

**Exploring the 'Goldfish Effect': The Efficacy of Short-Form Content
on Twitter (now known as X) in Solving Generation Z's Diminished
Attention Span Problem**

DISSERTATION

Submitted in the partial fulfillment of the degree

**Master of Arts
in
Journalism and Communication**

By

**Anirudh Narayanan A.
(2213102012102)**

Under the guidance and supervision of

Dr. C. Sriram

Assistant Professor

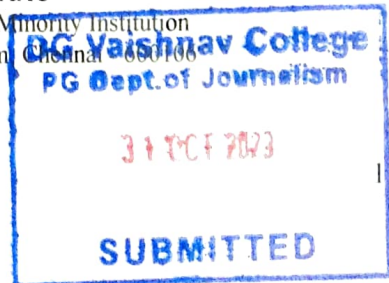
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Dwaraka Doss Goverdhan Doss Vaishnav College



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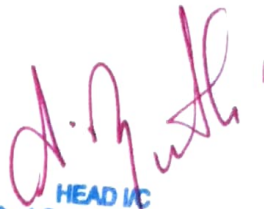
CERTIFICATE

This is to certify that the **Dissertation: Exploring the 'Goldfish Effect': The Efficacy of Short-Form Content on Twitter (now known as X) in Solving Generation Z's Diminished Attention Span Problem** submitted to **D.G. Vaishnav College** is in partial fulfillment of the requirements for the award of the degree **Master of Arts in Journalism and Communication** is a record of original research done by **Anirudh Narayanan A.** during the period **June 2023 to October 2023** of his study in the **PG Department of Journalism and Communication at DDGDVC, Arumbakkam** under my supervision and guidance and that the thesis has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar titles to any candidate of any university.

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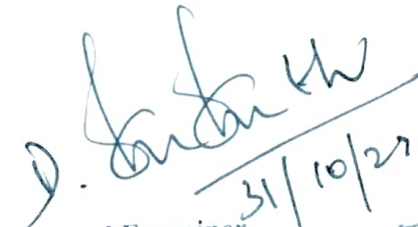
Subject Code: 20-22/48316

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Vaishnav College (Shift II)
Arumbakkam, Chennai-600 108.



Supervisor


Internal Examiner
31/10/23


External Examiner

**Factors influencing Movie Consumption and Box Office
Collection among the general audience in Chennai: A quantitative
study**

DISSERTATION

Submitted in the partial fulfillment of the degree

**Master of Arts
in
Journalism and Communication**

By

**Balakrishnan S.
(2213102012103)**

Under the guidance and supervision of

Dr. C. Sriram

Assistant Professor

PG Department of Journalism & Communication
Dwaraka DosGoverdhan Doss Vaishnav College



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DISSERTATION

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By

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(2213102012103)

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Affiliated with University of Madras, Arumbakkam, Chennai - 600106 | 2023

DG Vaishnav College
PG Dept. of Journalism

SUBMITTED

CERTIFICATE

This is to certify that the dissertation titled "**Factors influencing Movie Consumption and Box Office Collection among the general audience in Chennai: A quantitative study**" submitted to **D.G. Vaishnav College** is in partial fulfillment of the requirements for the award of the degree **Master of Arts in Journalism and Communication** is a record of original research done by **Balakrishnan S.** during the period **June 2023** to **October 2023** of his study in the **PG Department of Journalism and Communication at DDGDVC, Arumbakkam** under my supervision and guidance and that the thesis has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar titles to any candidate of any university.

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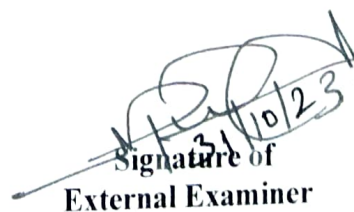
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**Signature of the
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Dwaraka Doss Goverdhan Doss
Vaishnav College (Shift II)
Arumbakkam, Chennai-600 106.



**Signature of
External Examiner**

**COMPARATIVE STUDY OF MEN AND WOMEN JOURNALISTS
IN DIGITAL MEDIA (FOCUSED THE WOMEN JOURNALIST)**

DISSERTATION

Submitted in the partial fulfillment of the degree

Master of Arts

in

Journalism and Communication

By

Deepak S.

(Reg. No.:2213102012104)

Under the guidance and supervision of

Ms. M R Saranya

Assistant Professor

PG Department of Journalism & Communication
Dwaraka Doss Goverdhan Doss Vaishnav College



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PG Department of Journalism & Communication
Dwaraka Doss Goverdhan Doss Vaishnav College



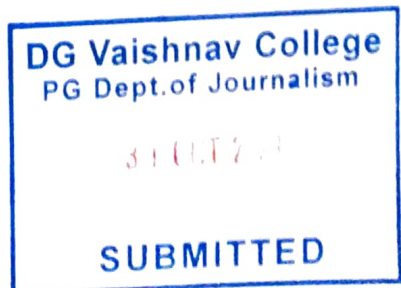
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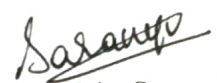
BONAFIDE CERTIFICATE

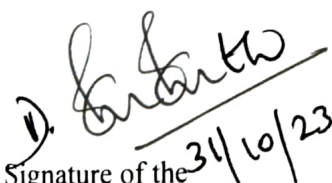
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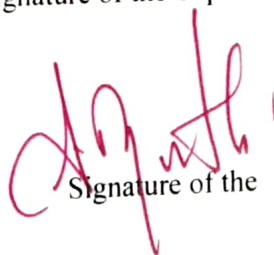

Signature of the Supervisor


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Signature of the

External Examiner


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HEAD I/C
Post Graduate Dept. of
Journalism & Communication
Dwaraka Doss Goverdhan Doss
Vaishnav College (Shift II)
Arumbakkam, Chennai-600 106.

Date: 31/10/2023

Place: Chennai

**THE STUDY OF SEMIOTICS AND CHARACTER ANALYSIS OF
'NAAN KADAVUL' BY DIRECTOR BALA**

DISSERTATION

Submitted in the partial fulfillment of the degree

Master of Arts

in

Journalism and Communication

By

Gautham Krishna S.

(Reg. No.:2213102012105)

Under the guidance and supervision of

Ms. M R Saranya

Assistant Professor

PG Department of Journalism & Communication

Dwaraka Doss Goverdhan Doss Vaishnav College



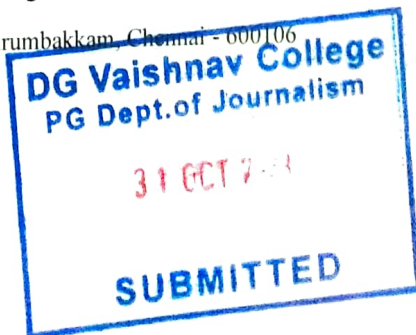
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**THE STUDY OF SEMIOTICS AND CHARACTER ANALYSIS OF
'NAAN KADAVUL' BY DIRECTOR BALA**

DISSERTATION

Submitted in the partial fulfillment of the degree

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in

Journalism and Communication

By

Gautham Krishna S.

(Reg. No.:2213102012105)

Under the guidance and supervision of

Ms. M R Saranya

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Affiliated with University of Madras, Arumbakkam, Chennai - 600106


CERTIFICATE

This is to certify that the dissertation titled **The Study of Semiotics and Character Analysis of 'NAAN KADAVUL'** by Director **Bala** submitted to **D.G. Vaishnav College** is in partial fulfillment of the requirements for the award of the degree **Master of Arts in Journalism and Communication** is a record of original research done by **Gautham Krishna S.** during the period **June 2023 to October 2023** of his study in the **PG Department of Journalism and Communication at DDGDVC, Arumbakkam** under my supervision and guidance and that the thesis has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar titles to any candidate of any university.

Course Title: DISSERTATION

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Internal Examiner



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HOD


Signature of the Supervisor


Signature of the

External Examiner

Date: 31/10/2023

Place: Chennai

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Journalism & Communication
Dwaraka Doss Goverdhan Doss
Vaishnav College (Shift II)
Arumbakkam, Chennai-600 106.

Analysis of Stop Motion Animation in Movies

DISSERTATION

Submitted in the partial fulfillment of the degree

Master of Arts in Journalism and Communication

By

**Gopinath V.
(Reg. No.:2213102012106)**

Under the guidance and supervision of

Ms. D. Guna Graciyal

Assistant Professor

PG Department of Journalism & Communication
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Analysis of Stop Motion Animation in Movies

DISSERTATION

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(Reg. No.:2213102012106)

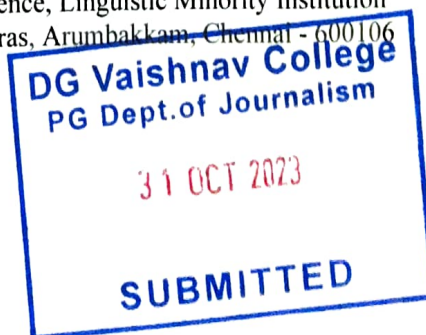
Under the guidance and supervision of

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CERTIFICATE

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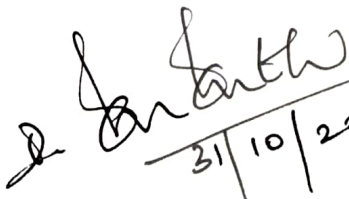
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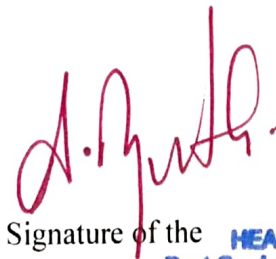
Date of the Examination: 31-10-2023


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HOD. **Post Graduate Dept. of
Journalism & Communication
Dwaraka Doss Goverdhan Doss
Vaishnav College (Shift II)
Arumbakkam, Chennai-600 106.**


31/10/23

Signature of the
External Examiner

Date: 31/10/2023

Place: Chennai

THE EFFECTS OF COLOR ON EMOTIONS IN DISNEY ANIMATED MOVIES

DISSERTATION

Submitted in the partial fulfillment of the degree

Master of Arts in Journalism and Communication

By

Jagan P.
(Reg. No.:2213102012107)

Under the guidance and supervision of

Ms. D. Guna Graciyal
Assistant Professor
PG Department of Journalism & Communication
Dwaraka Doss Goverdhan Doss Vaishnav College



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THE EFFECTS OF COLOR ON EMOTIONS IN DISNEY ANIMATED MOVIES

DISSERTATION

Submitted in the partial fulfillment of the degree

Master of Arts in Journalism and Communication

By

Jagan P.
(Reg. No.:2213102012107)

Under the guidance and supervision of

Ms. D. Guna Graciyal
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PG Dept. of Journalism

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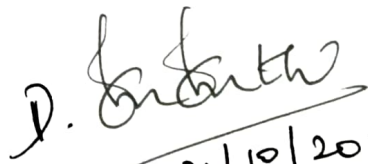
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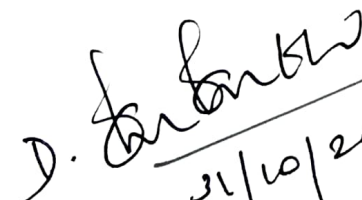
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31/10/2023
Signature of the
Internal Examiner

Signature of the **HEAD IC**
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Dwaraka Doss Goverdhan Doss
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Arumbakkam, Chennai-600 106.**


31/10/23
Signature of the
External Examiner

Date: 31/10/2023

Place: Chennai

**TO STUDY THE FILM GARGI WITH REFERENCE TO ITS
CHARACTERIZATION AND NARRATION.**

DISSERTATION

Submitted in the partial fulfillment of the degree

**Master of Arts
in
Journalism and Communication**

By

**Udhaya Sankar.M
(Reg. No.:2213102012115)**

Under the guidance and supervision of

Ms. M. R. Saranya
Assistant Professor
PG Department of Journalism & Communication
Dwaraka Doss Goverdhan Doss Vaishnav College



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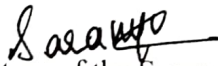
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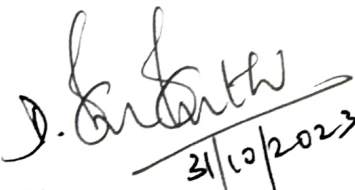
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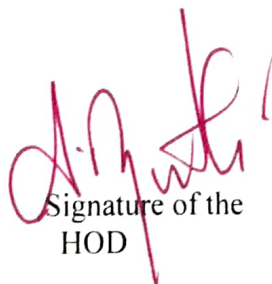
CERTIFICATE

This is to certify that the dissertation titled " To study the film gargi with reference to its **characterization and narration**" submitted to **D.G. Vaishnav College** is in partial fulfillment of the requirements for the award of the degree **Master of Arts in Journalism and Communication** is a record of original research done by **Udhaya Sankar M.** during the period **June 2023 to October 2023** of his study in the **PG Department of Journalism and Communication at DDGDVC, Arumbakkam** under my supervision and guidance and that the thesis has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar titles to any candidate of any university.


Signature of the Supervisor


31/10/2023

Signature of the
Internal Examiner



Signature of the
HOD


31/10/23

Signature of the
External Examiner

Date: 31/10/2023

HEAD /C
Post Graduate Dept. of
Journalism & Communication
Dwaraka Doss Goverdhan Doss
Vaishnav College (Shift II)
Arumbakkam, Chennai-600 106.

EMOJI IS AN TOOL FOR EXPRESSING EMOTIONS

DISSERTATION

Submitted in the partial fulfillment of the degree

**Master of Arts
in
Journalism and Communication**

By

**Lalithasri U
(Reg. No.:2213102012118)**

Under the guidance and supervision of

Ms. D. Guna Graciyal

Assistant Professor

PG Department of Journalism & Communication
Dwaraka Doss Goverdhan Doss Vaishnav College



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DG Vaishnav College
PG Dept. of Journalism

31 OCT 2023

SUBMITTED


BONAFIED CERTIFICATE

This is to certify that the thesis titled "EMOJI IS AN TOOL FOR EXPRESSING EMOTIONS " submitted to **D.G. Vaishnav College** is in partial fulfillment of the requirements for the award of the degree **Master of Arts in Journalism and Communication** is a record of original research done by **U.Lalithasri** during the period **June 2023 to October 2023** of her study in the **PG Department of Journalism and Communication at DDGDVC, Arumbakkam** under my supervision and guidance and that the thesis has not formed the basis for the award of any Degree/Diploma/Associate ship/Fellowship or other similar titles to any candidate of any university.


Course Title: DISSERTATION

Course code: 20-22/48316

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Internal Examiner

Signature of the
HOD


31/10/23

Signature of the
External Examiner

Date: 31/10/2023

Place: Chennai

HEAD I/C
Post Graduate Dept. of
Journalism & Communication
Dwaraka Doss Govardhan Doss
Vaishnav College (Shift II)
Arumbakkam, Chennai-600 106.

A STUDY ON THE PORTRAYAL OF WOMEN IN INDIAN ADVERTISEMENTS

DISSERTATION

Submitted in the partial fulfillment of the degree

**Master of Arts
in
Journalism and Communication**

By

**Mahalakshme M.
(2213102012119)**

Under the guidance and supervision of

Mr. V. Bijith

Assistant Professor

PG Department of Journalism & Communication
Dwaraka Doss Goverdhan Doss Vaishnav College



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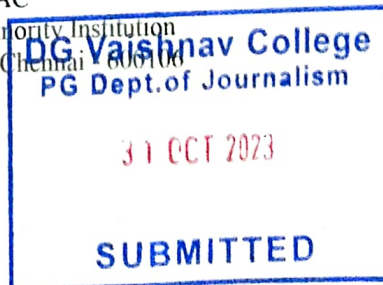
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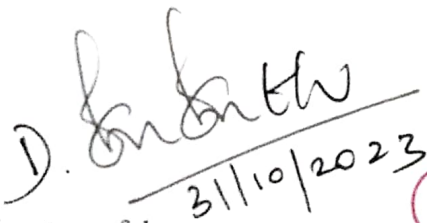


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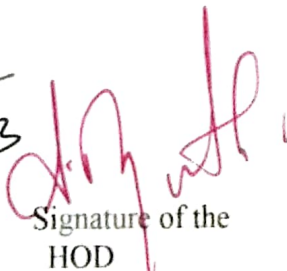
This is to certify that the dissertation titled "**A Study on the Portrayal of women in Indian advertisements**" submitted to **D.G. Vaishnav College** is in partial fulfillment of the requirements for the award of the degree **Master of Arts in Journalism and Communication** is a record of original research done by **Mahalakshme M.** during the period **June 2023** to **October 2023** of her study in the **PG Department of Journalism and Communication at DDGDVC, Arumbakkam** under my supervision and guidance and that the thesis has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar titles to any candidate of any university.


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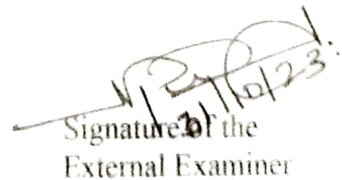
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Post Graduate Dept. of
Journalism & Communication
Dwaraka Doss Goverdhan Doss
Vaishnav College (Shift II)
Arumbakkam, Chennai-600 108.


Signature of the
External Examiner

Date: 31/10/2023

Place: Chennai

**THE IMPACT OF SOCIAL MEDIA PLATFORMS ON THE
CONSUMPTION OF NEWS DURING COVID-19**

DISSERTATION

Submitted in the partial fulfillment of the degree

**Master of Arts
in
Journalism and Communication**

By

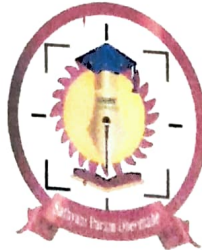
**Maheshwari R
(2213102012120)**

Under the guidance and supervision of

M. R. Saranya

Assistant Professor

PG Department of Journalism & Communication
Dwaraka Doss Goverdhan Doss Vaishnav College



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DISSERTATION

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By

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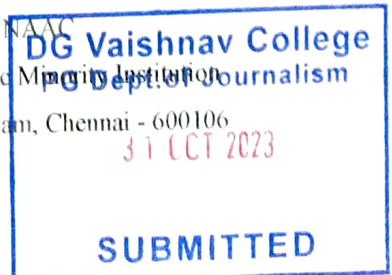
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CERTIFICATE

This is to certify that the dissertation titled "**THE IMPACT OF SOCIAL MEDIA PLATFORMS ON THE CONSUMPTION OF NEWS DURING COVID-19**" submitted to **D.G. Vaishnav College** is in partial fulfillment of the requirements for the award of the degree **Master of Arts in Journalism and Communication** is a record of original research done by **Maheshwari.R** during the period **June 2023** to **October 2023** of her study in the **PG Department of Journalism and Communication at DDGDVC, Arumbakkam** under my supervision and guidance and that the thesis has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar titles to any candidate of any university.

Countersigned


Signature of the ~~Guide~~

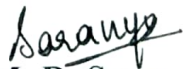
External




Ms. A. Pragathi, HOD

HOD I/C, Assistant Professor
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Ms. M. R. Saranya, GUIDE
Assistant Professor
PG Department of Journalism
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DDGDVC


INTERNAL
31/10/23

SIGNATURE OF ~~EXTERNAL~~ EXAMINER

ROLE OF MUSIC IN BEHAVIOURAL CHANGE AMONG THE YOUTH POPULATION IN CHENNAI

DISSERTATION

Submitted in the partial fulfillment of the degree

Master of Arts in Journalism and Communication

By

**Pavithra N .
(22E4401)**

Under the guidance and supervision of

Dr. C. Sriram

Assistant Professor

PG Department of Journalism & Communication
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DG Vaishnav College
PG Dept. of Journalism

31 OCT 2023

SUBMITTED

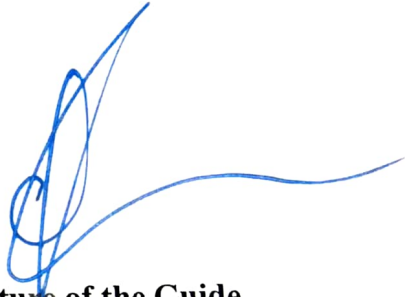
CERTIFICATE

This is to certify that the thesis titled "**Role of music in behavioural change among the youth population in chennai**" submitted to **D.G. Vaishnav College** is in partial fulfillment of the requirements for the award of the degree **Master of Arts in Journalism and Communication** is a record of original research done by **Pavithra N .** during the period **June 2023** to **October 2023** of his study in the **PG Department of Journalism and Communication at DDGDVC, Arumbakkam** under my supervision and guidance and that the thesis has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar titles to any candidate of any university.

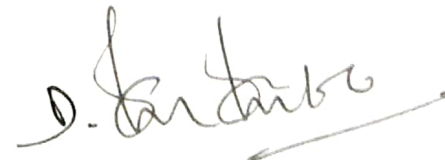

Countersigned
EXTERNAL


Ms. A. Pragathi
HOD I/C, Assistant Professor
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HEAD I/C
Post Graduate Dept. of
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Signature of the Guide

Dr. C. Sriram
Assistant Professor
PG Department of Journalism
& Communication
DDGDVC


INTERNAL

**ROLE OF INSTAGRAM ON IMPULSE PURCHASE
BEHAVIOUR AMONG GENERATION Z CONSUMERS IN
CHENNAI CITY**

DISSERTATION

Submitted in the partial fulfillment of the degree

**Master of Arts
in
Journalism and Communication**

By

**Priyanka S.
(22E4406)**

Under the guidance and supervision of

Ms. A. Pragathi
HOD I/C, Assistant Professor
PG Department of Journalism & Communication
Dwaraka Doss Goverdhan Doss Vaishnav College



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DISSERTATION

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DG Vaishnav College
PG Dept. of Journalism

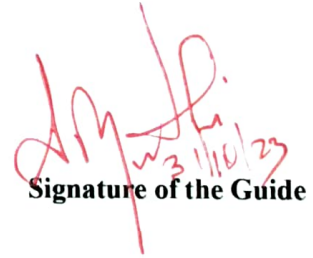
31 OCT 2023

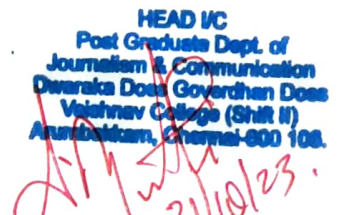
SUBMITTED

CERTIFICATE

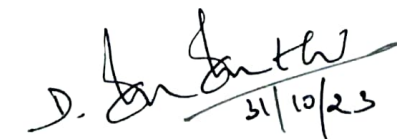
This is to certify that the dissertation titled "**Role of Instagram on Impulse Purchase behaviour among generation Z consumer in chennai city**" submitted to **D.G. Vaishnav College** is in partial fulfillment of the requirements for the award of the degree **Master of Arts in Journalism and Communication** is a record of original research done by **Priyanka S.** during the period **June 2023 to October 2023** of his study in the **PG Department of Journalism and Communication at DDGDVC, Arumbakkam** under the supervision and guidance of **Ms. A. Pragathi, HOD I/C, PG Department of Journalism and Communication, D.G. Vaishnav College** my supervision and guidance and that the Dissertation has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar titles to any candidate of any university.


Countersigned
[External]
31/10/23


Signature of the Guide
31/10/23


Ms. A. Pragathi
HOD I/C, Assistant Professor
PG Department of Journalism
& Communication
DDGDVC
31/10/23

Ms. A. Pragathi
HOD I/C, Assistant Professor
PG Department of Journalism
& Communication
DDGDVC


Internal
31/10/23

THE INFLUENCE OF BOOK GENRE DIVERSITY ON READING HABITS AND LITERARY ENGAGEMENT

DISSERTATION

Submitted in the partial fulfillment of the degree

Master of Arts in Journalism and Communication

By

Sai Sathya B.
(2213102012123)

Under the guidance and supervision of

Mr. V. Bijith

Assistant Professor

PG Department of Journalism & Communication
Dwaraka Doss Goverdhan Doss Vaishnav College



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DISSERTATION

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DG Vaishnav College
PG Dept. of Journalism

31 OCT 2023

SUBMITTED

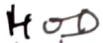
CERTIFICATE

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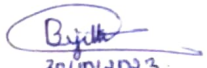
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Subject code: 2248316


Date of examination: 31/10/2023

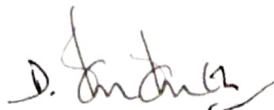

HOD
Countersigned


External Examiner


Signature of the Guide




Ms. A. Pragathi
HOD I/C, Assistant Professor
PG Department of Journalism
& Communication
DDGDVC


Internal

Mr. V. Bijith
Assistant Professor
PG Department of Journalism
& Communication
DDGDVC

CONSUMER PREFERENCE TOWARDS OTT VS THEATRE WITH SPECIAL REFERENCE OF TAMIL NADU, INDIA

DISSERTATION

Submitted in the partial fulfillment of the degree

Master of Arts in Journalism and Communication

By

Sandhiya V.
(Reg. No.:2213102012124)

Under the guidance and supervision of

Mr.V. Bijith

Assistant Professor

PG Department of Journalism & Communication
Dwaraka Doss Goverdhan Doss Vaishnav College



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DISSERTATION

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**DG Vaishnav College
PG Dept.of Journalism**

31 OCT 2023

SUBMITTED

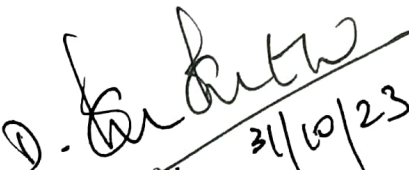
CERTIFICATE

This is to certify that the thesis titled "**Consumer preference towards OTT vs Theatres with the special reference of Tamil Nadu , India**" submitted to **D.G. Vaishnav College** is in partial fulfillment of the requirements for the award of the degree **Master of Arts in Journalism and Communication** is a record of original research done by **Sandhiya V.** during the period **June 2023 to October 2023** of his study in the **PG Department of Journalism and Communication at DDGDVC, Arumbakkam** under my supervision and guidance and that the thesis has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar titles to any candidate of any university.



30/10/2023.

Signature of the Supervisor




Signature of the
Internal Examiner



Signature of the
HOD

HEAD I/C
Post Graduate Dept. of
Journalism & Communication
Dwaraka Doss Goverdhan Doss
Vaishnav College (Shift II)
Arumbakkam, Chennai-600 106.



Signature of the
External Examiner

Date: 31/10/2023

Place: Chennai

**THE INFLUENCE OF SOCIAL MEDIA INFLUENCERS
THROUGH INSTAGRAM ON CHENNAI CITY GEN ZERS'
SKINCARE PRODUCT PURCHASE DECISIONS**

DISSERTATION

Submitted in the partial fulfillment of the degree

**Master of Arts
in
Journalism and Communication**

By

**Sanjanna K
(Reg. No.:2213102012125)**

Under the guidance and supervision of

Ms. A. Pragathi
HOD I/C , Assistant Professor
PG Department of Journalism & Communication
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**DG Vaishnav College
PG Dept. of Journalism**

31 OCT 2023

SUBMITTED


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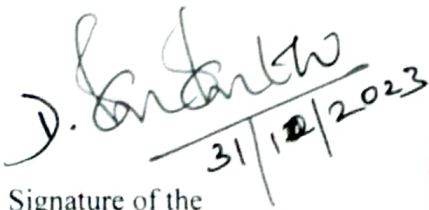
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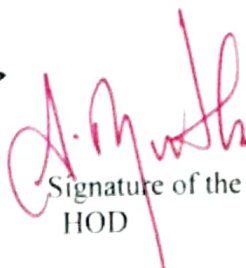
COURSE TITLE: DISSERTATION

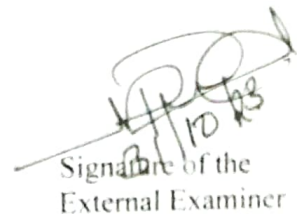
COURSE CODE: 20-22/48316

DATE OF THE EXAMINATION: 31-10-2023


Signature of the Supervisor


Signature of the
Internal Examiner


Signature of the
HOD


Signature of the
External Examiner

Date: 31/10/2023

Place: Chennai

HEAD VC
Post Graduate Dept. of
Journalism & Communication
Dwaraka Doss Goverdhan Doss
Vaishnav College (Shift II)
Arumbakkam, Chennai-600 106.

SELF-PRESENTATION AND PARASOCIAL INTERACTION THROUGH INSTAGRAM OF SOUTH INDIAN CELEBRITIES

DISSERTATION

Submitted in the partial fulfillment of the degree

**Master of Arts
in
Journalism and Communication**

By

**SANKARESWARI S
(Reg. No.:2213102012126)**

Under the guidance and supervision of

Ms. D. Guna Graciyal

Assistant Professor

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DG Vaishnav College
PG Dept. of Journalism

31 OCT 2023

SUBMITTED

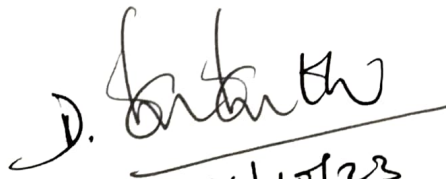
BONAFIDE CERTIFICATE


This is to certify that the Dissertation titled " **Self-Presentation And Parasocial Interaction Through Instagram Of South Indian Celebrities**" submitted to **D.G. Vaishnav College** is in partial fulfillment of the requirements for the award of the degree **Master of Arts in Journalism and Communication** is a record of original research done by **Sankareswari S.** during the period **June 2023 to October 2023** of her study in the **PG Department of Journalism and Communication at DDGDVC, Arumbakkam** under my supervision and guidance and that the thesis has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar titles to any candidate of any university.

Course Title: DISSERTATION


Course Code: 20-22\48316

Date of the Examination: 31-10-2023


31/10/23
Signature of the Supervisor


31/10/23
Signature of the
Internal Examiner


Signature of the
HOD


31/10/23.
Signature of the
External Examiner

Date: 31/10/23

Place: Chennai

HEAD /C
Post Graduate Dept. of
Journalism & Communication
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