

Research Profile

Department of Mass Communication

B.A.M.M.C

Prof. Yogesh Dhanjani

➤ **List of Publications as part of various national and international conferences**

- **‘Exclusive advertising strategies in banking sector’, 2013, p 146, Mumbai (ISBN: 978-81-925-005-0-8)**
- **‘Translation and Film Adaptation, A redundant distinction in modern times’, 2013, p 214, Mumbai (ISBN: 987-81-925005-1-5)**
- **‘Celebrating Masculinity’, Male Rapes, their under reporting and myths’, Wizcraft publications ltd, 2014, p 69, Mumbai (ISBN:978-93-83183-24-1)**
- **‘Kissing the right frog? The risks of deception through online dating apps and its psychological impact on the deceived, 2016, p 109, Mumbai (ISBN 978-93-85777-67-7)**
- **‘Whatsapp and its impact on employee productivity’, 2016, p 161, Mumbai (ISBN 978-93-82159-87-2)**
- **‘Contextual integrity’ model of privacy and its application to Instagram’ 2018, p 79- 83 (ISBN 978-93-88237-70-3)**
- **‘Indian Media and Changing Cultural Scenario in Terms of ‘Racism’ and ‘Stereotypes’ with Special Context to Certain Advertising’ 2020, Bhopal, Madhya Pradesh.**
- **‘Deceived, Conned, Betrayed. Increase in Online Romance Scams due to Loneliness arising out of Covid 19 Pandemic’ 2021, (ISSN-2455-6211)**
- **‘The impact of Rumours related to Covid 19 Pandemic via Whatsapp, a messaging Application on People in India, 2021, (ISSN-2394-7780)**
- **‘The Face of Truth: Study of Facebook and its growing popularity amongst educators to teach journalism students’, 2021, (ISSN-2277-8071)**
- **‘Tracked and Sold’ A study on Artificial Intelligence and its role in Marketing on Instagram, 2021, (ISBN 978-93-5457-742-0)**
- **‘The Touch of Music: Understanding the impact of music streaming application and their work -out playlists in enhancing physical fitness’ 2021, (ISSN-2277-8071)**
- **‘Exploring Visual Creativity- A study of Instagram as a Popular teaching tool for visual oriented communication subjects’, 2022, (ISSN-2277-8071)**
- **‘Self-Absorption on social media and its impact: A study of Instagram,2022, (ISSN: 2582-6557)**
- **‘Analysing PR and Advertising in reference to the Television Industry’, 2022, Pg. 27 (ISBN: 978-93-93577-48-1)**

Prof. Subha Subramanyan

- Multimodal Communication Patterns Among Deaf Children in Classroom Setting- A content analysis study of the challenges and Barriers in Communication, Mumbai ICDC 2016
- Significance of Multimodal Communication in Providing by Linguistic Congruence in a classroom, A case study of Deaf School classroom setting, Somaiya College Mumbai, 2017

Prof. Priyanka Maurya

- Effect of Motivational Story telling through Facebook on Youth