



# SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

## Srinivas Centre for Research on Media

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**Prof. Anumesh Kariappa**

Media is derived from Medium, which means carrier or mode. Media denotes an item specifically designed to reach a large audience or viewers. The term was first used with the advent of newspapers and magazines. However, with the passage of time, the term broadened by the inventions of radio, TV, cinemas and Internet. In the world of today, media has become almost as necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain the people. It helps us to know current situation around the world. The media has a strong social and cultural impact upon society. Media is the plural form of medium, which describes any channel of communication. This can include anything from printed paper to digital data, and encompasses art, news, educational content and numerous other forms of information. Digital media, which makes up an increasingly vast portion of modern communications. The role of traditional media has changed dramatically in the age of the internet-driven, 24-hour news cycle and the proliferation of social media. This research centre attempts to look at how media is important and the current innovations is analyzed for future research work.

### **Member:**

Prof Sagar Srinivas  
Prof Shreepathy Rangabhatta.B

### **Working Papers:**

1. A study on Media current trends and issues
2. A Study on Opportunities and Challenges Faced in Digital Marketing.
3. A study on brand building exercise through social media
4. Comparative study on traditional and modern mode of advertising.