

International Journal of Politics and Media

ISSN: 2583-6021

VOLUME 3, ISSUE 1, JUNE 2024



www.ijpmonline.com

ISSN: 2583-6021 (Online)

International Journal of Politics and Media
Volume 3, Issue 1

Editorial Board:

Chief Advisor

Subir Bhaumik

Author and former BBC Journalist
Email: chiefadvisor@ijpmonline.com

Editor-in-Chief

Debashis Chakrabarti

Commonwealth Fellow, UK
Former Professor & Dean, School of Information Sciences,
Assam University, India
Email: editorinchief@ijpmonline.com

Editors

Amaresh Jha

Associate Professor, School of Modern Media,
UPES, Dehradun, India
Email: amaresh.jha@ddn.upes.ac.in

Stevenson Kohir

Professor & Dean, Faculty of Social Sciences,
Osmania University, Hyderabad, India
Email: steve@osmania.ac.in

Managing Editor

Krishna Shankar Kusuma

Professor,
AJK Mass Communication Research Centre,
Jamia Milia Islamia, New Delhi, India.
Email: Kkusuma@jamia.ac.in

Political Affairs and Strategic Issues Editors

Preeti D Das

Associate Professor, Center for Russian and Central Asian studies,
School of international Studies,
Jawaharlal Nehru University, New Delhi
Email Preetidd@mail.jnu.ac.in

Sundeep Muppidi

Associate Provost/ Director of Special Programs,
University of Hartford, USA
Email: muppidi@hartford.edu

Vipul Mudgal

Director and Chief Executive,
Common Cause, New Delhi, India
Email: vipul.mudgal@commoncause.in

International Media Editors

Abhik Roy

Professor Emeritus,
Loyola Marymount University, LA, USA
Email: Abhik.roy@lmu.edu

Nagaraj Krishnapuram

Former Professor, Dean & Pro Vice Chancellor,
Assam University, Silchar, India
Email: nagaraj.krishnapuram@ijpmonle.com

Krishnamurthy Sriramesh

Professor of Public Relations, College of Media,
Communication and Information, University of Colorado, Boulder, USA
Email: ksriramesh@colorado.edu

Svitlana Bezchotnikova

Professor & Dean of Philology and Mass Communication,
Faculty of Mariupol State University, Ukraine
Email sbezchotnikova@mdu.in.ua

M.J.Warsi

Professor & Chairman, Department of Linguistics,
Aligarh Muslim University, Aligarh, India
Email: warsimj.ln@amu.ac.in

Central and South Asian Politics & Culture Editors**Biswarup Sen**

Associate Professor, School of Journalism & Communication,
University of Oregon, USA
Email: bsen@uoregon.edu

Biswajit Das

Professor & Founder Director, Centre for Culture, Media and Governance,
Jamia Milia Islamia University, New Delhi
Email: bdas@jmi.ac.in

Abhijit Roy

Professor, Department of Film Studies,
Jadavpur University, Kolkata, India
Email: abhijit.roy@jadavpuruniversity.in

Manas Ghosh

Assistant Professor,
Department of Film Studies,
Jadavpur University, Kolkata, India.
Email: manask.ghosh@jadavpuruniversity.in

Middle East and African Affairs Editors**Abdullah Baabood**

Visiting Professor, Faculty of International Research and Education,
Waseda University, Japan & former Director, Gulf Research Center, Cambridge University, UK
Email: a.baabood@aoni.waseda.jp

Fedaa Mohamed

Assistant Professor of Journalism,
Faculty of Mass Communication, Ahram Canadian University, Egypt
Email: fedaa.mohamed@acu.edu.eg

Mulatu Alemayehu Moges

Assistant Professor, Department of Journalism & Mass Communication,
Addis Ababa University, Ethiopia
Email: mulatu.alemayehu@aau.edu.et

Editorial Note

Welcome to the latest issue of the International Journal of Politics and Media. This edition arrives at a tumultuous time in our global landscape, marked by harrowing conflicts and human tragedies that demand our collective attention and introspection.

As we delve into the intricate web of power, identity, and resistance that unfolds at the intersection of media and society, we are acutely aware of the dire situations unfolding in Gaza and Ukraine. The recent escalation of violence in Gaza has resulted in the horrific loss of innocent lives, including countless women and children. This period will undoubtedly be remembered as one of the darkest chapters in human history, where the earth is stained with blood and tears, and the cries of the helpless reverberate through the corridors of power.

Simultaneously, the ongoing war between Russia and Ukraine continues to rage, bringing further devastation and suffering. These conflicts remind us of the profound impact media has in shaping narratives, influencing public opinion, and, ultimately, driving political actions. It is within this context that our journal seeks to explore the powerful role media plays in both perpetuating and challenging the status quo.

In this issue, Dr. Mrinalini Ghosh's exploration of "Resistance Media in Lebanon" sheds light on how media outlets like Al Manar and Al Mayadeen serve as vital tools in challenging established power structures. Dr. Debarati Dhar's examination of "Gendered Advertisements" urges us to critically consider the portrayal of women in advertising, particularly within traditionally masculine product categories, reflecting broader societal biases.

Suchismita Chatterjee's "Tibet Through The Looking Glass" provides a nuanced perspective on the complex relationship between Tibet and China, using media as a lens to understand their interdependence. Ishan Fouzdar's study, "Across Modernity and Tradition," delves into the works of Satyajit Ray, revealing how his films subtly contest the concept of the nation-state.

The evolution of cinema itself is a focal point with Krishna Sankar Kusuma and Saroj Kumar's analysis of "Pan-Indian Cinema," examining how dominance and industrial growth shape creative cultures. Dr. Abhishek K Singh's "Celluloid Transformations" decodes the socio-cultural landscape of Indian cinema, highlighting how films both reflect and influence societal norms. Sanjana Chawla's "Rise of Strong Independent Characters" explores the portrayal of women in Hindi films, identifying a shift towards more empowered and multifaceted female identities.

This issue of the International Journal of Politics and Media promises a stimulating journey through the ever-evolving relationship between media and the world it shapes. Whether you're a scholar of political communication, a media practitioner, or simply someone fascinated by the power of storytelling, we invite you to delve into these diverse and thought-provoking articles.

In closing, as we navigate these turbulent times, let us remain committed to understanding the profound implications of media in shaping our realities and fostering a more just and humane world.

Debashis Chakrabarti
Editor-in-Chief
International Journal of Politics and Media

Disclaimer:

The opinions expressed in the articles are those of the author(s) and do not purport to reflect the views of the publisher. The author has the full moral and legal responsibility for the text, graphs and charts in the articles.

Table of Contents

S.No	Title	Page No
1	Resistance Media in Lebanon: The Case of Al Manar and Al Mayadeen <i>Mrinalini Ghosh</i>	1-6
2	Gendered Advertisements: A Narrative Review of the Representation of Women in Masculine Product Advertisements <i>Debarati Dhar</i>	7-12
3	Tibet Through the Looking Glass: Reflections into the Dependencies of Tibet with China <i>Suchismita Chatterjee</i>	13-16
4	Across Modernity and Tradition: Satyajit Ray's Subtle Contestation of the Nation-State <i>Ishan Fouzdar</i>	17-21
5	Pan-Indian Cinema: Dominance and the Industrial Evolution of Creative Cultures <i>Krishna Sankar Kusuma, Saroj Kumar</i>	22-26
6	Celluloid Transformations: Decoding the Socio-Cultural Landscape of Indian Cinema <i>Abhishek K Singh</i>	27-31
7	Rise of Strong Independent Characters: Mapping the Reframed Identities of Women in Hindi Films <i>Sanjana Chawla</i>	32-35