Editorial

Selphie (Selfie) Paradigm!
Disaster of the Desire or Self Fulfilling Promotional Prophecy?

Dr. SONY JALARAJAN RAJ
Editor-inChief, Journal of Media Watch
Department of Communication
MacEwan University, Edmonton, Canada

Selphie is already a daily order and became the indispensable culture of the present generation. From celebrities to politicians, from travelers to the local vendor, selphie is widely accepted as their fun fantasy and fulfillment. The ultimate passion of human to see the 'self', to enhance the image and to share with the fellow beings is immersed in the psychology of human mind from time immemorial.

Digitalization and miniaturization added the fun and flavor to the new virility of selphie culture and the wider acceptance of it. Reproduction of reality by the self for the self through an electronic gadget and the transmission of it to the private and public sphere is now so much contagious. There are more ways and means to make the self-luminous and realistic. Hope 3D printing will make the image a reality in the material world too. Let the struggle for the 'ideal' reality continues. There are different elements in this exercise; satisfaction, secret, sharing sweetness, revelation, knowing of the existence and change, identifying the self, transition on ages, reproduction of images, self-gaze and challenge to prove the existence in the digital world.

Searching the annals of history, *Zabi IJsem Einsteina, Panove* 1970s Czechoslovakian sci-fi comedy imagined the selfie stick four decades before the accessory became the weapon of choice for chill parents on vacation (Chris Plante, The Verge, 2016). The tiny camera behaves like a retractable steel pointer, with a small lens and flash at the tip. The bottom of the stick instantly prints a fully-developed photograph—far faster than a Polaroid. Japanese comedy site *Omocoro*, a fellow who goes by "Mansooon" said that he found selfie sticks embarrassing because when you use them, other people know you are using a selfie stick. Then, there's the fact that some hate folks who use selfie sticks. So, to overcome this, Mansooon came up with an artificial 'Selfie Arm' (Brian Ashcraft, Kotaku, 2016).

The sense and the sensibility of the selphie culture is more surprising. Is selphie taken is an extension of human body? Is it the digital reprint of organic human to an extra-terrestrial age? Questions and curiosities remain unanswered. Capturing one's own image and it is dissemination are now-a-days subjected to cyber vulnerabilities too. Revealed beauty through a selphie and the appreciation from the kith and kin will definitely comes with a soothing effect. As the mass communicating of selphie became a reality, mainstream media and the celebrities too became the part and parcel of it. From international diplomacy to the local self-government elections, from Olympics to the war field selphie is extensively used. Selphie undoubtedly becomes a mediated and ideological instrument of attention

seeking. Capturing the moments with multiple images and in multiple numbers started causing tiring fingers while snapping through a smart phone.

Named Word of the Year in 2013 by the Oxford English Dictionary, the term "selfie" has become ubiquitousin the vocabulary of nearly every teen and young adult in the technological world. A selfie is defined as"a photograph that one has taken of oneself, typically one taken with a smartphone or webcam and shared via social media" (Oxford Dictionary, 2013). International Journal of Communication defines 'selphie' as a photographic object that initiates the transmission of human feeling in the form of a relationship (between photographer and photographed, between image and filtering software, between viewer and viewed, between individuals circulating images, between users and social software architectures, etc.). A selfie is also a practice—a gesture that can send (and is often intended to send) different messages to different individuals, communities, and audiences. This gesture may be dampened, amplified, or modified by social media censorship, social censure, misreading of the sender's original intent, or adding additional gestures to the mix, such as likes, comments, and remixes. (Theresa and Nancy, IJC, 9-2015) For the Millennial Generation (Gen Y), the act of taking selfies and overall usage of various social media platforms are an integral part of life. The Millennial Generation's comfort with social platforms has given this specific age group a more positive view of how social media might be affecting their lives. Studies, however, link social media use in young adults to various behavior development issues (Noor Al-Deen & Hendricks, 2012).

Despite "selfie" becoming a phenomenon of the 21st century, the act of sharing a selfie with friends pre-dates, the Internet. The act of distributing "cartes de visite," or pocket sized photo cards, dates back tothe 1860s (The Economist, 2014). In 1880, the photo booth was introduced, which attracted people to take self-photographs just as they still do today. The invention of the self-timer in the late 1880s allowed for any individual taking a photograph to preset their camera and allow themselves 5 to 10 seconds to get into a shot. This is believed to be the inception of what is now known as a selfie, or self-photograph.In 1948, the first Polaroid camera was sold. This camera could be held at an arm's length, which encouraged individuals to take more intimate self-photos (The Economist, 2013). The slang expression "selfie," however, first appeared in 2002 in an online post from Australia. Since then, society's use of the word selfiehas increased 170 times, thus encouraging the Oxford English Dictionary to announce it as Word of the Year in 2013 (Day, 2013).

Massachusetts Institute of Technology (MIT) researchers devised an algorithm to tell you how memorable (or forgettable) your selfies are. The "MemNet" algorithm uses deep learning techniques, relying on a neural network that has learned to identify image patterns based on how memorable they are. (Sciencealert.com, 2016). This will help in the archiving, curation and transmission of the very best qualitative images taken out of the hundreds you clicked. This algorithm is having the ability and capacity to identify which image is accurately as human can.

"Understanding memorability can help us make systems to capture the most important information, or, conversely, to store information that humans will most likely forget," said Aditya Khosla, a researcher at MIT's Computer Science and Artificial Intelligence Laboratory (CSAIL). "It's like having an instant focus group that tells you how likely it is that someone will remember a visual message. (Khosla, 2016)".

The researchers schooled the algorithm in memorability recognition by feeding it a stream consisting of tens of thousands of images that had been ranked in terms of how memorable they were, based on testing with observers, which awarded each image an objective memorability score. MIT research is path breaking in quantifying the emotions and memory through images. Object recognition, scene understanding, image pixel recognition, shade and shadow identification, color matching, light intensity...... the limit of the algorithm's is the sky. The collection, which at 60,000 images now stands as the world's largest image memorability dataset, was processed by the software. The algorithm independently taught itself how to find patterns in (and correlations among) the photos, by analyzing the images and building its own understanding of image elements associated with memorability (based on the rankings) and distinguishing them from ones ranked as forgettable. In addition to identifying and scoring images based on their memorability, the algorithm also produces a heat map on images to indicate which parts of them are distinctly memorable.

The potential of the 'MemNet' algorithm is far reaching and challenging. The artificial intelligence used in this algorithms can now even detect, identify and distinguish images from thousands. This can easily be used in security, surveillance and defense purposes. Artificial intelligence can now predict the very best and the bad. The gap between the human memory in predictability and the artificial intelligence is narrowing and becoming closer. Maybe in future these algorithms will be able to distinct images and find the particular visuals time and date of click.

Selphie culture had already become a sensory perception of human life. It clearly highlights the symbiotic relationship of human and digital object in perfect harmony. Created, curated, displayed, modified, distributed, tracked, and monetized in the digital space of civility. Selphie's now sensitize, represent, discourse, argue, empower, document, transmit and exchange values, norms, cultures and ideologies. Lot of mishaps were reported due to dangerous and adventurous selphie attempts. Selphie is boosting self-esteem, reducing the distance to self-actualization, emancipation and realization. As Cohen points out, moral panic tends to heighten when a particular media form or practice is adopted by young people, women, or people of color, Stanley Cohen (2002). Kate Miltner and Nancy Baym make a similar argument in their transnational media analysis of "Selfiegate"—the scandal that broke out after a photo was published showing Danish Prime Minister Helle Thorning-Schmidt taking a selfie with U.S. President Barack Obama and UK Prime Minister David Cameron during Nelson Mandela's memorial service. In "The Selfie of the Year of the Selfie: Reflections on a Media Scandal," the authors compare news coverage in the United States, Denmark, and the United Kingdom, arguing that one reason Selfiegate resonated internationally was that it raised questions about "who takes selfies and under what circumstances. " More importantly, they argue, Selfiegate also "speaks to shifts in the social fabric that ledto a man of color being president and a woman being prime minister."

Selphie culture is creating political "feel good" in the international diplomacies. As the *Economist* magazine commented, India's one man band Prime Minister Narendra Modi and Russian President Vladimir Putin were the most scored and favorite selphie leaders in the world. President Obama is not an exemption in this case. Selphie is an image building exercise both to the host and guest in the process of image storage and dissemination. Anirban Baishya makes a similar, though far more damning, political point regarding grabbing in his contribution, "#NaMo: The Political Work of the Selfie in the 2014 Indian General Elections." He analyzes the role played by carefully culled selfies circulated by

India's right-wing prime ministerial candidate Narendra Modi, as well as Modi supporters. As Baishya explains, the "banal" and "amateur" nature of these photos worked to convey particular notions of sovereignty, patriotism, and suffrage to supporters of right-wing politics in India. In these contexts, argues Baishya, the quotidian nature of selfies perform of new sort of political labor: "the selfie itself is work, whether it is as visual evidence or, as in the case of Narendra Modi, the consolidation of the affective relations that produce the sovereign."

This issue of the Journal of Media Watch focus solely on the self-reflection from different scholars around the world. The subject varies as self-reflection and portrayal varies and exhibit their heterogeneity. Enjoy reading our prolific scholars and academics contributions

Noor Hayat and Juliana Abdul Wahab critically investigate how Islam and Muslims are portrayed in the western media talk shows, CNN and BBC. The challenging study clearly establish that western media differs from the previous rhetoric by not framing Muslims as terrorists, violent butas threat to western democracy. The findings outline that instead of religion, human rights, economics and war on terror both news channels were found more inspired by talking about the political shifts and regional transformations of the Muslim world, particularly the Middle East and North African (MENA) region.

Gajendra Singh Chauhan and Tanu Shukla from BITS Pilani Rajasthan, India investigate on the Jawaharlal Nehru University student outrage and the one-sided media coverage against the ruling political party. The framed, agenda set left liberal media pundits with the motive of the right to liberty and freedom of speech and expression on one hand and nationalism, the other side is critically examined in this research paper. The case study comes up with a stand that any sedition charge should be a trial by the jury and not the journalist. Media coverages could be an eye opener in many issues, but the sedition charge should be the testimony of the court of law.

Malaysian Aviation tragedies and the aftermath disaster is examined through the periscope of communication and media by Mohd Nazri Latiff Azmi, Nur Ain Afizanabd Rahman, Zulazhanabd. Halim and Mohdfauzi Abdul Hamid. A comparative study between two airlines is done. The study concludes that Air Asia and MAS have their own crisis management strategies. The strategies used by the organisations were influenced by several factors such as the political power involved, the type of the crises and the background of the airlines companies itself. Air Asia had more effective crisis management strategies compared to MAS.

Justin Barnes, Yong-Chae Rhee and Rebecca J. Tallent from the University of Idaho and Washington State University, USA examines Motivation toward Physical Activity: Effect of Social Media Community on Exercise Adherence. The purpose of this study was to provide information regarding a venue for exercise adherence motivation toward physical activity via social media support. The five themes identified that positively affected participants' intrinsic and extrinsic motivation to adhere to exercise through a social media fitness application were: accountability matters; support is crucial for a sedentary population beginning exercise; recognition of gains positively affects motivation; social media creates positive fitness competition; and fitness is a lifestyle.

Benedict Obiora Agbo and Okechukwu Chukwuma from Nigeria looks into Social Media Usage in Gathering and Transmission of News among Broadcast Journalists in South-East Nigeria. Their study finds that broadcast journalists in South-East Nigeria have not significantly embraced the social media in the news gathering and transmission. Majority of broadcast journalists in South-East Nigeria do not significantly accommodate citizens' social media posts/comments in newsgathering.

Theorizing Roles for Online News Media in Representation of Risks: The Case of Malaysia is evaluated by Sharafa Dauda and Nik Norma Nik Hasan. They explores how anxiety and uncertainty about a risk event are naturally rooted in the discourse and count as discursive event because they appear on the discourse planes of politics and the media intensively and extensively. These discourses are pervasive on the Internet, which is used by over 20 million Malaysians.

Nef T. Luczon from Mindanao University of Science and Technology, Philippines uses Phenomenology as theoretical framework and method; as a result, the researcher found out that similar to other documentary films in other parts of the country and the world, the themes showed by Mindanao-based documentaries reflect on agriculture, health, women and children, environment and population. The study underlines that the audience build-up remains a key strategy in order for these documentary films/videos to be disseminated.

Mark Goodman, Frank Bradford and Shane Warren from the Mississippi State University, USA examine the most explosive topic on race relations. The stunning research explains how a breakdown of popular sovereignty in Ferguson contributed to the preexisting hostility in Ferguson. The rhetorical appeal of "Black Lives Matter" will hopefully lead to the restoration of a democratic municipal government in Ferguson and trust among its citizens. The researchers observe on the one-year anniversary of the shooting, the future of popular sovereignty in Ferguson remains uncertain. Anarchy remained in Ferguson; shots fired into a Ferguson home killed a nine-year-old. Police shot two more black males. Meanwhile, citizens kept marching and speaking out for a return to civil government. "There needs to be a reevaluation of human life: (whether) black, white, young, seasoned, whether in Ferguson, or areas considered affluent," Pastor Willis Johnson told KMOV, a St. Louis television station.

John Glynn of Von Mises Institute, Austria estimates that with the rise of populism, both in American and European politics, one question seems to circulate on a regular basis. Are voters, particularly American voters, being conned by false promises and needless fear mongering? The researcher observes, the dynamics of the American political system have changed at an exponential rate, and choosing the right person, and I stress the word right, has become a more difficult task.

Simranpreet Kaur and Vandana Sharma critically unveil the Female Chauvinist Pigs in Indian Cinema. The researchers examine the Raunch culture, a strand of post-feminism in the recent Bollywood movies, The Dirty Picture and Grand Masti. The study reveals the ways in which women are to be represented and as simply reinforce the patriarchal norms that envisage women as objects.

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