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### 4A7 - HAILIE RODGERS

One of the first ethnographic studies to explore use of social media in the everyday lives of people in Tamil Nadu, *Social Media in South India* provides an understanding of this subject in a region experiencing rapid transformation. The influx of IT companies over the past decade into what was once a space dominated by agriculture has resulted in a complex juxtaposition between an evolving knowledge economy and the traditions of rural life. While certain class tensions have emerged in response to this juxtaposition, a study of social media in the region suggests that similarities have also transpired, observed most clearly in the blurring of boundaries between work and life for both the old residents and the new. Venkatraman explores the impact of social media at home, work and school, and analyses the influence of class, caste, age and gender on how, and which, social media platforms are used in different contexts. These factors, he argues, have a significant effect on social media use, suggesting that social media in South India, while seeming to induce societal change, actually remains bound by local traditions and practices.

Papers presented at the Colloquium on South Asian Archaeology, held in Hyderabad.

Landscape architecture covers the entire range of outdoor design: the fascinating scope of this field ranges from open space planning near, on or even inside buildings to self-sufficient creations in residential areas or in the open nature, and Land Art that uses nature as "raw material" for a work of art. The different geographical and social contexts shape the design of the creative and playful solutions applied to 1000 projects from around the world. While the main focus are parks and gardens, this publication also presents numerous other types of categories such as greened façades, stone gardens, memorials and waterscapes.

Contributed articles.

Earning money is important for sustenance and people resort to it by working at a job or starting a venture. But to meet the material aspirations of individuals, it is important to make money earn too instead of lying idle. Wealth creation is the buzzword, and being successful at it is no matter of chance. A proper understanding of the various instruments of investment, how they appreciate and depreciate, and when to buy and sell/invest in or withdraw are important for this. 'Bulls and Bears all about shares' by Soma Valliappan breaks this very myth. Unlike the popular belief, investing in the stock market is not like gambling. It works on certain basic principles and is well governed by rules and regulations, like all other legal modes of investments. What one requires is the eye to identify good companies to invest in, the right price and a certain watchfulness. 'Bulls and Bears all about shares' was first published in Tamil (by name Alla Alla Panam) and became a handbook for the several people who had always lingered on the sidelines, fearing to take the plunge into the uncertain world of stock markets. The English version is being published to reach out to a wider population across the country so that they may benefit too from Soma Valliappan's experience and insights.

Whose News?: The Media and Women's Issues (1994) quickly became an international classic which was widely used. The decade that has passed since its publication has witnessed dramatic developments in the media environment across the world. As a consequence, the coverage of gender issues in the media today has to be viewed and evaluated against the background of globalisation in general and media globalisation in particular.

Reports for 1958-1970 include catalogues of newspapers published in each state and Union Territory.

Study on the history of Karūr based on the Roman antiquities.

Covers all the 25 states and 7 union territories of India.

The encyclopedia of the newspaper industry.