



TRINITY INSTITUTE OF PROFESSIONAL STUDIES

Dwarka, Sector-9, New Delhi

Trinity Media Review

Advisors

Dr. R.K. Tandon Chairman,
TIPS, Dwarka

Ms. Reema Tandon Vice Chairperson
TIPS, Dwarka

Editor-in-Chief

Dr. Barkha Bahl

Editorial Board

Prof. (Dr.) Sunil Kumar Khatri
Director, AIIT, Amity University, Noida

Prof. Prashant Johri
Director, Galgotia University

Prof. Naveen Kumar
Associate Professor, IGNOU

Prof. (Dr.) Saurabh Gupta
HOD (CSE) Dept, NIEC

Dr. Rajashree S Adhikary
Associate Professor, TIPS, Dwarka

Dr. Vanshika Bhatia
Assistant Professor, TIPS, Dwarka

Ms. Yashavika Yadav
Assistant Professor, TIPS, Dwarka

Mr. Reezu Kaushik
Assistant Professor, TIPS, Dwarka

The Little Shopgirls go to the Movies: an Analysis 2
[Tapanshu Kul](#)

Female Genital Mutilation – An Overview of the World Scenario 3
[Aparna Menon](#)

Concept of Blogging 7
[Laxmi](#)

Disclaimer: The views and opinions presented in the articles, case studies, research work and other contributions published in TrinityMediaReview (TMR) are solely attributable to the authors of respective contributions. If these are contradictory to any particular person or entity, TMR shall not be liable for the present opinions, inadequacy of the information, any mistakes or inaccuracies.

Copyright © March 2018 Trinity Institute of Professional Studies, Dwarka. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the under mentioned.

Trinity Institute of Professional Studies

An ISO 9001:2008 Certified Institution

(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

Sector-9, Dwarka, New Delhi-110075

Ph: 45636921/22/23/24, Telefax : 45636925

www.tips.edu.in, tips@tips.edu.in



TRINITY INSTITUTE OF PROFESSIONAL STUDIES

Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

“A+” Ranked Institution by SFRC, Govt. of NCT of Delhi.

Recognised under section 2(f) of the UGC Act, 1956

&

NAAC Accredited “B++” Grade Institution

The Little Shopgirls go to the Movies: an Analysis

Mr. Tapanshu

Siegfried Kracauer in one of the chapters of his book *Mass Ornament*, i.e. *The Little Shopgirls Go to the Movies* comments on how films reflect the nature of society. He opens his essay with similar lines but further adds that films are financed by corporations and have to match the tastes of audience in order to make profits. By exemplifying few instances from films like breathtaking rescues, noble mindedness, criminals and heroes, he asks whether it really exists in society and answers in positive himself. Before I could question this assumption, he brings in an example to clarify, i.e. “in reality it may not happen often that a scullery maid marries the owner of a Rolls Royce, but doesn't every Rolls Royce owner dream that scullery maids rising to his stature? Stupid and unreal film fantasies are daydreams of society.”

Films do try to come with reality in foreground but with a thin mask on because talking about actual issues might hit the capitalist foundation of society, which is actually financing the medium. By taking *Battleship Potemkin* (1925) as an example, Kracauer says that film makers rather than showing issues in present scenario like *Potemkin* goes in past. They use past timeline to portray and justify their theories of justice and freedom. In the process, courageous fights and wars get glorified and actual meaning gets repressed. In case of *Potemkin* (which tries to see problems in present), perceiving it as different and glorifying its aesthetic again lead to repress its meaning.

Further Kracauer provides few basic plots of movies around 1920s, which seems to be repeated various times in films of that era. At the end, he captures impact on shop girls after the film ends. Shop girls here resembles to those lower class audience, whom films are catering. By capturing the influence of films on shop girls Kracauer tries to substantiate his point, i.e. films made for lower classes are even more bourgeois than those aimed at the finer audience. For example; after seeing a tale of rich protagonist travels around the world in search of understanding life and eventually marrying travel partner, shop girls wants to marry on a coastline.

To see Kracauer's statement in the present scenario, one needs to generalize a kind of films which cannot be justified due to wide range of film production across the globe. So taking a couple of films (*Zindagi na milegi dobara* and *Dil dhadakne do*) may not stand true or relevant to all plots Kracauer talks about in his writing but can try to compare with the above situation.

The reason of taking *Zindagi na milegi dobara* (2011) and *Dil dhadakne do* (2015) is simply their premise being around travelling. These were the first films striking my mind while

reading “The world travelers” plot in Kracauer's essay mentioned earlier from recent experience. The way Kracauer defines the glorification of different exotic locations from around the world becomes the foreground in film is very close to these films.

Zindagi na milegi dobara is about a bachelor trip of three friends, who are not so much in contact as earlier college days. They go on a trip to Spain and discover solutions to their entangled lives. Throughout the film they travel to exotic locations, participate in adventure sports (three of them have well to do background). They don't discover themselves through just this experience but meeting people, opening up to each other out of monotonous life plays the major role.

Dil dhadakne do also goes on similar lines. A bourgeois family, flawed from within goes on a cruise to celebrate an anniversary. They also take the entire annoying hypocrite (family itself is no exception) relatives. They too travel world but all the resolutions comes from the situation where they are bound to live with each other.

Here the argument of Count Arnold Keyserling the philosopher, which Kracauer used to prove hollowness of travel portrayal in films falls inaccurate; i.e.

“Society likewise never finds itself through its voyages; but unlike the count, it travels precisely in order not to find itself. Whether at home or in some modern means of transportation, society's actions remain the same everywhere. Changes in the landscape, however, distract attention from the hypocrisy of societal events, whose monotony is forgotten in the adventure of the voyage.”

In case of *Dil dhadakne do* hypocrisy of social events plays the catalyst to understand their lives. *Zindagi na milegi dobara* do glorify the locational beauty but narrative only seek background from it.

Though the depiction of response by shop girls still finds a relevant place in today's context. As the common response by the audience to above films was not about understanding of themselves or relations through voyage but the imitation of being in the place of protagonists. Tomatina festivals being organized at various places in India as response to its portrayal in *Zindagi na milegi dobara*. *Dil dhadakne do* was perceived as irrelevant to middle class and belongs to bourgeois despite being a film dealing with common emotional notions of human beings.

So films might have evolved its way to mirror the society from early years of its advent to now but the viewer is still practicing the primitive way of reading films.

Female Genital Mutilation – An Overview of the World Scenario

Aparna Menon

Female Genital Mutilation is exactly what the name suggests – cutting, disfiguring and damaging genitalia in the female gender for reasons solely associated with gender inequality, sometimes with undertones of rigorous religious practices (endfmg.eu).

I recently read an explicit report from Africa where the practice is prominent. I was heartbroken, repulsed, disgusted and shocked, to say the least (WHO report). FGM is one of the most horrific customs I have come across – it is inhumane and emotionally disturbing; I honestly do not know where to begin talking about it; I had to physically will my mind into organizing my thoughts.

Around the world, the practice is prominent in the northern countries of the African continents predominantly, closed followed by the Middle East and parts of Southern Asia. Some studies show that immigration into first world countries of Europe and America has spread FMG to the same through native practitioners (Ontiveros, 2019). That means the second and subsequent generations of the immigrant population, although might not identify with their home country, they are subject to one of the most brutal crimes of their ethnicity in the human rights campaign (Wikipedia, n.d.). A summary of a story I read somewhere goes - A pair of sisters residing in Georgia, US were left with their grandmother in Sierra Leone, a country in Africa during their school break. The grandmother subjected the sisters to something called 'vacation cutting', where children are brought back to their country of origin and cut. There is currently no law prohibiting the practice in Sierra Leone (releifweb, 2012).

RELIGION-

The reasons for Female Genital Mutilation or Cutting varies across regions and people. Contrary to popular belief that the only community involved is Islamic, Jewish and Christian cultures also take part. This is especially seen in the countries of Africa. For example, Sudan uses the Quran to justify themselves, while in Ethiopia, the Jewish community is the one; in Tanzania and Kenya is the Christian population that are a part of this. The Middle East, obviously offers a very clear distinction to the religion of Islam. Same is the case with the Philippines, Malaysia, Bangladesh, etc (Hayford & Trinitapoli, 2014).

But get this, there are many religious leaders that believe the practice has no correlation to religion and

thus is indifferent. There are others that promote it. And the good guys are the ones that condemn it and say it is against the sanctity of the human body.

I had an opportunity to discuss the issue a few Indian female Muslim friends of mine. One (a Sunni) of the them described it as 'gunah' – a grievous sin, i.e., dishonoring a girl. This sin has no 'maafi', forgiveness. And the people who commit the same are yet to experience the worst. She further explained that there are more than 72 divisions amongst the Muslim fraternity and thus, the Holy Book and its' words are often misinterpreted to appeal to certain sects and please the 'Dajjal', the Anti-Christ (Ilueju & Awolola, 2019). There is no *hadith* that justifies the practice. Another girl was shocked and simply refused to acknowledge the presence of the practice in the religion she practices.

Given, in India, FGM is not very widespread. But two years ago, in the metropolitan city of Mumbai, the Dawood Bohra community, a sub-sect of Shia was in the spotlight for subjecting their girls to genital mutilation. I did get a comment saying that the Bohras are not entirely Muslim. And a movement followed to do away with it. The above said community is very tight- knit (Neeraj, 2018). If practices are not followed, you're shunned and disrespected. Nushrat Bharucha (the Bollywood actress) and her family has openly spoken of FMG in the same community, which also she is a part of.

GENDER INEQUALITY-

Religion does obviously, play as a vital pillar of this establishment. But it is also so much more than that. The clipping, cutting, etc. also disables the sexual liberty of the gender, which is another major reason it is done – so that, the female does not fall prey to premarital sexual activities, and even after marriage she does not have access to engage in pleasure (Khosla, 2017). Orgasms are prevented. Further, the tightness of the female genitalia is enhanced to increase the man's pleasure, even if it means devoid of the female counterpart involved in the act of any pleasure, and almost always naked, physical pain. This is deep-rooted in the cultural sentiments of male misogyny. I do not think there is any need to explain this section further, am I allowed to?

coughs in patriarchy.

'A GIRL'S HONOUR'-

We also see the arguments of female modesty and aesthetics. Truly, enraging. What gives us the right to dictate a six-year old's natural body? Subsequently denying her autonomy to her bodies and robbing her of a normal future. In certain cultures, an infibulated vulva is preferred over an intact hymen as proof of virginity. This, of course, should be discussed along with the subject of viewing women as objects that can be broken only by a certain man. "Who placed my honour in my vagina?!" The question of morality and pride that the practice brings in has girls being rewarded with gifts and praises; and if not, treated as an outcast.

CONSEQUENCES-

Can you imagine the psychological damage it could have on a child who has not even achieved puberty? The cutting is done with the promises of candy in a room with hardly a candle for light. It emotionally disables with problems of depression, anxiety and other mental issues leading into years of their lives. It leaves behind toil of mistrust towards their own family.

Further, FGM is carried out by females of the community itself, with no prior training in dingy little places, with no sanitation or hygiene. In some communities, multiple girls are cut at once,

During a ceremony or festival with the same equipment. It can very easily lead to a multiple of medical complications, immediately and in the future. Medical staff are not trained to address the problems (because of taboo and controversy) arising from the cutting of the four different types present (UN recognized), each more vicious than the last. HIV, natural childbirth, menstrual discharge are amongst the most common. It is ironical FGM is also called 'female

Circumcision' as male circumcision is done to ensure a safer bet against STDs and for the reasons of cleanliness. In my opinion, sexually, the inabilities can be difficult to ascertain because they haven't known anything else.

LEGALITIES-

Around the world, 59 countries have been noted to criminalize FGM; including 26 (out of 29) African countries. The move has shown promise; African countries have recorded significant decrease in cutting. Sometimes, as in case of Egypt, these laws have also been amended to facilitate and include escapes that could be used by retired doctors and quacks to be under the radar. Of course, loopholes are found and exploited – countries such as Uganda and Somalia have penalized only the practice only for girls under the age of 18 (ndtv.com).

Moreover, on the borders of Kenya and others, the laws are not enforced; authorities are finding it difficult to keep in check the practice amongst rural areas and legislative issues of the neighboring countries. They have a term for it too – 'cross-border' cutting. Other loopholes include, that only if the girl's life is physically threatened due to aftereffects and infections will the law apply. Also, in some constitutions the punishment is not severe enough, limited to fines and such, even though on a case-to-case basis. Mali, Liberia and Sierra Loera are the only countries in the African continent where legalization is missing, in places where the practice is widespread. The bill collapsed as the politicians and older, more conservative population was convinced of protecting their custom (endvawnow, 2011).

Sudan is the most recent country to put a ban on FMG, at the risk of a military coup, that too. It was hailed as a historic move by major humanitarian institutions, globally.

India does not have a ban on the practice, so does many countries across the world where the practice is prevalent. Advocating the need for a legal remedy is vital in our battle against Female Genital Mutilation (nytimes.com). The government shouldn't display cowardice to go against the seemingly religious practices. No matter how widespread or concentrated the matter is, it is always ideal to have a law standing to protect girls and their futures. Indonesia is worth a mention here – the country's Ministry of Health provides FGM as part of its birth package, stating the right of religious freedom for women. This is actually pushing it - a child at birth has no idea what it is subjected to. No other country has taken such an opposite stand, especially when the 21st century is leaning heavily towards feminism and human rights.

CONCLUSION-

When I talked about the brutality of FGM, I was asked 'what about male circumcision'; honestly, I am not surprised – every time I say rape, the echo is false allegations, every time I shout wage gap, I hear back economic theories. What we need to understand is that talking about females, does not take the microphone away from male issues. But at the same time, we also need to understand, male circumcision does not take away from sexual pleasure (largely) or risk them having life threatening diseases. In fact, most modern doctors recommend it.

Again, that is not the topic of discussion here – I am not arguing for or against male circumcision. How heartless can you be that you choose to ignore the suffering of

hundreds of thousands of women in the world just because you think feminism is male bashing?!

When looking at the however, bleak future, we should look beyond laws; awareness is key. We need to acknowledge the existence of FMG and collaborate on the ill-effects of the same, while working collectively to save the millions of futures (who.int). Identification of areas and communities would also help to concentrate our efforts (un.org). The social stigma attached must be done away with and that can happen only when there is a sustained effort to educate and control the spread of this nuisance. This is prevention.

But it is also important to control the damage caused. Medical practitioners should be trained in the types of complications that can arise from cutting and sufficient research work should be conducted to analyze and treat the former. Furthermore, to curb the psychological and emotional damages, open and sensitive counseling must be conducted by authorities and NGOs.

Female Genital Mutilation is robbing girls of their fundamental rights and a safe, fulfilling and happy future. Tainting their bodies at such a young age will have irreparable damages on their minds, souls and those around them as well. It is a sensitive narrative, but that should not stop us from addressing and encouraging women's rights into the direction of FGM. Gender diaspora and awareness must contain also talk about the subject. It is a long fight, but fight it, we must.

GLOSSARY-

1. Female Genital Mutilation - Female genital mutilation (FGM), also known as female genital cutting and female circumcision is the ritual cutting or removal of some or all of the external female genitalia.

2. Gender Inequality - Gender inequality acknowledges that men and women are not equal and that gender affects an individual's living experience. These differences arise from distinctions in biology, psychology, and cultural norms. Some of these types of distinctions are empirically grounded while others appear to be socially constructed.

3. Cross-Border Cutting - Girls in Kenya being taken across the border to countries such as Uganda, Tanzania, Somalia and Ethiopia for female genital mutilation (FGM)

4. Vacation Cutting – Girls living abroad (first-world countries) are taken back to their home towns to undergo FGM during their school vacations (often during summer)

5. Male Circumcision - removal of the foreskin from

the human penis. In the most common procedure, the foreskin is opened, adhesions are removed, and the foreskin is separated from the glans. After that, a circumcision device may be placed, and then the foreskin is cut off.

6. HIV AIDS - Human immunodeficiency virus infection and acquired immune deficiency syndrome (HIV/AIDS) is a spectrum of conditions caused by infection with the human immunodeficiency virus (HIV).

7. Dawood Bohra - a religious denomination within the Ismā'īlī branch of Shia Islam. Their largest numbers reside in India, Pakistan, Yemen, East Africa and the Gulf states. There are also significant numbers living in the Middle East, East Africa, Europe, North America, South East Asia and Australia

8. Hadith - ("News" or "Story"), also spelled Hadīth, record of the traditions or sayings of the Prophet Muhammad, revered and received as a major source of religious law and moral guidance, second only to the authority of the Qur'ān, the holy book of Islam

9. Dajjal - an evil figure in Islamic eschatology. He is said to have come from several different locations, but generally from the East, usually between Syria and Iran

REFERENCES-

1. Awolola, O.O. & Ilupeju, A.N, 2019, Female Genital Mutilation; Culture, religion and medicatization, where do we direct our searchlight for it eradication: Nigeria as a Case Study, 1-4, Tzu Chi Medical Journal, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6334568/>

2. Ending Female Genital Mutilation by 2030, <https://www.un.org/en/observances/female-genital-mutilation-day>

3. Female Genital Mutilation, 2003, <https://www.endfgm.eu/female-genital-mutilation/what-is-fgm/>

4. Female Genital Mutilation, https://en.wikipedia.org/wiki/Female_genital_mutilation

5. Female Genital Mutilation, <https://www.ndtv.com/topic/female-genital-mutilation>

6. Hayford. R. Sarah & Trinitapoli Jenny, 2014, Religious Differences in Female Genital Cutting : A Case study from Burkina Faso, HHS Authors Manuscripts, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4064295/> <https://www.who.int/news-room/fact-sheets/detail/female-genital-mutilation>

7.

8. Neeraj Vartika, 2018, Genital Mutilation Plagues Thousands of Bohra Women in India, <https://thewire.in/women/genital-mutilation-plagues-thousands-of-bohra-women-in-india>
9. Sexual and Productive Health, <https://www.who.int/reproductivehealth/publications/fgm/articles/en/>
10. Tabb Jr, Clarence, 2018, A Loss for Survivors of Female Genital Mutilation, <https://www.nytimes.com/2018/12/04/opinion/letters/female-genital-mutilation.html>.
11. The Political Battle of FGM/C, 2012, <https://reliefweb.int/report/sierra-leone/political-battle-fgmc>

Concept of Blogging

Laxmi

Writing down ideas or wisdom has always been an art that has cherished human minds. From epic Ramayana to many Sanskrit Granthas, from bible to beautiful novels...we humans have always been reading and are inspired through such amazing form of art, which is writing. And off course since we are evolving with the emerging trends and technology on our planet, we have modified our reading habits also. Remember, the last time when you were eager to learn something or find any information, the first thing you did was Google it... Right?

All the information is just now a click away. Internet is blooming all over the globe and this is the technology that made blogging a new term in our dictionary. "A website containing a writer's or group of writers' own experiences, observations, opinions, etc., and often having images and links to other websites" is what exactly defined by Google itself. Creating and Sharing content are what basic fundamentals of blogging. A blog could be of any topic- be it news/factual information or the new cooking recipe you are thinking to try. Blogging is a wide world created by the bloggers to serve the information or opinions through their piece of writing.

Evolution of Blogging

Justin Hall was the first person to be a blogger. Initially bloggers used to record their thoughts and interests online and when various platforms entered into the market the whole scenario of blogging changed. From a hobby to write and share, blogging evolved into professional career and soon became a source of income for many bloggers. It eventually opened up a new way for creative minds to express and share. Blogging became the solution for many lives. The concept of "Mom Blogger" also became worldwide famous as there were moms who were unable to balance between their personal and professional life and found this profession very helpful for themselves.

Various platforms like Blogger, Word Press etc., provided the base to all the bloggers to take up their passion into successful career. However, the concept of blogging came to India a little late and was very experimental and risky for Indian Bloggers to begin serving content to Indian audience. The challenge was to introduce the blogging concept first and then serve the content. Also the Indian bloggers did it as a hobby and not as profession for quite a long time until the concept of blogging is analyzed and developed in the market completely.

Blogging as Career Today

The time never stops and so does the civilization, with again

emerging trends we have modified blogging. This doesn't mean blogging has been eradicated completely as a profession. No! In fact, Blogging as a profession has been very successful in maintaining itself as a profession in these fast paced changing trends. It has its own loyal audience that chooses reading as their foremost option. But just like the civilization which is fast paced, human mind has also evolved itself and is attracted more towards the platform that gives them information fast. And for the solution of this human mind trait, bloggers have made their way to other social media platforms as "micro-blogging". You often have encountered on different social media platforms for instance- Instagram where some people have taken the tag of "Blogger" in their bio. This is what micro blogging concept is, bloggers are now heading towards various social media platforms like- Instagram, Twitter, Pinterest etc.. to showcase their content. Very few are now interested in reading a whole article to receive information and hence they prefer social media platforms for this. However, micro blogging is not fully evolved as social media still lacks in reliable and trustworthy content. And due to this reason the blog sites still considered a great option and are going to run a long race ahead. Unlike past times blogging now is not limited to any particular niche, every profession is getting in this world of blogging to create a passive income and genuine audience. Doctors have their blogging site to educate, journalists are trying this new way to reach out to the masses and even many companies are creating their blog besides websites to create an impact on its consumers.

Future Aspects of Blogging

The future is uncertain and can only be predicted, and various predictions are there regarding the future of blogging and here I will mention my own prediction about it. If we analyze human mind then it is obvious that it is inclined towards visual form more, that writing and pictures gives. But we already have one form that gives visual + audio in just one go and that is "videos".

Human race is now focusing on creating a way we can experience videos in more real form. Though the audience who likes to read might never end but the number of audience who likes to read will surely decrease. And this is when the demand for fast paced information (that can be obtained from videos) will change the entire definition of blogging. The focus then will not anymore about what content you are presenting but on how you are presenting it. Presenting all your content in less time will be a challenge in future.

How to start Blogging

Nowadays blogging is not just writing it includes presentation and sharing to reach out more masses. Writing is not alone skill you need to get started with this profession. Graphic designing, research, photography, web designing and marketing are few basic skills you need to make your blog stand out in this competitive web crowd. Either you build a team of members for this or you alone learn all the skills.

The stages to get started with blogging will be:

1. Decide your niche/category of content first
2. Research about your content
3. Decide which platform to take your blogging ahead
4. Pre-plan your first 50 content
5. Buy domain name and web hosting if you selected professional blogging sites
6. Make a strategy for your other social media platforms
7. Design your site with logo, banner, description etc....
8. Start publishing and keep on analyzing

Well these steps are just to start but the real action starts later on, when you realize the changing trends in your content. So one must keep on analyzing their own niche to keep up with the trends.

Also blogging will not make you successful overnight or in 1 week maybe not in 1 month. You need to be very consistent as this will be going to take long time to reach at a certain point. And that is why bloggers start it as a hobby first and later develop it into a profession. So always make a backup plan to be financially stable till then. As once you will reach that stage then there will be no looking back.

Major challenge in blogging world right now

Creating content and sharing it is what basic fundamentals of blogging, but this is what social media platforms doing too in form of videos, story, posts etc.. And because of this a new competitive term has evolved which is content creator. Content creator can create content anywhere specifically social media platforms whereas bloggers are creating content over their own blogging platforms. And as I have mentioned the concept of micro blogging, a content creator and blogger can become to cope up with the competition. The more different platforms a blogger publishes or presents its content the more will be the chances to survive for a long race ahead. Another challenge ahead of bloggers would be the number of audience shifting towards other platforms

for video content. This challenge is very serious as it could make blogging a less chosen profession in upcoming times.

WHY BLOGGING?

Since marketing have taken a drastic change in our society. Nobody prefers to go door to door to explain their services. Digitally we are expanding ourselves into more options to market ourselves. And one such platform is blog site. Now just answer yourself why would be consumers take interest in your product or service until or unless you are not going to add value in those consumers life. This is what various companies and entrepreneur doing to build their name and to be recognized among consumers by adding value in their life. One such example of this could be the website of “sofy” that has a separate option named as blog that has all the content related to womenHealth, through this they are definitely adding value in their target audience lives and as a result they will be inclined towards their product. Moreover blogging is a great source for freelancers. As I already mentioned skills required to start a blog, it is not necessary that one person will have all those skills. This is why they hire freelancers for web designing, graphic designing, marketing, PR etc. Also I read this fact somewhere that the profession that employees other profession will never fade away in future. So I will conclude that blogging is a great profession to start with and should be balanced with social media altogether.