

PhD Ongoing Research Project

Name of the Research Project	Innovative in Nature	Social Impact
<p>“A Study of Creative and Sociological Aspects of Hindi Film Noir (A Case Study w.r.t Creativity of Selected English and Hindi Films during 1940-2007)”</p>	<p>This research project examines the noir qualities in the selected Hindi films. Apart from study of the creative features, the research also attempts socio-economic conditions that might have led to generate themes and characters of these films. In short, the research endeavours to understand an emergence of social milieu, creativity as well as progression of these crime films with unusual nature during the specific period.</p>	<p>Successful completion of this research project can generate arguments on this neglected aspect of Hindi films amongst film viewers. Critics and researchers may like to go deeper into various aspects of Hindi noir films. Social scientists may also be attracted to these crime films to evolve some theories.</p>

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<p>An analytical study of television content appreciation level of Indian television audience of non-fiction programs, in terms of its variance subject to exposure to alternative television content.</p>	<p>The research focuses on television content appreciation level of Indian audience of non-fiction programs and thereby attempts to reveal if it can be improved through spread of television programming awareness and exposure to alternative television content. Innovative television content appreciation programs in form of a mega movement can be a probable spin off of this research.</p>	<p>This research has been designed for a two-fold impact in terms of its significance for the television audience and for the television programmers. Giving an exposure to alternative television content for increasing the television content appreciation level of the Indian television audience for non-fiction programs and having it in form of a mega movement based on the model emerged through research, the Indian television industry can have a matured audience demanding more meaningful content. This model shall encourage creativity and originality of programmers that would add to the power of television, as the medium of mass communication.</p>

MJE research project

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Negative effects of social Networking sites on teenager	Social networking and Internet communication is becoming wildly popular with adolescents and young adults . The research focuses on social networking sites which teenager uses regularly because society is facing many problem by social media users. The social Network becomes a risk to adolescents today. This research studies the reason behind online harassments and internet addiction.	Parents will become more aware of the nature of social media sites . All of them will provide healthy environments for children and adolescents . Finally teenager will use social media in a useful , creative and positive manner .

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Effect of Television Advertisements on Urban Children of age group 7 to 15	<p>This search studies the impact of television advertisements on the mind of children. How their psychology changes after watching advertisements, how the thinking patterns develop and how those patterns creates impact in their day to day life.</p> <p>To study these above mentioned patterns I have used the interview method of kids as well as parents. This research methodology helped to find out the reasons behind the purchase of specific brand, need of certain product and how the particular advertisement push them to buy the product.</p>	<p>This research says that the advertisements certainly make an impact on kids. Sometimes they are not able to distinguish between the reality and exaggerated concepts used by advertising man. They feel the visual which were presented through TV advertisements are true. And hence try to copy it. This coping becomes very dangerous sometimes. Consequently advertising man has to keep in mind that they should not give or put some wrong or exaggerated concepts in front of our new generation.</p>