



**Research Project titled: “Lights, Camera, and Time for Action”: Recasting Gender Equality Compliant Hindi Cinema**

**Call for Applications for Data Analyst and Social Media Specialist**

This project funded by the U S Consulate, Mumbai, aims to study gender representation in Hindi films both on-screen and off-screen through quantitative research and examine gender issues in the making of films, directing films and audience perspectives of gender representation through qualitative research.

**About SMCS**

The School of Media and Cultural Studies, (SMCS) of the Tata Institute of Social Sciences, Mumbai is engaged in media teaching, production, research and dissemination. A unique feature of the School is the close linkage between its technical and academic work. The work of the School facilitates a synergy between research, teaching and production, all of which are informed by a keen sense of connection with local subaltern cultures of resistance and invention. Production is an important component of the School’s work. Its films are widely distributed and used. The School is involved in media and cultural studies research and offers a two years Masters degree in Media and Cultural Studies. More details about the School - ([www.smcs.tiss.edu](http://www.smcs.tiss.edu)). The documentary films made by the School Faculty and students are available on <https://www.youtube.com/user/SMCSchannel>

SMCS, TISS is seeking applications for Research Project: “**Lights, Camera, and Time for Action**”: **Recasting Gender Equality Compliant Hindi Cinema**. SMCS, TISS is seeking to hire individuals for the positions of Data Analyst (1 position) and Social Media Specialist (1 position) for this project.

Please see the details of all the positions listed in the pages following this. The deadline for applying for all the positions is **22<sup>nd</sup> August 2022**. The shortlisting of the applicants and the online interviews will take place by **29<sup>th</sup> August 2022**. All the positions are on assignment basis and will require hybrid mode of work where onsite presence will be required on work need basis. Please apply to the positions that most suit your interest and aptitude.

**Prof Lakshmi Lingam**  
**Dean, School of Media and Cultural Studies**  
**TISS, Mumbai.**



**About the Positions and the Requirements:**

**Data Analyst: 1 position**

**Description:**

The School of Media and Cultural Studies, TISS, has a project funded by the US Consulate, Mumbai, which aims to study gender representation in Hindi films both on-screen and off-screen through research studies to study gender in Hindi films; examine hierarchies and discriminatory practices within the film industry and advocate for addressing the same to herald changes in the industry.

This is an important research-based position of this project. The incumbent of this position can work on remote assignment basis in coordination with the Project team.

**Roles & Responsibilities:**

To conduct a quantitative data analysis of the dataset in two samples Sample A from 25 blockbuster films (N1=1503 characters) and Sample B from 10 women-oriented films (N2=427 characters). The dataset contains 36 categorical (binary in some cases) measures for 14 variables. The study aims to test if there are significant gender differences of character representations within and across the 2 samples. We wish to also carry statistical analysis on the most prominent forms of gender stereotyping in films.

**Minimum requirements:**

1. Master's degree in any discipline.
2. Competent in any one of the following statistical packages: SPSS, STATA, R
3. Experience with statistics of large data sets

**Duration of the appointment:**

Two months

**Remuneration:**

The total remuneration is Rs 100,000 inclusive of TDS and the amount will be paid in two installments (1) Rs 60,000 against the complete analysis of the Sample A and Sample B and submission of tables and data representation as figures, diagrams and (2) Rs 40,000 against the statistical analysis and submission of the tables and all the interpretations.

**To apply:**

Interested candidates may submit their CV with information of all the projects where data analysis has been undertaken. The CV has to contain two references of individuals with name, email id and contact number, for whom work was rendered or who are conversant with the candidate's capabilities. The subject line 'Data Analyst Application - Your Name' by 22<sup>nd</sup> August 2022 to [smcs@tiss.edu](mailto:smcs@tiss.edu)



**Social Media Specialist (1 position)**

**Description:**

This multi-pronged project includes an array of activities: research studies to examine and reflect gender discrimination within Hindi film industry and information dissemination of the study findings through study report, podcasts and other social media outputs; conduct workshops and panel discussions among relevant audiences to create greater awareness of gender disparities and engage with critical media and film influencers on the findings of the study and work towards policy guidelines for gender parity. The incumbent will be required to reach out to diverse audiences including but not limited to film and media students, film industry leaders and influencers, and the general public.

**Role & Responsibilities:**

1. Develop communication strategies for the project
2. Creation of high-quality communication content such as short videos and editing images/videos bytes from the research team, share data points from the project to create significant digital presence and create a buzz on platforms such as Facebook, Twitter, Instagram etc.
3. Set up a dashboard to track /monitor work with relevant audiences connected via social networks and create periodic reports of social media buzz
4. Manage the project/school website

**Minimum Requirements:**

1. Bachelors/Master's Degree in any discipline
2. Relevant work experience of 2 years in the domain of social media with added experience in editing videos and photos

**Duration:**

September 2022 to Feb 2023

**Remuneration:**

Total remuneration to be paid in installments against monthly deliverables is Rs 200,000 including TDS deduction.

**To apply:**

Interested candidates or agencies that can assign resources for this project may submit their CV or organizational profile along with links to all the work done and available on the internet. The CV has to contain two references of individuals with name, email id and contact number, for whom work was rendered or who are conversant with the candidate's capabilities. The subject line of the email has to be 'Data Analyst Application - Your Name' by 22<sup>nd</sup> August 2022 to [smcs@tiss.edu](mailto:smcs@tiss.edu)