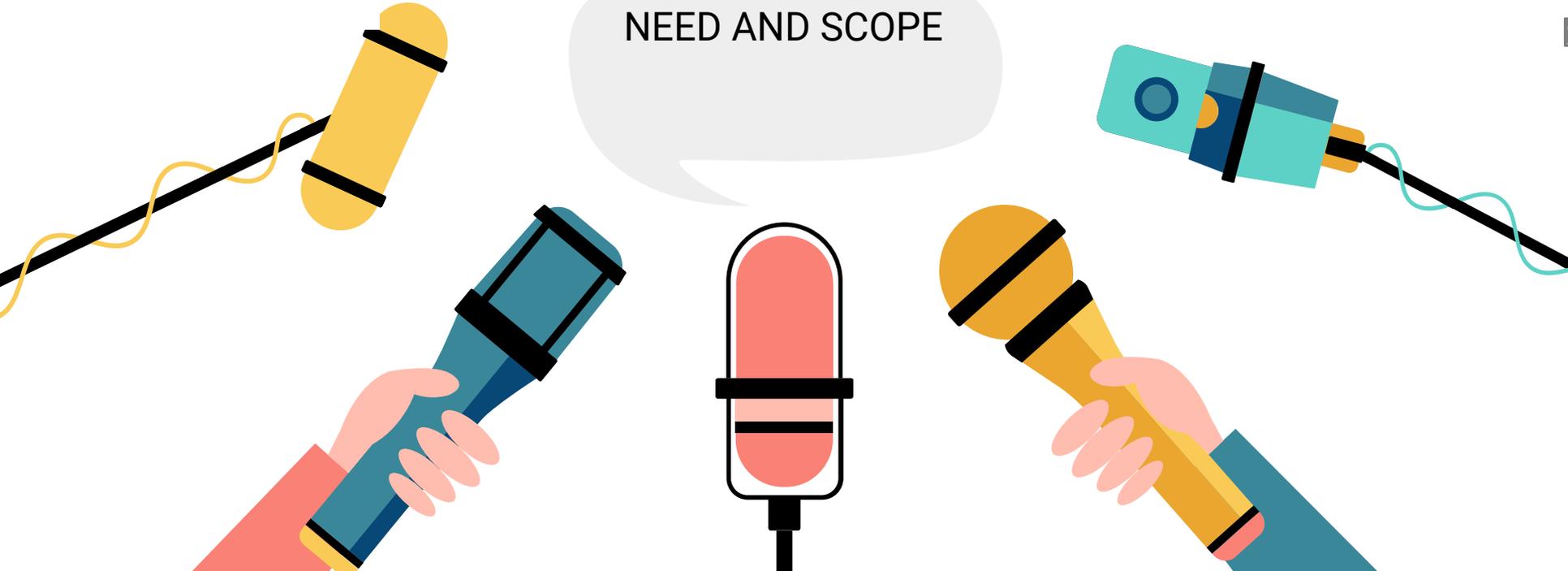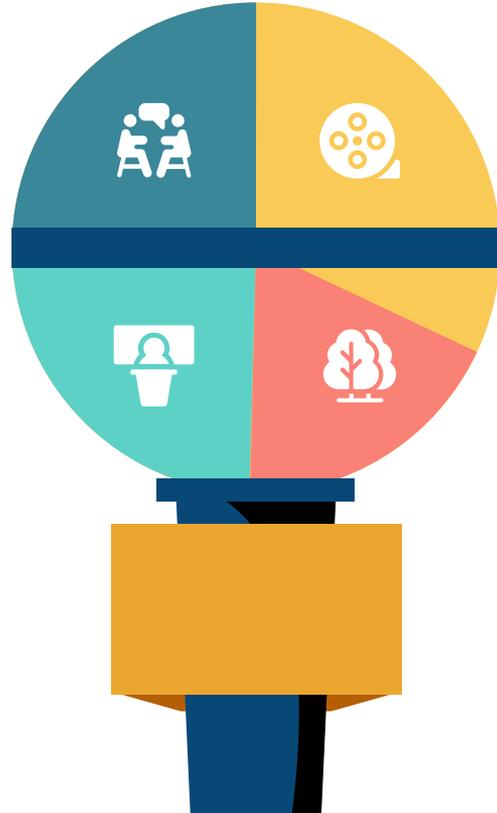# IT IS ALL PERVASIVE

Media Ecosystem

70,000+ Newspapers

the world's **largest** print-media market

800+ Satellite Channels

100+ News Channels. TV is the largest segment in Media and Entertainment Industry

800+Million Internet Users

India has one of the largest internet populations in the world which is second only to China in terms of total number of internet users.

1000 Movies per year (appx)

The Indian film industry is one of the largest in the world and produces a significant number of movies every year.

Media Ecosystem

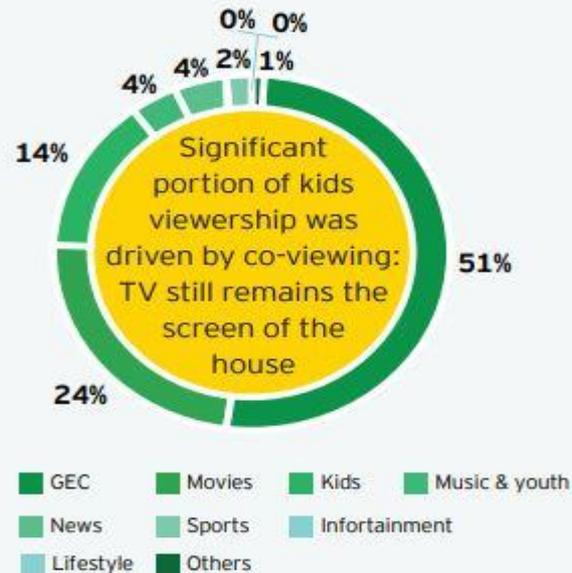|	
Radio	1023 Operational Radio Stations 385 FM radio stations 479 AIR stations 339 Community Radio Stations
Online Gamers	500Million. Fourth largest Segment in Media and Entertainment Industry
Social Media	467 Million on Social Media 435 million on Facebook

Media and Entertainment Sector 2021

1.61 Trillion Industry

What are Kids/young people Watching?

Kids viewership by genre

0% 0%
2% 1%
4%
4%
14%
51%
24%

Significant portion of kids viewership was driven by co-viewing: TV still remains the screen of the house

- GEC
- Movies
- Kids
- Music & youth
- News
- Sports
- Infotainment
- Lifestyle
- Others

Source: All India, 2021 | *Note: Business News considered under News | "Music" and "Youth" channels clubbed as "Music/Youth" | Age group 2-14

MEDIA EFFECTS

Light Effects   **Heavy Effects**

Uses and Gratifications   Two-Step Model   Hypodermic Model

Agenda Setting   Cultivation Theory

Mail Online

News

U.K. | India | U.S. | News | Sport | TV&Showbiz | Femail | Health | Science | Money | Video | Coffee Break | Travel | Columnists

Latest Headlines | *News* | Arts | Headlines | Pictures | Most read | News Board | Wires   Login

Make yourselves at home: Calais

Binge-drinkers ignore 'unrealistic'

End of cheap homes loans: Days of low

Rubbish! Mad bureaucracy. Petty

Tomatoes won't ripen in the fridge,

At least 20 people are killed and 100

Cilla
£11M

Six-year-old boy who loved Spider-Man fell to his death from bedroom window after thinking he was 'invincible' like his hero

SHARE SELECTION

- Kevin Morais lost his grip and fell from the third floor into the back garden
- His mother found her 'naughty little boy' lying in a pool of blood

9-year-old Damori Miles dies in jump off Brooklyn apartment, may have been imitating video game

BY MATTHEW LYSIAK , ALISON GENDAR / DAILY NEWS STAFF WRITERS / Friday, April 17, 2009, 10:55 AM   A A A

f Share   Tweet   Reddit   ✉   💬   +   🖨

A 9-year-old wrestling fan jumped off his Brooklyn apartment roof wearing a homemade parachute in a fatal imitation of his favorite video game character, friends said.

The broken body of Damori Miles was found on the ground outside the Albany Houses about 7 p.m. Tuesday.

Wrapped around his body was the string and plastic bag he used for the parachute, police sources said. The boy died at Interfaith Medical Center an hour later.

"It's terrible. The kids try to imitate what they see and they think they can fly," said family friend Sumore Murrel, 29.

EDITOR'S PICKS

Fla. woman took selfies as she had sex with pit bull: cops
A Florida woman admitted to taking selfies as she had sex with her pit...

Alleged pot-smoker may get the boot from Chelsea apartment
A Nickelodeon songwriter wants a judge to evict her alleged pot-smoking...

NYPD warns against wearing fanny packs
The NYPD is taking time off from its duty of protecting the city to offer...

Rookie NYPD officer

Search GO

» TODAY'S PAPER » OTHER STATES

April 9, 2012

Between fact and fantasy

BHARAT DOGRA

PRINT · T T

Tweet g+1 0 Share Pin it

ADVERSE EFFECT:Watching TV serial CID teenagers ended up committing a crime.

In a recent tragic incident in Pune (*The Hindu* , April 2) three teenagers who tried to imitate their favourite TV serial CID ended up kidnapping and murdering a friend. This brings back memories of several such incidents when crime and violence on TV and cinema had terrible real-life consequences. A teenager in Delhi who forged his own kidnapping was influenced by a Hindi film 'Khiladi'. In Amravati, two boys influenced by another Hindi film 'Divyashakti' kidnapped a girl and drew dirty pictures on her body.

A French youth died in an explosion after he tried to imitate the hero of an American TV serial by manufacturing a bomb using easily available ingredients. In a shocking incident in San Diego, a high school student killed his parents and sister after watching a crude TV fictionalisation of an

Indiatimes | The Times of India | The Economic Times | More ▾

Sign In   f Like 7.1m   ⟲ Follow 5.03M followers   ▶ YouTube 26K

THE TIMES OF INDIA

Delhi

[search box] The Times of India ▾ Search
Advanced Search »

🏠 Home City ❭ Delhi ❭ Crime Civic Issues Politics Schools & Colleges Events More Cities ▾ Buy@Amazon.in

You are here: Home » City » Delhi

RELATED KEYWORDS: Sudhir | Bollywood | Anand-Parbat | Akshay-Kumar

Bollywood thriller inspired teen to kill two senior citizens

TNN | Jul 23, 2015, 01.28AM IST

f Like   Share ❬ 13   ⟲ Tweet ❬ 11   g+1 ❬ 1   in Share

NEW DELHI: Last month, a 90-year-old man and his 64-year-old daughter-in-law were found murdered in their Patel Nagar (East) home. The incident shocked the capital, but nobody could guess that a Bollywood thriller starring Akshay Kumar had unwittingly inspired an 18-year-old to plot the murders. He had no bone to pick with his victims; he just needed money by all means to buy a fancy cellphone he coveted.

On Wednesday, the killer teen, Deepanshu (18), was arrested from a school near Anand Parbat. And he let out the ugly truth with blood-curdling details.

Deepanshu, the son of a domestic help, was an undergraduate student at a private college in Raebareli, UP. His friends over there came from well-to-do families and had a flamboyant lifestyle. Peer pressure got to Deepanshu.
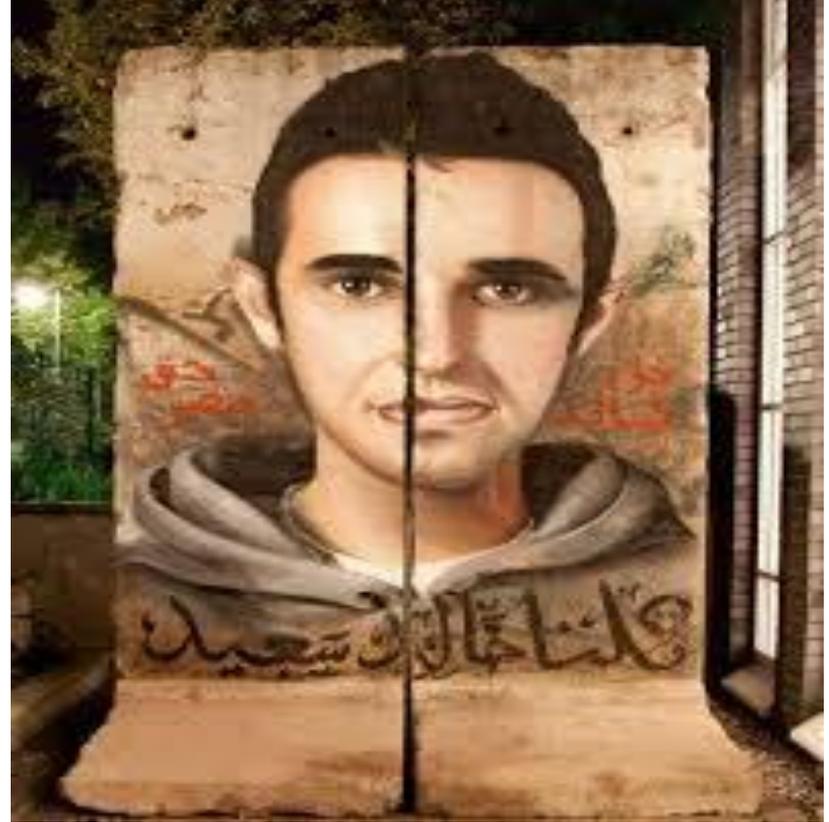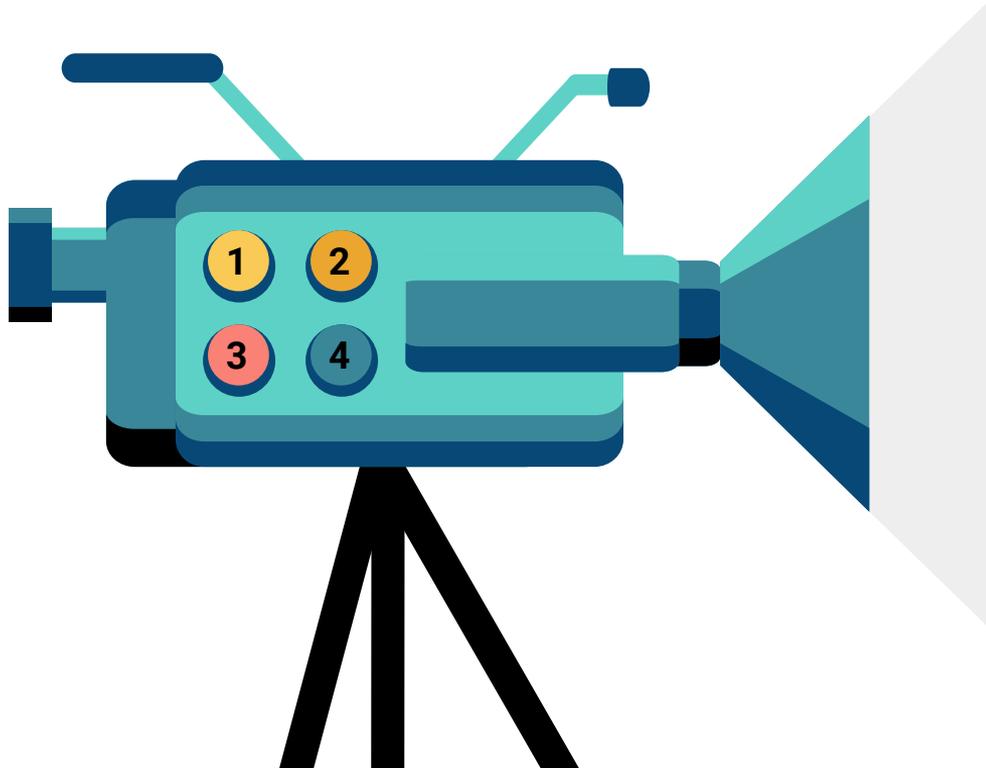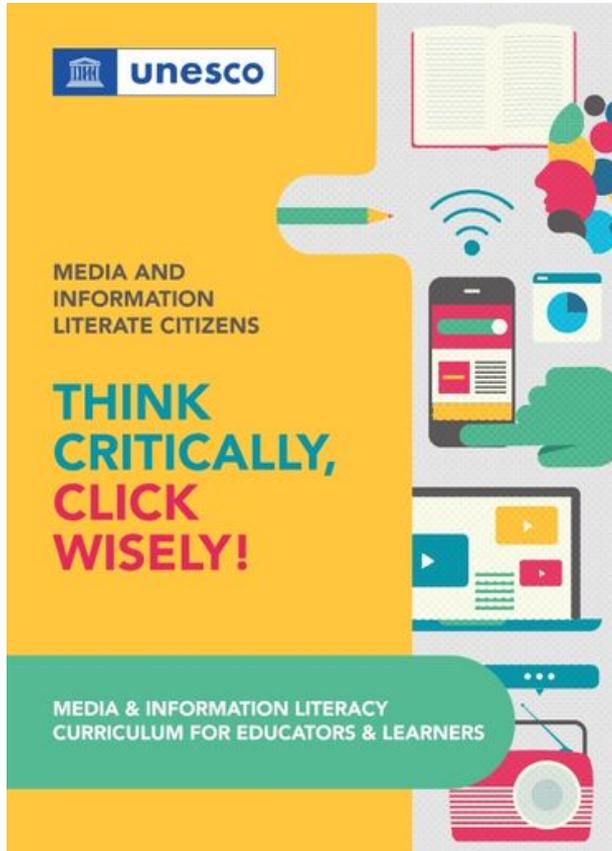
Arab Spring

Media Literacy

MEDIA AND INFORMATION LITERACY IS A SET OF COMPETENCIES THAT HELP PEOPLE TO MAXIMIZE ADVANTAGES AND MINIMIZE HARMS OF MEDIAV MESSAGES
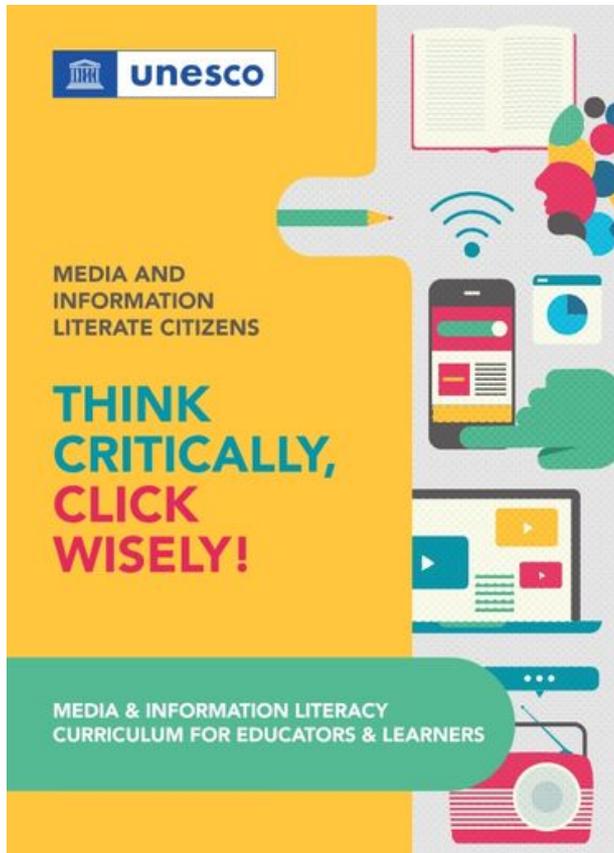
Media Literacy Benefits

In teaching and learning processes, it equips educators with enhanced knowledge about how to critically engage with information, media, and digital technologies to empower future citizens and learners to become peer-educators of MIL

Through MIL, people can self-empower to understand the positive things that they can do through media and digital tools, thereby ensuring a better Internet and contributing to information for the public good

Media and information literacy imparts crucial knowledge about the functions of content providers and mediators such as libraries, archives, museums, media, and digital communications companies, reasonable understanding about the conditions needed to perform those functions effectively and critical skills required to evaluate the performance of content providers in light of the expected functions..
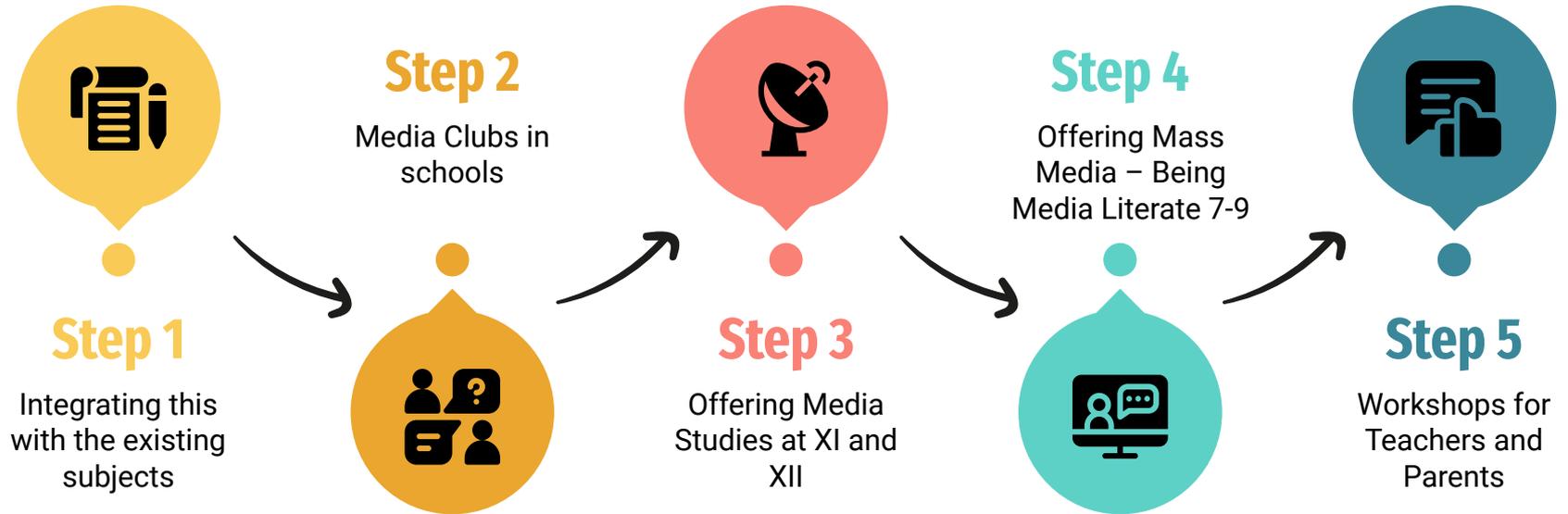
MIL helps in dealing with the cases of Misinformation and Disinformation

It is Prerequisite for other forms of literacies like Health Literacy, Science Literacy Financial literacy, cultural literacy, global citizenship education and education for sustainable development – because it strengthens the skills needed to identify and navigate beneficial and harmful information.

It enhances quality education by linking learning in formal learning spaces with day to day social learning, online and offline

Media and information literate persons are more likely to reject unvalidated information, biases and stereotypes that reinforce inequalities between women and men of all ages, and discrimination towards peoples, religions, etc

HOW THIS CAN BE ACHIEVED?

Step 1

Integrating this with the existing subjects

Step 2

Media Clubs in schools

Step 3

Offering Media Studies at XI and XII

Step 4

Offering Mass Media – Being Media Literate 7-9

Step 5

Workshops for Teachers and Parents

MAKE STUDENTS AMBASSADORS for MEDIA LITERACY

THANKS

Prof. Anubhuti Yadav
Professor, New Media
Indian Institute of Mass Communication

E Mail : anubhutiy@gmail.com
Twitter: @YadavAnubhuti
Website: www.anubhutiyadav.com