



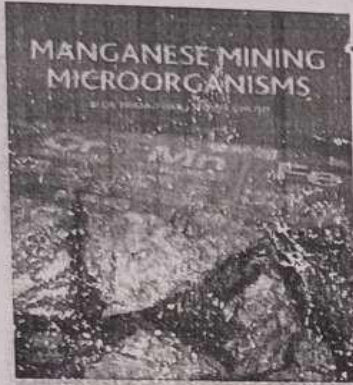
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EMOJI AND COMMUNICATION: A STUDY OF EMOJI USING HABITS OF YOUNG GIRLS

Ambika Sankar Mishra, Iram Rizvi and Nity

ABSTRACT

This paper is an attempt to understand the emoji using habits of young girls while using social media. It has become the need of the hour that, communication should be short, crispy and effective and this has resulted in an increase in symbolic communication. However, in a conservative society like the Indian society, when we are talking about the communication of women or girl, that time, we must understand it that culturally, there are lots of restrictions on what an woman will say or how the young girls will communicate? Thus amidst all the restrictions towards young girls, there is a need to understand to what extent the change in technology has brought changes in their communication or emoji using habits. As pictography and imagery are effective means of communication, that is why this new and changed communication system along with pictures and similar tools. It has adopted symbolic presentation of messages through different symbols. Such symbolic communication has given birth to a new pattern of communication and emojis as a form of communication have evolved as an effective means of communication over a period. Thus while these youth or young girls are communicating through emojis it is necessary to understand how they are perceiving the emojis and how is their using habit relating to it and which factors are affecting their using habits. This study is an attempt to understand the emoji using habits of young girls through social media through a survey.

Keywords: Emoji, Social Media, Meaning, Habit, Behaviour

INTRODUCTION

With the growth in technology, and in the era of social media, people have gone media maniac, which has resulted in the growth of using emojis for the purpose of communication. The modern youth, due to their consistent association with social media platforms like Facebook, WhatsApp, and Twitter etc everyday are consuming a large amount of emojis during their communication in the social media platform. Having mobile phones at hand they have gone addicted to such type of communication and to express their feelings and emotions they are using emojis more and more. Such communication is always culture dependent and meaning of emoji's also vary from culture to culture. Thus, emoji's which have emerged as a new form of language are affecting human communication through social media. But to speak about language, it can be said that, from the very beginning language has remained as a complex system of communication and many times this system also has troubled mankind a lot. It has its own advantages and disadvantages as a tool of communication. if we look into the history of origin of language and different stories associated with it then we will understand the importance of language to make a communication successful or to make it a failure. The essence of the tower of babel story (Hope, 2019) from Genesis 11:1-9 talks about how language as a means of communication is quite complex and how it can create confusion and misperception among the users. Thus the story clearly spells that language as a tool of human experience is quite complex and creates confusion but the same language when gets used in the process of communication proves itself very useful for the process of communication and it makes the process more meaningful. That is why it is very much useful in the process of communication and how it makes the process of communication meaningful that needs to be understood.

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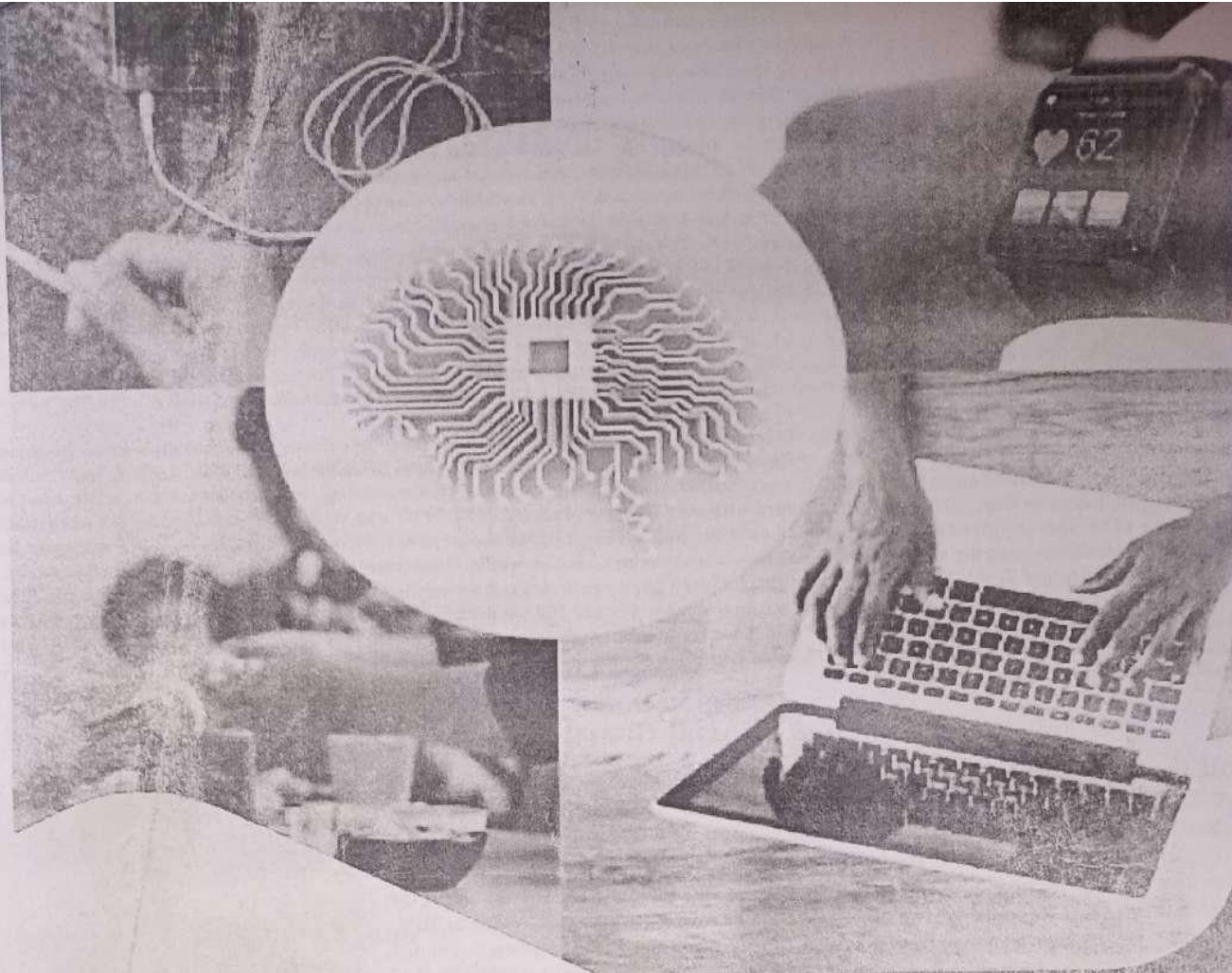
Covid-19: Implications for Equity and Inclusion in Higher Education

Ananya Behera and Abbas Mohammad

The National Educational Policy 2020 (NEP 2020) is the third educational policy developed in India after a gap of 34 years from the second policy. The first education policy was announced in 1968 based on the reports and recommendations of the Kothari Commission, and the second education policy was announced in 1986 (Rao, 2021).

The National Education Policy was announced on July 29, 2020. According to the Government of India's own claim, the NEP 2020 was formulated after having considered over two lakh suggestions from different levels of local self-governing bodies, 2.5 lakh gram panchayats, 6,600 blocks, 6,000 ULBs and 676 districts with the aim of holistic productivity and contributing citizens for building an equitable, inclusive, and plural society with an increased Gross Enrolment Ratio (GER) of 50 percent by 2035 (Anuja, 2020). Aspects of equity and inclusion are central to the NEP 2020. This is in sync with UNESCO's Education 2030 Agenda, which is part of a global movement to eradicate poverty through 17 Sustainable Development Goals (SDGs) by 2030. Education, essential to achieve all these goals, has its own dedicated Goal 4, which aims to "ensure inclusive equitable quality education and promote lifelong learning opportunities for all". The UNESCO in its *Guidelines for Inclusion* viewed inclusion 'as a process which is concerned with the identification and removal of barriers' of education and ensures the presence, participation, and achievement of all students and their diversities. One of the most crucial aspects of NEP is the recognition of growing inequality and inequity plaguing the country's education system (Rao, 2021).

While the NEP 2020 seeks to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all" by 2030, it has moved away from the traditional sites of exclusion and has broadened the categories of Socio-Economically Disadvantaged Groups (SEDGs) by



**APPLICATIONS OF STATISTICS &
ARTIFICIAL INTELLIGENCE IN EMERGING
SCENARIOS-2023**

Prof. Monalisha Pattnaik

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*Dr. Animesh Bag
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FORECASTING THE IMPACT ON CRUDE OIL PRICES IN INDIA DURING RUSSIAN UKRAINE WAR

Dr. Anima Bag¹, Sarmistha Sarangi²

Rama Devi Women's University, Bhubaneswar, PIN-751022, Odisha, India.

The war between the two neighboring countries Russia and Ukraine is a major setback to the world economy and it adversely affect the growth and high inflation rate, because of this crisis the whole world economy could be seen slower growth and faster inflation. Russia and Ukraine are the major commodities producers in general more particularly the oil. The war would definitely caused global prices soar

ABSTRACT

The war between the two neighboring countries, Russia and Ukraine adversely affects the world economy with slower growth and high inflation. Since the conflict between Russia and Ukraine started, firms have increased oil costs, which is biting consumers. As a result, the cost of vegetable oils, diesel, and petrol increases significantly. The purpose of this work is to fit the trend line based on the observation and make the future prediction. The scope of the study is to examine the trend line of the crude oil prices in different years. It is based on historical data taken from Annual Reports of the Crude Oil WTI futures. MS-Excel is used for analyzing the data and to plot it.

Keywords: Inflation, Crisis, Trend, Crude oil, World economy

1. INTRODUCTION

India is the world's third-biggest purchaser of oil. It imports more than 80 percent of the oil needs each year out of which around 2 per cent is from Russia. India's total trade with Russia is around 1.3 per cent of its total trade worth rate USD 10 billion. India's imports from Ukraine in FY 2022 were USD 2.14 billion, and for 9 months of FY 2023 was USD 1.98 billion. The biggest affect on current accounts will be in the petroleum importers are ASEAN (Association of Southeast Asian Nations) economies India, frontier economies including some of the pacific island. Since the conflict between Russia and Ukraine started, firms have increased oil costs, which is biting consumers. As a result, the cost of vegetable oils, diesel, and petrol increases significantly. As the war broke out in February 2022, India's crude basket rose rapidly from \$80 in 2022-23 to \$110 in the six months. The global oil prices have been under high pressure due to the ongoing Russia Ukraine war.

India becomes optimistic in recovering stock market after the pandemic of COVID-19, by picking up production and manufacturing activates, recuperating market forces of demand and supply, interest rates and volatility getting under control, at least to an extent. But due to the Russia-Ukraine war that began on 24th February, 2022, new challenges are to be faced by India. It has been observed that most of the indices of the stock market have fallen by more than 10% since 1st February, 2022, with certain short breaks. Hence it is expected that the Brent crude oil prices will skyrocket to around \$130 barrel within the next few months. More over due to the zero-covid policy of China and slackening world demand for oil, it becomes difficult to estimate the movement of the oil prices. Thus a substantial volatility and uncertainty in the market is created that effects Indian economy for policy making.

CHAPTER

15

Deep learning techniques
for hepatocellular carcinoma diagnosis

Dillip Kumar Bishi^a, Priyadarshini Padhi^a, Chhabi Rani
Panigrahi^b, Bibudhendu Pati^b, and Chandi Charan Rath^c

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Introduction

Hepatocellular carcinoma (HCC) is liver cancer, which predominates in the majority of all primary liver cancers (El-Serag & Rudolph, 2007) and is the fourth key cause of cancer-associated mortality globally (Yang et al., 2019). HCC is caused mostly due to excessive alcohol consumption, chronic viral infections leading to cirrhosis, and ingestion of aflatoxins. Due to the high level of heterogeneity and complex etiological factors, precise interpretation and histopathological grading of HCC and tumor staging require keen visual inspection by experienced pathologists. After decades of research, there is still uncertainty in the clinical diagnosis of cancer including HCC and precise identification of tumor-specific signature markers. Conventional diagnostic methods such as ultrasound, X-ray, computed tomography (CT), positron emission tomography (PET), magnetic resonance imaging (MRI), biopsy, and some serological parameter assessments are widely followed by physicians, though the accuracy in the detection of tumor stage is still not practical in most of the tests. HCC is prevalent, particularly in Eastern Asia and sub-Saharan Africa with an estimate of 85% of all HCC cases worldwide (Tang et al., 2018). The etiologic factors of HCC are mainly hepatic cirrhosis and fibrosis, caused by infection from hepatitis B and C virus and several other nonviral inflammatory factors like steroid drugs, aflatoxins, ochratoxin A, and alcohol (Zimmermann, 2016). Unlike the gradual decrease in all other cancer mortality rates observed worldwide,

Dillip Kumar Bishi

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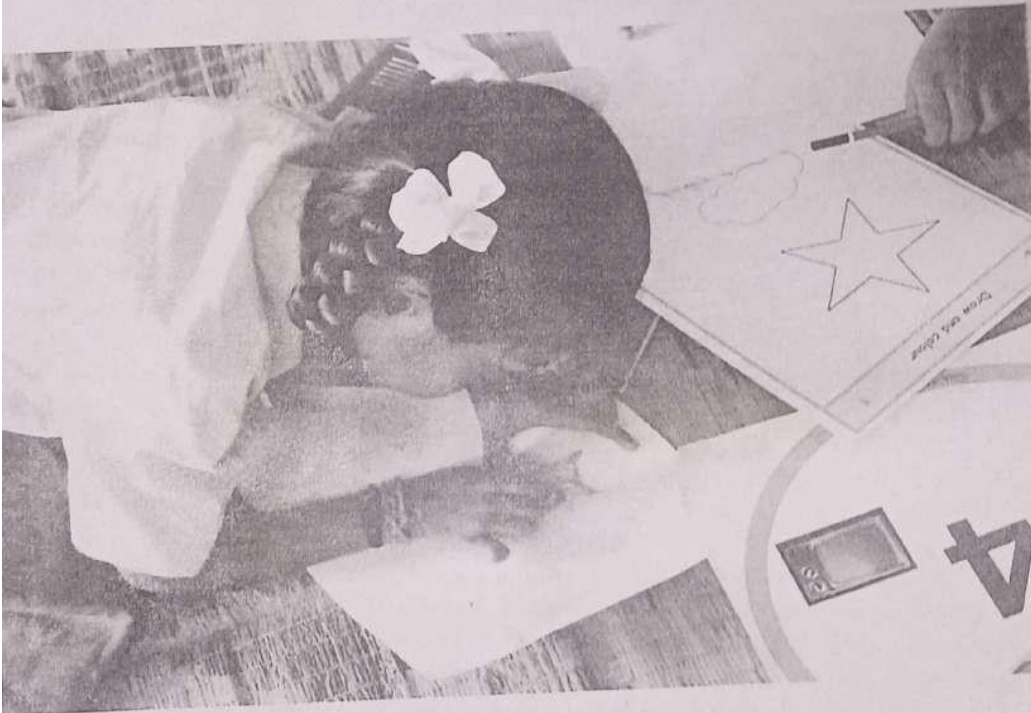
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Inclusive Higher Education and Neo-liberalism

Manas Behera

Education is one of the most effective, available weapons in the strategy to eliminate poverty and hunger. The Sustainable Development Goal (SDG4), aims at 'ensuring inclusive and equitable quality education and promoting lifelong learning opportunities.' This paper argues that, without a dominant public-funded education system, SDG4 cannot be achieved in a country like India. In fact, a reverse trend is being observed in recent decades that goes contrary to SDG4, particularly in higher education.

The role of higher education in the development of an inclusive society is accepted across ideological divides. Higher education becomes more relevant in a society like India that has multiple forms of inequalities like class, caste, gender etc. When higher education becomes inclusive, it can create and sustain conditions for radical transformation of the society. Higher education acts as a liberating force, particularly for the oppressed, the exploited and the excluded. Denial of access to higher education in this age of information and communication technology amounts to denial of fundamental freedoms.

Education, particularly higher education, creates and sustains the space for democratic debate and empowers people in defending their rights. In a society with many forms of exclusions, higher education is not only necessary but must become a pre-condition to challenge



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A Study on Hallyu: The Influence of K-Pop Group Among Bhubaneswar Youth

Himadri Sankar Bharadwaj
Nity

Abstract

The Korean surge is known as Hallyu or Hanryu in Korean (Shim, Park, 2006). Hallyu is an escalated, broad flood tide of well-given Korean culture (Yedes, 2008). It depicts the rising elevation of Korean mainstream society (Shim, 2006 and Lee, 2011). The Korean Wave, which is especially cherished by young people in their teens and 20s, expanded its fan base to include Latin America, the Middle East, and Asia. The extraordinary allure of Korean culture has spread to people worldwide via global web-based platforms like YouTube and person-to-person communication advantages. The craze has expanded to Korean traditional culture, food, music, and language, developing an expanding number of fans. This study helped identify the growth of fandom fans among the younger generation, ascertain the points of initiation and factors for interest in Korean Pop Media (Music, Videos, and Television), and ascertain the experience of Indians with Korean media. This research study investigated the Korean wave's immediate implementation on Bhubaneswar's youth. The researchers employed snowball sampling in the study. The data from 200 students were collected using a questionnaire. The study helped to understand the influence of K Pop groups on K drama among the respondents. The following area contains information depicting the extension of being a fan among the youthful generation. The study focuses on the information obtained from examining the commencement marks and variables for interest in Korean Pop Media (Music, Videos, and Television). The researchers have attempted to evaluate the progress of fandom fans among



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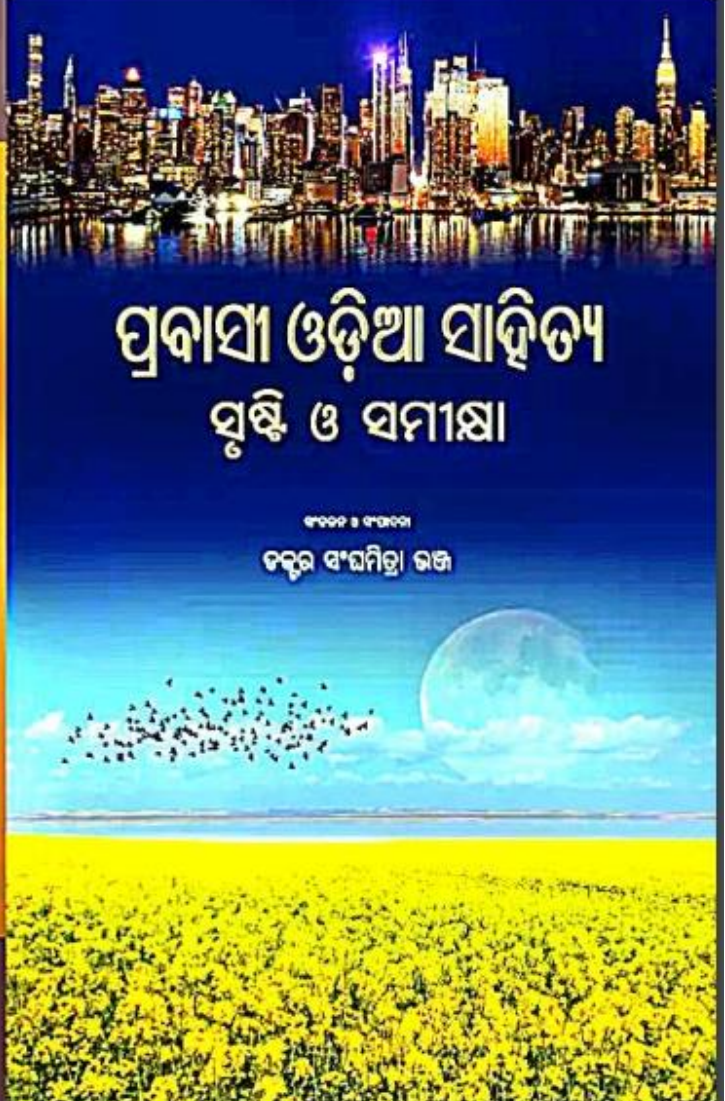
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 ଉପାଦାନିକ, ସାମାଜିକ ଏବଂ ସାଂସ୍କୃତିକ ଜୀବନରୁ ବହୁ ଉତ୍ତର ପ୍ରଦାନିତ କରିଥାଏ । ଶିକ୍ଷା
 ସାହିତ୍ୟ ଏହାର ବ୍ୟକ୍ତିଗତ ରୂପେ । ନିଜର ଜୀବନ ଜାନ ମଧ୍ୟରେ ଶାନ୍ତିତା ଓଡ଼ିଶାରୁ ଥିବାର
 ଉପରେ ଏବଂ ତାହାର ପୁରୋଧ୍ୟ ଥିବାର ଶାନ୍ତିତା ପରିମଳରୁ ଉପାଦାନ
 କରିଥିଲା । ସାଧ୍ୟ ଶେଷତାକୁ ରୂପେ ଓଡ଼ିଶାର ବନ୍ଧି, ଶେଷତା, ନାଟ୍ୟକାଳୀନରୁ ନାଟ୍ୟକାଳୀନର
 ବନ୍ଧିତ କରିଥିଲା । 'ଓଡ଼ିଆ ଶାନ୍ତିତା' ଗାଁ ଗାଆଁରୀ ଆଧାରିତ ନେତୃତ୍ୱ ସୁନିଶ୍ଚିତ ଭାବ
 ଏବଂ ମନୋରାଜ୍ୟ ବାଦନ । ଓଡ଼ିଆ ସାହିତ୍ୟରେ ବହୁ ଉତ୍ତର ଓ ପ୍ରକାଶ ନଥାବାରୁ ବୃତ୍ତି ଶେଷ
 ତଳେ ବୁଦ୍ଧ ଏବଂ ସମସାମୟିକ ନିଆବାରନର ବନ୍ଧ ଏଥିରେ ସୁନିତ ହୋଇଛି । ଏହି
 ଉପାଦାନ ଗାଆଁ ବନ୍ଧିତ ଆଧାରିତ ଭାରତୀୟ ନିଆସାହିତ୍ୟର ପୁରୁଷରୂପରେ ଓଡ଼ିଆ ବିଦ୍ୟାସାହିତ୍ୟର
 ପ୍ରକାଶକୃତ ବିବରୁଦ୍ଧିର ଉତ୍ତରନ କରିବ ।

ଶିକ୍ଷା, ବିଦ୍ୟାର ଏବଂ ସମାଜୋଚ୍ଚାର ବହୁର ସଂଗ୍ରହ । ଉଚ୍ଚ ସମ୍ପ୍ରତି ଓଡ଼ିଶାର ଏକମାତ୍ର ମହିଳା
 ବିଦ୍ୟାବିଦ୍ୟାଳୟର ଓଡ଼ିଆ ଭାଷା, ସାହିତ୍ୟ ବିଭାଗପୁଞ୍ଜ୍ୟ ଗାବରେ ଥିବସୁପିତ । ପ୍ରଭୁଗାନ୍ଧବୀ ନିଆ
 ସାହିତ୍ୟ ସମ୍ପର୍କରେ ଉଚ୍ଚତର ଉଦ୍ଦେଶ୍ୟା କରିଥିବା ସଂଗ୍ରହ ହିତା ଏବଂ ଓଡ଼ିଆ ସାହିତ୍ୟରେ
 ପୁରନାତ୍ତ୍ୱର ଅଧ୍ୟୟନ କ୍ଷେତ୍ରରେ ବୃତ୍ତର ପରିଚୟ ସୃଷ୍ଟି କରିପାରିଛନ୍ତି । ସର୍ଜନଶୀଳ ସାହିତ୍ୟ ଉଚ୍ଚତା
 ଉଚ୍ଚ ଅନୁବାଦ ଏବଂ ଉଚ୍ଚତର କ୍ଷେତ୍ରରେ ମଧ୍ୟ ତାଙ୍କର ବନ୍ଧତା ପ୍ରମାଣିତ । ସେ ମଧ୍ୟକ ଶାନ୍ତିତା
 ନାଟ୍ୟ 'ସୁନେଇ ଗାଧୁକା'ର ଅନୁବାଦିନୀ । ଉଚ୍ଚତ ଓଡ଼ିଆ ଏବଂ ହିତା ସାହିତ୍ୟରେ ପ୍ରକାଶ
 କାର୍ଯ୍ୟକ୍ରମର ସମ୍ୟକତା ଦର୍ଶା କରିବା 'ବୋଧିତା' ଉଲ୍ଲେଖନୀୟ ଲୋକପ୍ରିୟତା ଅତିଦେବତା ।
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ବିଂଶ ଶତାବ୍ଦୀର ଆଲୋକବର୍ତ୍ତକା ମା' ରମାଦେବୀ


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(୧୮୯୯-୧୯୮୫)

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Module 5:

Reporting on Malicious Uses of AI Technologies



Summary

This module discusses issues related to the potentially harmful effects created by the use of artificial intelligence (AI). Technology's position in the public sphere, the inequality of information dissemination and raising larger questions about the appropriate use of technology have been the broad talking points. These concerns call for critical AI literacy among journalists, so they can cover issues with uncertain ramifications. How should the field of journalism be alert to and monitor social developments in terms of AI? This module identifies and accounts for ethical challenges by covering the aspects of excessive use of AI and big data, online propaganda, deepfakes, bad bots, the dark web and lapses in cybersecurity.

Key concepts: *ethics, bad bots, cybersecurity, dark web, deepfakes, online propaganda*



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Mangal Singh
Anand J. Kulkarni
Patrick Siarry

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Use of artificial intelligence and blockchain technologies in detecting and curbing fake news in journalism

Suchitra Patnaik

The English and Foreign Languages University (Central University)

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Use of technologies in media and communication

Interventions of artificial intelligence in mitigating fake news on social media

Santosh Kumar Biswal, Ambika Sankar Mishra, and Narsingh Majhi

Rama Devi Women's University

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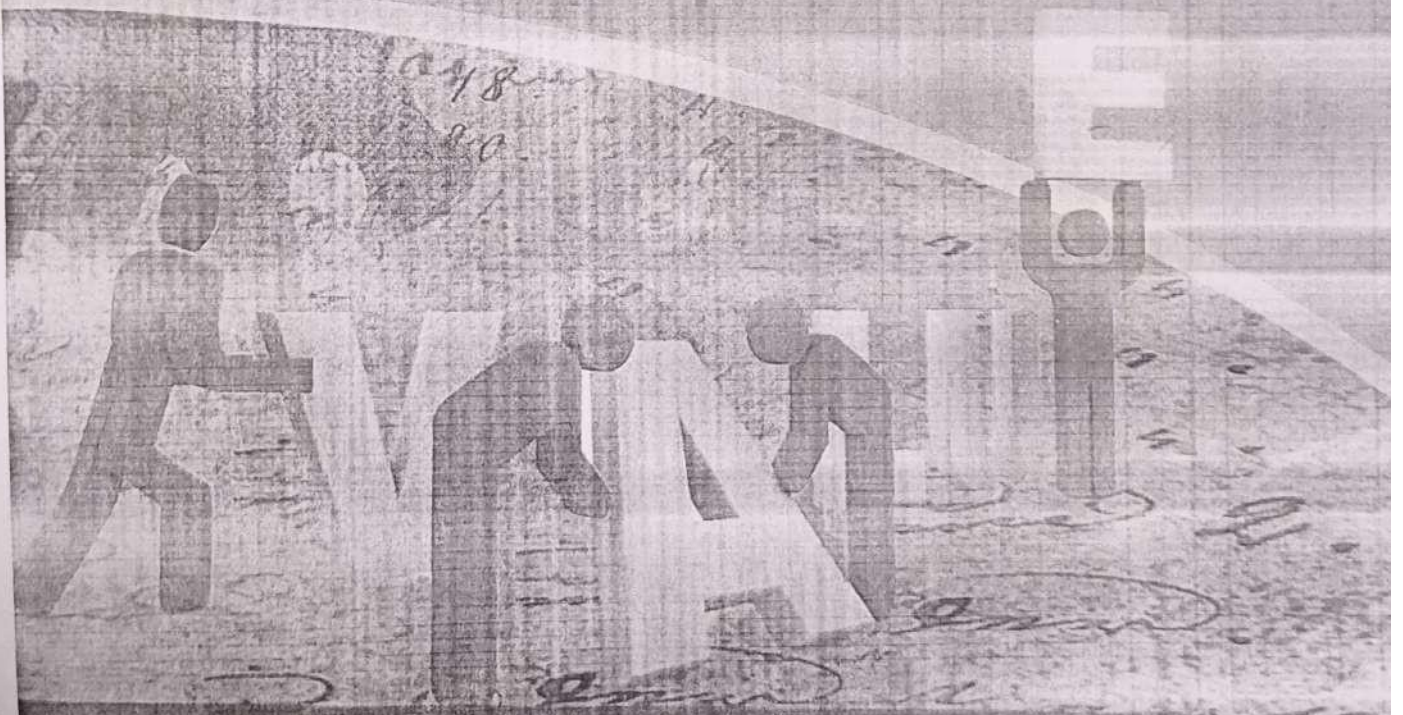
8.1 INTRODUCTION

Conspiracy theories and fake news are all part of daily life in contemporary times. These days, it is quite difficult to tell the difference between true and incorrect information. Since much information is consumed electronically, false information can frequently have a substantial negative impact on someone's health or financial situation. In blogs, emails, social networks, or online media, anyone can contribute content. However, because of the sources' disparate areas of expertise and points of view, the material is getting heterogeneous. On a variety of subjects, information that is inconsistent and contradictory is getting published by the politicians, opinion leaders, and occasionally scientists. Cybercriminals use the Internet as an efficient and affordable means of disseminating information that benefits their goals (Ahmed et al., 2021). Anyone can post anything online and there is no quality control. Most of the time, the accuracy of material found on online platforms has not been verified.

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2

RECENT APPROACHES IN AQUATIC ECOSYSTEM HEALTH ASSESSMENT

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Abstract

Water is a primary natural source, a basic human need and a precious asset. Water is one of the most abundant compounds on earth and groundwater contributes about 95% of the freshwater on earth making it fundamental to human life and economic development. United Nations Environment Program (UNEP) report says as many as two billion people depend directly upon aquifers for drinking water and 40% of the world's food is produced by irrigated agriculture (WWAP, 2017). However, aquatic pollution is a serious challenge, which could make food and drinking water unsafe for consumption; this makes aquatic ecosystem health assessment an issue of great concern. Ecosystem health monitoring and assessment is being carried out since long; however, modern tools, especially the biomonitoring tools, being employed for this purpose are rapid and highly sensitive even at very low concentrations of chemicals, contaminants and xenobiotics. The focus of this chapter is on recent approaches in aquatic ecosystem health assessment and management.

Keywords: Aquatic ecosystem, Health assessment, Pollution, Biomarkers, Biomonitoring

INTRODUCTION

Rivers are the most important, easily accessible resource for freshwater, which is needed for domestic, agriculture, irrigation, industrial, transportation purposes. Due to these reasons, all the civilization began in banks of river which is evident from the fact that most of the major cities of the world are situated on the banks of the rivers. The total volume of the world's rivers is about 2,115 km³ (Groombridge and Jenkins, 1998) which is not only important for human, but also for aquatic animals and serve as a hotspot to an incredible proportion of the world's biodiversity.

Pollution in Aquatic Ecosystem


Aquatic pollution, a global environmental concern, has increased in developed, developing



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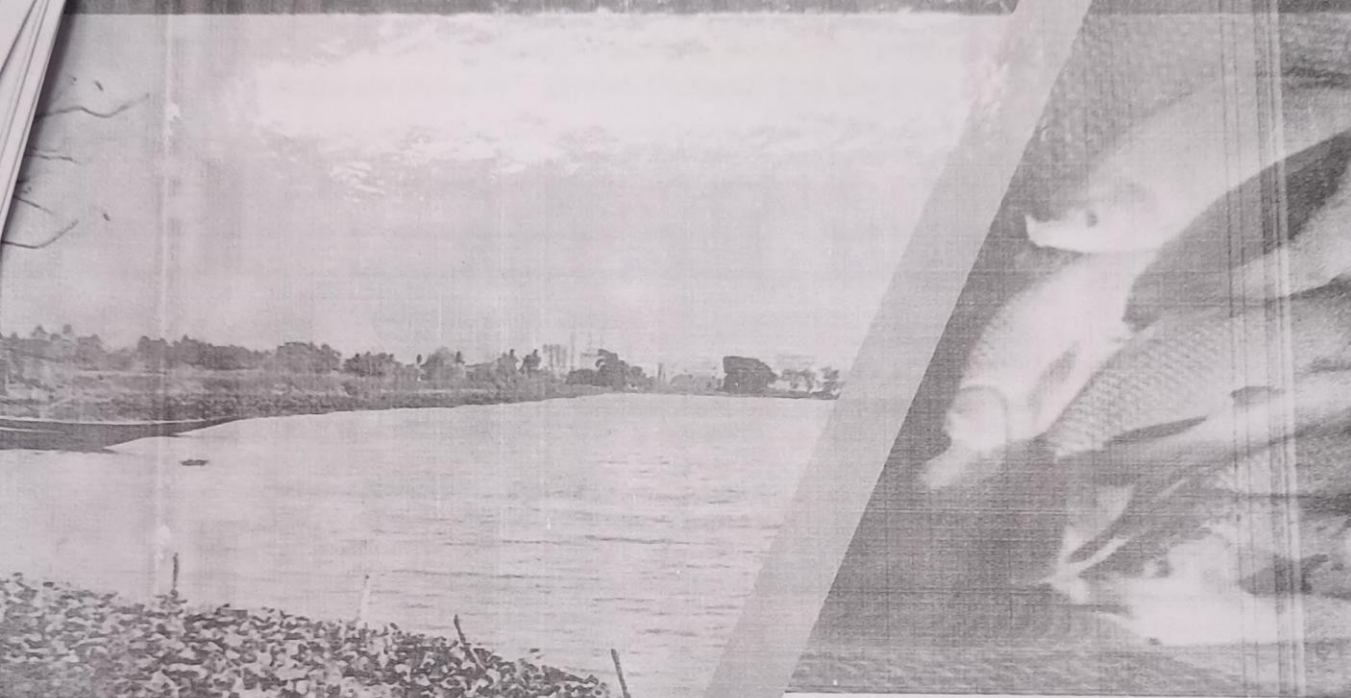
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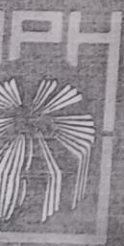
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Chapter 22 - A review on marine-based phytochemicals and their application in biomedical research

Rousan Khatun¹, Sikha Singh¹, Navneet Kumar Dubey², Alok Prasad Das¹

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Abstract

Phytochemicals are involved in specific biological activities, and they are the natural bioactive substances which are derived from phytonutrients (i.e., plant foods). In the field of biomedicine, various phytochemicals may play a protective role against diseases and infections. Phytochemicals like phenolics, alkaloids, terpenes, and organosulfides are considered secondary metabolites of plant foods. Currently, marine natural products have been recognized as the utmost consequential origin of bioactive substances. Biomedicine include lots of marine-based phytochemical substances associated simultaneously. The diagrammatic dissimilarities of these marine phytochemical substances come from various alteration reactions of the main fluxion. For decades, various phytochemicals have illustrated distinct biomedical and therapeutic effects on the health of human beings such as immune response and antimicrobial. The ongoing headway shows the direction to appreciating the gradual development to recognize narrative dominating properties of marine-based phytochemical substances for biomedical. This chapter summarizes stocking research of marine-based phytochemical substances, which are directly applicable to biomedical as well as therapeutics. All these phytochemicals are stably visualized in various considerable studies (i.e., in vitro, in vivo, and clinical studies) with high potential protectiveness and therapeutics on many infections and diseases that subsequently relate to the biomedical.

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Keywords

Phytochemicals; phytonutrients; marine; biomedical; therapeutics

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