(22) Date of filing of Application:12/09/2024

(43) Publication Date: 20/09/2024

(54) Title of the invention: CULTURE AND MASS MEDIA

:A61P0019020000, A61K0031437000, A61K0031573000, (51) International classification H04L0067140000, C07K0016280000 (86) International Application No :NA

Filing Date (87) International Publication No : NA (61) Patent of Addition to :NA Application Number Filing Date (62) Divisional to Application :NA Number Filing Date

(71)Name of Applicant:

1)Dr. U.Pushpa Latha
Address of Applicant :Assistant Professor Depart of English., Malla Reddy Engineering College, Maisammaguda (Post. Via. Kompally), Medchal-Malkajgiri-500100. State: Telangana Email ID & Contact Number: jlatha.mrec@gmail.com&8919785063 Secunderabad -------

2)Malla Reddy Engineering College

Name of Applicant : NA Address of Applicant : NA (72)Name of Inventor :

(1)Dr. U.Pushpa Latha
Address of Applicant :Assistant Professor Department of English, Malla Reddy Engineering College,
Maisammaguda (Post. Via. Kompally), Medchal-Malkajgiri-500100. State: Telangana Email ID & Contact
Number: Jatha. mrec@gmail.com&8919785063 Secunderabad ---------

2)Vanaja Sivalanka

Address of Applicant : Assistant Professor Department of English., Malla Reddy Engineering College, Maisammaguda (Post. Via. Kompally), Medchal-Malkajgiri-500100. State: Telangana Email ID & Contact Number:vanaja0930@gmail.com&9966398378 Secunderabad

3)Dr. Abhibunnisha Begum

Address of Applicant :Assistant Professor Department of English and Humanities Anil Neerukonda Institute of

4)Dr.M.Thriveni

Address of Applicant :Assistant Professor Department of English and Other Language,GSHS,Gitam University,Visakhapatnam State:Andhra Pradesh Email ID & Contact

Number:thrivenimindi@gmail.com&8790389858 Visakhapatnam

5)A.Madhavi

Address of Applicant :Associate Professor Department of English., Malla Reddy Engineering College, Maisammaguda (Post. Via. Kompally), Medchal-Malkajgiri-500100 State: Telangana Email ID & Contact Number:madhavilatha1674@gmail.com& 9440387172 Secunderabad

Address of Applicant : Assistant Professor Department of English., Malla Reddy Engineering College, Maisammaguda (Post. Via. Kompally), Medchal-Malkajgiri-500100 State:Telangana Email ID & Contact Secunderabad -

7)S.S. Manish Ram

Address of Applicant: Assistant Professor Department of English., Malla Reddy Engineering College, Maisammaguda (Post. Via. Kompally), Medchal-Malkajgiri-500100 State: Telangana Email ID & Contact Number: manisharam1274@gmail.com&9052603436 Secunderabad -------

8)K.B.Vamsi

Address of Applicant :Assistant Professor Sri Venkateswara College Of Engineering, Tirupati State: Andhra Pradesh Email ID & Contact Number: vamsi.kb@svcolleges.edu.in&8374139891 Tirupati --

9)Dr.V.Sharon Luther

Address of Applicant :Assistant Professor Aditya Institute Of Technology and Management. Tekali. Srikakullam Dist. State: Andhra Pradesh Email ID & Contact Number: vsharonluther@gmail.com& 7288084491 Tekkali -

(57) Abstract

ABSTRACT Education is a power tool that enables a person to perceive and disseminate his knowledge in a meaningful way. Education plays an important role in the development process of any society. In fact, education is considered as the most important means to empower people with knowledge, skills and self—confidence that enable them to participate in the development process. Education in technical sense refers to that process by which society through it's different institutional deliberately transmit its cultural heritage to its young accumulated values, knowledge and skills from one generation to another The world is considered to a 'Global City' because every hook and corner of the world can communicate with any part of the world sharing information. The role of media in this global city is both significant and valuable and has far reaching influence on society especially on students. The twenty-first century people live in a drenched world of social media where they can search for the possibilities of enhancing knowledge that is stretched all through the corners of the global village. English is the one of the six official languages of the U.N.O and link language of the commonwealth countries. The rapid spread of industrial development, Science, Technology, International trade, English has become a world language. It is the means of International Communication; there are many methods for teaching English over the years which provided some kind of stepping stone towards an approach or theory which has ultimately aided the progression of teaching methods

No. of Pages: 2 No. of Claims: 2