Book Review

Vivekananda Journal of Research
July - December 2023, Vol. 13, Issue 2, 118-121
ISSN 2319-8702(Print)
ISSN 2456-7574(Online)
Peer Reviewed Refereed Journal
©Vivekananda Institute of Professional Studies-TC
https://vips.edu/journal/

Synthesis Integral Media Studies, Volume IV and Volume V

Sumedha Dhasmana*



Synthesis Integral Media Studies, Volume IV and Volume V

Editors:
Professor Sidharth Mishra and Prof (Dr) Charu Lata Singh
Vivekananda Institute of Professional Studies

Synthesis *Integral Media Studies,* essentially meant for media students, academicians and industry professionals, brings to light the various aspects of media practices. Both books are edited by Professor Sidharth Mishra, Chairperson and Prof (Dr) Charu Lata Singh, Dean of Vivekananda School of Journalism and Mass Communication of VSJMC. Chapters in the book are written by book editors and faculty members of VSJMC.

First chapter by Professor Sidharth Mishra explains the modern India of 1757-1947 in the context of social, cultural, economic and political changes. It then examines the agenda setting by media during this period. Imperialist Agenda, Nationalist Agenda, Swaraj Agenda and Agenda of Social Reforms are explicitly elaborated.

Prof (Dr) Charu Lata Singh throws light on the dynamics of activism in the second chapter of the book. She elucidates forms and means of activism and underlines its theoretical

* Assitant Professor, VSJMC , VIPS-TC, New Delhi, Email: sumedha.dusmana@vips.edu

base. It is noteworthy that the alarming challenges of hyper activism like dangerous trends, violent agitations and extremist tendencies are pinpointed appropriately in the chapter.

Dr Vaishali Billa provides an in-depth understanding of environment reporting. In addition, she explains, environmental news challenges and the impact of digital technologies on environmental news. Dr Manoj Kumar Singh enlists qualities and responsibilities of a news reporter that are required in the modern world. Dr Ramesh Kumar Sharma highlights the technological trends in the media and entertainment industry including artificial intelligence, metadata tagging, block chain and automatic content recognition.

Marginalisation and Social Exclusion in India is a highly debatable topic. Dr Baninder Rahi, appropriately creates awareness on the issues of marginalised communities including women, children, Scheduled Castes and Scheduled Tribes, aged population and Person with Disabilities. Dr Chetna Bhatia divulges the transcreation techniques and explains how it is different from other forms like transliteration, translation and transcription.

The pandemic changed the world, news organisations too were impacted deeply. Dr Ravi Chaturvedi presents this struggle in his chapter that gives a comprehensive overview of the economic challenges faced by media organisations worldwide. Post-pandemic impact on organisations is also elaborated by Dr Praveen Kumar Singh who explains this impact on event industries.

While Dr Priyam Ghosh writes an encapsulating chapter on the rise of Indian Premier League, Mrinalini Mehra enlists and explains the mental health issues that are needed to be addressed urgently.

Dr Aneela Tahilramani brings forward the case study of Indian Railways and explains the functions of Public Relations Department in government sector. Case studies from India are also demonstrated by Devang Chaturvedi that enlightens readers in the domain of data journalism.

Synthesis *Integral Media Studies, Volume V* starts with providing an in-depth understanding of production and winds up with website design elements. The volume caries fourteen chapters covering television, cinema, sound, photojournalism, advertising, marketing, digital media, layout and design.

Dr Amit Channa exhaustively explains the meticulous planning that goes in the process of television programme production. The information provided on the need to work appropriately with a variety of TV programme, like live TV program, live-on-tape and pre-

recorded, enables readers to gain actual insights. On similar lines, Dr Ankit Sharma delves into the dimensions of multi-camera video production for television program. He elaborates the differences between single camera production and multi-camera production. Moreover, the use of equipments like Camera Control Units, video switcher, talkback system, and teleprompter is thoroughly brought forward.

Television news anchor must possess the quality of journalistic aptitude and excellent presentations skills. Dr Sunil Kumar Mishra brings to light the roles, responsibilities and challenges of news anchors in present times. His chapter also underlines professional ethics that are required to be followed by news anchors.

Dr Tahzeeb Fatma touches the realm of cinema with a thorough description of mise-en-scène that refers to the contents of the frame and the way they are organised. She highlights how mise-en-scène is usually a planned part of the production process. Clarity to the concept is brought through case studies of film style in Devdas (2002) and Dev D (2009). Exploring another dimension of cinema, Ashish Verma elucidates the elements of sound including vocals, music, silence and sound effect. He further elaborates the characteristics and classification of sound in the cinema.

Dr Anuradha Mishra discusses the information disorder in the present age. Instances of disinformation, misinformation and mal-information are presented in detail along with suitable solutions for combating these issues. On the similar theme of digital media, Ghulam Hassain pens down the circle of recommendation and algorithm in the digital world.

While Abhinav Arohi provides meticulous details on softwares used for layout and designing of a page in print media, Anurag Gupta illuminate the use of graphic design in mass media. The design aspects of a website are well elaborated by Dr Atul Upadhyay in his chapter.

Dr Mona Gupta demonstrates the importance of Search Engine Marketing and Search Engine Optimization strategies. She clarifies all steps that are required to run a successful SEM campaign. On the other hand, Bhumika Chandola focusses on packaging creativity in advertising.

Storytelling is the timeless bridge that connects hearts and minds, fostering empathy, understanding and the shared human experience. Dr Sahil Koul presents narratives in visual storytelling through photojournalism. Exploring another dimension, Dr Neha Pande explains the relevance of storytelling in brand communication.

Synthesis ***Integral Media Studies, Volume IV and Volume V*** presents an eclectic blend of journalism, cinema, advertising and technological advancements. These areas are not only suitably researched but also well-articulated. For instance, when Dr Ravi Chaturvedi explains Journalism and The Pandemic, he paints a picture of the catastrophic damage caused to the press. Adding an important element to the book, Mrinalini Mehra brings forth the not-so-talked-about mental health issues. She explains how mental health literacy and digital detox can help overcoming anxiety disorders. Another interesting presentation is the story act demonstrated by Dr Neha Pande that explains how storytelling helps in successful brand campaigns. Abhinav Arohi's explanation of layout and style sheet is completely clarifies the process of layout making.