

Bhattadev University Mirror

A Laboratory Journal of
Department of Mass Communication & Journalism

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BHATTADDEV UNIVERSITY MIRROR

A Laboratory Journal of Department of Mass communication & Journalism

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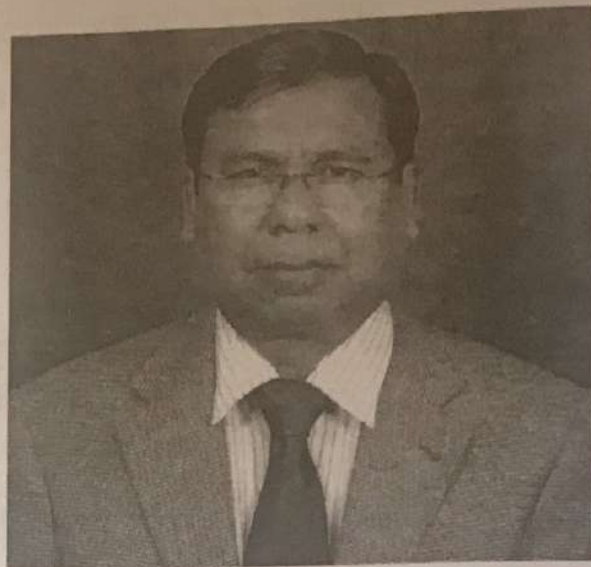
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Hon'ble Vice-Chancellor's Message

I am happy to learn that the Department of Mass Communication and Journalism (MCJ) is bringing out its Journal. Publication of Journal by universities and other organizations is considered as an important activity that provides the institution an opportunity to highlight and publicise its activities. In this connection, it is believed that the present Journal will also serve its intended purpose. While assuming that the MCJ students of the University may use the preparation and its subsequent publication on print as an



integral component of their academic programme, it also needs to be emphasized that, by and large, nowadays organizations publish newsletters electronically - either in the form of a single-file document to be disseminated electronically or as a collection of pages and graphics to be put in the departmental / organizational website. The link to the newsletter may then be circulated among intended readers electronically, preferably via e-mail. The electronic publication platform can make the newsletter more effective because in this form appropriate colour graphics including videos may be used at will and the publication process isn't affected too much by limitations of fund and difficulties in getting quality colour graphics printed. In general, online / electronic publishing is also considered 'green' in the environmental sense. Before it is too late to do so, I herewith congratulate the students and teachers of the MCJ department for their efforts to publish their Laboratory journal which in my view should be published on a quarterly basis from 2020 in April, July, October and January.

I am aware about the fact that the Department is yet to have the state government's concurrence and therefore bereft of any sanctioned posts. It was to conduct its admission process at the time when I assumed the charge of the first Vice-Chancellor of the University. We needed to make immediate plans to start our teaching programmes for the newly admitted batches of 2019-2020. Although it was decided that we would follow the CBCS UG / PG syllabuses of Gauhati University for the academic session, we were able to design our own syllabus for the UG programme in MCJ. Based on UGC templates, and utilizing advice from experts in the field it was possible for us to formulate a brand new and updated syllabus for the programme that is being offered to students by engaging four guest teachers of diverse backgrounds. Smti. Ritu Barua, an Associate Professor of

the Department of Economics has been entrusted with the charge of HoD with a mandate that she would make the programme effective and would ensure better enrolment in the programme with effect from 2020-2021. Once that happens, we shall be in a strong position to ask for the sanction of teaching positions for the Department. I am hopeful that we shall be able to continue with the programme and shall be able to produce well-trained human resource in the field. The university itself is making intense efforts to mobilize its own human resource to make its academic programmes effective. All teachers will do well to realise that universities design and run academic programmes independently and teachers are the fulcrum of the efforts in creating this ability. It needs to be kept in mind that we may become able to recruit new teachers only in the second half of 2020 and thus it is crucial that all teachers of erstwhile Bajali College start thinking like university teachers, who usually do some research in addition to teaching. I shall elaborate on my thoughts in this direction in a more suitable forum / platform. For now, I shall like to conclude by suggesting that teachers need to give more time to academic activities, non-teaching staff should contribute their best to the growth of the institution, students must believe that attending classes and getting involved in effective learning will be for their own good. I wish you all the best for the forthcoming year.

Dr. Birinchi Kr. Das

FROM THE DESK OF THE REGISTRAR I/C

Bajali College was upgraded to Bhattadev University, Bajali on June 25, 2019. By virtue of having served as the Principal I/C of Bajali College. I was entrusted with responsibility of Registrar I/C of this University. It will take a while before this university takes a concrete shape because the process of transition from a college to a University has to be carried out in a scrupulous and patient manner.



A professional degree course in Bachelor in Mass Communication and Journalism was introduced in Bajali College in 2016. Since the coming into being of Bhattadev University, it has become the department of Mass Communication and Journalism with limited facilities and infrastructure, this department is still at an nascent stage and efforts are on to make it into a fully equipped department. The department holds immense career prospects for students and I wish the Department of MCJ, Bhattadev University a great future.

Dr. Chandana Sarma

MESSAGE FROM THE HoD, MCJ

It was a pleasure for me to take the additional charge as HoD i/c of the newly named Department of Mass Communication and Journalism which was earlier known as Bachelor of Mass Communication. I joined my new assignment on 14th August 2019 and since then I, along with my colleagues have been busy with the nitty-gritty of the Department. It's a challenge as well as an excitement to be in a totally new department with a new set up and I am happy to be with my four young and energetic colleagues. I along with my team have to work hard in every aspect



that a new department in a new University calls for. The authorities have been very cooperative in our efforts to shape the Department. Being a new department students' enrolment is not on the higher side at present but I firmly believe, once they are made aware of its prospects and avenues the flow of students will gradually increase.

Mass Communication is the communication of information, opinion, or message to a large or a small group of people and it can be initiated by an individual, an organization or the government. Students thinking about going for Mass Communication as their degree course will be straddling across various fields and they can start their career in Broadcasting, Media Management, Journalism, Digital Communication and Politics. Mass Communication helps in learning how to communicate with the masses strategically so that the purpose of communication is fulfilled. If we look back we will realize that first mode of Mass Communication was books and as we stepped into the modern age mass communication spreads out in all forms of digital and print media like: Newspapers, Magazines, Television, Radio, Mobile Texts, Websites, emails. Mass Communication is not limited to journalism alone. Mass media is a modern reality which covers all aspects of human life. Careers in Mass Communication are not only highly paid but also very satisfying which provide or expression of creativity.

Before winding up, I would like to advise those students who are still confused about a good career option to come forward and take up Mass Communication where they can pursue different careers ranging from advertising to Journalism to Public Relations, or, simply diversify to any other fields he/she likes. Scope of Mass Communication is very wide which can open up a new world of opportunities with unlimited prospects for the future.

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– Ritu Barua

From the desk of Editor

Bhattadev University, Bajali unequivocally plays a key role in the development of higher education among contemporaneous institutions of its kinds in our state. Having contributed significantly to the academic life of the state, Bhattadev University, Bajali has earned a niche for itself in the sphere of higher education in Assam.



Our University is a multi disciplinary one with three streams : Arts , Science and Commerce with PG departments in Zoology, Geography, Assamese, Mathematics and Physics. Bhattadev University has meanwhile introduced a three years professional degree course on Mass Communication & Journalism affiliated to Bhattadev University, Bajali from the academic session 2019-20. The department of Mass Communication & Journalism has presently offered the effective Bachelor of MCJ programme and a satisfactory number of students have enrolled names. The programme has come across to the stage of six semester and the pupils are in well prepared lesson to sit for the upcoming final examination. My best wishes to all of them.

In view of skill development programme launched by government of Assam the MCJ programme has a derived prospect for the young generation to get themselves engaged. Across the globe the present scenerio of the subject 'Mass Communication' has covered approximately 90% of juveniles. On successful completion of the programme their prospect of professional engagement not only in print and electronic media but also in other fields is highly accessible. As soon as the University will start functioning there might be possibility to open PG course in Mass Communication even for the larger interest of the aspirants Ph.D programme may also be started in subsequent times. However, I have seen a bright silver line in the present spirit of the Mass Communication Department of this University. Let us hope for the best of the department and I am sure that the department will go ahead to flourish the society in time to come.

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The Impact of Technology on Mass Communication Theory

Arup Bharali
Associate Prof., Dept. of Physics

The simplest definition of Mass Communication is: Mass Communication is a process of transmission of messages to many persons at a time. Mass Communication therefore refers to imparting and exchanging information on a large scale to a wide range of people within a very short time. Mass communication focuses on particular resources transmitting information to numerous receivers, it could not be entangled with other forms of communication like interpersonal communication or organizational communication. Mass communication is often associated with the practical applications of journalism (Print media), television and radio broadcasting, film, public relations, or advertising.

Since Mass Communication is the process of exchanging information, it requires a reliable mediator to communicate with large segments of the population, and here lies the role of technology. So, it now becomes crystal clear that advancement in technology has a direct influence on Mass communication theory.

Ever since the dawn of time, and that's a really long time ago, people have been communicating with each other. By drawing sketches and figures on the media and have taken new life as a whole and eventually they have posed new and unique challenges. No dimension of human life has been unaffected by the developments in communication; family life, business, religion, education, recreation, international relations, etc. etc.

Mass Media has its tremendous effects on the behavior and belief system, the attitude, opinion, or emotion of the people

receiving the information. So, it no needs to explain that why mass communication is one of the subject matters of social science. Since, the advent of modern media has impacted geographical, political and social landscapes, therefore, there is a perpetual need to understand and evaluate the impact of media communication that is increasing in line with technological development. The audiences now are more proactive in seeking information by utilising new technology, they gain the power to voice out their desire through the new technology and ultimately they try to create space for social and cultural change in society. Any person with a computer and an internet connection has immediately boosted up his potential of being a key media influencer and a mass media agenda-setter without having any licence from anybody. The digital technology has removed the barriers associated to the traditional media and the transfer of content and information can be instantaneous and to anywhere in the world. But we should always keep it on the back of our mind that technology itself is a two sided coin, if one side is bright, the other side definitely is dark and they are again inseparable. Since, 'Media and Communication' is the world's fastest growing industry. communication researcher have engaged themselves to build up new theories by amalgamating mass communication with economics, geography, political science, social science, health education, linguistic and statistics. There is a need for new conceptual frame in media and communication to correctly address the issues of globalization and individualization.

Communication researchers have

identified several major theories associated with the study of Mass Communication. e.g. Hypodermic Needle/bullet Theory, Cultivation Theory, Altercasting Theory, Argumentation Theory, Dependency Theory, Agenda Setting Theory, The Spiral of Silence, Media Ecology Hypothesis, Expectancy Value Theory, Gatekeeping Theory, Psycho-Linguistic Theory, Social Cognitive Theory, etc, etc. In these theories, we have got the idea about the impact of media in our personal ideologies, our personal outlook towards the life and society, suppressing one's indigenous thought as an unpopular opinion and also come to know how people acquire and maintain a certain behavioral pattern. For better understanding, we can readily pick up three or four theories for discussion. In bullet theory, message is regarded as a 'bullet' fired from a 'media gun' into viewer's head directly and so the mass media can influence a very large group of people directly and uniformly by shooting or injecting them with appropriate messages designed to trigger a desired response. The population is a sitting duck. People end up thinking what they are told, because they are not provided other sources of information. In Cultivation theory, developed by George Gerbner, suggests that television is responsible for shaping or 'cultivating viewers' conception of social reality. The theory reflects the long-term effects of watching television, and hypothesizes that the more television an individual consumes, the more likely that person is to believe the real world is similar to what they have seen on television. Thus massive television exposure reshapes the perception of social reality for individuals, and ultimately, for our culture as a whole. Agenda setting theory centers around the idea that media outlets tell the public "not what to think, but what to think about." This theory describes the powerful influence of the media – its ability to tell us what issues are important. Elisabeth Noelle-Neumann introduced the theory, the spiral of silence, as an attempt to explain how public opinion is formed. The phrase 'spiral of silence' refers to how people tend to remain silent when they learn that their views are in minority. Those people have the fear in their minds thinking that revealing an unpopular opinion would subject them to being a social outcast. Thus, mass media have the power to shape people's opinions and forced others to relay the opinion that is believed to be the majority opinion. The mass media again plays a great role in insisting a person to enact a role that make them behave in a particular way the media want them to behave and it is best described in the Altercasting Theory. In Media ecology hypothesis, it is observed that individuals are shaped by their interaction with media, and that communication and media profoundly affect how individuals view and interact with their environment.

Today's technology allows society to be instantly connected to one another. News spreads around the world in seconds instead of weeks or months. Technology gives sophistication to media and media starts influencing the mass in a faster rate. Is media going to be the frankenstein on human race demolishing human values? We are not the authority to compel anybody to use less technology to media. So, at this juncture, new theories and guidelines have to be formulated for judicious use of media for the benefit of the whole humankind, otherwise the whole human race would be distracted into a total chaos in near future.

Representing the North East: Women in Media

Aniheeta Langthasa

Asst. Prof., Dept. of English

The role of media in a democracy like India is without a doubt expedient. Since the inception of The Bengal Gazette or the Calcutta General Advertiser in 1780, print media contributed invaluable in disseminating news and generating awareness throughout India. Over the time, mass media outlets have increased in various forms, ranging from newspapers, books, radio and television to movies, internet and mobile phones. However there are still debates on the effective role of media in the nationalistic discourse of India. There are also many challenges and misrepresentation when it comes to the north eastern side of the country.

Owing to neglect and alienation from the centre, there was a steady increase in the number of militant outfits and separatist movements. The insurgent groups wanted sovereignty and secession from mainland India, and the states was thus declared as a 'disturbed region'. The northeast region has been has thus been presented in media mostly as a conflict zone, with frequent firings, bombings, ethnic clashes, strikes and bandhs. The situation became worse when draconian law was imposed over the states. Much of this went unreported in mainstream media. In fact it was only in 1961 that the British journalist Gavin Young, a well-known correspondent of The Observer, came to India to report on the dire situation between

the Nagas and the Indian army. Prior to his arrival, journalists weren't allowed by the central government to report on this 'hidden war' (Palchoudhury, 2015). While writing of her experience during the Assam Movement (1979-1985), reporter RupaChinai mentions, "No national newspapers had correspondents in the region at that time, and news from there rarely filtered out. Coverage of events – usually distorted – came from journalists sitting in Calcutta who seldom stirred further east" (Chinai, 2013). The year 2008 saw the devastating Mumbai Attacks and the tragic Assam serial bomb blasts, which was equally horrifying. Although the former still remains relevant in mainstream media to this day, the Assam bombings only endure as a terrible memory in the minds of the people of Assam.

The earliest newspaper in Assam, Orunodoi was published in the year 1846 by the American missionaries Nathan Brown and Oliver T. Cutter. Apart from various useful information on women, the magazine also highlighted issues like Sati, widow remarriage and women's rights and education. The wives of the Christian missionaries and company officials such as Eliza Whitney Brown, Harriet B. L Cutter, Emily Goldsmith, set the trend as 'women writers' in the region by writing stories, experiences and biographies which soon

inspired Assamese women to start writing as well (Deka, 2013). Tarini Devi, Vishnupriya Devi, Padmavati Devi Phookan, Swarnalati Devi Baruah, Jamuneshwari Khataniar, Nalinibala Devi among others began writing about their lives and the society they lived in. When the country began to rise against the British dominion, women like Kamala Devi, Swarnalata Saikia, Chandraprabha Saikia, Rajabala Das and many others contributed articles to journals and magazines fuelling the spirit of nationalism (Deka, 2013).

The women of the region were mostly portrayed in media as victims of the state and non-state disagreements. For Meghalaya, the popular assumption is that since it is primarily a matrilineal society the women must be better off than their counterparts in the rest of the region. The media doesn't discuss several internal issues. Rather they tend to focus on sensational news, such as the unforgettable protest of the Meira Paibis of Manipur in 2004. The news was splashed all over the papers nationwide and even reached internal level. But they overlook facts like the atrocities of the Armed Forces (Special Powers) Act. It is still not removed from the state, a cause for which Irom Sharmila began fasting in 2000 till 2016.

Although many women took up journalism, it has not been and is still not easy profession for them. In the 1980s when

Nirupama Borgohain was the sub editor of *Saptahik Nilachal*, she received harsh criticism for her truthful picture of the Assam Movement. News media is susceptible to manipulation, bias and distortion, and journalism and reporting in conflict zones are considered especially dangerous. Many media persons have been threatened, kidnapped and killed and women were no exception. Tongam Rina, an associate editor of Arunachal Times was shot by some miscreants outside her office. Award winning journalist, Teresa Rehman of Thumb Print fame and Monalisa Changkija the editor and publisher of the *Nagaland Page* have both asserted the difficulties of being a reporter as they are pressurised by society, family and harassment at work. Most of the time journalists become social activists seeing the troubled situation of their home lands. Eli Ahmed, editor of the Assamese women's magazine 'Orani', and Patricia Mukhim editor of the Shillong Times have both been awarded the Padma Shri for their writings and social activism. Despite the difficulties involved, there are many notable journalists from the northeast, including Mamang Dai from Arunachal Pradesh and Anita Niraula from Sikkim, and Indrani Raimedhi from Assam among others. Women, such as Manju Borah, Rajni Basumatary and Tainla Jamir find film making an effective tool of media to spread awareness about their society.

Of late many northeast women have gained popularity in the media for winning beauty pageants, performing in movies, while others for excelling in sports and athletics, and music. Media should therefore focus on wider aspects of the region. If they show the issues of rape and abuse of women, they should also show the glamorous side, and highlight the influential achievements of northeast women in various fields. While news of violence

against women crop up every now and then, media can contribute to ameliorate the condition by spreading awareness on women's rights and safety, and helping to bring justice to the victims. Peace journalism, without being partial, can also play an important role in the media, particularly in the northeast. Here, women have proven time and again that they can be peace facilitators in times of conflict.



BBC 100 Women has announced its list of 100 inspiring and influential women from around the world for 2018.

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Importance of Tea in Daily Life

Dr. Jitumani Rajbongshi
Asst. Prof, Dept. of Chemistry

A perfect start for our day is to have a cup of hot and fresh tea. We give a lot of importance to tea in our daily life. Tea has a defined space in our diet. Almost 80% of the people in the world have tea. Most of us are addicted these drinks. We feel relaxed, refreshed, relieved, and activated our body. Each of us has our own purpose of having them. These are classified as beverage drinks with a different aroma that drives one away from the world for a second at least. Most of them prefer to consume a lot of soft drinks whenever they go out. But we know how soft drinks impact on health Now, we hang out mostly in tea shops, where we can enjoy our time with a fr



Most of our works break time to time, to have a cup of tea for relaxation. Simple stress buster exercises can be of some relaxation. Is this relaxation healthy? Is the importance of tea in our daily life effects us? Is this refreshment valid? Do they lead to any kind of health hazards?

Answers for these upraised questions and unasked doubts can be explored.

Potentiality of tea lies in the bioactive materials present in it. Flavonoids, amino acids, vitamins, caffeine, tannin, polysaccharides etc are the main bio components, due to tea has been promoted for having a variety of positive health benefits. Tea can help us to condition liver and colorectal, improve digestion, clear esophageal injuries and allergies, cure obesity, reduce the chance for diabetes and even fight against cancer. Researchers have claimed that drinking tea can reduce the chances of developing type 2 diabetes by up to 25 per cent if three or four cups are consumed a day. It is thought that antioxidants and magnesium compounds help to keep weight down. Studies have suggested that drinking one cup of tea a day could also help to reduce the risk of ovarian cancer. Women who drink a single cup every day are 10 per cent less likely to develop the disease than those who never drink tea.

Green tea is considered to have the most health benefits of any type of tea. Studies have found that it is a preventive for heart disease and cancer, an acne cure and even a mouthwash. It is also thought to protect us from glaucoma and other eye diseases. However, because green tea naturally contains a small amount of caffeine, it is unsuitable for people with caffeine sensitivity, and should not be drunk in large

quantities by women who are pregnant or breastfeeding. Black tea is also thought to have similar negative elements. Mainly, the caffeine in it is believed to contribute to the stiffening of arteries. However, the amount of caffeine is small and makes tea a healthier alternative to coffee.

Importance of Tea :

Tea is an aromatic beverage. It is prepared by pouring hot boiling water over the cured leaves of camellia plant. After water, tea is the most consumed beverage in the world. On cooling it slightly gets bitter in taste. Tea has been promoted for having a variety of positive health benefits.

Types of Tea :

There are various varieties of tea. Some of the popular varieties that are consumed are:

Black tea or Red tea :

When the water reaches its boiling point, strongly blended tea leaves are added. It forms a dark reddish mixture, which is to be filtered. It has many active substances and the delicacy increases with decrease in temperatures.

Green tea :

This is a mild tea. Water is required to be hot and not necessarily boiling. The tea leaves used are of higher quality. Hotter water will produce bitter taste. It is appreciated to take with a light sweetness. Honey is preferred to sugar or other sweeteners used.

Oolong tea :

Hotter water nearing its boiling point is preferred. It follows the traditional way of making tea. Unlike other teas this tea improves with reuse. It has been observed that its third steeping usually offers the best of the taste.

Premium or delicate tea :

The teas are generally steeped for shorter time. Premium or delicate tea needs more steeping time than students buying essays online average. Elevation order essay online and time of harvest offers varying tastes.

Pu erh tea :

This tea requires boiling water. Rinsing of puerh is generally to remove the dust due to aging. Steeping for longer time is done. Boiling or steeping this tea frequently kills its taste.

Potentiality of Tea:

- Bio-active chemicals
- Flavonoids
- Amino acids
- Vitamins
- Caffeine
- polysaccharides

Advantages of Consuming Tea:

- They help us fight against Cancer.
- Green tea specially helps us curing obesity.
- They condition the liver and colorectal.
- Improves digestion.

- Clears esophagul injuries and allergies.

Disadvantages of Consuming Tea:

- Addiction can prove something very difficult.
- Frequency of consumption should not exceed to 2-3 times a day, to avoid adverse effects.
- Hotness of the tea must be consumptive; else it can burn the tongue, esophagues and stomach.

Note: It is preferred to take green tea even if it is 5-10 times a day to other teas.

Researchers have claimed that drinking tea can reduce the chances of developing type 2 diabetes by up to 25 per cent if three or four cups are consumed a day.

It is thought that antioxidants and magnesium compounds help to keep weight down.

Drinking one cup of tea a day could also help to reduce the risk of ovarian cancer, studies have suggested.

Women who drink a single cup every day are 10 per cent less likely to develop the disease than those who never drink tea, research last year found.

Green tea is considered to have the most health benefits of any type of tea.

Studies have found that it is a preventive for heart disease and cancer, an acne cure and even a mouthwash. It is also thought to protect us from glaucoma and other eye diseases.

The tea, full of antioxidants, can also help you lose weight, experts claim.

However, because green tea naturally contains a small amount of caffeine, it is unsuitable for people with caffeine sensitivity, and should not be drunk in large quantities by women who are pregnant or breastfeeding.

Black tea is also thought to have similar negative elements. Mainly, the caffeine in it is believed to contribute to the stiffening of arteries.

However, the amount of caffeine is small and makes tea a healthier alternative to coffee.

Some health experts claim that the benefits of tea are overrated. They point out that a better way to hydrate your skin is to drink water.

Water is also thought to be better than tea for the health of your gut.

Despite the pros and cons of drinking tea, depending on which studies you choose to believe, perhaps the best reason for drinking it was discovered last year.

Scientists found that putting the kettle on can reduce stress levels by up to a quarter.

The experiment, which placed volunteers in a stressful scenario, showed a 25 per cent increase in anxiety for those that did not receive tea immediately after the stress-inducing test.

Conversely, those who were given tea actually demonstrated a four per cent reduction in stress.

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They are sleeping hungry!!!

Ankur Protim Dutta
Faculty, Dept. of MCJ

"Indians waste as much food as the whole of United Kingdom consumes."- A report says. In 2018, India has been ranked at the 103rd position among 119 countries on the Global Hunger Index. According to the report prepared by Welthungerhilfe and Concern Worldwide, India is among the 45 countries that have "serious levels of hunger". Moreover, According to FAO's "The States of Food Security and Nutrition in the World, 2019" report, 194.4 million people are undernourished in India. One third of the world's hungry live in India. Over 7000 Indians die of hunger every day. All these facts reflect how poor a country we are in case of nutrition and food accessibility. India, with a population of over 1.3 billion, has seen tremendous growth in the past two decades. Gross Domestic Product has increased 4.5 times and per capita consumption has increased 3 times. However, despite the phenomenal industrial and economic growth and while India produces sufficient food to feed its population, it is unable to provide access to food to a large number of people, especially women and children. Food wastage is a universal problem, but India as country can afford it a whole lot less than many others. According to a report by the FAO of the United Nations, every third malnourished child is Indian. Yet, tons of foods are wasted every day.

Though this is the real picture of our country, the other section of the citizens

lives a carefree life. Foods are being wasted on a daily basis by almost everyone. People waste food at home, restaurants, weddings, meetings and various events, not thinking about the poor. In fact, it has become a habit for all of us to waste foods because we cannot understand the pain of the people who are sleeping on an empty stomach in this country. India is a developing country where 21.9 % of the population still lives below the national poverty line. A survey has found that over 20 crore Indians sleep hungry every night. A plateful of food is still a dream for them. We should be thankful to god for every single piece of food that we get to eat. The respect should be there for the farmers who do the labour to produce the grains. If one respects the hard work done by the farmers, he/ she would hesitate to waste their foods.

Despite this poverty, some people do some irresponsible stuff to waste foods. In our country, religion plays a huge role in the society. We waste food in the name of god to satisfy them. For example, every year we waste a great quantity of milk by pouring it on the 'Shiv Ling's to satisfy the Hindu god 'Shiv'. Moreover, weddings are another occasion where a huge quantity of foods is wasted. In India, the bigger the wedding, the larger the party and the more massive the waste is expected to be. Majority of food wastage in India is caused before it is packaged. This is caused due to the loopholes in the transport and infrastructure

system in India. In the hotels and restaurants, food wastage is more common. In households too, foods are being wasted. According to UNDP, up to 40% of the food produced in India is wasted. In fact, according to the agriculture ministry, INR 50,000 crores worth of food produced is wasted every year. But the irony is such a huge amount of food is being wasted in that country where 20 crore citizens sleep hungry on any given night. Is not that a matter of great concern?

Indian Government has been trying to eliminate hunger since independence. But many factors such as corruption, lack of proper plan, as well as, the fast growing population, are the main challenges against achieving this. Along with government, many NGOs have come forward to address this problem. 'Feeding India', a New Delhi based non-profit organization, which was founded with the object of eliminating hunger, aims to connect hunger and food waste as solutions for each other. It believes in feeding mouth, not bins. They collect the food waste from individuals, weddings, canteens, and other events and redistribute it to the needy, free of cost. Anyone can get involved to donate and become a volunteer of this organization. Another similar organization named 'Robin Hood Army' operates in both India and Pakistan. In our personal level we also

can contribute to address this universal problem. We should plan out our meal and make our shopping list to determine what we need for the week. Actually we are unaware of the difference between how much we buy and what we actually consume. Due to this lack of awareness, about 20% of what we buy in Urban India ends up being thrown away. If we cook at home, we should make sure that we cook keeping in mind there is no excess. Another healthy practice is to avoid impulse buys. It will more or less find the bin. If we host a family get together either at home, a marriage hall or throw a party at a hotel, we should make sure that we plan for the food to be transported to a place like an orphanage or an old age shelter. Every step taken in the right direction counts.

Government is doing their work to eliminate this evil from our country; but it's our duty as well to reduce food waste at our personal level. If we, the general people, think in a concerned way and contribute in reducing the amount of food waste, we can definitely make a country where nobody sleeps hungry at night. And when no one will sleep on an empty stomach in this country, we will find ourselves as a reason behind the happiness of the poorer section of the population.

Source of the data: Internet

Climate Change: The Present Scenario

Lonkham Boruah

Faculty, Dept. of Geography

Rising fossil fuel burning and land use changes have emitted, and are continuing to emit, increasing quantities of greenhouse gases into the Earth's atmosphere. These greenhouse gases include carbon dioxide (CO₂), methane (CH₄) and nitrogen dioxide (N₂O), and a rise in these gases has caused a rise in the amount of heat from the sun withheld in the Earth's atmosphere, heat that would normally be radiated back into space. This increase in heat has led to the greenhouse effect, resulting in climate change. The main characteristics of climate change are increases in average global temperature (global warming); changes in cloud cover and precipitation particularly over land; desertification; melting of ice caps and glaciers and reduced snow cover; sea level rising; and increases in ocean temperatures and ocean acidity – due to seawater absorbing heat and carbon dioxide from the atmosphere. Because all these facts climate change became a serious concern in the 21st century. These days we usually come across the worldwide climate strikes in media which was headed by a little teenage Swedish girl Greta Thunberg, who skipped school to protest alone outside the Swedish Parliament in Stockholm for urgent climate action. She has pushed the climate crisis to the top of the news agenda and inspired millions to take to streets and to think about the

climate crisis. Certainly we all are responsible for this crisis, for which we have to work globally, think judiciously, and use resources sustainably to combat this problem nor we all are moving towards a mass extinction. If the present level of emission and natural exploitations by humans continue, the dream to restrict the rise of the Earth's temperature by the end of this century beyond two degree Celsius is severely going to fail.

In its recent report, the UN-based Intergovernmental Panel on Climate Change dispelled many uncertainties about climate change. Warming of the climate system is now unequivocal. Climate change is not a phenomenon of present; due to various natural causes it is happening from the dawn of the earth, but it became a major issue after human-induced causes contributes more to the said phenomena. It is now clear that global warming is mostly due to man-made emissions of greenhouse gases (mostly CO₂). Over the last century, atmospheric concentrations of carbon dioxide increased from a pre-industrial value of 278 parts per million to 407 parts per million in 2018, and the average global temperature rose by 0.74°C. According to scientists, this is the largest and fastest warming trend that they have been able to discern in the history of the Earth. An increasing rate of warming has particularly taken place over the last 25 years, and 11 of the 12 warmest years on

record have occurred in the past 12 years. The IPCC Report gives detailed projections for the 21st century and these show that global warming will continue and accelerate. The best estimates indicate that the Earth could warm by 3°C by 2100. Even if countries reduce their greenhouse gas emissions, the Earth will continue to warm. Predictions by 2100 range from a minimum of 1.8°C to as much as 4°C rise in global average temperatures. The Ocean has absorbed enough carbon dioxide to lower its pH by 0.1 units, a 30% increase in acidity. Sea level is rising at the rate of 3.3 millimeters per year.

The major impacts and threats of global warming are widespread. Increasing ocean temperatures cause thermal expansion of the oceans and in combination with melt water from land-based ice this is causing sea level rise. Sea levels rose during the 20th century by 0.17 meters. By 2100, sea level is expected to rise between 0.18 and 0.59 meters. There are uncertainties in this estimate mostly due to uncertainty about how much water will be lost from ice sheets, for example Greenland is showing rising loss of mass in recent years (UNEP 2007). Increased melting of sea ice and freshwater influx from melting glaciers and ice sheets also has the potential to influence global patterns of ocean circulation.

As a result of global warming, the type, frequency and intensity of extreme events, such as tropical cyclones (including

hurricanes and typhoons), floods, droughts and heavy precipitation events, are expected to rise even with relatively small average temperature increases. Changes in some types of extreme events have already been observed, for example, increases in the frequency and intensity of heat waves and heavy precipitation events.

Climate change will have wide-ranging effects on the environment, and on socio-economic and related sectors, including water resources, agriculture and food security, human health, terrestrial ecosystems and biodiversity and coastal zones. Changes in rainfall pattern are likely to lead to severe water shortages and/or flooding. Melting of glaciers can cause flooding and soil erosion. Rising temperatures will cause shifts in crop growing seasons which affects food security and changes in the distribution of disease vectors putting more people at risk from diseases such as malaria and dengue fever. Temperature increases will potentially severely increase rates of extinction for many habitats and species (up to 30 per cent with a 2°C rise in temperature). Particularly affected will be coral reefs, boreal forests, and Mediterranean and mountain habitats. Increasing sea levels mean greater risk of storm surge, inundation and wave damage to coastlines, particularly in Small Island States and countries with low lying deltas and salinity intrusion which made the soil unfit for cultivation. Several small island countries like Juvala, Maldives etc are

getting evacuated due to rising sea level. A rise in extreme events will have effects on health and lives as well as associated environmental and economic impacts. The most recent researches on climate change impacts also shown that it also results in conflict as for such climate change force people to move to one less climate impacted area i.e. made them climate refugee, which ultimately results in conflict among the indigenous and migrant community. In this instance, the migration from Bangladesh to Assam is a best suited example; sea level rising inundated the major portion of Bangladesh and salinity intrusion obstruct the economic growth of the country, then people are forced to move to a resource rich location; for most of them Assam is their nearest destination. Because of which many conflicts such as Nellie Massacre during the Assam Agitation, Bodo-Muslim Conflict of 2012 are occurred among the indigenous communities of Assam and immigrant community.

Human beings have been adapting to the variable climate around them for centuries. Worldwide local climate variability can influence peoples' decisions with consequences for their social, economic, political and personal conditions, and effects on their lives and livelihoods. The effects of climate change imply that the local climate variability that people have previously experienced and have adapted to is changing and changing at relatively great speed. Adaptation is a process through which societies make themselves better able to cope with an

uncertain future. Adapting to climate change entails taking the right measures to reduce the negative effects of climate change (or exploit the positive ones) by making the appropriate adjustments and changes. There are many options and opportunities to adapt. These ranges from technological options such as increased sea defenses or flood-proof houses on stilts, to behavior change at the individual level, such as reducing water use in times of drought and using insecticide-sprayed mosquito nets. Other strategies include early warning systems for extreme events, better water management, and improved risk management, various insurance options and biodiversity conservation.

Because of the speed at which change is happening due to global temperature rise, it is urgent that the vulnerability of developing countries to climate change is reduced and their capacity to adapt is increased and national adaptation plans are implemented. Future vulnerability depends not only on climate change but also on the type of development path that is pursued. Thus adaptation should be implemented in the context of national and global sustainable development efforts. Notwithstanding the scientific progress achieved till date, it is time to take affirmative action to alleviate the cascading effects of climate change by finding sustainable solutions for agriculture, energy, water and utilization of natural resources. This solution needs to be big and it needs to be now.

Bormani Puja

"The religious festival of Bodo People".

Manisha Swargiary

Ex- Student, Bajali College

Assam has been described as the museum of nature comprising numerous races and tribes with different cultures. The Bodo Kacharis form a very important section of these races and they have contributed considerably under different names and in different places to the growth of civilization in Assam. Racially they belong to the Mongoloid stock of the Indo-Mongoloid or Indo-Tibetans. The country where the Bodo lived was known as Bod. The word Bod means homeland. The inhabitants of the Bod country are known as the Bodofisha or Bodocha or Bodosas hence children of the Bod Country. In course of time it came to be known as simply Bodo > Boro.

Bormani puja is celebrated among the family of Bodosas after performing kherai puja. It is practiced as a major puja in the Bodo community. Since early days the practice of the puja has been followed by the Bodosas families as their spiritual devotion existing among them till today. Bormani puja is performed among the Bodo family in the trust of avoiding any kind of sickness and diseases. Bormani puja is usually performed in the 1st magh (January 14) or it may also be performed on 1st Bwishak (middle of April). It can be performed on two occasions as per mentioned above. Bormani puja can be performed by every household in the family, a male person from the family must require to offer puja

and after his offering all members will follow to offer the same. The materials used while performing this puja are i.e. gashamwuse (one earthen light), burmapanthamase (one hegoat), fharwumase (pigeon), hongshu (duck), goyphatwi (betel nut and leaf), thailir (banana), apple, rice, bud, ghuthang (pie), laijulai (banana leaf), thaughuthang (mustard oil), aaokhundung (thread), dhupdhuna (incense stick), thungri (sword), jatrasingbilai (jatrasing plant), aaogaikher (raw milk).

To perform the puja there should be an permanent altar in a house which should be set on the east direction of the open lawn, a small place is preserved as secret place as bitha, no temple is maintained or built to perform the puja rather it use to be performed in the secret preserved place while before offering the puja a secret place use to be made clean through sprinkling with holy water and after that a banana leaf is set on it, a chaki (lamp) lighted on the bitha.

The main purpose for performing Bormani puja among the Bodo families is to resist all coming sicknesses, disease as well as kind of bad situation in the household, through performing the puja they believe that there will a divine protection from ensuing evil doers. Bormani puja is performed by all Bodo peoples in their family once a year so that they remain free from trouble, trials and temptation.

Smart Uses of Social Networking Sites

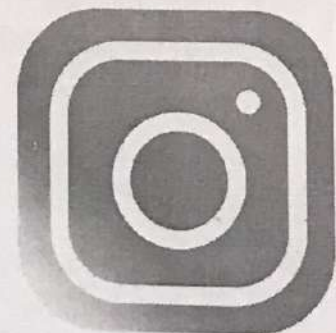
Hiyanjalee Rangra

3rd sem. Student, Dept of MCJ

Social networking is the most powerful tool for communication today. Only those who know the strength and weakness of networking tool can effectively make a smart use of them. Social media should be used for professional purposes. For example, scholars found that people who use social networking sites for professional purposes report have greater access to information about timely innovations in their field than non-users, as because communication through social networking sites only, feedback can be received from the audience in the most fastest way. It is a platform in which people can help themselves to enhance their creativity level. Commenting on posts, sharing articles and creating posts constitute active social media use. Merely looking at what others have posted is considered passive use networking sites can contribute to social connectedness. Moreover, social networking sites has also become a great source of earning. The most common way for websites to

generate revenue is to allow companies to advertise on their site. Because of the millions of users of social media, advertisers pay more for an advertisement on a social networking site. In a survey, it is found that bloggers make more than \$100 a month from youtube blogging sites. One can earn in the similar way. The most important point to be noted is that, we shouldn't write any illegal post or a post which will create ill effects on the society or an individual. When we put information on online, whether we remove it or not, that information might come back to haunt us. If we post something about someone, that proves to be incorrect or defamatory, we could be liable in court. Also, we should be careful about the type of personal information we post. Most social networks (Say : Facebook) store our information, therefore we should be concerned about its privacy settings and legal issues.

Keeping in mind all the above mentioned things, and thus using social media/networking sites smartly can contribute to a sense of overall well-being.



Plastic change

Partha Sarma

Ex- Student BMC, Bajali College

Plastic Road is a great way to get rid of waste plastics. As soon as the Modi government came into power in India in 2014, they paid great attention in the cleanliness of the country and took various measures to keep the country clean and green. The idea of 'Plastic Roads' convinced this government and they incorporated it in the Public Works Department (PWD) of the country. The idea of plastic Road was first invented by Simon Jorritsma and Anne Koudstaal in 2015. In India, the technology fulfilling the idea of making plastic roads was initially developed and structured by Dr. Rajagopal Vasudevan of the Thiagarajar College of Engineering, Chennai. The introduction of plastic roads in India played a great

role in reducing the degree of pollution from the waste plastics. Jamshedpur was the first city in India where plastic roads are constructed. Soon after, many places around India accepted this technology and started constructing roads made with waste plastics. Assam is no exception, as PWD minister Dr Himanta Biswa Sharma took the initiative here and constructed plastic roads in Goalpara district and also in Kahilipara. The one in the goalpara is about 45 km. in length and a total of 36260 kg. of waste plastic is used to construct this road. A mixture of recycled waste plastics and bitumen is used to construct this road. This initiative in the part of PWD is a proper way to get rid of plastic wastes in the region as it is getting worse day by day.



News Capsules

Sept.8 : Dr Ankuran Dutta, HoD, Dept of Communication n Journalism, Gauhati University having an interactive session with the students and the faculties of Mass Communication & Journalism Dept., Bhattadev University, Bajali.



Sept.9 : Inaugural ceremony of Post-Graduate (PG) programme in Physics was held today in the Digital Conference Hall, Bhattadev University, Bajali. Honourable Vice Chancellor Dr. Birinchi Kumar Das chaired the programme which was attended by the faculties of Department of Physics and the students of the department. The inaugural speech was delivered by the Chief Guest Prof. Bhupendra Nath Goswami, Eminent Climatologist. Prof. (Retd) Barindra Kumar Sarma, G.U. who was the invited speaker also delivered his speech in the inaugural ceremony.

Sept.14 : An interactive programme on "Transition from a College to a University" was held today in the Auditorium of BU at 11.30 AM. Prof. Jyoti Prakash Tamuli, HoD, Dept. of Linguistics, GU facilitated the students of Bhattadev University with a motivational interactive session. Honorable Vice Chancellor, Bhattadev University, The Registrar i/c, BU, The Deputy Registrar i/c, BU and The Academic Registrar i/c, BU were also present during the session.



Sept 14: An interactive programme on "Transition from a College to a University" was held today in the Digital Conference Hall of BU at 12.30 PM. Prof. Jyoti Prakash Tamuli, HoD, Dept. of Linguistics, GU adressed the faculties of all the departments. Thanks to Honorable Vice Chancellor, BU Prof. B.K. Das who planned this programme as a part of restructuring the institution as a new University.

Oct.25: A Sensitization programme on SAP was organized by IITM, Shillong campus in coordination with the Department of TTM, Bhattadev University, today. From IITM, Mrs. Sabrina Lyndoh, Coordinator and Chandan Nath, Director, Centre for Tourism Studies facilitated the programme.



Nov.11: On the occasion of "International year of Periodic Table, 2019", A one day National Workshop on "Current Advances in Chemistry" was organized by the Department of Chemistry, BU in association with Society of Chemical Education, Assam and sponsored by Assam Science Technology and Environment Council on 26th October, 2019. "Prof. Samaresh Bhattacharya, Dept. of Chemistry, Jadavpur University, Prof. Tharmalingam Punniyamurthy, Dept. of Chemistry, IIT-Ghy and Prof. Dilip Kr. Kakati, Dept. of Chemistry, GU were the speakers in the workshop." "Honorable Vice Chancellor, BU and all the faculties of the Dept. Of Chemistry, BU and the students were present in the workshop."

Nov.18: On the occasion of 'National Education Day', today, the students of MCJ carried out an Educational visit to Belana gaon, the Cleanest village of Barpeta district. They have witnessed the clean and green environment of the village as well as the activities of the villagers to keep their village clean. The students have done a survey in the village by taking some sample households. The president of 'Natun Belana Drishti NGO', Mr. Jitumoni Roy guided the team throughout the visit.



Nov.18 : The students performed a Streetplay "*SOROM GOROM ARU AMAR KOROM*" to aware the public on the issues of Global Warming and Environmental Pollution. The streetplay was followed by a 'Tree Plantation' programme in the University campus.

WORKSHOP ON FILM MAKING

Nov.16 : A One day workshop on film making was organized on 16th November 2019 by Bhattadev University Fraternity on behalf of the Department of Mass Communication And Journalism on the occasion of National Press Day. The reknown Director Bhaskar Hazarika, respective actors Lima das and Neetali Das and the art director Dhrubajyoti talukdar of the nationally and internationally awarded film "Aamis" were the Chief Guest of the event around 100 Students attendent



the Program and ineractive sessional was also held where the students and teachers exchanged there confusion and questions with the Aamis team. The event benefitted the students a lot with their studies. Lastly, the vote of thanks was given by Joyjit Deka, faculty of MCJ Department and thus the programme ended beautifully.



Students of our University at the Guwahati International Film Festival (GIFF), 2019 which is being organised at the Sankardev Kalakshetra as well as Jyoti Chitraban from 31st October and will continue to entertain the film lovers till 6 November, 2019.

Photo Gallery



MCJ Family



Tree Plantation Programme



Streetplay on Global Warming

MRP : 10.00/-



सा विद्या या विमुक्तये

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