WEEKEND CHRONICLE

SPECIAL ISSUE - OCTOBER 2021

POWER OF MEDIA

- A BMS INITIATIVE

Email Id- bmsperiodical@gmail.com

Dr. Mala Kharkar
Chief Education Officer

A MESSAGE FROM CHIEF EDUCATION OFFICER'S DESK

Dear Readers,

"Develop a passion for learning. If you do, you will never cease to grow." We live today in a world that is so very different from the one we grew up in, the one we were educated in. The world today is moving at such an enhanced rate and we as educationalists need to cause and reflect on the entire system of education. On-line learning provides new age technology to widen the educational scope. It prepares students to succeed in an increasing technology driven global economy. Technology makes life much easier, most of all it saves time and energy. It is one of the fastest growing field right now and there is no sign of stopping anytime soon. It is indeed a great moment for all of us to bring forth this weekly E-Periodical "Weekend Chronicle". We are sure this E-Periodical will help to acquire knowledge and skills, build character and enhance employability of our young talented students to become globally competent. There is something for everyone here, right from the fields of Business, Academics, Travel and Tourism, Science and technology, Media and lot more.

The variety and creativity of the articles in E-Periodical will surely add on to the knowledge of the readers. I am sure that the positive attitude, hard work, continued efforts and innovative ideas exhibited by our students will surely stir the mind of the readers and take them to the fantastic world of joy and pleasure.

Dr. Shrikant B Sawant
Principal

A MESSAGE FROM PRINCIPAL'S DESK

Dear Readers,

As we know, "An Investment in knowledge pays the best interest."

Hence in this regard the E-Periodical Weekend Chronicle is playing a vital role in providing a platform to enhance the creative minds of our students of BMS Department. The E-Periodical that is online magazine drives us through varied genre containing- News related to Global affairs under departments like Business, Advertisement, IT and Science & Nature to intellectual news articles under Academics, Media and Library Departments. It also covers articles related to Food & Health care, Culture & Cuisine and Travel & Tourism which usually tops our "bucket lists" including article which address societal problems under Department of Social Issues. Lastly covering words and vision of our talented students as budding poets, writers and thinkers under Student's section Department.

Over all this vision of constructing E-Periodical by students will engage today's youth and the crafters of the youth (teachers) in their communities which is the necessity to overcome hurdles of present reality. We will strive to make a better world through our acts and thoughts. Rather it is a challenge to be met!

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THE POWER OF SOCIAL MEDIA FOR BUSINESS-TO-BUSINESS MARKETING

Social media is a conversation. For a business, it's a conversation that drives awareness and traffic, builds your brand loyalty, triggers opportunities and helps you connect with client needs, whether they be consumers or indeed, other businesses. Creating a social platform allows your company to be part of the business conversation and to steer the messaging in a direction that suits you.

In terms of platforms, B2B marketers clearly favour the 'big three' social networks as marketing tools. Of those who use social media for demand generation; 80% use Facebook, 78% use Twitter and 51% use LinkedIn. LinkedIn, the 'professional social network,' trails behind, despite figures suggesting that it is almost 300% more effective than Facebook and Twitter for lead generation. However, you need to use the platform that your target business audience uses, and secondly, the one that will best showcase your brand.

Social media marketing is already "the big thing" for many small and mid-sized businesses, entrepreneurs and large corporations who keep up with trends in social media marketing. No doubt, in the future, social media marketing will be a game changer for businesses that want to introduce new products and services to their industry.

Here are five key benefits of using social media in a business context

1. Increase brand awareness

 Social media provides an effective way to increase your visibility and brand awareness. If your brand is present on multiple social networks, your potential users and customers can become better acquainted with your product or service - this is one of the main benefits of social media.

2. Improve brand loyalty and authority

If your brand is 'what people say about you when you're not in the room', then your company's brand is what clients say about it on social media. People turn to social media when they want to compliment a product or a service; the more they talk about your brand, the more new users will want to learn about you and follow your updates.

3. Engage with clients and improve customer service

The key concern of many B2B clients today is customer service. Even if you have a dedicated customer service department, it's crucial to understand the method of communication your clients prefer, and today, that method is often through social media, as it is immediate and user friendly. Social media channels allow business to quickly and easily respond to clients' comments, questions and concerns and clients to instantaneously receive help.

4. Create more opportunities

The power of social media lies in communication. Every blog post, image, video, and comment can lead to a site visit and eventually a conversion.

5. Distribute content and increase traffic

People in your industry are searching online for content that interests them, and they are willing to share this content. Promoting quality content on social media is another path leading users back to your site and creating an opportunity for a new visitor.

Newscaster – Aditi Champanerkar
Freelancer – Rohit Pawar
Ref :- https://m.bizcommunity.com/Article/196/20/136664.html

THE POWER OF MEDIA

The word Media is enough today to create a threat in the minds of corrupt politicians, corrupt officers, among the people who are involved in rape and sexual assault. The Power of media is on a continuous rise as due to the development of science and technology all over the world. The media is now associated with the daily lives of people via internet, television, newspapers and many other sources. The media has been performing the task of awakening the society and leading them from the darkness of lies towards the brightness of truth. The modern devices has played a vital role towards increasing the powers of media.

The media is a sword which is sharp enough to elevate the evils of modern world.

Media images are ubiquitous in modern society. We know this because when we go almost anywhere, for example, drive on the roads, we can see billboards promoting famous brands and the latest products. When we are attracted to advertisements, we may begin to imagine or visualize using it. The media can give us information to tell us what a product, service or message is. In fact, media influence has become so powerful today that they can easily influence people positively and/or negatively. We also live in a society that depends on the media as a source of entertainment and information. Indeed, the media images affect both individuals and society which includes women, men, teenagers and younger children.

 Today, our life will remain incomplete without media. For example, it provides an easy means of communication where people are able to contact friends and family from another side of the world. At the same time, media like television, radio and the Internet enhance our knowledge by providing access to information from all over the world. We can also receive different types of news or daily events through media, almost instantly, for example, through the Internet. For example, when the video of people protesting on the streets of Cairo in Egypt to change the government in Egypt was broadcast over the Worldwide Web, these images actually influenced more people from other countries to join the street protests in support of the Egyptian protesters. Something similar happened in 2010 in Thailand where the 'Red' Shirts protested in the streets to oppose and change the Thai government. The Thai government then had supporters who wore the 'Yellow' Shirts, and also marched in the streets.

 These kinds of images when seen on TV, newspapers or the Internet by individuals and "society" in general, can influence viewers to either support or not support those who are in power. It plays a pivotal role in exposing corruption and creating public Awareness against social evils and other unhealthy practices in the society. It can make or mar political careers, super stars, sportsmen etc. Imprint media is an important source of making the public aware of current Happenings, National and International affairs, Politics, sports, business news, educational, medical and health related issues. It also voices opinions on major events etc.

 To sum up the power of media on our lives is immense, it is not only a source of entertainment but educative and also helps in making us form our opinions on major issues of social importance.

Name – manasvi Gajmal

Freelancer name – Seema samanta

Date – 10ᵗʰ October 2019.

WEEKEND CHRONICLE

Information Technology

Sunday, 31ˢᵗ Oct, 2021

ROLE OF MEDIA IN IT SECTOR

In general, "media" refers to the tools of mass communication. Media today consists of television, Internet, cinema, newspapers, radio, magazines, direct mail, fax, and the telephone. Viewers can see some form of pictorial representation of messages through certain types of broadcasting and advertising. Images are visual representations, pictures, graphics, and include video, movies. Images are very useful in media to help get across messages effectively.

Media images are ubiquitous in modern society. We know this because when we go almost anywhere, for example, drive on the roads, we can see billboards promoting famous brands and the latest products. When we are attracted to advertisements, we may begin to imagine or visualize using it. The media can give us information to tell us what a product, service or message is. In fact, media influence has become so powerful today that they can easily influence people positively and/or negatively. We also live in a society that depends on the media as a source of entertainment and information. Indeed, the media images affect both individuals and society which includes women, men, teenagers and younger children.

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At the same time, media like television enhances our knowledge by providing access to information all over the world. We can also receive different news or daily events through the television. It can also be such a powerful educational tool for the younger generation helping to put them on the right path. For example, "Sesame Street" is one of the TV programs that has a positive influence among many of the younger generation. They taught kids to communicate effectively, to spell correctly, choose healthy food and have fun with learning. First and foremost, they taught us to communicate with the deaf. It brings out the talents of the people. Television provides a good influence in education by helping to teach right values.

In conclusion, the use of media images can be both positive and negative to the individual or society. In a positive way, media makes our lifestyle easier, for example, we can get to know what is going on out there, locally or globally, within a short space of time. Even though there are so many benefits from media images, we have to be careful not to let them influence us unknowingly. We need to be wise when using the media.

Newscaster: SHRUTI KADAM

Freelance Reporter: Arsh shrivastav

REFERANCE: https://www.ukessays.com/essays/media/the-power-of-media-media-essay.php

WEEKEND CHRONICLE

Science & Space

Sunday, 31ˢᵗ Oct, 2021

SOCIAL MEDIA HELPED PEOPLE'S PHOTOS REACH MOON

YouTuber, MrBeast, has managed to negotiate a deal with NASA and purchased space on their next mission to send a hard drive to the moon.

Ending out parcels and digitals messages to our fellow Earthlings is old, the new trend is to send out digital messages into the vast cosmos. A YouTuber has managed to negotiate a deal with NASA and purchased space on their next mission to send a hard drive to the moon! While our friends may send us torrented movies and music on pen drives, the data to be encrypted on the drive being sent to the moon is still being decided. In fact, even you can contribute to the drive and have your photo sent to the moon.

Jimmy Donaldson, who goes by the internet alias MrBeast, purchased space aboard the Peregrine Mission One lunar lander. The spacecraft is sponsored by NASA and Astrobotic Technology (privately owned company) that specialises in developing robotic technology targeted for space travel and research. The mission will be launched in June 2021 on United Launch Alliance Vulcan rocket

On January 24, MrBeast posted a link on his Twitter where people could submit a photo they wanted to be sent to the moon for a price of $10 (Rs 729). The project, as described by MrBeast, is, "the universe's first digital time capsule."

In addition to the Twitter post, he also did a live stream with his fans where he explained the project. As Astrobotics and NASA will be putting the lander on the moon later this year, he said, he purchased space on the craft to take a hard drive to our nearest celestial body. "And I thought it would be fun to let you guys put whatever you want on that hard drive on the Moon," he added.

Newscaster: Simran Mande

WEEKEND CHRONICLE

Nature

Sunday, 31ˢᵗ Oct, 2021

ROLE OF MEDIA IN ENHANCEMENT OF ENVIRONMENTAL AWARENESS

The environment is something we are very familiar with. It's everything that makes up our surroundings and affects our ability to live on the earth—the air we breathe the water that covers most of the earth's surface. The Environment that consists of everything surrounding us is becoming a major problem day by day. Thus there has been the traditional means of creating environmental awareness among common people. Mass Media plays an important role for creating environment awareness among people. Environment is the basic need of life: like food and water. But our actions have aggravated it severely. Realizing our mistake we have taken commendable steps to reform it and a proper media attention might give a higher success rate to any mission related to the environment. Most recent steps by the Government of India for promoting sanitation.

Environment is a basic need for all living beings because every necessity for them depends on it. Unless the environment is protected, the existence of life on the planet Earth would be impossible. That is why environmental issues have become globally important. All people must give their contribution for the betterment of environment. In the past decades, sustainability and environmental awareness have gained media attention. Due to increasing media coverage, our society is becoming more aware of the effects that our activities put on the health of the environment. In this regard the media has a big role to play in making people aware of environment issues and taking actions to protect the environment. Global media channels reach nearly 1.5 billion people across the globe. Through this data a conclusion can be derived that most of the people are getting environmental awareness through media. Global warming, Ozone depletion, Climate change are the current global environment problems the world is facing. How do people from different cultures perceive these problems? How do they react to them? The aim of this study is to figure out what factors are most important in explaining different levels of awareness concerning environmental problems and to compare the level of awareness as well as the actual behavior of people living in developing and developed countries towards environment and media has played an

Important role in setting perceptions and creating awareness on environmental issues. Environmental awareness is strategic communication process to promote the knowledge of environment, keep people up to date about catastrophic impacts of human development and help them to know about sustainable development. For the sake of our world, clearly environmental awareness plays critical role for creating interest in environment. Environmental awareness is to understand the fragility of our environment and the importance of its protection. Promoting environmental awareness is an easy way to become

An environmental steward and participate in creating a brighter future for our children. To define environmental awareness we must first understand the environmentalist movement. Environmentalism is an ideology that evokes the necessity and responsibility of humans to respect, protect, and preserve the natural world from its anthropogenic (caused by humans) afflictions. Environmental awareness is an integral part of the movement's success. By teaching us our friends and family that the physical environment is fragile and indispensable we can begin fixing the problems that threaten it.

Freelance Reporter:- Aditya Nikam

Reference Newscaster:- Aditya Nikam

link:- https://www.researchgate.net/publication/323751233_Role_of_Media_in_Enhancement_of_Environmental_Awareness

WEEKEND CHRONICLE

E-CIGARETTES DON'T HELP SMOKERS QUIT CIGARETTES

How far do these prevent smokers, once they have switched from cigarettes to e-cigarettes, from going back to cigarettes? E-cigarettes have often been suggested as a potential means to help smokers quit. E-cigarettes are battery-operated devices that heat a liquid made of nicotine, Flavorings and other chemicals to make an aerosol. The US CDC suggests that e-cigarettes have the potential to benefit adults who are unable to quit smoking if used as a complete substitute for regular cigarettes and other smoked tobacco products. But the FDA doesn't approve e-cigarettes as a quit smoking aid. But how far do these prevent smokers, once they have switched from cigarettes to e-cigarettes, from going back to cigarettes? An analysis by the Herbert Wertheim School of Public Health and Human Longevity Science at University of California San Diego and UC San Diego Moores Cancer Center, published in the journal JAMA Network Open, has found that e-cigarette use even on a daily basis did not help smokers successfully stay off cigarettes.

"Quitting is the most important thing a smoker can do to improve their health, but the evidence indicates switching to e-cigarettes made it less likely, not more likely, to stay off of cigarettes. "Using data from the US Population Assessment of Tobacco and Health (PATH) longitudinal study, researchers identified 13,604 smokers between 2013 and 2015 who were followed over two sequential annual surveys to explore changes in use of 12 tobacco products. At the first annual follow up, 9.4 percent of these established smokers had quit. Among them, 62.9% remained tobacco-free, while 37.1% had switched to another form of tobacco use, including 22.8% who used e-cigarettes, with 17.6% of switchers using e-cigarettes daily. Recent former smokers" who switched to e-cigarettes were more likely to be non-Hispanic white, have higher incomes, have higher tobacco dependence scores and view e-cigarettes as less harmful than traditional cigarettes. "Our goal in this study was to assess whether recent former smokers who had switched to e-cigarettes or another tobacco product were less likely to relapse to cigarette smoking compared to those who remained tobacco free," said senior author Karen Messer, Ph.D., professor and chief of the Division of Biostatistics at the Herbert Wertheim School of Public Health. At the second annual follow-up, individuals who switched to any other form of tobacco use, including e-cigarettes, were found more likely to relapse compared to former smokers who had quit all tobacco, by a total of 8.5 percentage points. Among recent former smokers who abstained from all tobacco products, 50 percent were 12 or more months off cigarettes at the second follow-up and were considered to have successfully quit smoking; this compared to 41.5% of recent former smokers who switched to any other form of tobacco use, including e-cigarettes. Interestingly, individuals who switched to other forms tobacco were also more likely to attempt to quit again after the relapse and be off cigarettes for at least three months. The United States Centers for Disease Control and Prevention have suggested that smokers who are unable to quit smoking may benefit by switching from smoking cigarettes to vaping e-cigarettes if they switch completely and are able to avoid relapsing to cigarette smoking. "This is the first study to take a deep look at whether switching to a less harmful nicotine source can be maintained over time without relapsing to cigarette smoking," Prof Pierce adds. "If switching to e-cigarettes was a viable way to quit cigarette smoking, then those who switched to e-cigarettes should have much lower relapse rates to cigarette smoking. We found no evidence of this."

Newscaster- Devashree Patkar

Freelance Reporter- Aakash Bavdankar

Reference Link- *https://indianexpress.com/article/explained/study-finds-e-cigarettes-dont-help-smokers-quit-cigarettes-7584075/*

WEEKEND CHRONICLE

Academics

Sunday, 31ˢᵗ Oct, 2021

ROLE OF MEDIA IN THE DEVELOPMENT OF EDUCATION

The role of media in the development of education has been imperative. It has played an important part in influencing the underprivileged and the socio-economic backward sections of the society in recognizing the significance of education. Various forms of media such as newspapers, television, radio, internet and so forth have largely contributed in spreading amongst the masses the viewpoint that they should focus upon the development of the basic literacy skills of reading, writing and arithmetic, in order to make their living efficient. The individuals who are not educated and do not recognize its significance experience dire consequences. In the development of education, media and technology is not just limited to the classroom setting, it is extensive, it makes provision of equal opportunities to learn, and it is so much the part of the real world that to limit its use within the classroom is to limit the ability of the students to compete themselves in the world. The main purpose of this research paper is to understand the role of media in the development of education, the main areas that have been taken into account are, the significance of mass media, tools of media, learning with media and technologies, media in development communication, of media upon the societies. The role of media has been considered important not only in the development of education, but also other areas such as, communication, motivation, social welfare, work opportunities and understanding how to make effective use of technology.In the present existence, media contributes an important part in the socialization of young people, a phenomenon which has been attaining an impetus.

A large part of the cultural

Capital of the planet is approved on to them by many kinds of strategies with which they are familiar. This implies a transformation of approach on the part of the various individuals who accompany children and adolescents in their development. Such transformations should make it possible for them to make this phenomenon apposite by self-education. Oneself to media, as part of lifelong learning. It recommends the opportunity of a double oneself to media, as part of lifelong learning. It recommends the opportunity of a double approach for the user, sometimes in a learner position, and sometimes in a teacher position The media education has become more important in the training of the teachers, the teachers working in the field of education should not stop with them. Other areas are associated and must be made profound to the needs of young people, such as caregivers or journalists, producers and broadcasters, and all other media professionals. Taken as a whole, the media makes available to the individuals, the possibility of getting familiar with the culture of others, the media culture, the family culture, and the school culture in a spirit of dialogue. The most fundamental part of the role of media in the development of education is that it assists in the recognition of other people's cultures, attitudes, castes, creeds, ethnicities and socio-economic backgrounds so that they should be able to communicate and work with each other in an operative manner

The significance of mass media has been depicted in numerous areas and these would

In turn contribute in enhancing educational opportunities amongst the individuals

ENTERTAINMENT

NEWS AND CURRENT AFFAIRS

POLITICAL AWARENESS

EDUCATION

PUBLIC ANNOUNCEMENT

Learning with Media and Technologies Computer-based cognitive tools have been purposefully modified and established topurpose as knowledgeable associates to support and smooth the critical thinking and higher order learning. Examples of cognitive tools include, databases, spreadsheets, semantic networks, expert systems.

Newscaster- Rhea Satwik

Freelancer – Om Satelkar

Reference – Www.Researchgate.Net

WEEKEND CHRONICLE

Media

Sunday, 31ˢᵗ Oct, 2021

POWER OF MEDIA

Media today consists of television, Internet, cinema, newspapers, radio, magazines, direct mail, fax, and the telephone. Viewers can see some pictorial representation of messages through different types of broadcasting and advertising. Images are visual representations, pictures, graphics, and include video, movies. Images are very useful in the media to help share messages effectively.

Nowadays, our life will be incomplete without the media. It provides an easy way of communication where people are able to contact friends and family from any location of the world. At the same time, media like television, radio and the Internet enhance our knowledge by providing access to information from all over the world. We can also receive different types of news or daily events through media, almost instantly, for example, through the Internet.

One of major jobs of media today is to inform the people about the latest happening around the world. They cover all of our interest like weather, politics, war, health, finance, science, fashion, music, etc. The need for more and more news has evolved into creation of dedicated TV & radio channels and magazines. People can listen, watch and read recent and latest news whenever and wherever they want. Even though there are lot of plus points for the use of media, there are also many disadvantages to it. Media has the bad effect of inducing baseless ideas through advertisements. People are forced to buy harmful or substandard products. Sometimes, the Media develops unnecessary distortions of truth to attract attention. Because of its power to build public opinion, the influence of media can make or break the government.

The media has the power of educating people, the good and the bad. Since it affect the eyes, the ears and the mind simultaneously nothing can overcome the influence of the media. The media in the advanced society should perform a better mission of enlightening people for a better and safe usage of media.

Global media platforms, with access to over 3.8 billion people consuming their content daily, have unique opportunities to leverage their scale for positive societal impact. From the way technology is designed and used to the ways in which digital media is consumed, this initiative explores opportunities to come together across the world's largest platforms to strengthen communities and to address societal challenges in the current context of the pandemic and socioeconomical landscape.

In general, "media" refers to the tools of mass communication. Media today consists of television, Internet, cinema, newspapers, radio, magazines, direct mail, fax, and the telephone. Viewers can see some form of pictorial representation of messages through certain types of broadcasting and advertising. Images are visual representations, pictures, graphics, and include video, movies. Images are very useful in media to help get across messages effectively.

Media images are ubiquitous in modern society. We know this because when we go almost anywhere, for example, drive on the roads, we can see billboards promoting famous brands and the latest products. When we are attracted to advertisements, we may begin to imagine or visualize using it. The media can give us information to tell us what a product, service or message is. In fact, media influence has become so powerful today that they can easily influence people positively and/or negatively. We also live in a society that depends on the media as a source of entertainment and information. Indeed, the media images affect both individuals and society which includes women, men, teenagers and younger children.

Today, our life will remain incomplete without the media. For example, it provides an easy means of communication where people are able to contact friends and family from another side.

Newscaster: Shruti Soparkar

Freelancer: Piyush Vishwakarma

Reference link: https://www.ukessays.com/essays/media/the-power-of-media-media-essay.php

WEEKEND CHRONICLE

Arts

KNOW HOW MEDIA IS HELPING BUDDING ARTISTS?

The power of media on our lives is immense, it is not only a source of entertainment but it helps in making us form our opinions on major issues of social importance. Print and electronic media help in awareness related to current affairs In an era of information, the impact of media, be it print or electronic, on our lives, cannot be ignored.

Can you imagine life without reading newspapers, or traveling from one channel to the other on the television screen? Gone are the days, when people used their recreational time by cycling, playing outdoor games and other such pursuits?

The highly sophisticated commercialized media knows how to impact the human psyche.As a matter of fact, a lot of companies are also targeting children through their advertisements because they know they can influence their parents and can force them into making choices for purchasing certain brands. It is a mad-mad world of advertisement which makes us go crazy and often makes us buy items which we do not really need; such is their spell over us also offers a wide variety of choices and helps consumers take decisions regarding the products available in the market. Advertisements are but a very small part of media though they area source of generating income for them. Thus, Media cannot survive without advertisements.

It plays a pivotal role in exposing corruption and creating public Awareness against social evils and other unhealthy practices in the society.To sum up the power of media on our lives is immense, it is not only a source of entertainment but educative and also helps in making us form our opinions on major issues of social importance.
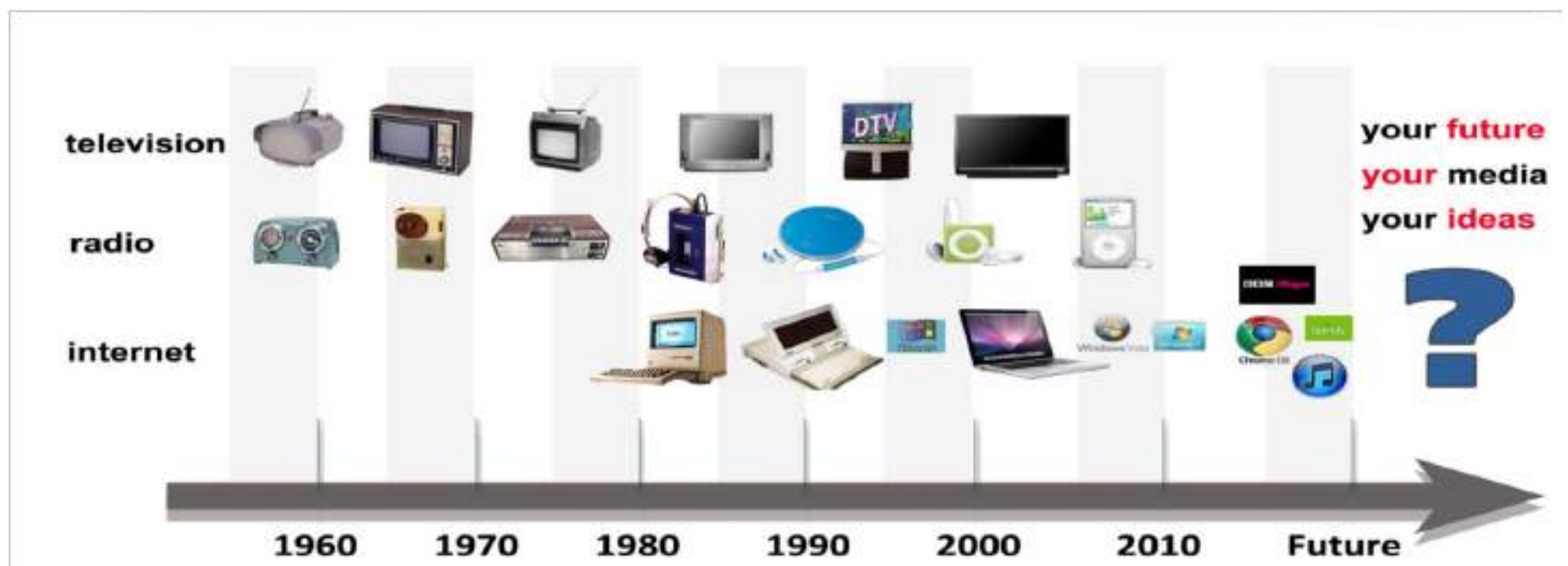
WEEKEND CHRONICLE

History

EVOLUTION OF MEDIA

The evolution of the media has been fraught with concerns and problems. Accusations of mind control, bias, and poor quality have been thrown at the media on a regular basis. Yet the growth of communications technology allows people today to find more information more easily than any previous generation. Mass media can be print, radio, television, or Internet news. They can be local, national, or international. They can be broad or limited in their focus. The choices are tremendous. Although the term 'media' came into use only in the 1920s to denote the structures of such communication, media history takes account of the period at least from the advent of the hand press in the fifteenth century, and some interpretations include the scriptoria, oral traditions, and wall paintings of medieval times, delving occasionally into ancient and prehistory as well. The numerous approaches to media history share an interest in understanding the impact such structures have had on societies around the globe, the particular forms they have taken, and the dynamics of historical change. Each of these areas is the subject of a significant body of theoretical and empirical work, with many intersections and overlaps, taking examples from the various media, their spatial contexts, and development over time. Media fulfils several basic roles in our society. One obvious role is entertainment. Media can act as a springboard for our imaginations, a source of fantasy, and an outlet for escapism. Media can also provide information and education. Information can come in many forms, and it may sometimes be difficult to separate from entertainment. Today, newspapers and news-oriented television and radio programs make available stories from across the globe, allowing readers or viewers in London to access voices and videos from Baghdad, Tokyo, or Buenos Aires. Books and magazines provide a more in-depth look at a wide range of subjects. The free online encyclopaedia Wikipedia has articles on topics from presidential nicknames to child prodigies to tongue twisters in various languages. Another useful aspect of media is its ability to act as a public forum for the discussion of important issues. In newspapers or other periodicals, letters to the editor allow readers to respond to journalists or to voice their opinions on the issues of the day. It's important to remember, though, that not all media are created equal. While some forms of mass communication are better suited to entertainment, others make more sense as a venue for spreading information. In terms of print media, books are durable and able to contain lots of information, but are relatively slow and expensive to produce; in contrast, newspapers are comparatively cheaper and quicker to create, making them a better medium for the quick turnover of daily news. Television provides vastly more visual information than radio and is more dynamic. Digital technologies are in a constant process of redefining existing cultural forms, which often leads to the emergence of new ones. Multimedia (literally a blend of various types of media) embraces text, graphics, audio, animation and allows for a flexibility to convey information, knowledge and, furthermore, new qualities of communication. It could be argued that there are many possible readings of new media history, just as there are many possible paths through a network. The evolution of media, from old media to new media, has transformed the way we understand the world around us. New media is interactive and is user-generated while old media is a more traditional way of communicating through television, radio, newspapers, magazines, books, etc. New media gives us a new perspective by allowing us to interact with one another through the Internet. Media has become much more personal and diverse as user-generated content becomes more prominent in our lives.
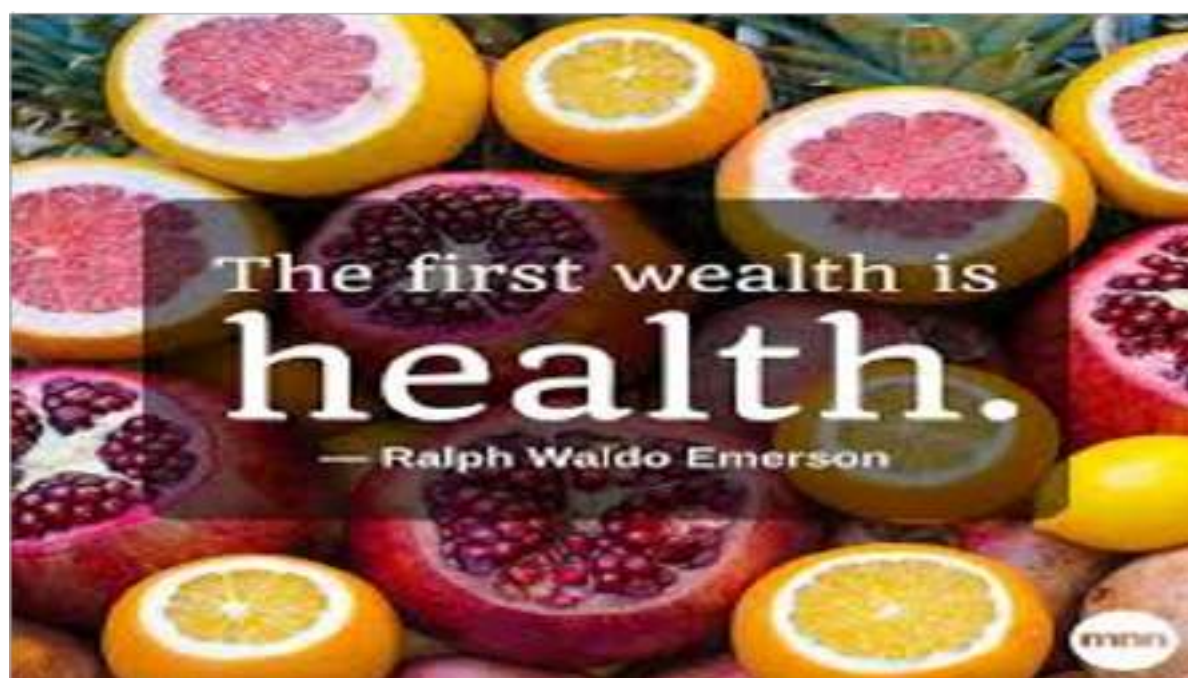
Newscaster- Nidhi Satam
Freelancer Reporter- Ashutosh Keni
Ref: www.evolutionofmedia.com

WEEKEND CHRONICLE

Food & Healthcare

Sunday, 31ˢᵗ Oct, 2021

THE IMPACT OF MEDIA IN FOOD SAFETY AND HEALTH CARE CHANGE

Mass media have a considerable potential effect on health behavior and should be considered as one of the tools that play an important role in communicating about food safety and health research and services to people as well as in shaping public perceptions and decisions about health.Healthcare professionals may influence the public with credible, evidence-based and up-todate information on a wide range of health issues either through campaigns promoting the use of specific procedures or through the coverage of health related issues aiming to encourage the use of effective services and discourage those of unproved effectiveness. The impact of media advertising on adults, children and adolescents is well documented as is concern about some aspects of the mediaâ ? ?s powerful influence on attitudes and behaviors towards healthy eating habits and lifestyles. With an estimated two billion people using the internet worldwide social media applications and the digital environment became the new way people access information. According to the European Food Information Council users of social networks are playing a fundamental role as disseminators of food safety risk and benefit information. So, for food professionals, being able to monitor online conversations could provide an insight into consumersâ ? ? perceptions of food issues and insight in the development of effective communication strategies that provides a framework for developing and delivering messages aimed at changing nutrition and food safety practices. The guidance will continue to evolve over time just as the field of social media itself is constantly evolving.

One area that has attracted considerable attention as a modifiable risk factor for unhealthy diets and weight gain is digital marketing. The proliferation of digital food and beverage marketing has led to concerns about the influence of this type of exposure on the health and well-being of children [5], particularly given their cognitive and developmental vulnerabilities [6]. In recent years, there has been a substantial shift in children's media practices, from the dominance of television viewing to increasing time being spent online, including social media and content-sharing platforms (e.g., YouTube), subscription video on demand services (e.g., Netflix) and games (e.g., Fortnite) [7, 8]. Globally, one-third of internet users are children and they are online for an average of approximately 15 h per week, typically via portable devices such as tablets, laptops or smartphones [7, 8]. While this ubiquitous connectivity clearly provides opportunity for widespread engagement with positive campaigns to fight obesity [9], there is a need to better understand where children spend their digital time and what messages they are receiving about food and eating. Despite many social media platforms (such as Facebook) setting minimum age requirements of 13 years, evidence shows that many people younger than this have profiles and are active on these sites with or without their caregivers' knowledge and consent [8]. Where children have gone marketers have followed, and it is estimated that spend on digital marketing to children will reach USD 1.7 billion by 2021 [7]. The United States and China are the largest online advertising markets in the world, with the United Kingdom in the third place as the largest in Europe.

Newcaster – Akash Itkar
Freelancer – Shreyas Bane
Reference link - https://www.longdom.org/proceedings/the-impact-of-mass-media-in-food-safety-and-health-care-change-28765.html

WEEKEND CHRONICLE

Culture & Cuisine

Sunday, 31ˢᵗ Oct, 2021

SOCIAL MEDIA IS THE FUTURE OF FOOD.

Digital food is here, so you may as well get used to it. The recent boom in online food-based media has changed how we look at food online and seek out new restaurants, reviews, and recipes. We want to add new flavors and try new foods. Digital food is one way to make this even easier.

There's no consensus about what the term "digital food" really means. To some, it's the sharing of images of food on social media to represent culture, calories, presentation, preparation, and taste. A plethora of food bloggers show status by filling our social feeds with images of perfectly arranged gustatory delights. Food can be basic, or it can be luxurious and exclusive. By showing specific types of food, we can signify ourselves as being a specific type of person.

While social media is an incredible tool for communicating and educating consumers, it is also the primary tool for spreading misinformation.

Social Media is an opportunity for action. It is a strong tool for advocacy, communication, and education; and it offers the food industry a direct line of communication to a large, and engaged, audience. The possibilities are limitless. Companies need to lean in and embrace social media because if they don't someone else will – and that person or company will be able to influence consumers and the industry in general.

Award-winning media publisher, Social Chain, have released their latest data-driven insights report, 'The Flavour of Social', an exploration into the world of food and social media. Social Chain owns and operates Love Food, one of the largest social-first food publishers in the UK with over 10million followers across social, and with this wealth of data have deducted how foodies interact with social content and how this influences their consumer habits.

Since it reached the mainstream, food brands have understood the power of social media, with any respectable brand having a presence online

Less known is the use of 'dark social' by internet foodies - 62% of foodies share recipe videos with friends and family via messenger, WhatsApp and Facebook groups. This sharing behaviour is 50% more likely than public measures, such as tagging them in the comments and more than twice as likely as them showing them the video in person. Food has also been shown to be one of the best categories for long-form content, showing it can keep users attention the longest for videos. If brands understand how best to harness these points, they can get a foot in a sector that's yet to be fully capitalised.

Foodies have four major demand for brands on social: value, education, attraction and sustainability. Brands who are able to blend all four of these ingredients on social will have a winning recipe. The research also identified six major psychographic groups amongst foodies that will help marketers further pinpoint who exactly their audiences are. These profiles consist of Bakers, Budgeters, Anti-cooks, Alt-dieters, Adventurers and Hosts.

Food and drink brands need to go beyond claims such as 'the original' or 'the first' and consider how their story resonates and helps others express their identity. Emotion is still king in food and drink, but we're also hungry for meaning. Due to its dynamic conversational nature, social is the new battleground for marketers to serve us their story.

We found that going online is commonly done when eating at home by all age demographics, making it the second most popular activity to do while eating at home, after TV. Understanding these cultural shifts and the parallels between the internet and TV will help brands in the industry to thrive.

Newscaster:- Swati Goilkar
Freelancer : Adesh Shinde
Reference:-https://www.thedrum.com/opinion/2019/11/08/foodporn-social-media-the-future-food
https://www.instagram.com/reel/CUUz3nbhY0l/?utm_medium=copy_link

Power of Media in Tourism

Social media has changed every single aspect of our lives, including the way we consume. These developments have significantly affected businesses mainly through enabling new marketing strategies. Tourism, being one of the most vibrant sectors of the global economy, is undoubtedly a part of all these.

Importance of the Social Media

Social media impact on tourism is seen in the ways people research before going on a trip. Now people are encouraged to share their travel experiences. Thus, social media has transformed the way people make decisions. People build their trust in a tourism agency based on the reviews of the others.

Social media has changed every single aspect of our lives, including the way we consume. These developments have significantly affected businesses mainly through enabling new marketing strategies. Tourism, being one of the most vibrant sectors of the global economy, is undoubtedly a part of all these. Technology and social media is evolving very fast these days. Social media is growing very fast in particular. Social media websites such as Facebook, Twitter and YouTube are very popular websites with a big influence on the world but out of all three, Facebook is the winner. Because these websites are very popular, there is a huge influence on the Travel and Tourism industry. The travel and tourism agencies are able to make announcements about their offers and travelling destinations with ease.

- **Social Media**

When people search for a new travel destination they usually get recommendations from friends or family, but mostly from social ads. Because of social media websites, the travellers post their pictures and videos from their vacation. They can check-in to several locations and also post online reviews of the place they were visiting. After the vacation, people post more pictures on Facebook, Twitter or YouTube.

- **Blogging helps travelling**

The new trend in today's society is blogging. A blog is a website that is more personal. There are a lot of people that have a blog on tourism. These blogs describe locations vividly starting from the hotel that they stayed at to the travel agency they used. This is again free advertising which helps the travel and tourism companies a lot. A survey showed that companies with a travel blog generated 88% more inbound leads than those who did not have one.

Social Media Impacting Travel and Tourism

With today's technology, there is an app for almost everything, especially for hotels, restaurants, tourist attractions and museums. A lot of different surveys showed that a significant amount of people use apps for travel information and to have a better knowledge about a certain place. They may ask a friend, a forum, a family member, or look through different travelling and tourism apps. Owing to these different apps and because of social media, more and more people will find out about a different location. They can read some reviews about the place, or read some blog posts.

- **Reviews**

Another thing that is very popular today is writing reviews. A lot of people write reviews about the place they went to. You can find reviews about locations, the hotel, activities, restaurants and a lot more. A study showed that over 74% of travelers write reviews because they want to share with other people the travelling experience they had. Also 98% find Trip Advisor reviews to be the most accurate and the most helpful. 53% of travelers will not book a hotel that doesn't have any reviews. Written reviews are in fact very popular and very influential. A lot of people decide where to go simply by reading reviews online.

- **Facebook**

Another very influential website on travelers is Facebook. Facebook is particularly great because you can find pages about a destination, or a hotel. There you can find pictures of that destination, people commenting about the destination and pictures of other people at the destination. Another thing that you can find on Facebook is pictures of your friend's vacation. Some people get influential when they see their friends' pictures in a certain location and see how much fun they have. 52% of Facebook users said that their travelling plans were affected by a friend's picture of their trips.

In recent years, in the tourism industry hotel services also use social media for purposes such as effective advertisement, reaching more customers and building brand loyalty. Through social media, tourism services can reach more customers faster. Besides, customers can also quickly reach tourism services through their social media accounts in the stages of information searching, assessment of alternatives, selecting choices and purchasing.

Freelance Reporter -Payal Solanki
Newscaster -Jatin Vaity
Ref:- https://digitaltravelapac.wbresearch.com/blog/social-media-in-tourismmarketing

WEEKEND CHRONICLE

Sports

Sunday, 31st Oct, 2021

THE IMPACT OF MEDIA ON SPORTS

Social media is changing the way sports stars, clubs and fans are interacting with each other. From live-tweeting games, creating snarky memes and cheerleading from the webosphere, spectators are no longer simply watching sport, and fans can often get news, insights and commentary straight from the source.
The instantaneous, intimate and interactive nature of social and mobile technologies make them perfect platforms to fuel our sporting desires.
While fans have taken to social media to share their love of sport, some sporting clubs and athletes are finding it more challenging.

If social media is making it possible for fans to be more engaged, it's also making it possible for sporting professionals to be more accountable for their public comments and the way in which they, in return, engage with their fans and wider community.
Social media channels, including blogs and video channels, are changing the nature of sport reporting for journalists as well. A study by La Trobe University's Centre for Sport and Social Impact, Web 2.0 platforms and the work of newspaper sport journalists, found that Australian sports journalists are now required to research and report news across multiple platforms.
Sporting bodies are also developing their own media platforms and companies, like NBL TV and AFL Media, bypassing the traditional news media to broadcast their own games and break their own news.
This changing media landscape, where sports organisations can tell their stories directly to their fans through their own social or digital channels, is making it more difficult for traditional news journalists to get access to athletes or coaches. The organisation's media department often holds the power to decide which player appears, where and when, and it's becoming more common that their own channels win.

Social media platforms pose a minefield for some users. Posts and updates by sports officials and athletes that could at best be described as 'incautious' are resulting in those individuals being questioned in the media and sometimes being reprimanded and penalised.
Despite of the many benefits, there are still some negatives of social media in sports. For example, bad contents can be spread more quickly than ever before; players may have no idea of using the social media appropriately; negative comments from fans could affect the performance of the athletes or the team, etc. There are lots of cases indicating that the use of social media among athletes need to be trained and one bad post can dramatically influence the athletes as well as the sports organizations. All in all, social media is still at its infancy and will continue to grow, and the engagement of social media in sports is one of the most significant issues in the sports industry. The sports fans and athletes, as well as sports organizations are embracing social media as the most important tools to promote, to communicate and to interact.
Sport and the Media must surely be the most potent combination of forces amongst the key actors in the globalisation game. They have a unique synergy sport as the premier global media content, and media as the premier partner for sport and sports industries. A result of this alliance applied to the worlds most attractive activity is immense audiences, immense economic influence and power, and immense reach into countries and communities. If conducted openly, responsibly and in the public good it also brings immense potential for helping create in the long-term a more healthy, understanding, inclusive and stable world.
The alliance of sport and media is an amazing force for civic participation, entertainment, excitement, global harmony and development; for celebrating human achievement, diversity and excellence at its best.

Newscaster: Pooja Chavan
Freelancer: Maithili Parate
Reference: Https://Www.Latrobe.Edu.Au/Nest/The-Impact-Of-Social-And-Digital-Media-On-Sport/. And
Https://Playthegame.Org/News/News-Articles/2002/Media-Power-And-Responsibility-In-Sport-And-Globalisation/

WEEKEND CHRONICLE

Social Issue

Sunday, 31st Oct, 2021

MEDIA INFLUENCE ON GOVERNMENT AND SOCIETY

1. Introduction

Media is one of the businesses in the society, which does not perform entirely as a commercial enterprise. It performs and operates as either a support to and/or a watchdog of government functionality [6,8]. What it should consider primarily is reputation and integrity. Profit only comes in second. This simply means that when reputation goes against commercial interests, the former shall always prevail.

It cannot be doubted that media is an enterprise that always involves and takes into consideration the public. It considers the welfare of the public utmost and this is where it draws its satisfied audience and beneficiaries, which provides little profit that it generates for continued and sustained operations.

2. Essential Roles of Mass Media in Government

There are three essential roles of mass media in government (Balkin, 1998). According to Balkin (1998), these roles are: first, mass media helps people understand the operations of government; second, mass media participates in political decisions; and thirdly, mass media holds government officials accountable.

Educative role of media

Balkin points out that media helps people understand the operations of government. According to him, the main objective of media is to inform the public about what is going in and out of government. During the height of the Estrada impeachment trial and that of Chief Justice Renato Corona, the media played a very vital role in conveying almost in their entirety these two impeachments trials. The public was hooked up to their radio and television sets following the trials as ordinary Filipinos followed their melodramatic telenovelas. Even non-lawyers and those with scarce education can comprehend the legal terms and procedures that are regularly used in the trials. This was because of the educative power of the media.

Media's watchdog function

It has always been a common knowledge that the media is a watchdog of the government. This means that the media holds government officials and governments accountable. Media checks on government for possible corruption and/or wrongful or illegal act. This watchful function of media is what labels it as the fourth estate.

. Public Opinion and Media

Public opinion refers to the attitudes held by significant number of people on different government issues and/or politics. Public opinion does not mean universal opinion, it only pertains to the sum of all opinions. It is assumed that public opinion is publicly expressed opinion that represents the majority of the citizenry [7]. This is "regardless of whether the notion of public opinion presupposed the public as a corporate social entity or merely as a (statistical) aggregation of individuals, or whether it considered public opinion as originating from rational discussion or merely as a widespread diffusion of elite opinion, (or) even by coercion"

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