people. According to the DRIs, the RDA for protein is 46 grams per day for women aged 19 and older, and 56 grams per day for men aged 19 and older. Acceptable Macronutrient Distribution Range (AMDR): The AMDR for protein, for adults of both genders, is set at 10% to 35% of total calories. This means if you consume 2000 calories per day, between 200 and 700 of these calories should come from protein.

Factors Affecting Protein Needs

Age: Infants and children require more protein per kilogram of body weight than adults, as protein is essential for growth. In adolescence, protein needs increase due to rapid growth and development.

Body weight: People with higher body weights need more protein than those with lower body weights, simply because there is more body tissue to maintain.

Physical activity: Athletes and individuals who engage in regular intense physical activity have higher protein requirements, as protein helps to repair and build muscle tissue stressed during exercise.

Pregnancy and lactation: Women who are pregnant or breastfeeding require additional protein to support the growth and development of the fetus and milk production.

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Illness or injury: Protein needs can increase during illness or injury to support immune function, promote healing, and preserve muscle mass.

Overall health status: Certain health conditions, such as kidney disease, can affect the body's ability to process protein, which can lead to changes in protein needs.

Protein Quality: While quantity is important, the quality of protein consumed is also a vital consideration. Proteins are made up of amino acids, some of which are considered 'essential' as they cannot be synthesized by the body and must be obtained from the diet.

Animal-based proteins are typically 'complete proteins', meaning they contain all nine essential amino acids in adequate amounts. Plant-based proteins are often 'incomplete proteins', lacking one or more essential amino acids. However, by eating a variety of plant-based protein sources, individuals can still get all the essential amino acids they need.

CONCLUSION

In this chapter, we have traversed the multifaceted universe of proteins, gaining insights into their indispensable roles in human health and nutrition. From acting as structural components and enzymes to serving as hormones and immune system regulators, proteins prove to be much more than just muscle builders. We have recognized that proteins are sourced both from animals and plants, each with their unique contribution to our dietary requirements. The intricate journey of protein digestion and absorption underscores the sophistication of our biological systems and the importance of each step in transforming dietary protein into usable amino acids. By delving into the impacts of protein on human health, we have become aware of the dual-edged sword nature of protein intake. On one hand, protein sufficiency is necessary for maintaining our health, growth, and repair; on the other hand, excessive consumption can lead to health complications. Finally, we've learned about the recommended protein intake, which varies based on individual factors like age, sex, physical activity, and overall health status. This knowledge not only emphasizes the importance of a balanced, protein-rich diet, but also that one-size-fits-all dietary recommendations are often inadequate in meeting individual nutritional needs. In conclusion, this exploration of proteins fortifies our understanding of their vital importance in our diets and overall well-being. As we continue our nutritional journey, we'll delve into the nuanced roles of different proteins and the relevance of protein quality, leading us towards a more comprehensive understanding of human nutrition.

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Millets - The Superfoods

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ABSTRACT –Millet includes a diverse group of grains such as pearl, proso millet, kami, cod, brown top, finger millet, Guinea millet, fonio, sorghum (or big millet) and teff. They are an important source of nutrition for millions of people in sub-Saharan Africa and Asia. They are also deeply rooted in indigenous cultures and traditions and help ensure food security in culturally relevant areas. Millet plays a key role in empowering smallholder farmers, achieving sustainable development, ending hunger, adapting to climate change, promoting biodiversity and changing agricultural production systems. As global agri-food systems face challenges to feed an ever-increasing global population, hardy grains such as millet provide an affordable and nutritious option, and efforts to promote their cultivation need to be increased. Efforts are needed to raise awareness and share knowledge about millet consumption, health benefits, food processing research and new product development, policy attention to the nutritional and health benefits of millet consumption, and the suitability of millet for growing under adverse conditions. and changing climatic conditions.

Keywords- Millets, nutrients, cereal, food security, food and health, sorghum, bajra, ragi, kodo.

INTRODUCTION

Millets are a gather of small-seeded grasses that have been developed for thousands of a long time in numerous parts of the world, especially in Africa and Asia. They are tough crops that can develop in bone-dry and minimal lands, requiring less water and fertilizers than other staple grains like rice and wheat. This makes them a perfect edit for small-scale ranchers, particularly in locales influenced by climate alter and arrive corruption.

At the initiative of the Indian government, the United Nations declared 2023 the International Year of the Nation (IYOM). This will create domestic and foreign demand and increase India's exports. To promote the export of potential crops and eliminate bottlenecks in the nutritious food supply chain, the government, through the Agricultural and Processed Foods Export Promotion Authority (APEDA), created the Nutritious Cereals Export Promotion Forum. "Millets are a very powerful food. It has more than just a place in the kitchen for health. Millet can support your overall health, help you lose weight, and is gluten-free for everyone. Talk to anyone who cares about their health and they will approve of the feeling of eating millet."

PRODUCTION OF MILLETS

Millet production increased from 17.26 million tons in 2019-20 to 18.02 million tons in 2020-21. NFSM-Nutri Cereals were introduced in 212 sites in 14 states as part of the National Food Security Mission (NFMS) program. According to the NFSM, farmers are offered a variety of services by state governments including demonstration of package development, demonstration of cultivation, distribution of high yield crops (HYV)/hybrid seeds, improvement of agriculture/capital saving machinery/tools, irrigation equipment, weed control, nutrient management/soil education, etc.

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TYPES OF MILLETS

Milletts are found in different varieties and types. Some of the types of millets are:

Finger Millet- It is a good source of all nutrients, especially iron, calcium and phosphorus. It has powerful antioxidant properties such as phytochemicals that facilitate digestion. It has many health benefits, including helping to maintain healthy bones, lowering blood cholesterol, aiding weight loss, and reducing the risk of anemia.

Sorghum-Sorghum is an ancient grain that is considered a staple food throughout India. It is considered better than wheat and rice due to its higher content that helps with various health problems. Studies show that sorghum wax is rich in a special nutrient called eicosanol, which is very helpful in lowering cholesterol.

Pearl Millet- Pearl millet is also a good source of all nutrients that rival staple grains like wheat and rice with many added benefits. Due to its fiber content; pearl millet helps to lose weight and provide good digestion. It is rich in phosphorus, which helps maintain healthy bones. Due to the high magnesium content in this grain, it is effective in reducing respiratory diseases such as asthma.

Proso Millet-Like all other millets, Proso millet is rich in fiber, protein and minerals. Proso Millet Protein helps to increase HDL cholesterol and lower LDL and bad cholesterol in the body. It contains a large amount of lecithin, which helps maintain and restore a healthy nervous system. Proso millet is rich in B vitamins, folic acid and niacin. Due to its strong antioxidant properties, it can prevent many diseases such as heart disease and cancer.

Foxtail Millet- foxtail Millet also contains all the nutritional elements such as protein, vitamins and minerals at its price. Millet grains are coarser than other grains, their digestibility is up to 79% and the rest is indigestible, which is higher in fiber. Due to this feature, it can provide many health benefits such as reducing the risk of various degenerative diseases. It is now known as a healthy food due to its high magnesium content.

Barnyard Millet- The nutritional profile of barn grass is also considered superior or comparable to other large and small grains. The crude fiber content of barn bean slows and stabilizes the release of sugar in the blood, ultimately helping to control blood sugar. With adequate levels of all the other nutrients, barnyard grass is also rich in iron at about 15.6-8.6 mg/100 g. This makes it the best choice for people with diabetes and a poor lifestyle. Compared to other grains, millet also contains polyphenols and carotenoids, which have many health benefits.

Kodo Millet- Kodo millet is a nutritious food that is similar to rice and can replace rice to aid weight loss. It is a rich source of antioxidants and other bioactive compounds that help solve many negative lifestyle problems. It is also rich in lecithin, which is good for all the work of the nervous system.

Amaranth-Also known as Rajgira, Amaranth is a good source of protein and fiber. It is good for healthy eating. In addition, this millet helps to prevent hair loss and gray hair. Amaranth may also reduce cholesterol and the risk of heart disease. It contains many nutrients such as calcium and vitamins.

HEALTH BENEFITS OF MILLETS

Milletts have a heap of health benefits on human body. Some of the benefits of millets are:

Improves digestive health- Eating millet flakes can help regulate bowel movements as it contains the same amount of fiber as oatmeal. It also contains prebiotics that help the good bacteria grow in your microbiome. This helps improve digestion and immunity.

Good for people with gluten intolerance- People who cannot tolerate gluten in their diet can consume millets as it is gluten-free wheat. This is why many types of gluten-free oats contain millet.



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Promotes Heart Health- Magnesium is one of the nutrients that improve cardiovascular health, and millet contains magnesium. When a person eats millet, the grain helps increase levels of the protein adiponectin, which ultimately helps protect against cardiovascular disease. The soluble fiber in millet may help lower "bad" cholesterol in the blood, which is a risk factor for atherosclerosis. Soluble fiber turns into a gel in the stomach and absorbs cholesterol, allowing it to enter the body safely.

Uplift mood- One of the benefits of millet is that it has a high content of the amino acid tryptophan, which helps improve mood. People suffering from stress or depression should eat wheat in their daily diet.

Manage Weight- People struggling with being overweight or obese should consider adding whole grains to their diet. As millets are a good source of fiber, keeping full for a longer time. Hence, helps to manage weight.

NUTRITIONAL VALUES OF MILLETS

Raw millet provides 378 calories per 100 grams. All types of millet are rich in carbohydrates. Therefore, after eating millet for a long time, you will feel yourself and stay active. In addition to carbohydrates, it is a good source of protein, fiber, vitamins, minerals and antioxidants. You can actually get calcium from millet.

These are some of the nutrients that your body needs on a regular basis. Therefore, eating millet can help you get many important nutrients.

Table-1 Nutritional values of millets per 100 gm serving

NUTRIENTS	SERVING
Calories	378 kcal
Fat	4.22 g
Carbohydrates	72.85 g
Protein	8.02 g
Sodium	5 mg
Dietary fiber	8.5 mg
Calcium	8 mg
Iron	3.01 mg
Potassium	195 mg

Table-2 Nutritive value of different types of Millets-

Type of millet	Nutrients (mg/100g)						Total phenols	Iron	Calcium
	Protein	Fat	Crude Fiber	Ash	Starch	Total Dietary Fiber			
Finger Millet	7.3	1.3	3.6	3.0	59.0	19.1	120	3.9	344
Sorghum	11.0	3.2	2.7	1.8	73.8	11.8	43.1	3.4	13
Pearl millet	14.5	5.1	2.0	2.0	60.5	7.0	51.4	16.9	38
Proso millet	11.0	3.5	9.0	3.6	56.1	8.5	13.3	0.8	14
Foxtail millet	11.7	3.9	7.0	3.0	59.1	19.1	106.0	2.8	31
Kodo millet	8.3	1.4	9.0	3.6	72.0	37.8	368.0	0.5	27
Barnyard millet	10.5	3.6	10.1	3.8	60.5	16.1	141.5	15.2	11



CONCLUSION

People have been hunting for food since nomadic times. But when they learned how to grow their own food, they focused on making better products to feed everyone. Because there is not enough food, the community has to feed large numbers of people to get enough food and grow crops to get good results. In an age where overeating is causing obesity, diabetes and cancer, we must now turn to finding the best foods that support overall gut health, are nutritious, beneficial for farmers and good for the environment. Therefore, millet is a good choice for ensuring food safety on the one hand and improving digestion on the other. This superfood needs to be recognized, and the International Year of Millet is the time to bring this wonder food back to our dining tables. Refined grains and a sedentary lifestyle increase the risk of non-communicable diseases such as obesity, heart disease and diabetes among Indians. Millet can be used in both raw and fresh foods. They can help promote sustainable agriculture, increase farmers' incomes, protect the environment, and improve the health and nutrition of the population. Millet can also support the food processing industry, which is an important area to support the state and national economy. They are capable enough to save us from many life problems and environmental damage. To facilitate millets exports, the government revised its procedures for exporting more products to other provinces. The supply of millet from the government, which is in excess of the Food Corporation of India (FCI), is to meet the demand from the users of the government in advance before the supply begins. The government is implementing Pradhan Mantri Poshan Shakti Nirman (PM POSHAN), formerly known as the National School Lunch Scheme, to provide hot meals in government and government funded schools from 2021-22 to 2025-26, where millets can be used by the government.

Hence, millets should be included by all in their diet irrespective of their age, health conditions,

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Protein Powder: Pros and Cons for Human Consumption

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ABSTRACT – Protein powder has become a prevalent dietary supplement in today's health-conscious world. It is commonly used by athletes, fitness enthusiasts, and individuals seeking to enhance their muscle growth, strength, and overall health. Derived from various sources such as whey, casein, soy, pea, and hemp, protein powder offers a convenient and efficient way to increase protein intake. However, like any supplement, it comes with its own set of advantages and disadvantages, especially when consumed by a normal individual with a balanced diet and exercise routine. This chapter aims to explore the benefits and potential drawbacks of consuming protein powder for the average person

Keywords- protein powder, Whey Protein, Casein Protein, Overconsumption, Muscle Recovery

INTRODUCTION

Protein powder is a dietary supplement made from various protein sources, and it comes in powdered form that can be mixed with liquids like water, milk, or other beverages to create protein shakes or smoothies. These powders are designed to provide a concentrated and convenient source of protein, making it easier for individuals to meet their daily protein requirements, especially for those who have higher protein needs due to physical activity or specific health goals. Protein powder is the main source of protein that allows people to supplement their diet without the use of food additives. Most common protein supplements are whey, a milk-based byproduct of cheese production. However, plant based protein sources are also becoming more common in protein powders. They are good for vegans and people with lactose intolerance. Protein powder is often consumed as a shake (using water, milk, or milk) or as part of a smoothie. However, people are finding all sorts of creative ways to incorporate protein powder into their diets. The composition of protein powder can vary based on the type of protein source and the specific product. However, in general, protein powder is primarily composed of protein, along with some additional components that may vary depending on the type and brand of the product.

COMPONENTS OF PROTEIN POWDER

Protein: The primary component of protein powder is, of course, the protein itself. The percentage of protein in the powder can vary widely depending on the type of protein used (e.g., whey, casein, soy, pea, etc.) and the processing method. Some protein powders may contain around 70-80% protein, while others can have as much as 90-95% protein content.

Amino Acids: Proteins are made up of chains of amino acids, and protein powders contain these essential building blocks. Amino acids are classified as essential (must be obtained from the diet) and non-essential (can be produced by the body). Complete protein sources, such as whey and soy, contain all essential amino acids, while other sources like rice and pea protein may be incomplete but can still contribute essential amino acids when combined with other protein sources.

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Carbohydrates: Protein powders typically contain a small amount of carbohydrates, especially if they are in the form of whey protein concentrate. Whey protein isolate and many plant-based protein powders tend to have lower carbohydrate content.

Fats: Protein powders may contain a small amount of fats, especially in whey protein concentrate. However, some protein powders, like whey protein isolate, are processed to remove most of the fat content.

Sugars: Some protein powders may contain added sugars for flavoring, especially in ready-to-drink protein shakes or flavored protein powders. It is essential to check the nutritional label for added sugars if you want to avoid them.

Fiber: Certain plant-based protein powders, such as hemp protein, may contain fiber naturally present in the protein source. Fiber can aid in digestion and support gut health.

Vitamins and Minerals: Depending on the formulation, some protein powders may be fortified with vitamins and minerals to enhance their nutritional profile.

Flavorings and Sweeteners: Protein powders often include flavorings, such as cocoa for chocolate-flavored powders or vanilla extracts for vanilla-flavored powders. Sweeteners, both natural and artificial, may also be added to improve taste.

Additives and Fillers: Some protein powders may contain additives, thickeners, or stabilizers to improve texture and mixability. It is essential to review the ingredient list to ensure the absence of any substances that may cause allergies or sensitivities.

DIFFERENT TYPES OF PROTEIN POWDER

Whey Protein: Whey protein is one of the most popular and widely used protein powders. It is derived from milk during the cheese-making process. Whey protein is considered a complete protein as it contains all essential amino acids required by the human body. It is rapidly absorbed and has a high biological value, making it an excellent choice for post-workout recovery and muscle growth. There are three main types of whey protein:

Whey Protein Concentrate (WPC): Contains a lower percentage of protein (around 70-80%) and some fats and carbohydrates. It retains more of the natural beneficial compounds found in whey.

Whey Protein Isolate (WPI): Has a higher protein content (90% or more) with most of the fats and carbohydrates removed, making it suitable for those with lactose intolerance.

Whey Protein Hydrolysate (WPH): Pre-digested form of whey protein, making it easier to absorb. It is often used in medical protein supplements due to its hypoallergenic properties.

Casein Protein: Like whey, casein is also derived from milk, but it is absorbed more slowly. Casein forms a gel-like substance in the stomach, resulting in a slower and sustained release of amino acids into the bloodstream. This property makes it ideal for providing a steady supply of nutrients to the muscles over an extended period, such as during prolonged periods without food, like during sleep.

Soy Protein: Soy protein is derived from soybeans and is a complete protein source. It is suitable for vegetarians and vegans, as well as individuals with lactose intolerance or milk allergies. Soy protein has been shown to have potential health benefits, such as supporting heart health and hormone balance.

Pea Protein: Pea protein is made from yellow peas and is a plant-based protein option. It is also a complete protein source, and like soy protein, it is suitable for vegetarians and vegans. Pea protein is hypoallergenic and easily digestible for most people.

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Rice Protein: Rice protein is derived from brown rice and is another plant-based protein option. It may not be a complete protein on its own but can be combined with other protein sources, such as pea protein, to form a complete amino acid profile.

Hemp Protein: Hemp protein is made from hemp seeds and is considered a complete protein source. It also contains essential fatty acids and fiber, providing additional nutritional benefits.

Mixed Plant-Based Protein Blends: Some protein powders are formulated with a combination of plant-based proteins to create a balanced amino acid profile. These blends often combine sources like pea, rice, hemp, and quinoa protein to offer a well-rounded nutritional profile.

PROS OF CONSUMING PROTEIN POWDER

Convenient Source of Protein: Protein powders offer a quick and convenient way to supplement one's protein intake. In today's fast-paced lifestyle, meeting daily protein requirements can be challenging, making protein powder a convenient option for those who struggle to incorporate sufficient protein-rich foods into their diet.

Muscle Recovery and Growth: Protein is crucial for muscle repair and growth after physical activity. Consuming protein powder post-workout can help accelerate the recovery process, reduce muscle soreness, and promote muscle protein synthesis, aiding in muscle development.

Weight Management: High-protein diets can support weight management by increasing satiety and reducing overall calorie intake. For individuals looking to lose weight or maintain a healthy weight, protein powder can be a valuable tool in achieving these goals.

Easily Digestible: Protein powders are often well-tolerated and easily digested, making them suitable for individuals with digestive issues or those who struggle to consume certain whole food protein sources.

Nutrient-Rich: Many protein powders are fortified with essential vitamins and minerals, providing an additional nutritional boost to one's diet.

CONS OF CONSUMING PROTEIN POWDER

Risk of Overconsumption: Excessive protein intake can strain the kidneys and liver, especially in individuals with pre-existing kidney issues. Protein powder consumers must be cautious not to exceed recommended daily protein intake levels.

Incomplete Nutrition: While protein powders offer a concentrated source of protein, they may lack other essential nutrients found in whole foods. Relying heavily on protein powders can lead to deficiencies in other vital nutrients crucial for overall health.

Contaminants and Additives: Some protein powders may contain contaminants, heavy metals, or artificial additives that could have adverse health effects if consumed regularly. It is essential to choose reputable brands and read labels carefully.

Digestive Issues: Certain individuals may experience digestive discomfort, bloating, or gas when consuming protein powders, especially if they are sensitive to specific protein sources like whey or soy.

Cost: High-quality protein powders can be expensive, making them less accessible for individuals on a tight budget.

CONCLUSION

Protein powder can be a valuable addition to the diet of certain individuals, providing convenience, muscle recovery support, and assistance with weight management. However, it is essential to consider the potential disadvantages, such as



overconsumption, incomplete nutrition, contaminants, and digestive issues. For a normal human being with a balanced diet and a healthy lifestyle, whole food sources of protein should be prioritized, with protein powder used as a supplement when necessary. It's important to choose a protein powder that aligns with individual dietary preferences, health goals, and potential allergies or intolerances. It's crucial to read the product label and ingredient list carefully to understand the exact composition of the protein powder you are considering. Different brands and types of protein powders can have varying nutritional profiles, so choosing one that aligns with your dietary preferences and goals is essential. Always read product labels, review nutritional information, and consider consulting with a healthcare professional or registered dietitian to determine the most suitable protein powder for your specific needs.

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Harnessing Artificial Intelligence in Modern Art Teaching: A Comprehensive Overview

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ABSTRACT: Artificial Intelligence (AI) has emerged as a transformative technology across various industries, and the realm of education is no exception. In recent years, educators and researchers have explored the potential applications of AI in the field of art teaching, revolutionising the way artistic skills are learned and honed. This book chapter aims to provide a comprehensive overview of the scope of AI in modern art teaching, elucidating its role in enhancing creativity, personalization, and accessibility in art education. Despite its rapid development, artificial intelligence (AI) has not been deeply applied in art teaching yet. Hence this book chapter attempts to design strategies for applying AI in art teaching. At first we will review the current application status of AI in art teaching and will sum up the problems with these applications. Later we will analyse the promotive role of AI in art teaching. As a future scope of this chapter, in later chapters, to evaluate the application effect of AI in art teaching, a performance analysis model will be designed, discussed and reviewed based on analytical hierarchy process (AHP) and grey clustering, which will be able to quantify the application effect of AI in art teaching.

Keywords—Art teaching; artificial intelligence (AI); higher education; analytical hierarchy process (AHP); grey clustering.

INTRODUCTION

With the continuous evolution and rapid advancement of Artificial Intelligence (AI), its application across various fields has significantly expanded. AI has not only enhanced the quality and efficiency of project designs but also proven to be invaluable in refining design methodologies [1-3]. Particularly in higher education, where the demand for skilled professionals is urgent, AI has found its way into the teaching process. It plays a pivotal role in transferring knowledge to senior talents and cultivating their expertise [4-5]. Art education, being an essential component of higher education, involves conveying numerous specialized knowledge points, particularly in teaching intricate skills and techniques. However, traditional methods of art teaching often struggle to effectively demonstrate key points or connections in the process. In this regard, AI emerges as a promising solution, with some scholars already exploring its potential in this area in recent years. In their research, Tang and He [6] investigated the integration of AI in entrepreneurship and employment education for art majors in higher vocational schools. Jin [7] examined the utilization of AI in music education and its future prospects. Ahmad and Ghapar [8] analyzed the influence of AI on self-exploration education using Malaysia's higher education system as a case study. Wan [9] explored the application-oriented talent training approach for broadcasting and hosting majors in the AI era. Additionally, Li [10] delved into the implementation of AI in music education. Moreover, Chassignol et al. [11] discussed the emerging trends of AI in the field of education, while Casazza and Gioppo [12] focused on the role of AI in screenplay creation. The majority of existing research primarily concentrates on the technical aspects of implementing AI applications in art education or addresses specific challenges within the art teaching and creation process. However, there is a notable absence of comprehensive studies that focus on the systematic planning of AI integration in art teaching. As a consequence, the current research on the effectiveness of AI in art education lacks a holistic approach, hindering the implementation of cohesive strategies. This chapter employs inductive analysis and draws from the relationship between AI and higher education [13-16] to thoroughly examine the application of AI in modern art



education, encompassing strategy analysis and model construction. This whole chapter is expanded in 5 sections: the initial section (Introduction) provides a concise overview of prior research on the competitiveness of higher education. Subsequently, the second part delves into an analysis of the current state of AI implementation in art education. Moving forward, the third part examines the constructive impact of AI in the realm of art teaching. In the fourth segment, various strategies for the integration of AI in contemporary art instruction are explored. Finally, the concluding section presents a comprehensive summary of the findings. Following that, as a future scope of later chapters a critical assessment of the performance and utilization of AI in modern art teaching will be presented.

PRESENT STATE OF AI IN ART EDUCATION

By the end of the 2nd decade of the 21st century, AI applications in art teaching were already making significant strides. There are various AI-Enhanced virtual learning educational platforms these days to personalize art teaching based on individual students' learning styles and abilities. AI-powered virtual art teachers have emerged in recent years, who are capable of interacting with students through natural language processing and providing real-time feedback on their artwork using computer vision algorithms. These AI algorithms could apply the style of famous artists to students' own artwork, allowing them to experiment with different artistic styles and learn from renowned masters. AI algorithms also enable the art education to be data driven to understand historical trends, artists' influences, and creative patterns.

Thus although AI applications in art teaching may have seen further developments and improvements, AI is still lags on certain points to be adapted in Art Education. Some significant points are:

1. Shortage and expensiveness of AI hardware facilities in art teaching:

Traditional electronic equipment such as recorders and projectors are the most commonly used electronic means in modern education, these devices are also used in domestic art education. Teachers can use pictures, videos, and other forms to make art knowledge more vivid and alive. Taking music education as an example, with the help of traditional electronic equipment, students could learn knowledge more systematically and quickly. Such an education method can increase the number of learners, teach more content within a given time, and increase the efficiency of teachers. As AI integration in art teaching and learning was gaining momentum, but when it comes to the AI hardware facilities in art teaching, there are several factors could contribute to this issue:

Cost: AI hardware can be expensive, especially for educational institutions with limited budgets. Investing in specialized AI hardware, such as GPUs or TPUs (Tensor Processing Units), may not always be feasible for all art schools or departments.

Rapid advancements in AI technology: As AI hardware evolves rapidly, it might become challenging for educational institutions to keep up with the latest advancements. This can result in existing hardware becoming outdated or insufficient to support newer AI applications.

Lack of awareness: Some art educators and institutions may not be fully aware of the potential benefits of integrating AI in art teaching. As a result, they might not prioritize the allocation of resources for acquiring AI hardware facilities.

Focus on traditional art techniques: Some art institutions may still emphasize traditional art techniques and may not see the immediate need for AI integration in their teaching methods.

Limited expertise: Training staff and faculty to effectively use AI hardware and software in the context of art education might require additional resources and time.

2. Weak support of AI software technology in art teaching:

At present, the commonly-used Computer Aided Instruction (CAI) comprehensively applies computer technologies such as multimedia, hypertext, artificial intelligence, network communication, and knowledge base to overcome the shortcomings of traditional art teaching in single and one-sided teaching scenarios. It can effectively shorten the learning time of art education, improve the teaching quality and efficiency, and realize the



optimal teaching goals. Although traditional CAI has improved students' learning efficiency and enthusiasm to a certain extent, it does not fully understand the students' learning situations and can't vary with each individual, and it couldn't make sure every student would participate in teaching actively. Therefore, if we want students to be more actively involved in the teaching process, and if we want to collect individual students' learning conditions and give different guidance accordingly through human-computer interaction, then it's necessary to make technical breakthroughs in AI combining multimedia technology and provide stronger technical support for modern teaching.

3. Incomplete art teaching mode based on AI:

At present, AI-based art teaching mode of colleges and universities mainly teaches the art teaching content with the help of Internet technology and online platforms. In this process, various education apps and online education websites have emerged continuously, such as MOOC (Massive Open Online Course), Micro-lecture online videos, Flipped classroom, Rain Classroom, PAD class (Presentation, Assimilation and Discussion)etc. This teaching mode innovates the interactive cognition process of teaching, and it supports multiple functions such as play, pause, and slow play, etc., which enables students to use scattered time for learning and effectively control the learning speed. Also, it breaks the limit of locations, effectively solves the shortcomings of the traditional offline teaching mode, and largely increases the utilization rate of teachers. However, this art teaching mode has ignored the sense of experience and integrity emphasized in art teaching, especially when there are a large number of students, and art teachers and students can only teach and learn the art knowledge through the one-on-one form, which can't provide an artistic teaching atmosphere for students. In addition, since the AI technology is not mature enough, the AI-based art teaching mode could not meet the intelligent teaching requirements, which has resulted in a disconnection between the modern art teaching concept and the intelligent teaching mode.

4. Immature AI application in art teaching:

AI applications in art teaching are still relatively nascent and immature. While AI has made significant strides in various fields, including art and creative applications, its integration into the art education sector was limited compared to more established domains like language processing or image recognition. Technologies such as student emotion perception technology, simulated art teacher technology, intelligent learning companion technology, and other technologies that people wish to achieve in the field of art teaching are still under exploration. AI can help people to some extent, but it can't replace our thoughts, which is exactly the unique value of human beings. Modern AI art education can't perfectly achieve semantic analysis, sentiment analysis and symbolic analysis. Art forms are diversified and ever-changing with the times, but the essence of art won't change. In terms of creation and appreciation, art works are generally based on subjective thinking, therefore, in terms of aesthetic appreciation, AI is deficient in the evaluation of the art works of students.

AI's CONTRIBUTION IN ENHANCING ART EDUCATION

AI has the potential to play a highly promotive role in art teaching, offering numerous benefits and enhancing the learning experience for students and educators alike. Here are some key ways AI can contribute to art education:

1. Improve the learning effect of art students:

AI-powered systems can analyze individual students' strengths, weaknesses, and learning styles to create personalized learning paths, by studying the mechanisms of human activities and by setting parameters to use machines to simulate these activities, so as to provide convenience for students to understand and master the knowledge they have learned. This allows educators to tailor lessons to meet each student's specific needs, helping them progress at their own pace. The AI-based art teaching system can teach according to students' aptitudes. Based on the database of students' personal information, cognitive characteristics, learning records, location information, social media information, and other information the AI program can conduct self-learning, construct models of the learners, constantly enlarge and update the datasets, and adjust and optimize the parameters of the models. An AI program can push personalized resources, learning paths and learning services to students, according to the different needs of students. By applying AI to art education, we can release students' imagination space, process, classify and organize the art knowledge, systematically according to the habits of students, and

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help them build their own art knowledge base, in order to improve their learning efficiency, further reduce their physical labor and work tasks, enable them to have more practical experience within less time spent, thereby creating better artwork.

2. Enrich the teaching methods of art teachers:

While integrating AI in learning, we usually use computers as tool: a tool to master learning methods more effectively, to learn from the practice, to cultivate students' abilities in creation and problem-solving through heuristic education, and to build up collaborative learning relationships between people, and between human and computer. Now with the use of AI in teaching, the teacher is not just the content provider, but also a teaching organizer or more specifically a teaching technology engineer. An Art teacher, need to innovate constantly in terms of various aspects of teaching pedagogy and the AI can act as an assistant to the teachers in this, with the help of AI, teachers can actively arrange teaching content according to the teaching objects, and the learners can acquire learning content that is suitable for one's own cognitive ability. When students are learning, the AI as an assistant to the teacher would also give the immediate and constructive feedback to the teacher about the art work and problems of each student and the learning situation of the entire class through various tools like image recognition and analysis, speech recognition and analysis, and through evaluating compositions, color schemes, and techniques used by a student in it's artwork.

3. Improve the art teaching environment

The environment of art teaching can be categorized in two ways. In a broad sense, an art teaching environment refers to all conditions affecting the art teaching activities in the class as well as in the institution, such as the physical environment and psychological environment. In a narrow sense, it means all conditions within the art classes that affect art teaching, such as teacher-student relationship, class size, and class atmosphere, etc. So the environment of art teaching is complex, and often composed of many different elements. The contents in the art teaching may be presented with two aspects; the visual presentation and the auditory presentation. The visual presentation involves multiple factors such as definition, field of view, brightness, and angle of view, and the information displayed through electronic means should be easily and clearly seen by all students in the classroom. In terms of the auditory aspect, a good listening environment can ensure smooth language communication and facilitate interaction between teachers and students. In addition, the temperature, humidity, light, color and furnishings such as tables and chairs in the teaching environment can be configured according to the needs of different students or designed according to the requirement of the interactive experience between teachers and students. The combination of AI and teaching environment can not only provide a good user experience for teachers and students, but also perceive the learning status of students and adjust the push strategy in real time, through using all above mentioned factors into the algorithm's database as standard values for the training of AI tool, to create a virtual and ideal teaching environment for art education.

4. Improve art teaching methods:

AI has the potential to significantly improve art teaching methods in various ways. With the use of a teacher can analyze individual students' strengths and weaknesses in art and create personalized learning paths. By understanding each student's preferences and learning pace, AI-powered systems can tailor art lessons to cater to their unique needs, enabling more effective learning. As AI can provide instant feedback on a student's artwork to the teacher, this feedback allows a teacher to iterate and refine their teaching ways immediately, fostering a faster learning process for the student. Integrating the art teaching with Augmented Reality (AR) and Virtual Reality (VR), a teacher can create and use virtual art galleries, 3D models, and virtual environment for hands-on art creation for the students, which enhances and deepens the understanding of students. Art teachers can also use AI algorithms to assist students in generating ideas, providing references, and suggesting techniques to implement in their artwork, to inspire students and help them break through creative blocks. Teachers can also introduce AI powered gamified elements in art learning platforms, making the process more enjoyable and engaging for students. Gamification can include challenges, competitions, achievements, and rewards, encouraging students to practice and progress. Overall with the use of AI in teaching methods, a teacher can create a teaching environment

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where all of our senses could be mobilized to enjoy and appreciate the art works, rather than just rely on our eyes only. As a result, the authenticity of the works is enhanced and people would have more real feelings.

5. Improve art teaching evaluation forms

Integrating AI into art teaching evaluation can offer several benefits, providing a more comprehensive and objective assessment of students' progress and promoting more effective learning experiences. Here are some ways AI can contribute to the improvement of art teaching evaluation:

- 5.1 Objective Assessment:** AI can analyze and evaluate artwork objectively, reducing potential bias from human graders. By considering specific parameters like color usage, composition, technique, and creativity, AI can provide consistent and fair evaluations.
- 5.2 Customized and Immediate Feedback:** AI can generate personalized and instant feedback for each student based on their strengths and weaknesses. This feedback can help students understand their progress, identify areas for improvement, and guide them towards honing their skills and allow them to make corrections and improvements promptly.
- 5.3 Progress Tracking:** AI can create individual learning paths for students, tracking their progress over time. Teachers can use this data to understand students' growth and tailor lessons to meet their specific needs.
- 5.4 Portfolio Evaluation:** AI can aid in the evaluation of students' art portfolios, providing insights into their artistic development and potential areas of specialization.
- 5.5 Automated Grading:** For large art classes, AI can automate the grading process for specific assignments, freeing up more time for teachers to focus on personalized instruction and mentorship.
- 5.6 Collaboration and Feedback Exchange:** AI-powered platforms can facilitate peer-to-peer feedback and collaboration among students, encouraging a supportive and constructive learning environment.

STRATEGIES FOR THE IMPLEMENTATION OF AI IN MODERN ART TEACHING

With the rapid development of AI, its role in Art teaching, specifically in college has become more and more important. As we have seen in above texts that AI could be applied modern art teaching, in various ways, incorporating AI into modern art teaching can enhance the learning experience and foster creativity in students. Integrating AI-powered art tools into the curriculum will expose students to new creative possibilities. Tools like DeepArt, RunwayML, or Artbreeder allow students to experiment with AI-generated art, enabling them to explore unique styles and approaches. AI based algorithms can be used to analyze and provide feedback on students' artwork. Combining with the current development status of AI, following aspects could be considered for implementation of AI in modern art teaching:

1. Increase the flexibility of AI driven Art education

AI-based art teaching has the potential to revolutionize the way we learn and create art. But looking at the current status of AI in art teaching, there're still problems in art teaching such as insufficient personalization. The art teaching method should be a targeted one and flexible enough as per the personalised demand of an art major student, to hinder the development of their innovative ability. By creating personalised art learning paths to adapt the content, pace, and difficulty level to match the student's needs, AI can help learners to progress at their own speed and remain engaged throughout the learning process. Real-time Feedback and Critique could be adapted through AI to help learners understand their progress, make iterative improvements, and gain confidence in their skills. With the help of AI, we can offer various procedural teaching evaluations of art work, enrich the evaluation methods, and make the evaluation process more scientific and the evaluation results more accurate. AI-based art teaching can be integrated cross-disciplinary to provide a broader understanding of art's context and significance and fosters creativity and critical thinking in students. AI based teaching can also be adapted to skill levels of students, where beginners can receive foundational lessons, while more advanced learners can access challenging assignments and explore specific art styles or techniques. AI based art teaching must be incorporated with multiple learning modalities, such as videos, interactive tutorials, virtual reality, and augmented reality experiences, to cater to different learning preferences. This makes art education more inclusive and effective for a diverse range of students. AI based art teaching must facilitate collaborative art projects among students from different



backgrounds and cultures to encourage social learning, and create a global community of artists, enhancing cross-cultural exchange and creativity. At last, the AI-based art teaching platforms should be designed with accessibility in mind, making them available to learners with disabilities and those with limited access to resources. This inclusivity ensures that art education is accessible to a broader audience worldwide. By implementing these strategies, AI-based art teaching can adapt to the diverse needs of learners, fostering creativity, and enriching the overall art learning experience.

2. Enhance the intelligent approach to art education's instructional method.

Enhancing the intelligent teaching mode of art with AI can significantly enhance the learning experience for students and foster their creativity. With the integration of AI in art education management, efficiency and intelligence of management services could be enhanced. Further it makes possible to effectively separate the supervision, execution, and evaluation of art education, to elevate the quality of public service in art education and motivating the government for the modernization of the overall system.

Big Data plays a vital role in leveraging AI for art education. It allows the collection of content and modelling of teaching processes by helping in intelligent and systematic analysis. This data-driven approach facilitates evidence-based decision-making through which a precise resource allocation can be done in art education. Talking about the generation of data, the art education generates a relatively smaller and less comprehensive dataset. This limits the full potential of AI applications in education. E.g., China's adoption of AI in education has been relatively recent and lacks a well-established and standardized data perception system or data repository.

Further talking about AI's impact in art education, it reduces our reliance on limited education data and expand the scale of art education data. In the future, knowledge graph technology based on data samples could be adapted for increasing data scale. This technology can uncover correlations between various art student groups, leading to improved teaching content and enhanced teaching quality in art education.

3. Improve the aesthetic encounter and ambiance of AI-driven art instruction:

AI has infused renewed energy into personalized learning and the cultivation of innovative thinking, leading to a transformative impact on the traditional form of art teaching in classrooms. The introduction of AI is set to revolutionize the teaching environment and campus landscape of art education profoundly. With seamless integration of online and offline classes and seamless connection between in-class and after-class education, a highly digitalized and intelligent teaching environment will become ubiquitous, vastly enhancing the level of personalized service in art education. In this new era, critical challenges in art education, such as providing adequate support for students' learning, fostering personalized development, and nurturing students' thinking abilities, can be effectively addressed with the aid of AI. It enables the generation of personalized and customized learning plans based on individual students' specific requirements, offering immersive learning experiences and highly intelligent learning process tracking services. In this context, Virtual Reality (VR) emerges as a key solution to tackle these issues. VR, a sophisticated computer simulation system, creates virtual worlds that users can explore by donning VR glasses and special sensing devices like data gloves. By immersing users in these virtual environments, VR provides them with visual, auditory, and tactile information, enabling multiple perceptions and interactive experiences. This technology holds significant promise for various disciplines, particularly art teaching. On one hand, VR can establish an intelligent art learning environment that deeply engages learners, and on the other hand, it fosters increased learning enthusiasm among art students and significantly enhances the effectiveness of classroom teaching for art instructors.

CONCLUSION

Throughout this book chapter, we explored the various ways AI is harnessed to enhance creativity, critical thinking, and overall learning experiences for both students and educators. This chapter explores the implementation of AI in college art education, exploring its limitations and beneficial impact on this field. Additionally, it proposed multiple strategies for leveraging AI to support art teaching. To accurately assess the effectiveness of AI in college art education, the research developed a performance model, combining theoretical analysis and calculation methods. This approach provides valuable insights for both theoretical innovation and practical application of AI in modern art teaching, considering the multifaceted



factors influencing its success. As we conclude this exploration, it is evident that AI offers an array of exciting possibilities and transformative potential.

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Data Privacy in the Era of Artificial Intelligence

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ABSTRACT: *The chapter "Data Privacy in the Era of AI" explores the intricate interplay between data privacy and the rapid advancements in artificial intelligence (AI) technologies. As AI applications permeate various sectors, concerns about data protection and individual privacy have intensified. This chapter aims to provide a comprehensive examination of the challenges, opportunities, and evolving practices related to data privacy in the context of AI. The chapter begins by discussing the symbiotic relationship between AI and data privacy, where AI systems heavily rely on vast datasets for training, inference, and continuous improvement. It highlights the unique privacy risks associated with AI-driven data analytics and the need for robust privacy-preserving measures. Next, the chapter explores the regulatory landscape concerning data privacy in the AI domain. It delves into existing privacy frameworks, such as the General Data Protection Regulation (GDPR) and the potential limitations they face when addressing AI-related privacy concerns. The discussion includes an analysis of recent legal developments and their implications for data controllers and processors leveraging AI technologies. To address the complex challenges, the chapter delves into cutting-edge privacy-enhancing technologies for AI, such as federated learning, differential privacy, and homomorphic encryption. It explores how these techniques strike a balance between preserving individual privacy and maintaining AI model performance. The role of transparency and explainability in AI models is another critical aspect of data privacy explored in this chapter. It discusses the need for interpretable AI models to engender trust among users and regulators, while ensuring that privacy is not compromised during model explanation processes.*

Furthermore, the chapter investigates the ethical considerations of AI and data privacy, examining potential biases and discrimination that may arise from biased datasets used to train AI systems. It offers insights into promoting fairness and inclusivity in AI development and deployment while upholding user privacy rights. Drawing from real-world case studies and best practices, the chapter concludes with practical recommendations for policymakers, businesses, and individuals. It emphasizes the importance of a multi-stakeholder approach to address data privacy concerns effectively in the era of AI and advocates for transparency, accountability, and continuous evaluation of data privacy practices. By offering a comprehensive analysis of data privacy challenges within the context of AI, this chapter provides readers with a nuanced understanding of the intricacies involved in safeguarding individual privacy while harnessing the transformative power of AI technologies.

Keywords: *Data Privacy, AI, ERA of AI, Data Breach, Data security*

INTRODUCTION

In the digital age, the remarkable progress of artificial intelligence (AI) has transformed our world, revolutionizing industries, enhancing productivity, and offering unprecedented insights into complex problems. AI applications have become ubiquitous, from personalized recommendations on streaming platforms to autonomous vehicles navigating city streets. This surge in AI adoption, however, has brought to the forefront a pressing concern: the protection of individual privacy and sensitive data. The chapter "Data Privacy in the Era of AI" delves into the intricate relationship between data



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privacy and the rapid advancements in AI technologies. As AI continues to permeate various sectors, the importance of safeguarding personal information and upholding privacy rights has intensified. In this chapter, we embark on a comprehensive exploration of the challenges, opportunities, and evolving practices pertaining to data privacy in the context of AI. AI systems thrive on vast amounts of data to train, learn, and improve their performance. Consequently, they can process and analyze data at an unprecedented scale, offering transformative capabilities. However, this symbiotic relationship between AI and data also presents unique privacy risks. As personal information is collected, processed, and analyzed by AI-driven data analytics, concerns arise about the potential misuse or unauthorized access to sensitive data. This chapter aims to shed light on the importance of implementing robust privacy-preserving measures to mitigate such risks.

Addressing data privacy in the context of AI is a complex task, particularly when existing privacy frameworks may face limitations in comprehensively regulating AI-related privacy concerns. As such, we will delve into the regulatory landscape concerning data privacy in the AI domain. By examining frameworks like the General Data Protection Regulation (GDPR) and other relevant legal developments, we seek to analyze their implications for data controllers and processors leveraging AI technologies. To tackle the intricate challenges posed by AI and data privacy, cutting-edge privacy-enhancing technologies come into play. In this chapter, we will explore advanced techniques such as federated learning, differential privacy, and homomorphic encryption, which aim to strike a delicate balance between preserving individual privacy and maintaining AI model performance.

Moreover, as AI applications grow in complexity and scope, the transparency and explainability of AI models emerge as essential aspects of data privacy. The chapter will emphasize the need for interpretable AI models to instill trust among users, regulators, and stakeholders while ensuring that privacy remains intact during the model explanation process. In addition to the technical considerations, the chapter will delve into the ethical dimensions of AI and data privacy. Biased datasets used to train AI systems can lead to unintended discrimination, highlighting the importance of promoting fairness and inclusivity in AI development and deployment. We will explore ethical guidelines and frameworks aimed at ensuring AI technologies uphold user privacy rights and adhere to ethical standards. Drawing insights from real-world case studies and best practices, this chapter will conclude by offering practical recommendations for policymakers, businesses, and individuals. A multi-stakeholder approach to address data privacy concerns effectively in the era of AI will be underscored, emphasizing the value of transparency, accountability, and continuous evaluation of data privacy practices.

In essence, "Data Privacy in the Era of AI" aims to provide readers with a nuanced understanding of the intricacies involved in safeguarding individual privacy amidst the dynamic landscape of AI-driven innovations. By exploring the challenges and opportunities presented by AI technologies, we aspire to empower readers to navigate this transformative era while ensuring data privacy remains at the forefront of AI advancement.

DATA BREACHES SOLELY CAUSED BY AI

Some examples of data breaches solely caused by AI were not widely reported. However, it's essential to note that AI can play a role in data breaches indirectly or as part of a broader cybersecurity attack. Here are some scenarios where AI-related elements could contribute to data breaches:

1. **AI-Powered Phishing Attacks:** Cybercriminals can utilize AI algorithms to craft more sophisticated and convincing phishing emails. AI can analyze social media data and other online sources to tailor phishing messages, increasing the likelihood of users falling for the scam and divulging sensitive information.
2. **Credential Stuffing Attacks:** AI can be employed to automate and enhance credential stuffing attacks. This technique involves using stolen usernames and passwords from one service to attempt unauthorized access to other platforms where users may have reused the same credentials.
3. **AI-Assisted Malware Development:** AI-driven techniques can be used to create more potent and evasive malware. AI algorithms can help malware adapt and modify their behavior, making them harder to detect by traditional security measures.



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4. **Evasion of AI-Based Security Systems:** Attackers may use AI to find vulnerabilities or create attacks that can bypass AI-based security systems. For instance, AI-generated adversarial examples can trick AI models into misclassifying data, potentially leading to security loopholes.
5. **Data Exposure Through AI Systems:** AI systems themselves may inadvertently expose sensitive data due to flaws in their design or implementation. For example, AI algorithms could unintentionally leak confidential information during data processing or sharing.
6. **Inference Attacks on AI Models:** AI models trained on sensitive data may be susceptible to inference attacks, where attackers can infer sensitive information about individuals from the model's responses without directly accessing the original data.

While these examples illustrate how AI can be involved in data breaches, it's important to remember that data breaches often result from a combination of factors, including human error, weak security practices, software vulnerabilities, and social engineering. The adoption of AI can both bolster cybersecurity defenses and introduce new challenges, necessitating continuous vigilance and proactive measures to safeguard sensitive information. Organizations must implement robust security measures, adhere to privacy regulations, and stay abreast of evolving cybersecurity threats, including those related to AI.

HOW DATA BREACH CAUSE BY AI?

Data breaches can be caused by AI in various ways, both directly and indirectly. Here are some scenarios where AI can play a role in causing or contributing to data breaches:

1. **Misconfigured AI Systems:** Improperly configured AI systems may inadvertently expose sensitive data to unauthorized users. If access controls, encryption, or other security measures are not appropriately set up, it can lead to data leaks or unauthorized access.
2. **AI Algorithm Vulnerabilities:** Like any software, AI algorithms can have vulnerabilities that hackers might exploit to gain unauthorized access to sensitive data or manipulate the AI system's behavior.
3. **Insider Threats:** AI-powered systems can increase the scale and sophistication of insider threats. Employees or individuals with privileged access to AI-driven databases may use AI tools to exfiltrate large volumes of sensitive data without detection.
4. **Data Processing and Sharing:** AI systems often require access to vast datasets for training and inference. If these datasets contain sensitive information and proper privacy controls are not in place during data processing or sharing, it can lead to data breaches.
5. **Inference Attacks:** Attackers can use AI models to perform inference attacks, whereby they can extract sensitive information from the model's responses. By querying the model with carefully crafted inputs, attackers can infer details about the training data or individual records.
6. **Adversarial Attacks:** AI models can be vulnerable to adversarial attacks, where malicious actors manipulate inputs to trick the AI system into making incorrect decisions. These attacks can lead to security breaches or privacy violations.
7. **Phishing and Social Engineering:** AI can be used to create more sophisticated and convincing phishing emails or social engineering attempts. By leveraging AI to craft tailored messages, attackers can increase the likelihood of users falling for scams and divulging sensitive information.
8. **AI-Generated Content:** AI can generate realistic-looking content, including fake news articles or social media posts, that could deceive individuals or organizations into sharing sensitive information unknowingly.
9. **AI-Powered Malware:** AI algorithms can help develop more advanced and evasive malware, making it harder to detect and mitigate cyber threats. Such malware could be used to gain unauthorized access to sensitive data.

To mitigate these risks, organizations must implement robust security practices throughout the AI development lifecycle. This includes conducting thorough security assessments, implementing strong access controls, regularly monitoring AI systems for anomalous activities, and continuously updating and patching AI algorithms to address potential vulnerabilities. Additionally, organizations should prioritize privacy by adopting privacy-preserving AI techniques, ensuring data minimization, and adhering to relevant data protection regulations.

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PRECAUTIONS TO KEEP DATA SAFE FROM AI

When using AI for data security, it's essential to take precautionary measures to safeguard sensitive information and protect against potential risks. Here are some precautions to consider:

1. **Data Minimization:** Collect and retain only the necessary data required for AI processing. Minimizing the amount of sensitive data reduces the potential impact of a data breach.
2. **Secure Data Storage:** Implement strong encryption and access controls to protect data at rest. Use robust authentication methods and limit access to authorized personnel only.
3. **Privacy by Design:** Integrate privacy protections into the AI system's design from the outset. Ensure that privacy considerations are part of the development process rather than an afterthought.
4. **Regular Security Audits:** Conduct regular security audits and assessments to identify and address vulnerabilities or weaknesses in the AI system's architecture and implementation.
5. **AI Model Explainability:** Prioritize the use of explainable AI models, especially when handling sensitive data. This ensures that the AI's decision-making process is transparent and understandable.
6. **Monitor AI Behavior:** Continuously monitor AI systems for suspicious activities or anomalous behavior that could indicate a potential security breach.
7. **Train AI on Synthetic Data:** Consider using synthetic or anonymized data for training AI models to reduce the risk of exposing sensitive information.
8. **Implement Access Controls:** Set appropriate access controls and permissions for users interacting with the AI system. Grant access on a need-to-know basis.
9. **Regular Updates and Patches:** Keep AI software and algorithms up to date with the latest security patches to address potential vulnerabilities.
10. **User Awareness and Training:** Educate employees and users about AI security best practices, potential risks, and the importance of data protection.
11. **Test for Adversarial Attacks:** Assess the AI system's robustness against adversarial attacks to ensure that it can resist manipulation.
12. **Red Team Testing:** Conduct red team testing or penetration testing to simulate real-world attacks and identify potential weaknesses.
13. **Data Breach Response Plan:** Develop a comprehensive data breach response plan that includes procedures for detecting, containing, and mitigating data breaches promptly.
14. **Compliance with Regulations:** Ensure that the AI system complies with relevant data protection and privacy regulations, such as GDPR or CCPA.
15. **Regular Training and Skill Development:** Keep AI developers and security personnel updated on the latest security trends and best practices to bolster the system's security.

By adopting these precautions, organizations can significantly enhance the security of AI systems and protect the confidentiality, integrity, and availability of sensitive data throughout the AI deployment lifecycle. Proactive security measures can help prevent data breaches and instill confidence in users and stakeholders relying on AI technologies.

CONCLUSION

The era of AI has revolutionized technology, presenting unprecedented opportunities for progress. However, the proliferation of AI technologies has magnified concerns about data privacy. In this chapter, we delved into the intricate relationship between AI and data privacy, uncovering the challenges that demand immediate attention. AI's reliance on vast datasets for training and inference poses unique privacy risks. Adapting existing privacy frameworks to the dynamic AI landscape is essential to ensure data protection. Cutting-edge privacy-enhancing technologies like federated learning

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and differential privacy offer promising solutions to preserve individual privacy while harnessing the potential of AI-driven insights. Transparency and explain ability emerged as critical factors in fostering user trust and ensuring ethical AI deployment. Promoting fairness and inclusivity in AI development safeguards privacy and fosters societal trust. In conclusion, data privacy in the era of AI necessitates a proactive and collaborative approach. By prioritizing privacy-preserving techniques and continuous evaluation of practices, we can embrace AI's transformative potential while preserving the sanctity of individual data privacy. Together, we can steer AI innovation toward a future that thrives on responsible data practices and respects the rights of individuals in this rapidly evolving technological landscape.

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