



Editorial

In contemporary society, mass media play a major role in opinion creation in the minds of people as well as acts as a decisive force with regard to policy making institutions. This is made evident from the research papers published in this edition of Artha. In particular, the protest that the state of Tamil Nadu witnessed over Jallikattu is deep rooted in Tamil culture. Authors Shantharaju S and Vivian Peter have interpreted images and textual content of the newspaper coverage on Jallikattu protests in their article *Jallikattu Fiasco: Week long Protest against the Ban Enforced and the Role played by Print Media* with sufficient information for readers to obtain a detailed insight into the Jallikattu protest, PETA, and its coverage by newspapers. It is a backward glance for print media professionals on the role they played in bringing people together as well as their witnessing of ahistorical event.

Authors Benson Rajan and Shreya Venkataraman have carefully linked the politics of the Dalit community's clothing, both style and colors, with the three films of Pa. Ranjith - *Attakathi*, *Madras* and *Kabali* in their article *Fabric-Rendered Identity: A Study of Dalit Representation in Pa. Ranjith's Attakathi, Madras and Kabali*. The authenticity and liveliness of the author's critical analysis and its expression in words is captured across the length and breadth of the article. It contains powerful explorations of Dalit issues in cinema which may pave the way for other directors to consider representing mainstream Dalit stories.

Today, there is a lot of competition in India to telecast new shows in order to attract audiences of all age groups. This is rightly pointed out in the article *Reconstruction and Presentation of Reality on television: An Analytical Study of Kannada Channels*. The author Rajeswari has explored various techniques of visual construction parallel to communication theories. It provides an insight to television professionals, enabling them to produce programs with better visual construction and a greater appeal to the aesthetics of the audience.

Minority Discourses in India: Narrating Centers and Peripheries attempts to investigate various contexts, texts, and narrations of

emerging minority discourses in India. The author of the book review, Sushma V Murthy, has chosen to point out various discussions on these narrations along with problems encountered on the basis of differences in gender, caste, religion and language. This is a significant contribution not only to minority groups but also across the various intersections of marginality.

Authors *Kannan* and *Shreya* in their research paper, *Understanding Emoticons: Perception and usage of emoticons in WhatsApp* establishes the reality of how youngsters communicate with each other in their real life. Emoticons share emotions with the receiver. Those emotions and emoji changing our style of communication and it is always faster than the traditional way of text based communication.

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